

Croccantezza
becomes a language.

ORDER NUMBER 107626

**Sa Pizzedda is a brand born from a
simple, unmistakable gesture: a folded,
crispy Sardinian pizza.**



A CRISPY NEW ARRIVAL

The island in every dot.

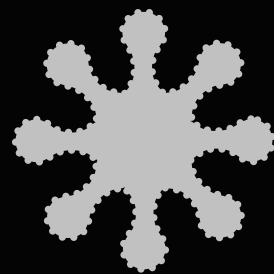
To tell this story, we chose an ancient symbol of Sardinian tradition: the pintadera, the stamp once used to decorate bread in homes across the island.

A primitive, geometric, essential object. A shape that embodies memory, craftsmanship and belonging. In the rebrand, the pintadera is redesigned as a contemporary symbol, stripped down to its essence and built around a dotted edge.

The result is an identity that brings together ancient archetypes and street culture, tradition and pop, island and city. A simple, modular, tactile visual system.



the ancient
pintadera



its more
urban sister

CONCEPT



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Sa Pizzedda's new visual identity is built around three principles:

01

Identity

The visual language derives from pintaderas, ancient Sardinian stamps associated with bread and domestic rituals. Their shape becomes the core of the brand.

02

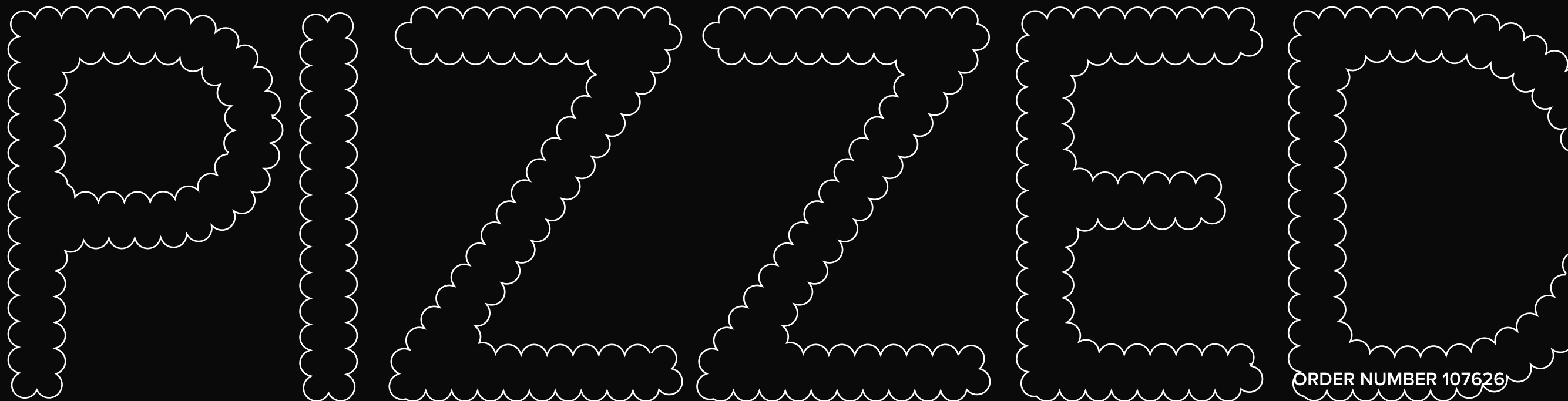
Scalability

The dotted edge is inspired by the golden, crispy surface of the Pizzedda and becomes a distinctive brand signature. A graphic rhythm that returns across logos, icons, frames and patterns. The geometries are simplified into a modular identity, legible at both micro and macro scale.

03

Recognizability

The entire system is designed to be versatile, reproducible and instantly recognizable. It allows for primary logos, compact versions, icons and patterns without losing consistency.



The New Logo

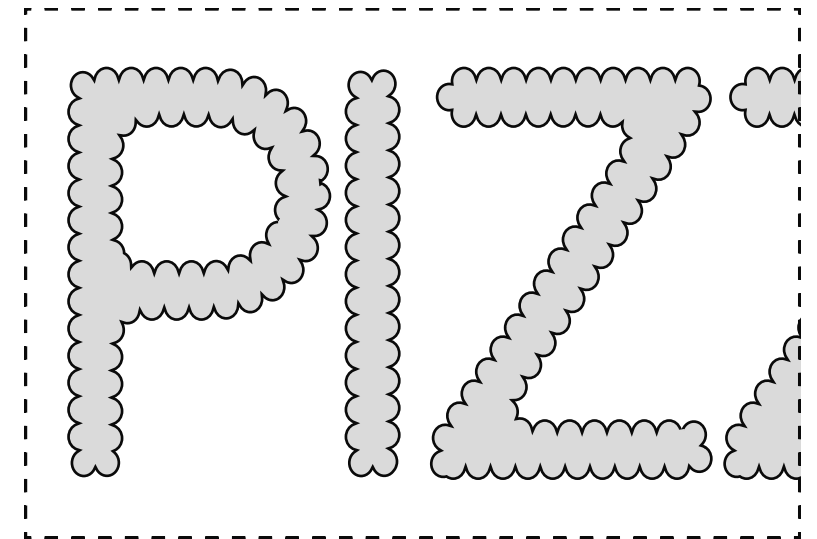
① The logo starts from an existing typeface, which was then customized through a process of simplifying and softening its forms. ② The corners were rounded to create a more contemporary visual language. An external stroke was then transformed into a dotted line made of circular modules, creating a sequence of small dots along the entire perimeter of the letters. ③ Finally, all elements were expanded and unified into a single vector shape.



1



2



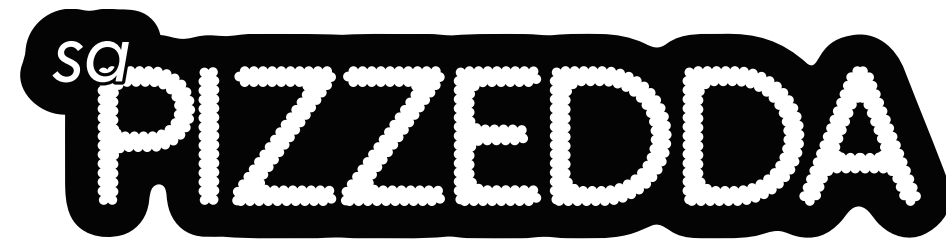
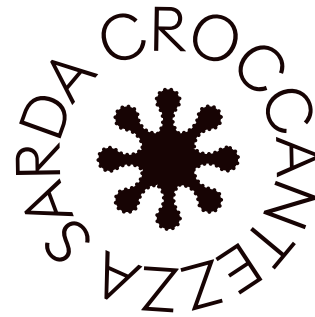
3

The Extended Logo



Logo Family

A LOGO THAT CRACKLES



The dotted edge is Sa Pizzedda's visual signature. The dots represent the product's *croccantezza*, transforming it into a graphic texture. This modularity makes it possible to build frames, patterns, icons and logos while maintaining a strong and instantly recognizable character.

Identity toolkit

NEW LOOK, SAME SOUL

Tipografia

POLYMATH DISPLAY
ADOBE FONT



BLOCK W1G
BOLD & REGULAR
ADOBE FONT



ANTON



Polymath: clean, soft and legible. It is the typeface used for the payoff and all small text across the identity.

Block W1G: our volume turned all the way up. Bold, energetic, unapologetic. It is used for loud messages and headlines that need to be heard before they are even read.

Anton: used for selected elements on the website

Color Palette

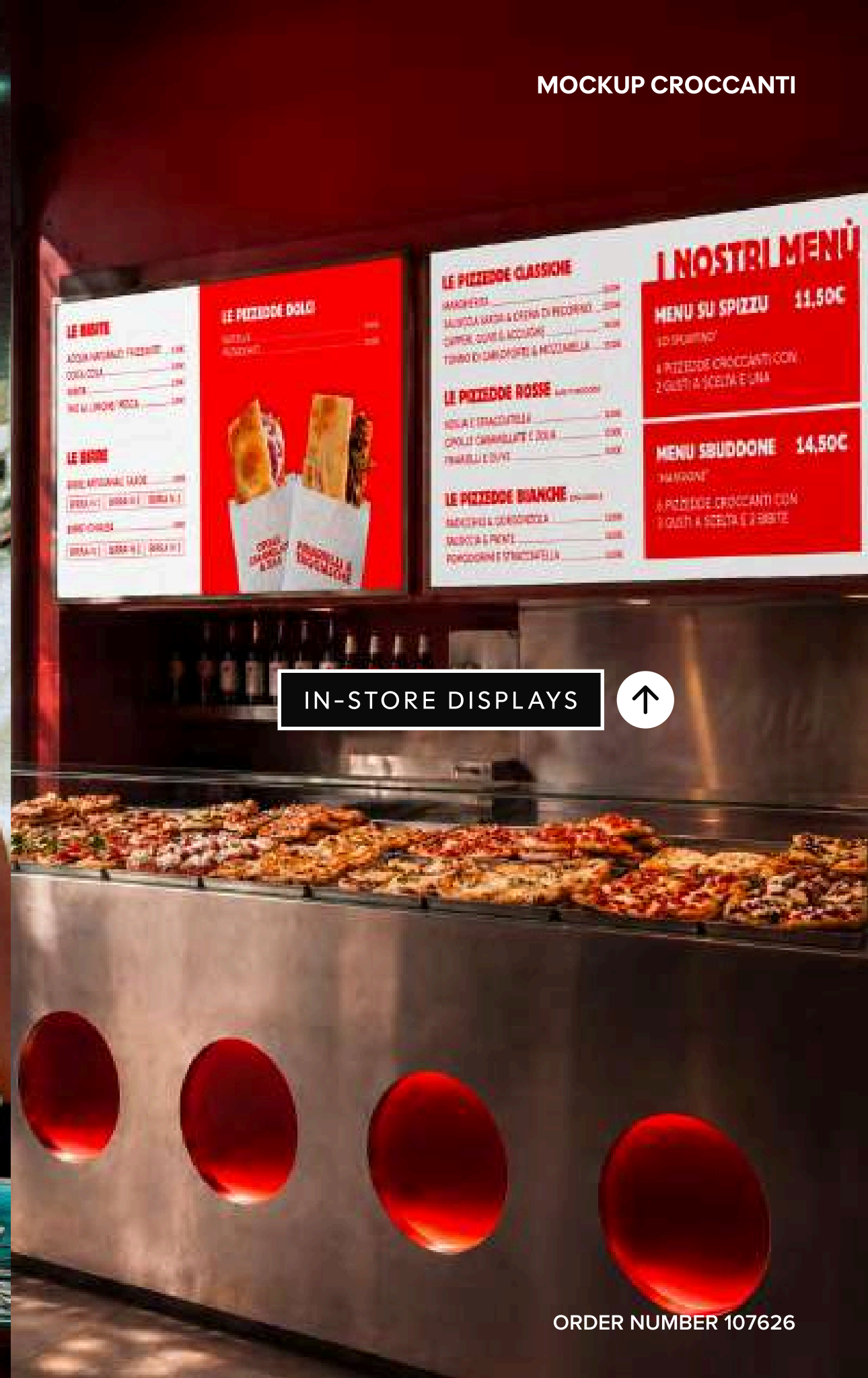
E2230A C: 0 M: 100 Y: 100 K: 0 R: 226 G: 35 B: 10 PIZZEDDA RED	F4E7C1 C: 4 M: 9 Y: 32 K: 0 R: 224 G: 231 B: 193 SEMOLINA	441400 C: 44 M: 91 Y: 87 K: 70 R: 68 G: 20 B: 0 BROWN CROCCANTE
180404 C: 69 M: 83 Y: 62 K: 91 R: 24 G: 4 B: 4 CHARCOAL BLACK	FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 MILK WHITE	The palette retains Sa Pizzedda's original colors: the iconic red, semolina, bold black and clean white, while introducing a new Croccante Brown inspired by the toasted edge of the Pizzedda. Together, they create a warm, tactile and pop-driven system that brings the brand's street soul together with its Sardinian roots.



T-SHIRT



MOCKUP CROCCANTI



IN-STORE DISPLAYS



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THE SCREW-BOUND SYSTEM MAKES IT EASY TO UPDATE THE MENU WITHOUT HAVING TO REPRINT THE ENTIRE DISPLAY

P



LE PIZZEDDE CLASSICHE	
MARGHERITA	15,00€
SALSICCIA SARDA & CREMA DI PECORINO	15,00€
CAPPERI, OLIVE & ACCIUGHE	15,00€
TONNO DI CARLOFORTE & MOZZARELLA	15,00€
LE PIZZEDDE ROSSE	
BASE POMODORO	
NDUJA E STRACCIATELLA	15,00€
CIPOLLE CARAMELLATE E ZOLA	15,00€
FRIARELLI E OLIVE	15,00€
LE PIZZEDDE BIANCHE	
BASE BIANCA	
RADICCHIO & GORGONZOLA	15,00€
SALSICCIA & PATATE	15,00€
POMODORINI E STRACCIATELLA	15,00€
LE PIZZEDDE DOLCI	
NUTELLA	15,00€
PISTACCHIO	15,00€
SA SA SA PIZZEDDA	

TABLE MENU



MENU BOARD



A SINGLE-SIDED VERSION OF THE MENU. ALSO
SUITABLE FOR LARGER DISPLAYS.





DELIVERY BOXES



MOCKUP CROCCANTI



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FOOD TRUCK



HAT



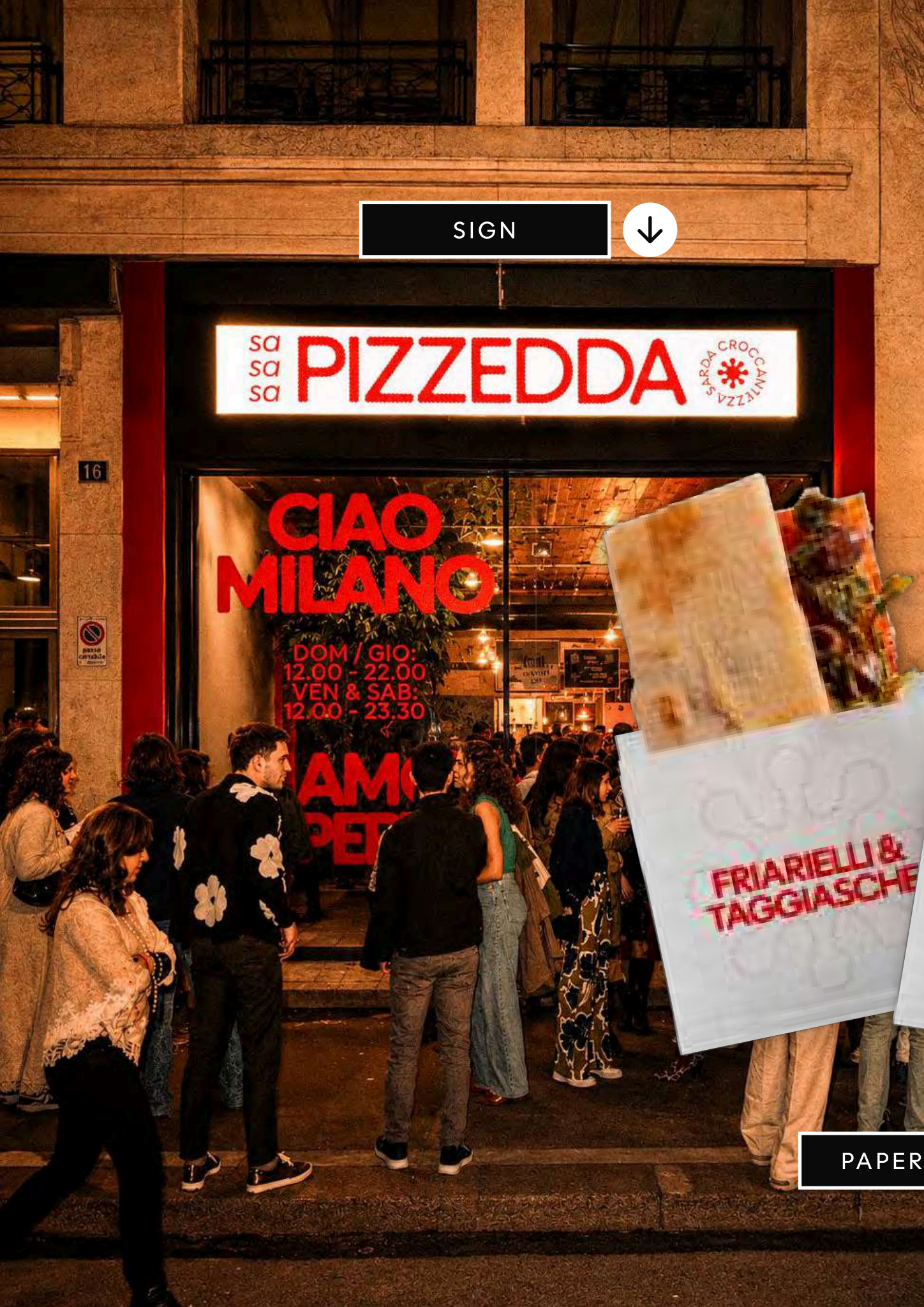
MOCKUP CROCCANTI



LOYALTY CARD



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SIGN

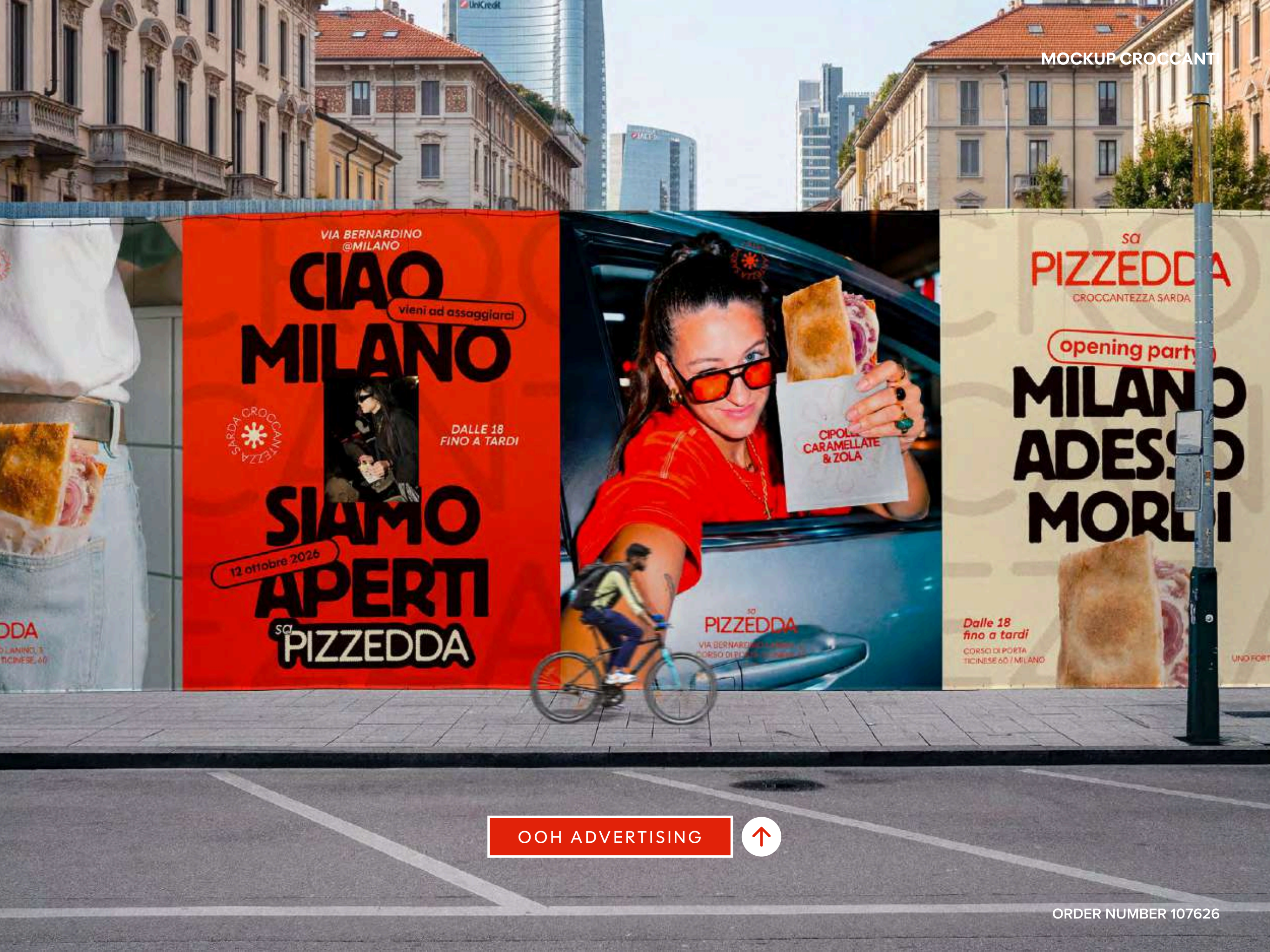


MOCKUP CROCCANTI

PAPER BAGS



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VIA BERNARDINO
@MILANO

CIAO MILANO

viene ad assaggiarci

SARDA CROCCANTEZZA

DALLE 18
FINO A TARDI

SIAMO APERTI

12 ottobre 2026

SQ PIZZEDDA

SQ
PIZZEDDA

CIPOLLE
CARAMELLATE
& ZOLA

SQ
PIZZEDDA

VIA BERNARDINO @MILANO
CORSO DI PORTA TICINENSE 60/1 MILANO

SQ
PIZZEDDA

CROCCANTEZZA SARDA

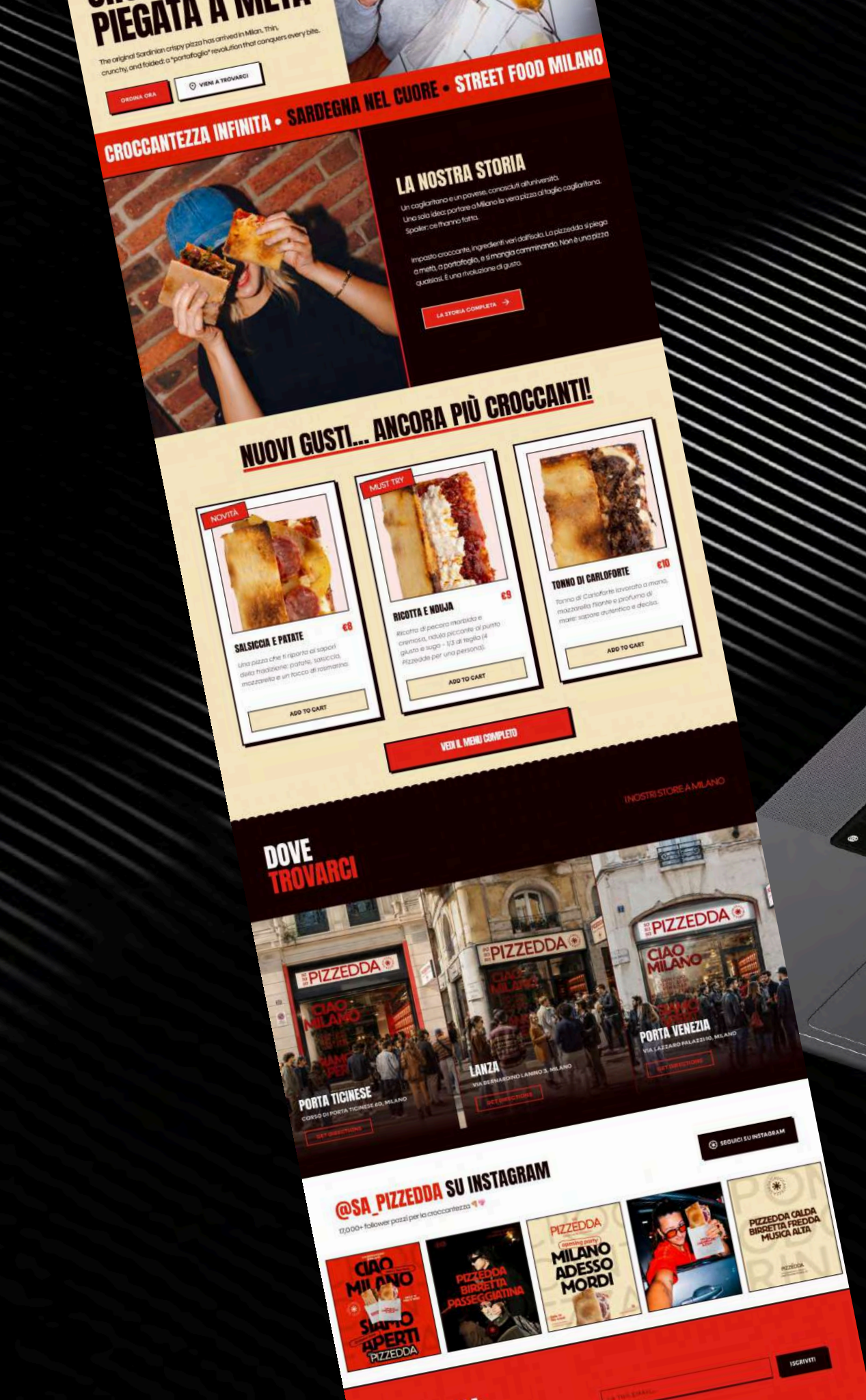
opening party

MILANO ADESSO MORIRI

Dalle 18
fino a tardi

CORSO DI PORTA
TICINENSE 60/1 MILANO

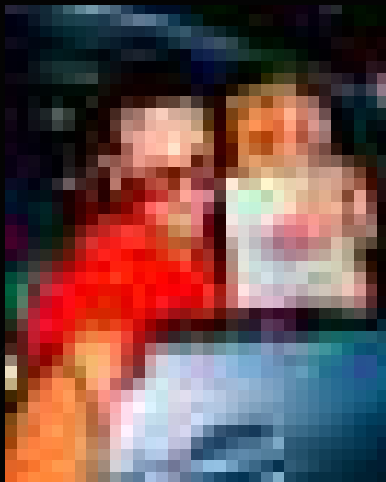
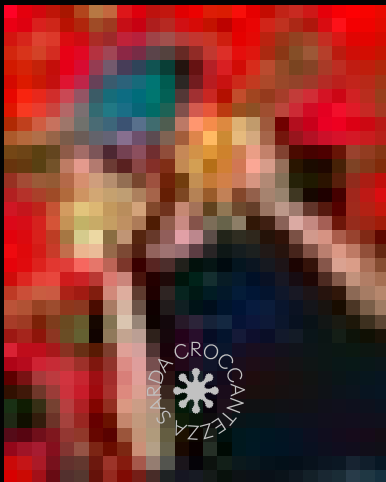
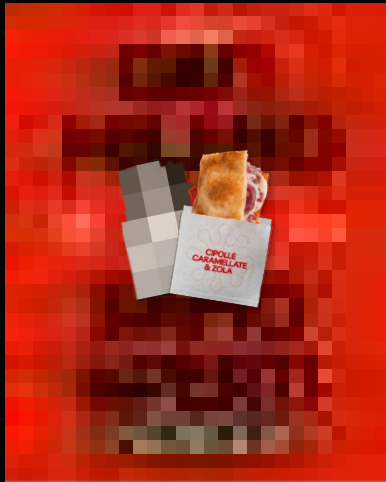
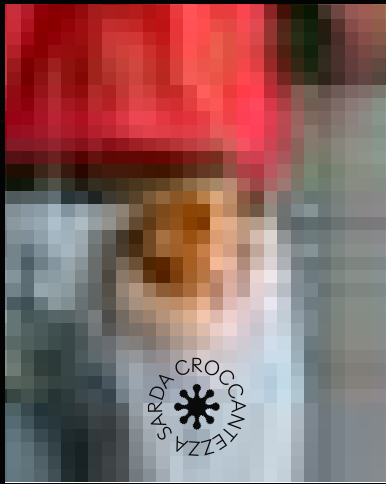
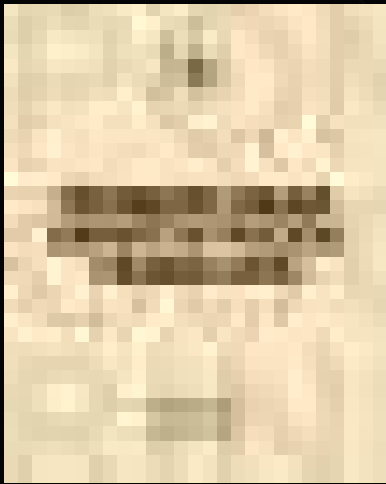
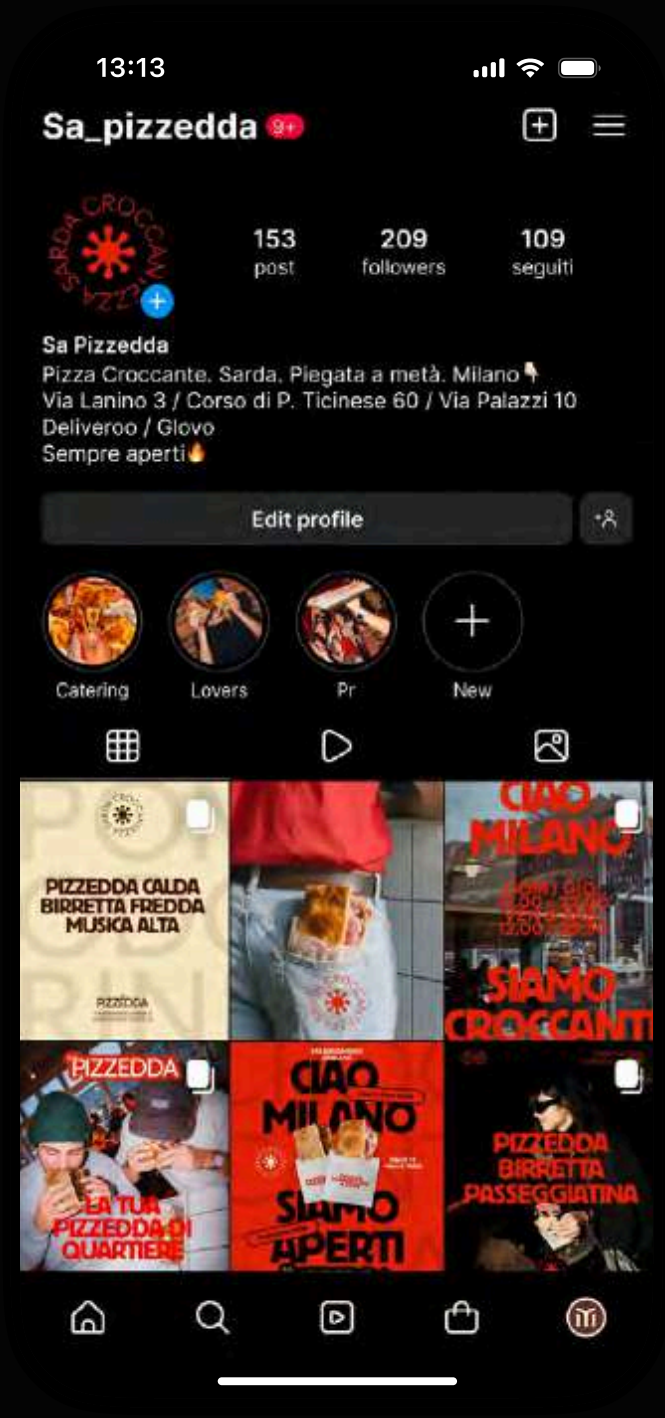
UNO FORT



LANDING PAGE

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IG FEED



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01

02

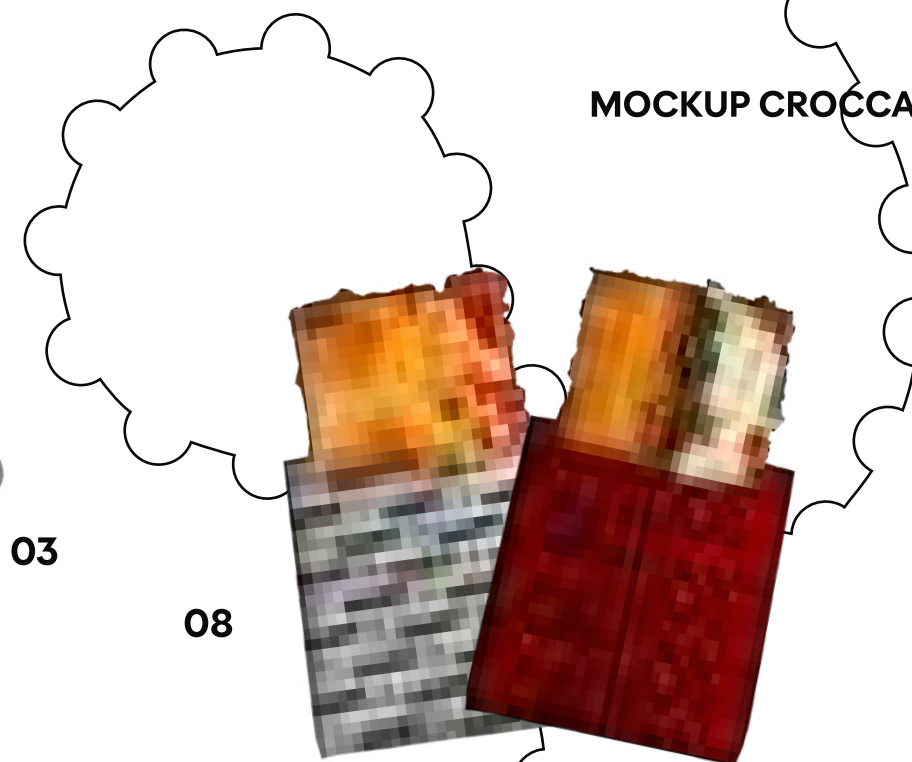


03



08

MOCKUP CROCCANTI



04



07



05



06



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- 01 SHOPPER
- 02 MATCHES
- 03 CUP AND COFFE CUP
- 04 LANYARD
- 05 TAPE
- 06 NAPKINS
- 07 FOOD PACKAGING
- 08 V2 PAPER BAGS

MOCKUP CROCCANTI



KEYCHAIN &
BEER OPENER

LIGHT BOXES



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BUSINESS CARDS



Every element of Sa Pizzedda's identity is built on the same principle: **transforming croccantezza into a recognizable graphic language.**

From the logo to every communication touchpoint, the visual system maintains a coherent, modular and instantly recognizable language, designed to accompany the brand across every point of contact.

The new system **combines the roots of Sardinian tradition with a contemporary aesthetic**, designed to stand out both in the urban environment and in the everyday experience of anyone who chooses a Pizzedda.

