

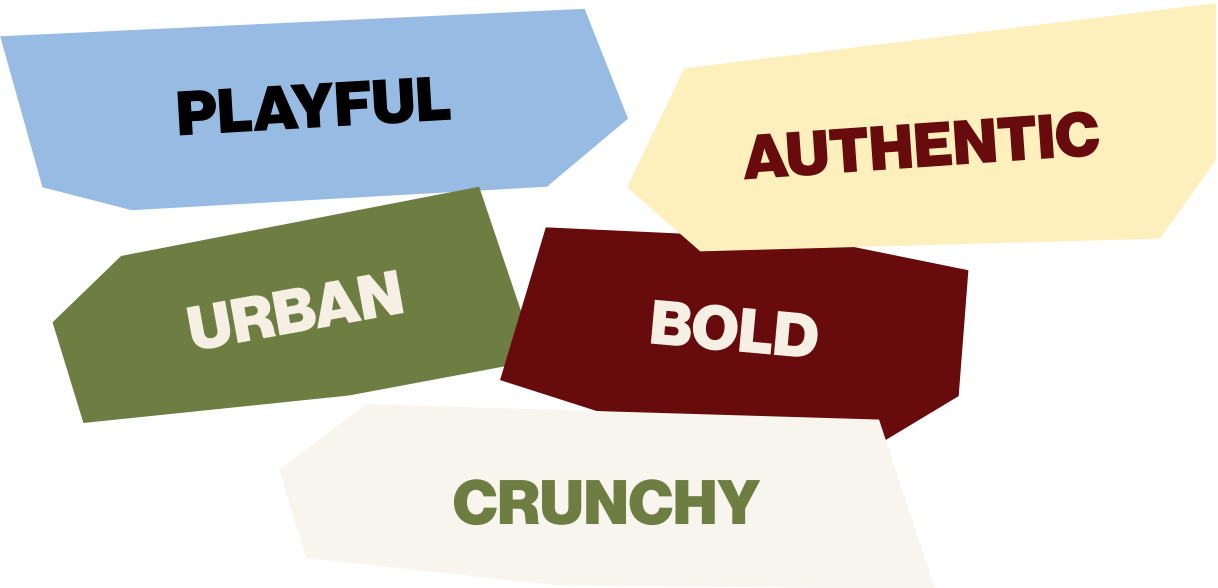
SA PIZZEDDA



BRAND CONCEPT

Born in Sardinia. Built for the crunch.

Born from **Sardinia’s pizza tradition** and shaped by Milan’s fast-moving culture, Sa Pizzedda turns its **unmistakable crunch** into a bold, playful identity. Expressive typography, energetic forms and a distinctive character come together in a **flexible system** that feels authentic, urban and instantly recognizable across every touchpoint.

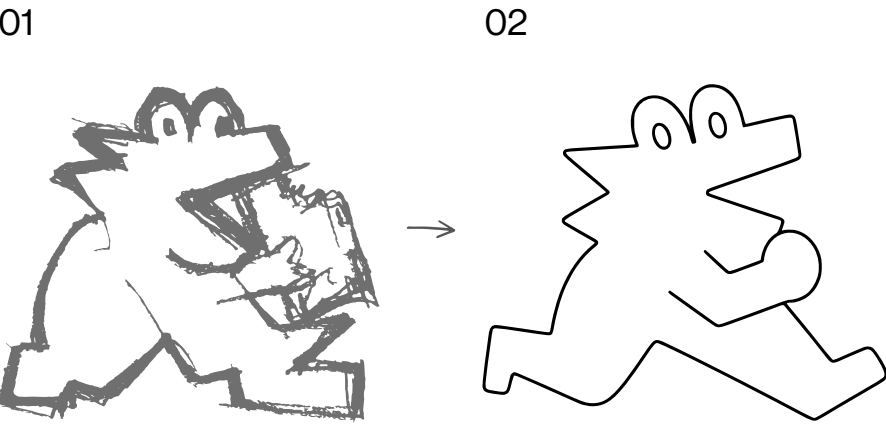


CHARACTER SYSTEM

Meet Crunchy Monster

A mascot built around Sa Pizzedda’s signature crunch.

Crunchy Monster transforms Sa Pizzedda’s signature crunch into a playful visual character.
Every detail, from the zigzag silhouette to the energetic running pose, expresses movement, joy and the unmistakable signature crunch of the brand.



FIRST SKETCH

Hand-drawn exploration.

REFINED SILHOUETTE

Simplified silhouette.

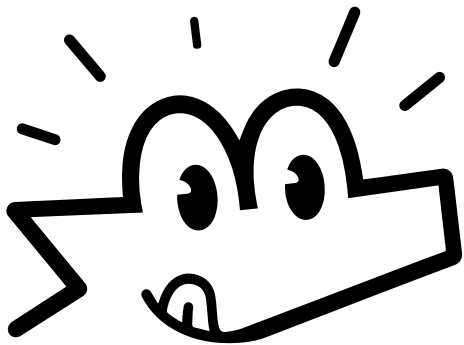
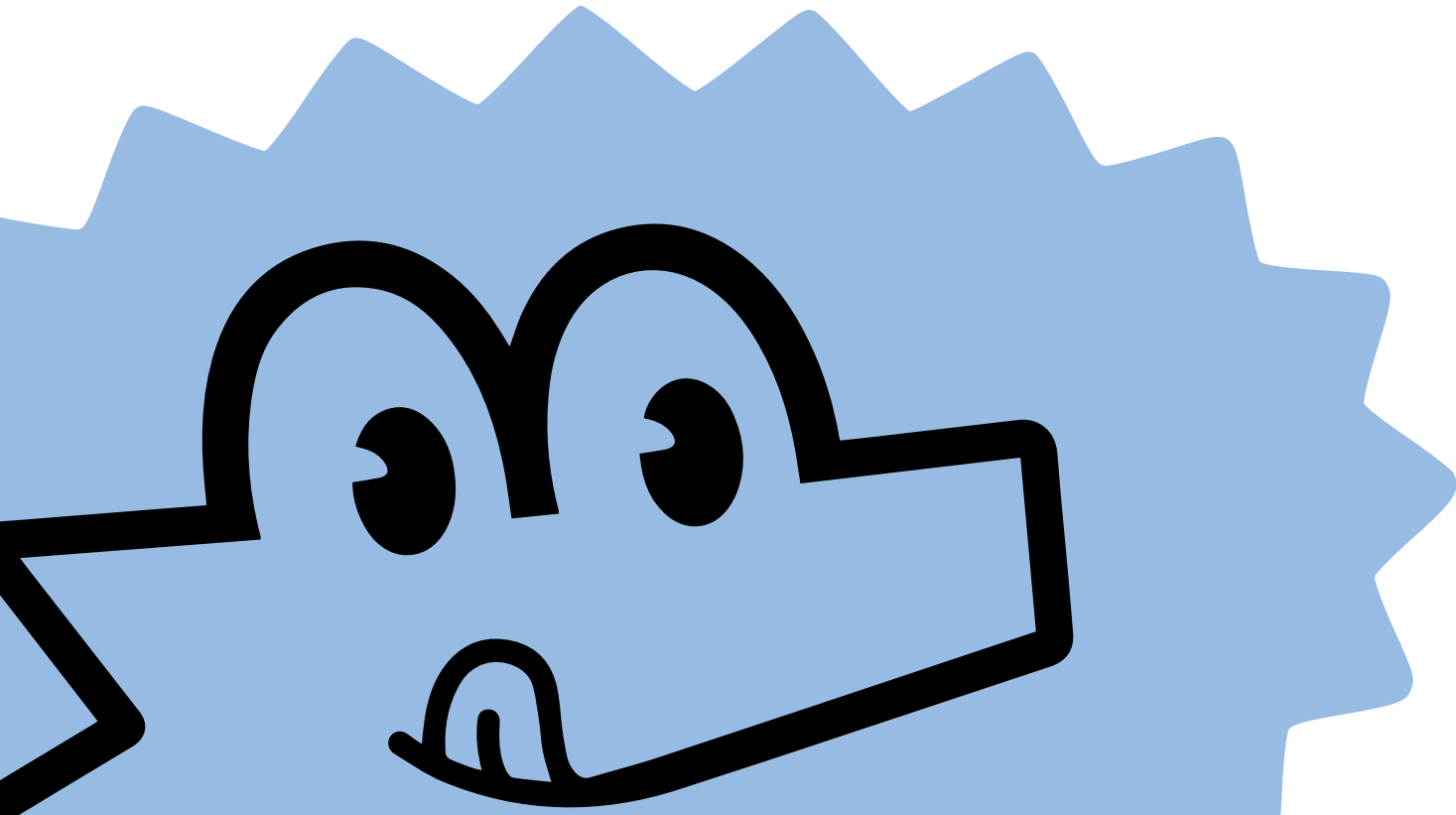


CHARACTER SYSTEM

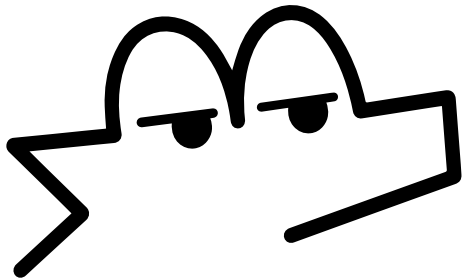
EXPRESSIONS

Different moods. Same crunchy character.

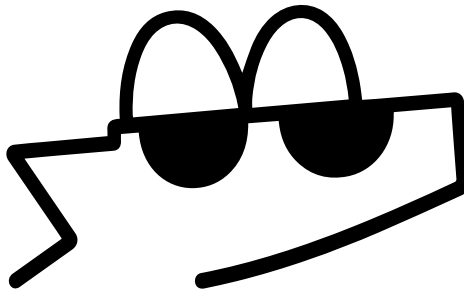
The core character remains consistent while its eyes and facial details adapt to communicate different moods.



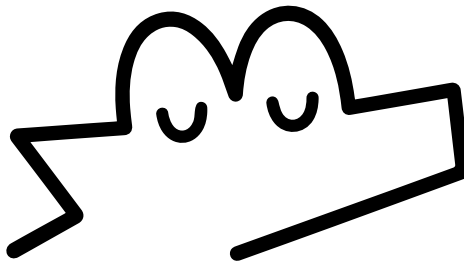
01 **EXCITED**
For energetic moments and playful reactions.



02 **SCEPTICAL**
For witty and questioning moments.

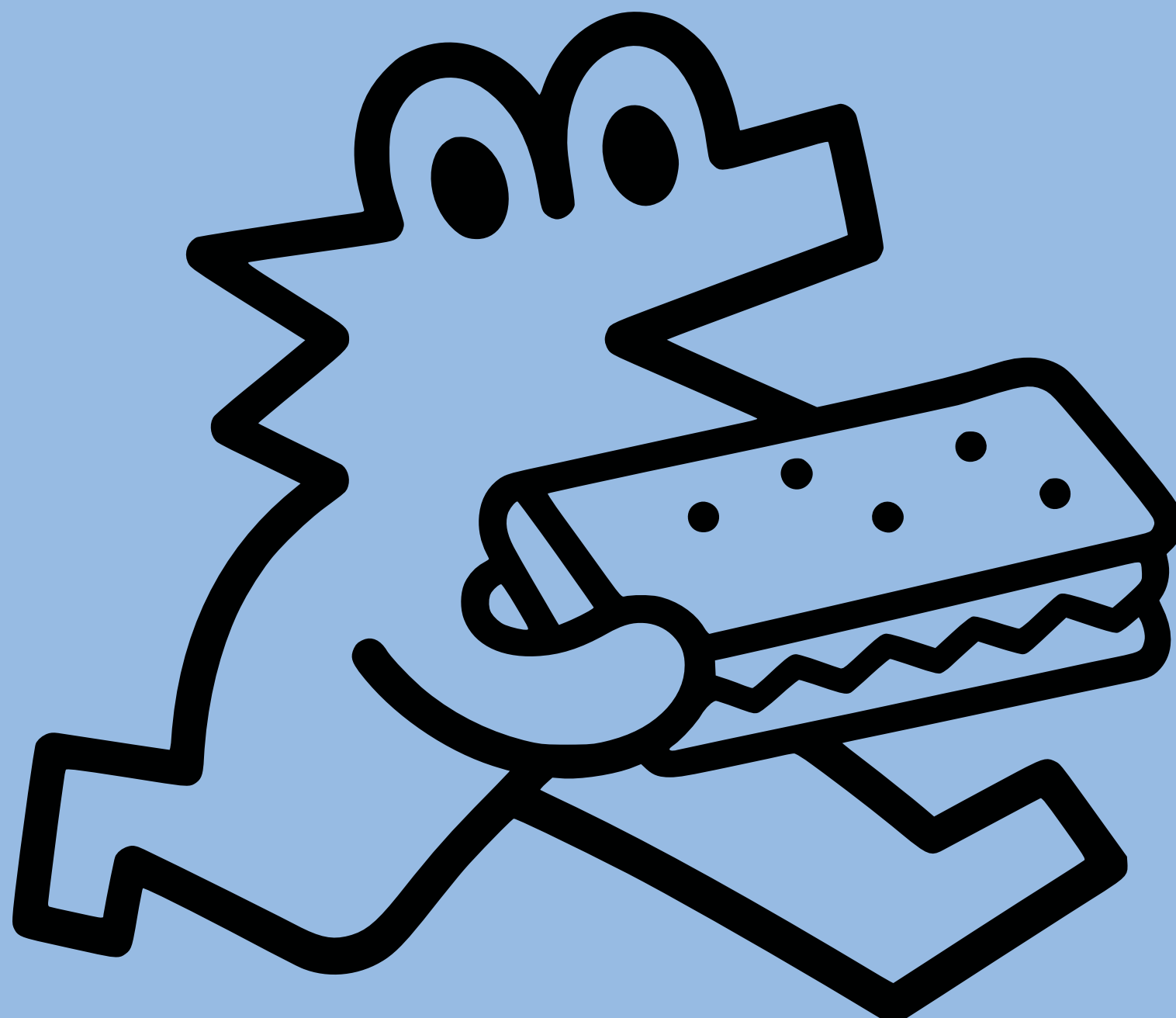


03 **COOL**
For confident and laid-back communication.



04 **CALM**
For softer and more relaxed moments.

SA PIZZEDDA



LOGO SYSTEM

Logo System

A flexible identity designed for every touchpoint.

The Sa Pizzedda identity is designed as a flexible system rather than a single mark.

Depending on the application, the primary lockup, mascot or wordmark can be used independently while maintaining a consistent visual identity.

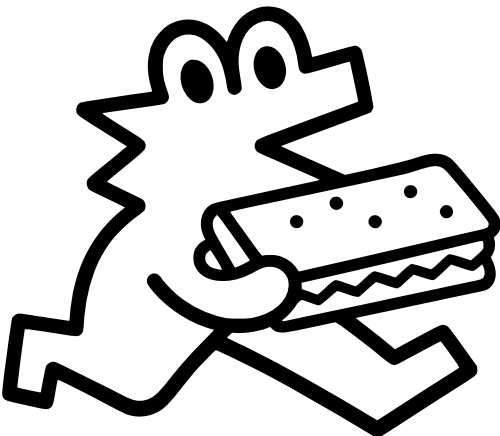
Primary Lockup



Horizontal Wordmark



Mascot



Standalone character.

Stacked Wordmark



Typographic signature.

LOGO SYSTEM

Clear Space

Protecting clarity across every application.

Maintain a minimum clear space equal to the width of the “I” in the wordmark. No graphic elements may enter this area.

Primary Lockup



X = Width of the “I” in the wordmark

Horizontal Wordmark



Mascot



Stacked Wordmark



LOGO SYSTEM

Minimum Size

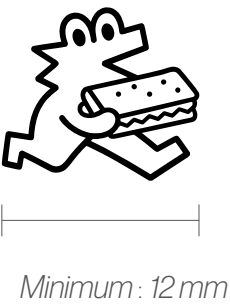
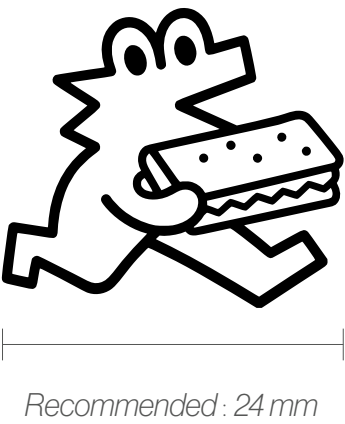
Ensure legibility across every application.

To maintain clarity and recognition, the logo should never be reproduced below the minimum sizes shown on this page. When space is limited, use the mascot or wordmark instead of scaling the primary lockup below its minimum size.

Primary Lockup



Mascot



Stacked Wordmark



TYPE SYSTEM

Typography

A bold and highly legible type system.

The Sa Pizzedda typography is built around Neue Haas Grotesk Display, chosen for its bold character and exceptional readability. A consistent typographic hierarchy reinforces the brand identity across print and digital applications.

Primary Typeface
Neue Haas Grotesk Display

Designer: *Christian Schwartz / Max Miedinger*
Foundry: *Linotype*
License: *Commercial typeface - license required for production use.*



Neue Haas Grotesk

Weights

Neue Haas Grotesk Display 35 Thin
Neue Haas Grotesk Display 45 Light
Neue Haas Grotesk Display 65 Medium
Neue Haas Grotesk Display 75 Bold
Neue Haas Grotesk Display 95 Black

Character Set

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!-".?;

BRAND COLORS



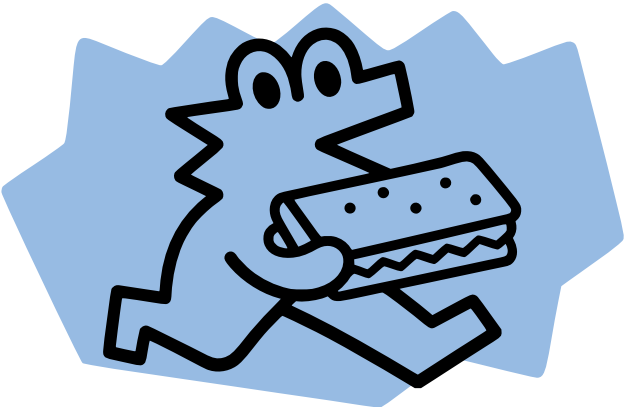
Tomato Sauce (Primary)
The energetic core of the brand.

RGB: 105, 12, 13
CMYK: 33, 100, 100, 50
HEX: #690C0D



Golden Sun (Secondary)
Inspired by the warm Sardinian sun.

RGB: 253, 240, 187
CMYK: 1, 1, 31, 0
HEX: #FDF0BB



Mediterranean Sky (Secondary)
Freshness, openness and joy.

RGB: 151, 187, 227
CMYK: 39, 17, 0, 0
HEX: #97BBE3



Olive Grove (Secondary)
Inspired by the olive groves of Sardinia.

RGB: 111, 126, 65
CMYK: 58, 35, 89, 16
HEX: #6F7E41



Wood Oven (Neutral)
Bold contrast with authentic character.

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000



Semolina (Primary)
Soft warmth inspired by handcrafted pizza dough.

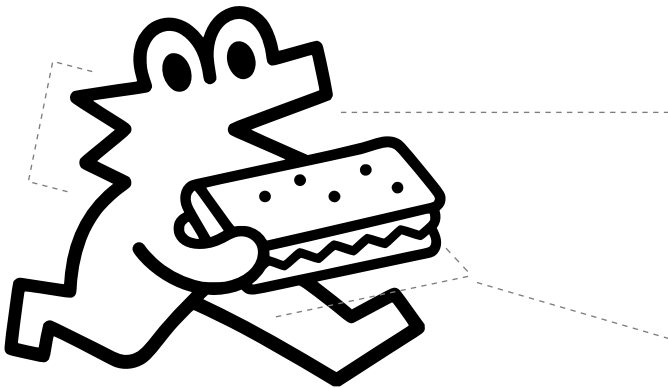
RGB: 244, 239, 228
CMYK: 3, 4, 9, 0
HEX: #F4EFE4

Built from the Crunch

Graphic elements derived from Sa Pizzedda’s signature visual language.

The graphic system is built from two distinctive elements of the brand: the mascot’s zigzag silhouette and the crunchy edge of the Pizzedda. These forms are simplified, repeated, scaled and rotated to create a playful and recognisable visual language.

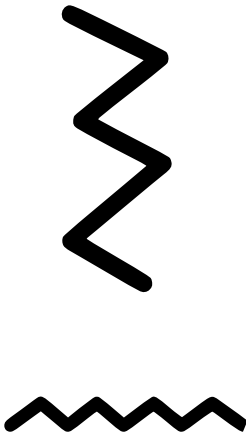
01



MASCOT ZIGZAG

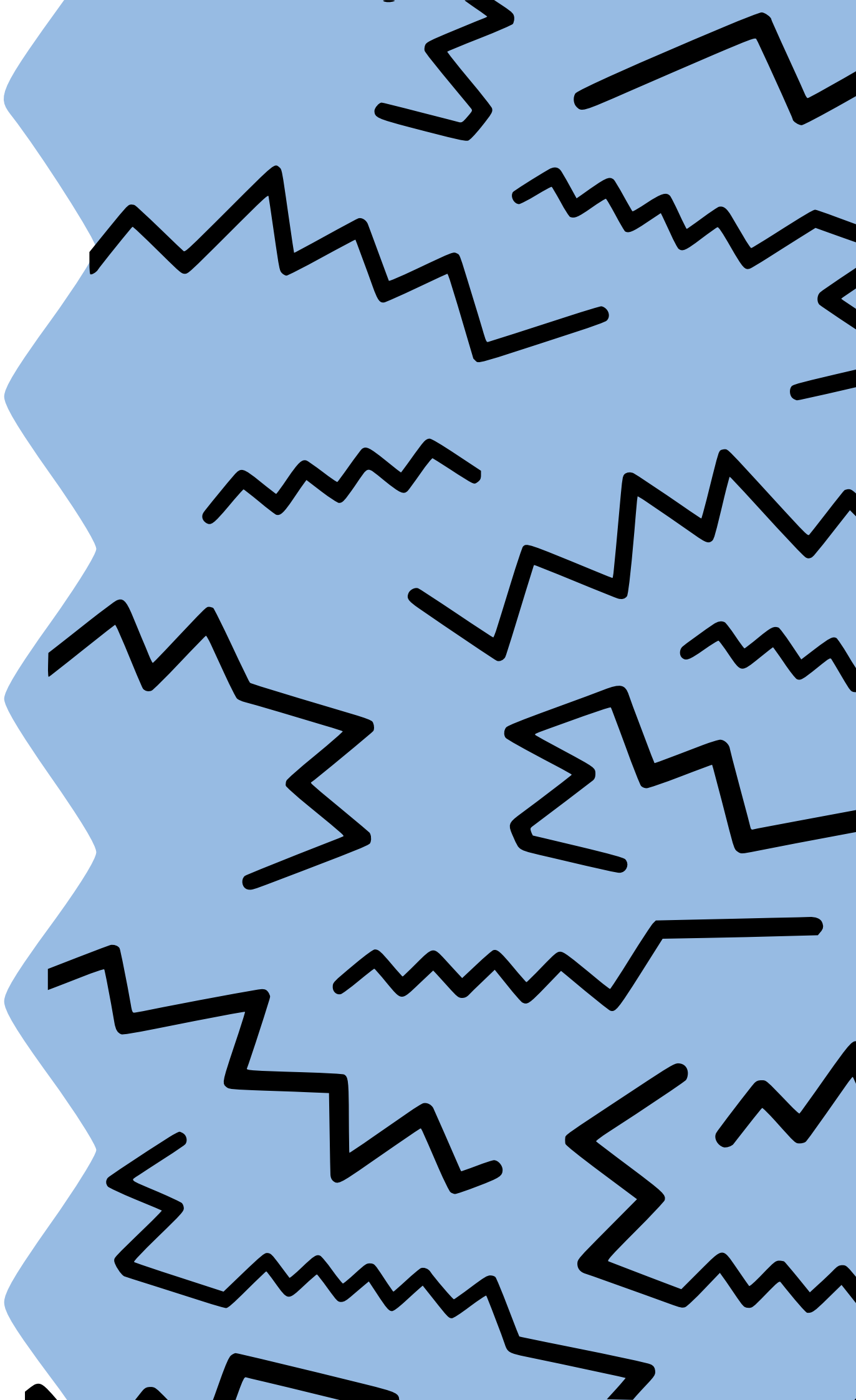
Derived from Crunchy Monster’s silhouette

02



CRUNCH ZIGZAG

Derived from the Pizzedda’s signature crunchy edge.

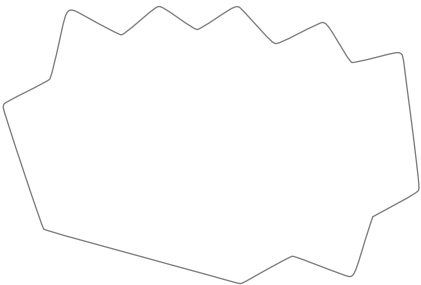


Shape System

Flexible graphic shapes built from the brand's signature crunch.

The shapes extend Sa Pizzedda's zigzag language into a **flexible set of graphic containers**. Inspired by the mascot and the crunchy edge of the Pizzedda, they can frame typography, hold the lockup or mascot, and create playful compositions across brand applications.

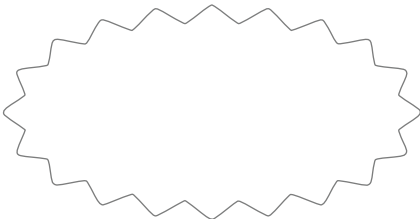
01



IRREGULAR FRAME

For expressive layouts and larger graphic moments.

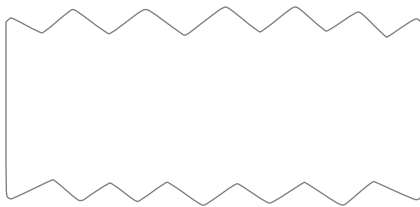
02



CRUNCH BADGE

For short messages, stickers and callouts.

03



CRUNCH STRIP

For headlines, labels and horizontal layouts







SA PIZZEDDA

THE MENU

CRUNCH INTO SARDINIA

THE CLASSICS

MARGHERITA

Crunchy and irresistible

€3

LA ROSSA

Tomato base, crunchy

fragrant, essential

€3

FROM SARDINIA

SAUSAGE & PECORINO

Pecorino cream and

cured sausage

€4

CARLOFORTE TUNA

& MOZZARELLA

Carloforte tuna, mozzarella

and the scent of the sea

€4

CRUNCHY SPECIALS

CAPERS, OLIVES

& ANCHOVIES

Mussels, anchovies,

capers and olives

€4

CARAMELISED ONIONS

& GORGONZOLA

Sweet Tropea onions

and Gorgonzola

€3.5

SHEEP'S RICOTTA

& NDUJA

Creamy, spicy, bold

€3.5

SHEEP RICOTTA

& SPINACH

Fresh Mediterranean flavour

€3.5

CRUNCH
INTO
SARDINIA



SA PIZZEDDA

SIP.
CRUNCH.
REPEAT.











sa_pizzedda
Milano

TODAY'S CRUNCH.



SARDINIAN SAUSAGE
€4

SA PIZZEDDA



sa_pizzedda
Milano

HOT. FOLDED. CRUNCHY.



SA PIZZEDDA



sa_pizzedda
Milano

SA PIZZEDDA

CRUNCH INTO SARDINIA.

SARDINIAN SOUL. MILAN SPEED. SERIOUS CRUNCH.

GET YOURS →



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SA PIZZEDDA

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ORDER NOW

CRUNCH INTO SARDINIA.

Sardinian soul. Milan speed. Serious crunch.

[GET YOURS →](#)

02. MEET THE PIZZEDDA

SO, WHAT IS A PIZZEDDA?

Born from Sardinia's pizza tradition, a Pizzedda is baked until golden and crisp, folded around generous fillings and made to move at Milan speed. Authentic at heart, urban in spirit, and unmistakably crunchy in every bite.

EXPLORE THE MENU →

MADE FRESH

SARDINIAN ROOTS

SIGNATURE CRUNCH

03. FEATURED MENU

PICK YOUR CRUNCH.

Three favourites. One unmistakable crunch.



SARDINIAN SAUSAGE

Potatoes, ricciarella, rosemary

[ORDER →](#)



TROPEA & GORGONZOLA

Caramelised onions, tomato, Gorgonzola

[ORDER →](#)



RICOTTA & 'NDUJA

Sheep's ricotta, 'nduja, tomato

[ORDER →](#)



04. OUR STORY

FROM SARDINIA TO MILAN.

Island roots. City rhythm. Sa Pizzedda brings Sardinia's craft and character to Milan—served hot, folded and ready to move.

DISCOVER OUR STORY →

05. FIND US

MEET US IN MILAN.

Three neighbourhoods. One unmistakable Sardinian experience.

01 — SOLARI

Via Bernardino Lanino 3, Milano

→

02 — PORTA TICINESE

Corso di Porta Ticinese 60, Milano

→

03 — PORTA VENEZIA

Via Lazzaro Palazzi 10, Milano

→

06. ORDER NOW

READY FOR THE CRUNCH?

Hot, folded and ready when you are.

[ORDER NOW](#)

SARDINIAN SOUL. MILAN SPEED. SERIOUS CRUNCH.

ORDER NOW →

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Sardinian soul. Milan speed. Serious crunch.

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