

Troppu bona.



La Pizzetta Sarda.

Concept

A brand identity built, **stone by stone.**

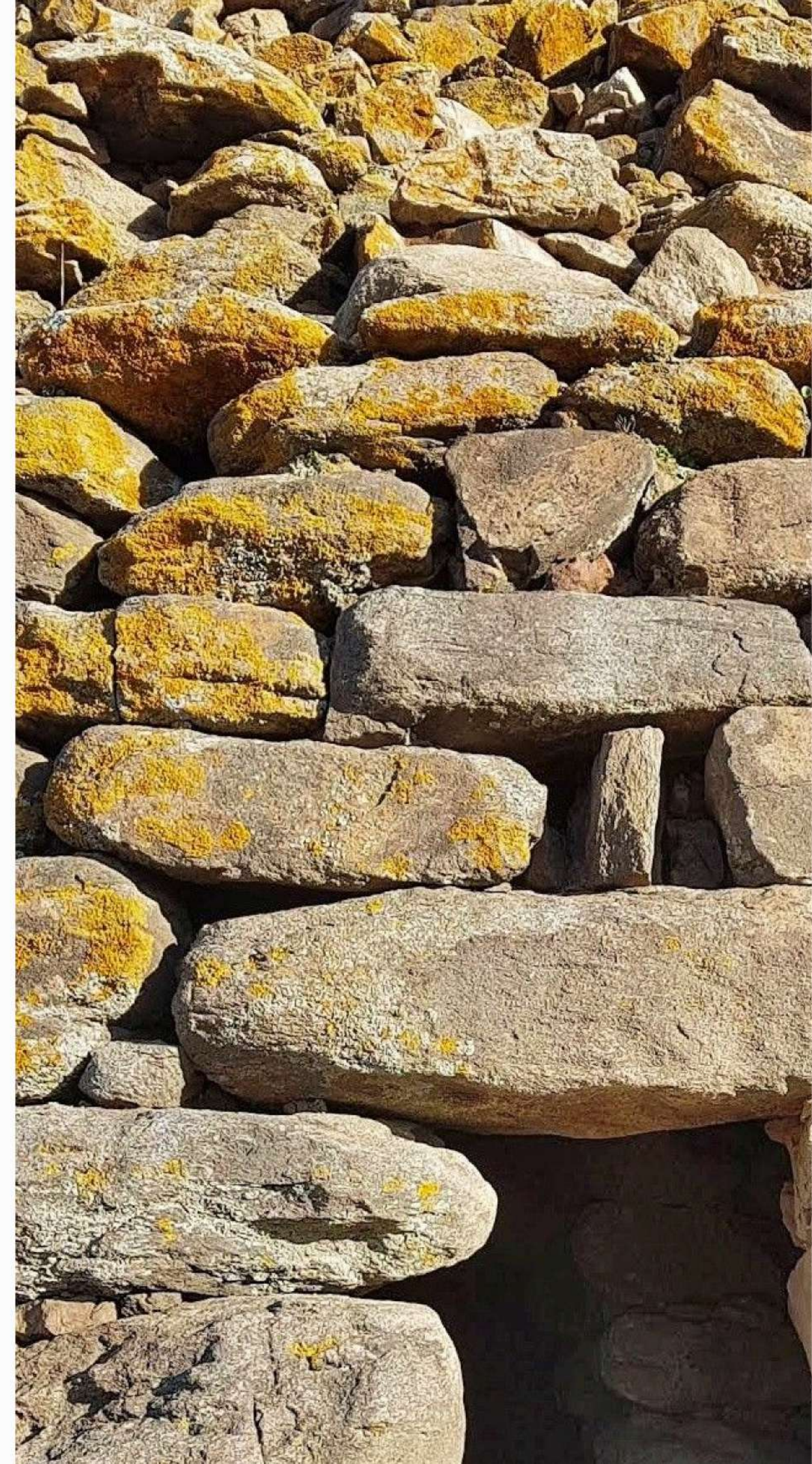
Sa Pizzedda was born from a simple idea, but with a big ambition: to bring authentic Cagliari-style pizza al taglio to Milan, just as it is in Sardinia.

From a kitchen on Via Melchiorre Gioia, that idea has grown into a business with multiple stores and the ambition to bring Sardinian *crunchiness* to cities across Italy.

It is this journey of growth that becomes the starting point for the new identity: *building something big from a simple element.*

The same idea is deeply rooted in Sardinia's history. The island has long been defined by architecture built through the layering of simple, solid elements: *stones* that, one on top of another, have shaped nuraghi, dolmens and Giants' tombs.

Stone is not simply a material, but an element that speaks of the ability to build, protect and create something made to last.



Concept

This is where the new Sa Pizzedda's **visual language** takes shape.

Instead of sitting side by side, the two Zs in the name are stacked vertically. Two simple elements come together and, in doing so, begin to build a form. The gesture recalls the construction logic of ancient Sardinian architecture, and in particular the structure of the nuraghe, without representing it literally.

The Z thus becomes a graphic stone: a modular element that can be stacked, repeated and combined to build the brand's visual system.

The idea of construction therefore becomes more than just a logo. It becomes the principle at the heart of the entire identity: every element is part of a larger structure.



sa PIZZEDDA

La Pizzetta Sarda

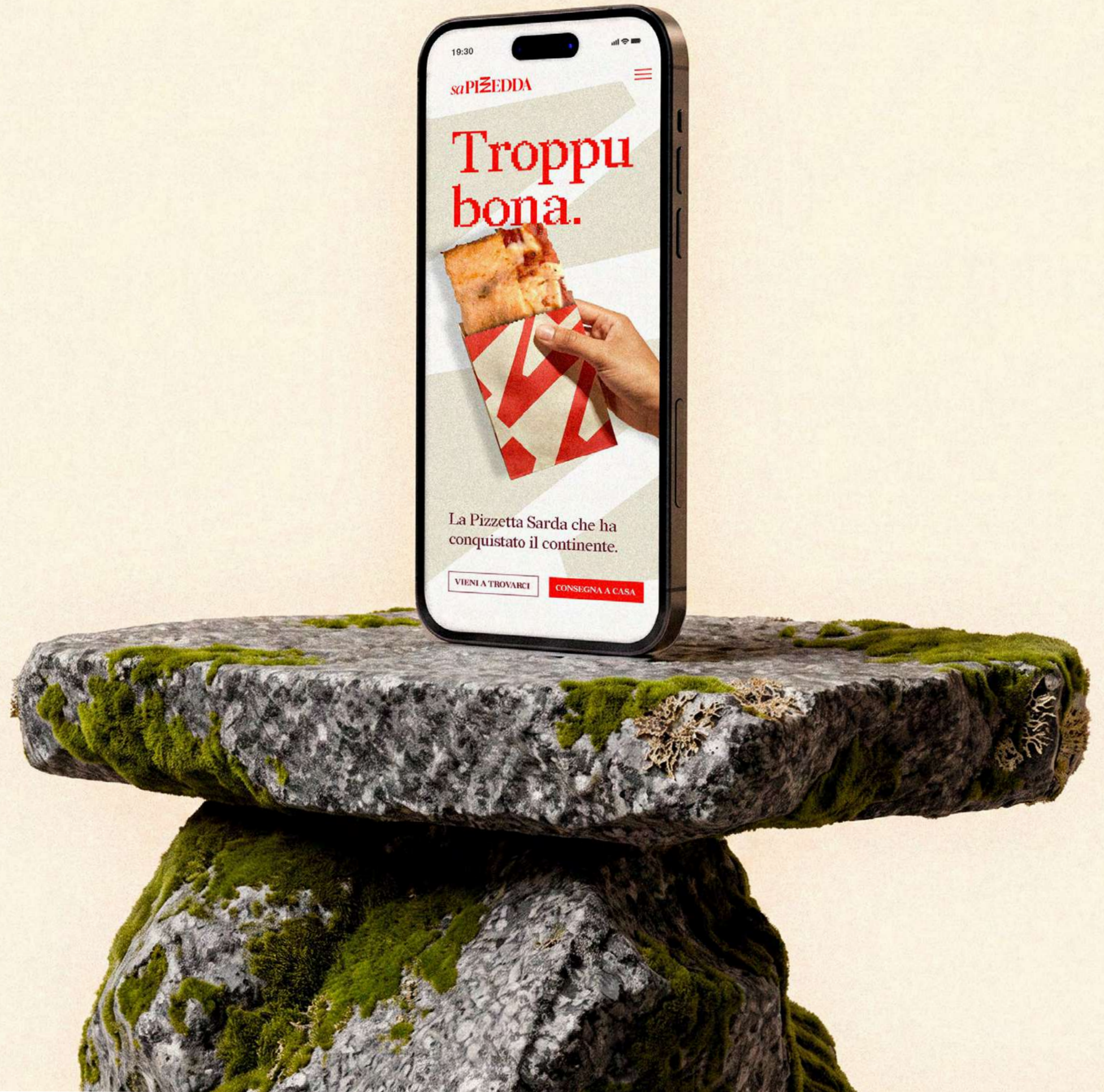
Concept

Where the history meets the story of Sa Pizzedda.

Just as a structure grows by adding one element at a time, the brand grows one city at a time.

From Sardinia to Milan, and from Milan to the rest of Italy, every new store becomes another stone added to the structure.

*A Sardinian story that grows,
moves forward and builds its future
without losing sight of its roots.*



Palette

Colours sourced from the Island.



Rena

HEX FEF5E4
RGB 254/245/228
CMYK 0/4/10/0

Luxi

HEX FF0000
RGB 255/0/0
CMYK 0/100/100/0



Umbra

HEX 731126
RGB 115/17/38
CMYK 0/85/67/55



Mari e Celu

HEX 2E97FF
RGB 46/151/255
CMYK 82/41/0/0

Figu

HEX 225C2A
RGB 24/92/42
CMYK 63/0/54/64



Morisca

HEX FF5F1D
RGB 255/95/29
CMYK 0/63/89/0

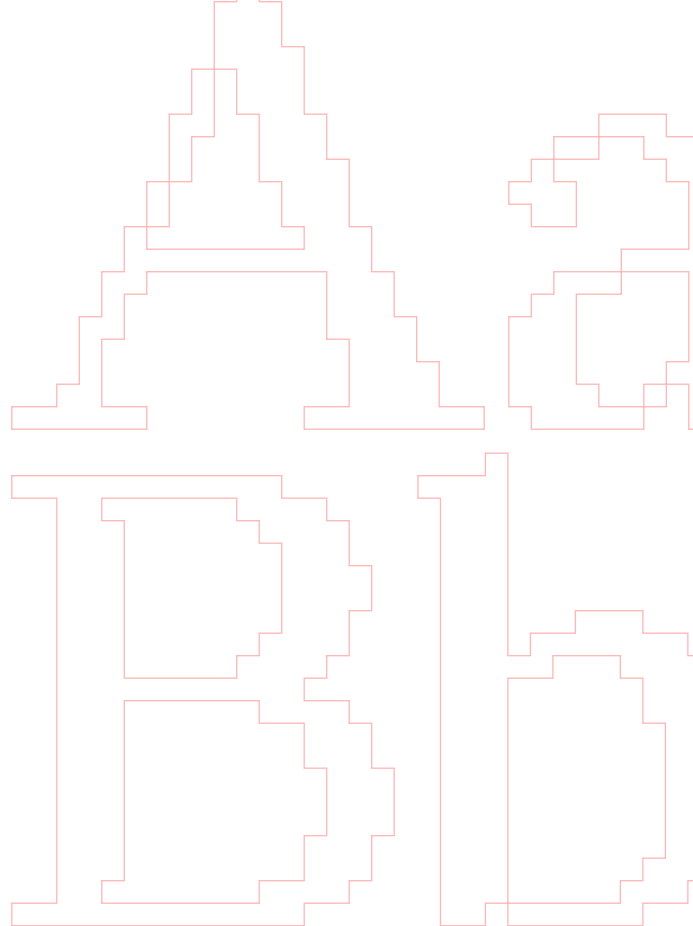


Gravellu de seda

HEX CD17C2
RGB 205/23/194
CMYK 0/89/5/20

Typography

La Pizzetta Sarda.



A typeface inspired
by the **craftsmanship**
of Sardinian artisans.

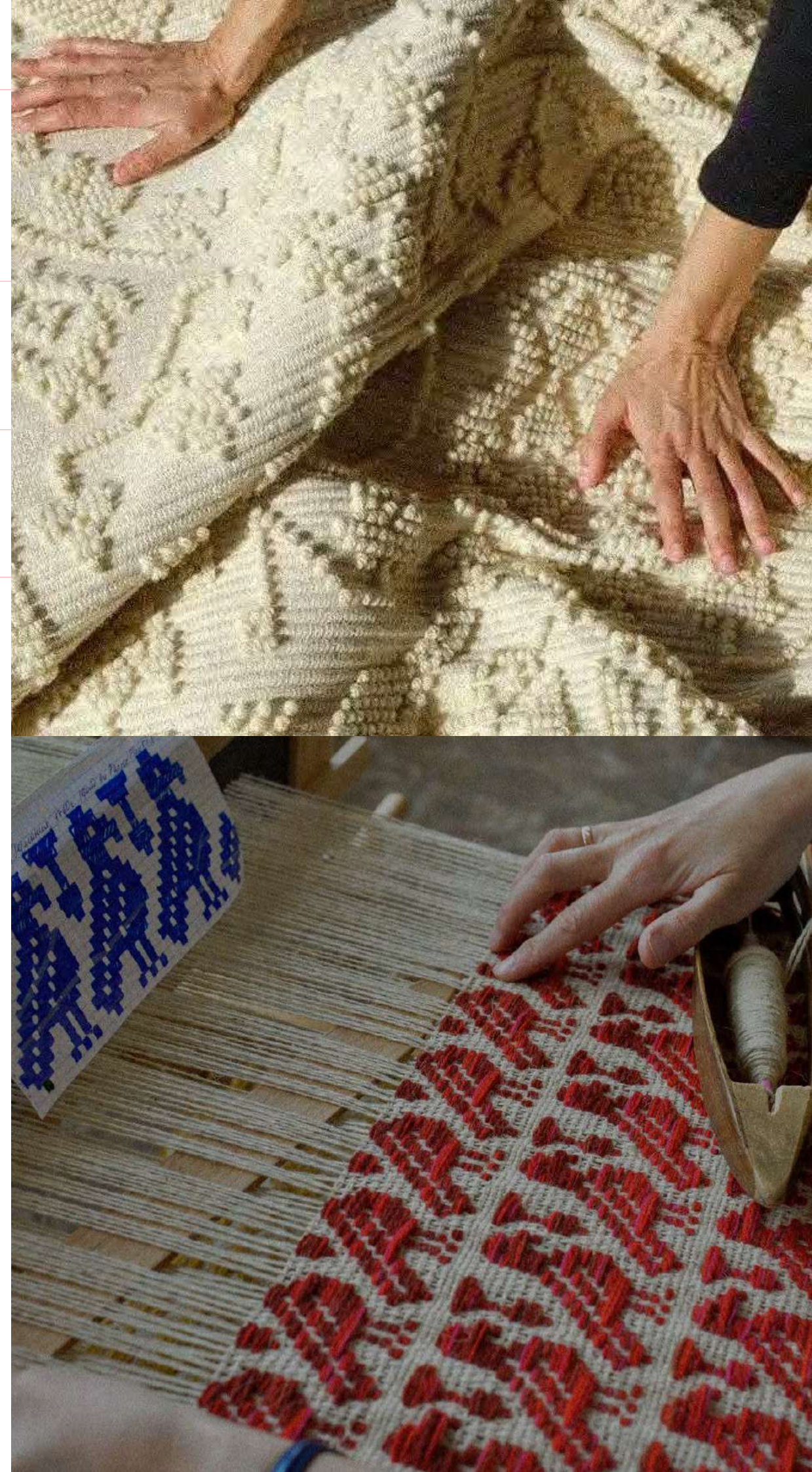
Font name & weights

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Regular, *Italic*, **Bold**

Body: Redaction
Regular, *Italic*, **Bold**

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Licence: Adobe Fonts



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Main



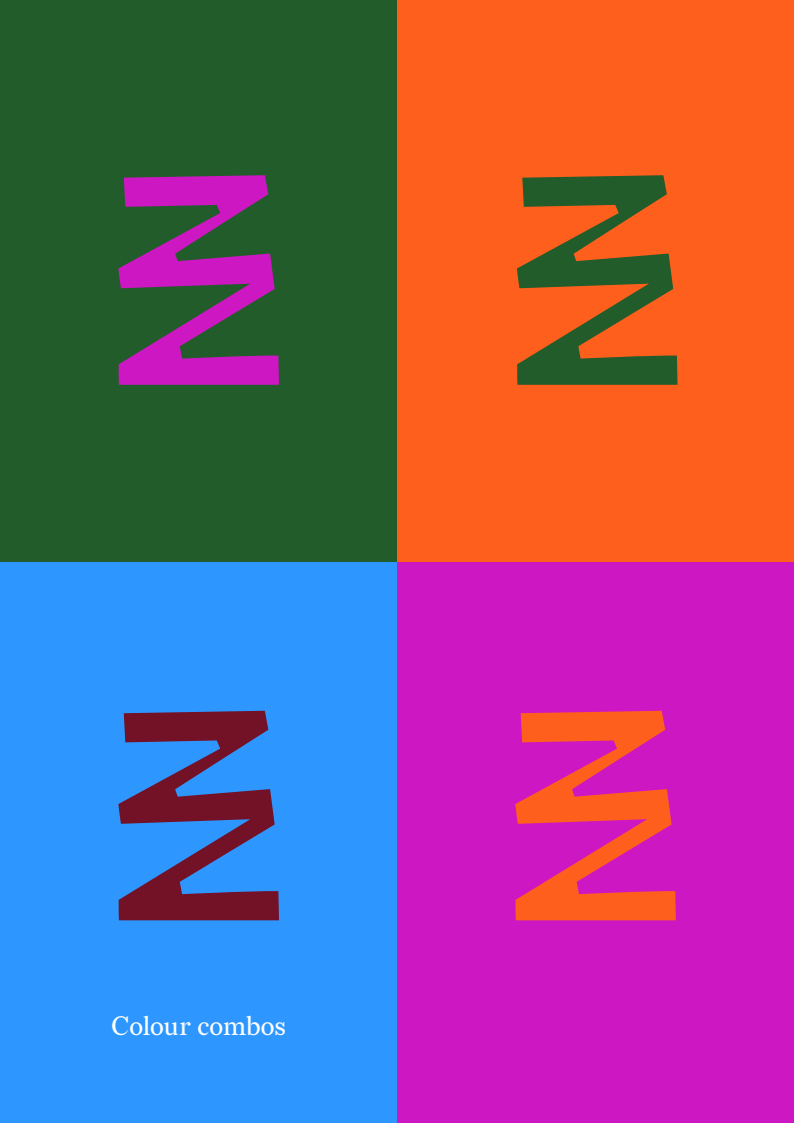
Clear space

*sa*PIŽEDDA

Postitive

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Negative



Colour combos



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La Pizzetta Sarda

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MENU

Su Spizzu
3 pizedde + bibita **11,50€**

Sbuddone
4 pizedde + bibita **14,50€**

La Teglia
12 pizedde a scelta **40€**

PIZZEDDE

Margherita	3,00€
Capperi Olive e Acciughe	4,00€
Salsiccia Sarda e Pecorino	4,00€
Salsiccia Sarda e Patate	4,00€
Cipolle Caramellate e Gorgonzola	3,50€
Tonno di Carlotforte e Mozzarella	4,00€
Ricotta di Pecora e Nduja	3,50€
Ricotta di Pecora e Spinaci	3,50€
La Rossa	3,00€

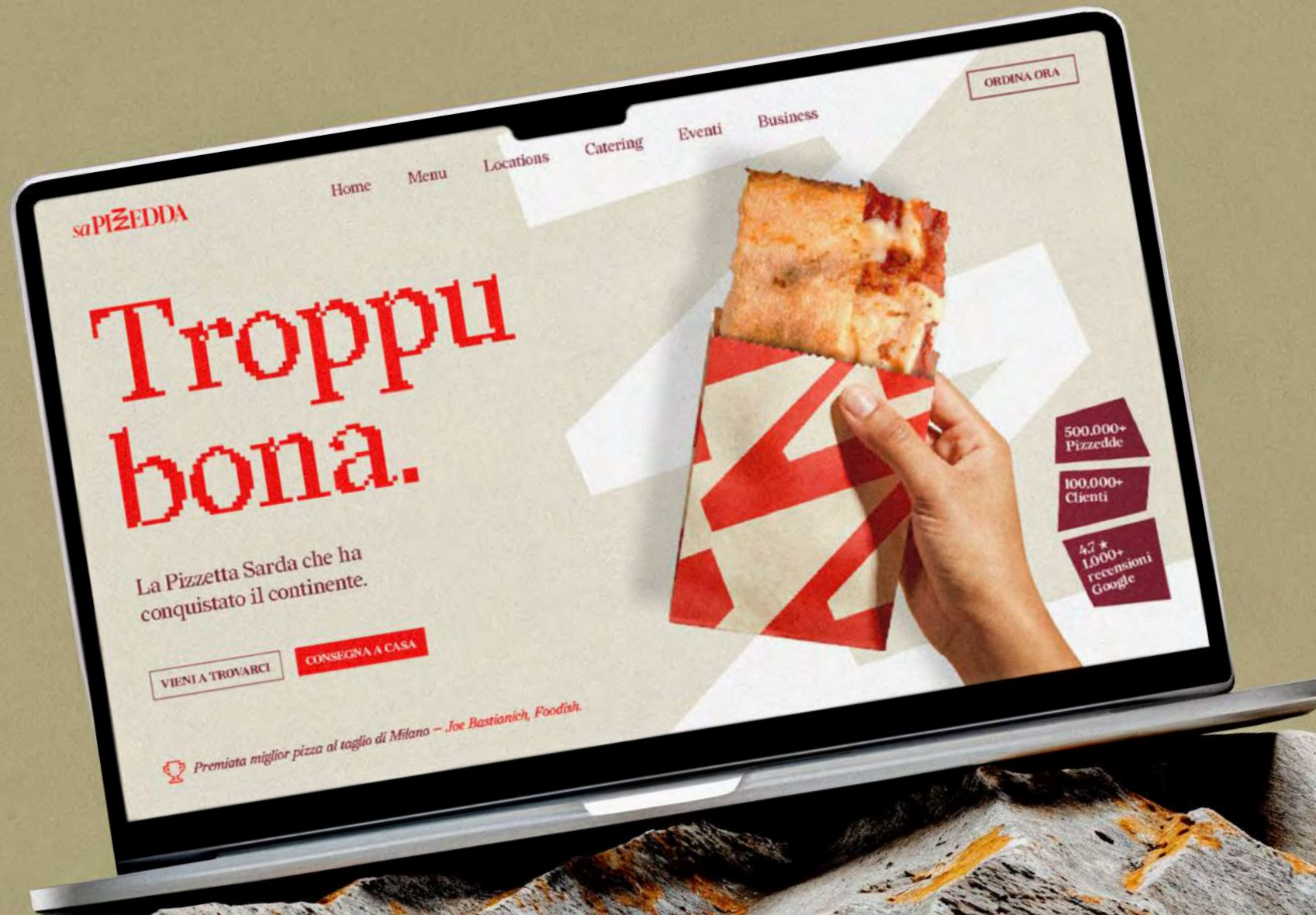
DRINK

Acqua naturale	1,50€
Acqua frizzante	1,50€
Coca Cola	2,50€
Coca Cola Zero	2,50€
The al limone	2,50€
ALLA SPINA	
Non filtrata 0.4cl	4,50€
Aperol spritz	5,00€
IN BOTTIGLIA	
Ichnusa non filtrata	3,50€
Ichnusa classica	3,50€







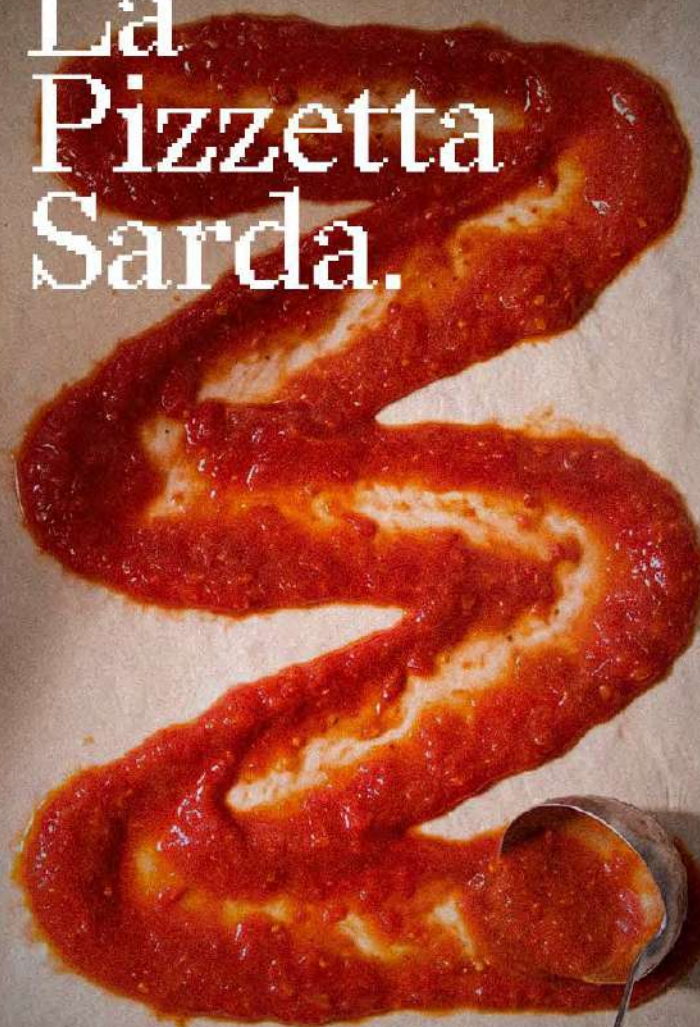


Zucca



& Funghi

La
Pizzetta
Sarda.



saPIZEDDA

Salsiccia
Sarda



& Pecorino

Cumbidi?

A lezione di dialetto.

*Termine sardo usato per chiedere
di condividere qualcosa.*

From
Casteddu
with



love

sa PIZEDDA

Famini?

Vieni a provare la
nostra Pizzetta Sarda.



Premiata miglior pizza al taglio di Milano
— Joe Bastianich, Foodish



La Pizzetta Sarda

ATM



