

**SAPIZZ-
EDDA**



THE STARTING POINT

Folded in half. Crisp on the outside. Made to be eaten on the move.

This was the product the identity had to live up to.



A close-up, high-contrast photograph of two hands kneading a piece of dough. The hands are covered in flour, and the dough is being pressed and folded. The background is dark, making the light-colored dough and flour stand out. The lighting is dramatic, highlighting the texture of the dough and the skin of the hands.

IT DIDN'T START WITH A SYSTEM.

I started by reshaping the name almost as if it were dough: stretching the letters, shifting them and adjusting their proportions one by one until the composition felt right.

THE BEGINNING

THE WORDMARK

SA PIZZEDDA



**S^A P_IZZ⁻
EDDA**

Each letter was treated on
its own.
The balance came later.

**SAPIZZ-
EDDA**

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THE FIELD

**SAPIZZ-
EDDA**

**NEW
TASTE**



THE SHAPE CAME WITH IT.

At first, it simply sat
behind the wordmark.
Then it started showing
up elsewhere: around
type, images and
information.

Sometimes things stay
inside it. Sometimes they
don't.

A Cagliari street-food
tradition,
reworked for Milan and
made
to be eaten on the
move.

SA PINTADERA

A MARK THAT ONCE LIVED ON BREAD.

Sa Pintadera was traditionally used to stamp bread and sweets before baking. In Sardinian culture, bread also carries ideas of prosperity and good fortune.

For Sa Pizzedda, the connection felt immediate: an old food mark finding its way back into food.



PATTERN



Rather than reproducing the Pintadera, I took its geometry apart and let the pieces work in new ways.

BUILT TO SHRINK



Full: For storefronts, packaging and large-format applications



Compact: For smaller formats and tighter layouts



Monogram: For icons, social profiles and small touchpoints

WHEN SPACE GETS TIGHTER, THE MARK GETS SIMPLER.

The wordmark was designed to lose detail without losing recognition.
As the available space gets smaller, the composition strips back to its most recognizable parts.

COLORS

HOT RED
HEX E31722
RGB 227 23 34
CMYK 0 90 85 11

**WARM, LOUD, EASY TO
SPOT.**

Red does the shouting. Cream gives it room. Orange brings warmth. Charcoal keeps the useful stuff clear.

DOUGH CREAM
HEX FBFCDE
RGB 251 252 222
CMYK 0 0 12 1

BAKED ORANGE
HEX F2AF5C
RGB 242 175 92
CMYK 0 28 62 5

CHARCOAL
HEX 1D1D1B
RGB 29 29 27
CMYK 0 0 7 89

FONTS

**SYNE DOES THE SHOUTING.
INTER KEEPS THINGS EASY TO READ.**

Syne handles the loud moments: headlines, campaign lines and short statements.

Inter takes care of menus, prices and longer copy.

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**SYNE
EXTRABOLD
SYNE BOLD**

Inter Medium
Inter Regular
Inter Italic

PACKAGING



The identity carries on after the box is opened — on the table, on the menu, in the little things that stay around between one bite and the next.



BEYOND THE BOX



THE BRAND MOVES IN



TAKE A PIECE WITH YOU





A few pieces leave the restaurant altogether — worn, carried and kept after the food is gone.

OUT IN THE CITY



NO SMALL TALK

SALSICCIA & PECORINO

Rich, salty and straight to the point.
Crisp outside, loaded inside.

SA PIZZ-
EDDA



SWEET GETS BOLD

CIPOLLE & GORGONZOLA

Sweet, sharp and deeply savoury.
All folded into one crisp bite.

SA PIZZ-
EDDA



SOFT MEETS FIRE

RICOTTA & 'NDUJA

Creamy, spicy, impossible to play safe.
Folded hot and finished with crunch.

SA PIZZ-
EDDA

