

SA PIZZEDDA, a new Identity from Cagliari to the heart of Milan

We aimed to create a new identity for Sa Pizzedda that reflects its bold and youthful character with the need to evolve the brand towards a contemporary, pop, and urban visual system, capable of projecting the tradition of Cagliari's pizza al taglio into a dynamic metropolitan context. The heart of the new visual identity is a dynamic mascot with a strong outline, inspired by street-culture imagery, proudly holding the iconic half-folded pizza slice - the unmistakable book-like format that makes the product ideal for any urban moment. This choice shifts communication towards a playful and appetizing register, capable of establishing an immediate empathetic bond with the public, while the lettering relies on a bold and rounded font that guarantees a bold visual presence and impeccable legibility on any medium. The new visual system fully reflects the company's impactful and contemporary character, renewing itself to dialogue with a young, design-conscious clientele and configuring itself not as a simple logo, but as a true cohesive, flexible brand ecosystem ready for growth while respecting its Sardinian roots and legendary crunchiness.





**Dynamism,
likeability and
cartoon energy**

Sa Pizzedda's new, iconic pictogram,
which propels the new identity toward
establishing itself as an Icon Brand.

OUR EVOLUTION

We aimed to create a new identity for Sa Pizzedda that reflects its bold and youthful character with the need to evolve the brand towards a contemporary, pop, and urban visual system, capable of projecting the tradition of Cagliari's pizza al taglio into a dynamic metropolitan context. The heart of the new visual identity is a dynamic mascot with a strong outline, inspired by street-culture imagery, proudly holding the iconic half-folded pizza slice - the unmistakable book-like format that makes the product ideal for any urban moment. This choice shifts communication towards a playful and appetizing register, capable of establishing an immediate empathetic bond with the public, while the lettering relies on a bold and rounded font that guarantees a bold visual presence and impeccable legibility on any medium. The new visual system fully reflects the company's impactful and contemporary character, renewing itself to dialogue with a young, design-conscious clientele and configuring itself not as a simple logo, but as a true cohesive, flexible brand ecosystem ready for growth while respecting its Sardinian roots and legendary crunchiness.

The **tone of voice** developed for Sa Pizzedda stems from the meeting point between the brand's Sardinian roots and the energy of Milanese street culture. The communication is direct, ironic, and spontaneous, with a bold and playful language designed to connect immediately with a young, urban, design-conscious audience. The tone avoids anything overly institutional, favoring short, recognizable, and engaging messages, often centered around the product and its iconic crunchiness. The result is a contemporary, appetizing, and confident voice, flexible enough to work across packaging, social media, advertising, and in-store communication while always maintaining a coherent and distinctive identity.

CURRENT MASCOTTE



OUR MASCOTTE



LOGO

The Sa Pizzedda logo was carefully designed to offer flexibility through various iterations, ensuring consistency while adapting perfectly to different applications. The primary logo combines the mascot with the full brand name, creating a strong, balanced identity. A vertical variant splits the name, arranging "Sa Pizzedda" in a curve above the tagline "croccantezza sarda" (Sardinian crunchiness), offering a more compact option for vertical layouts such as menus. Additionally, the standalone graphic symbol serves as a versatile element. These variants maintain a consistent brand image while meeting diverse needs and format requirements.

SA PIZZEDDA

SA PIZZEDDA

MAIN LOGO
BLACK & WHITE

LOGO WITH PAYOFF
BLACK & WHITE

SA PIZZEDDA

Croccantezza Sarda

SA PIZZEDDA

Croccantezza Sarda

MAIN TYPOGRAPHY

The **Sardin** font - designed by Sagara Nararya for Pandeka Studio in 2023 and released in May 2024 - draws inspiration from 1990s cartoons and comic books, reinterpreting their playful aesthetic with a contemporary twist. Its bold, soft, and rounded forms convey energy, friendliness, and immediacy, lending the brand strong visual recognizability. Selecting this typeface for Sa Pizzedda reinforces the project's youthful, dynamic, and pop identity, creating a cohesive dialogue with the mascot's illustrative style and the language of street culture.

Licensing and Release date: May 2024.

Demo version: Available on font archives like 1001 Fonts with limited personal use and language support.

Full version: Commercial licenses are available through platforms like Creative Market or MyFonts.

SA PIZZEDDA

SARD

SUPPORTING TYPOGRAPHY

Manrope is an open-source modern sans-serif font family, designed by Mikhail Sharanda in 2018. In 2019, Mirko Velimirovic worked with Mikhail Sharanda to convert Manrope into a variable font. Manrope is licensed under the SIL Open Font License. This typeface features a semi-condensed layout with a tall x-height that helps text remain highly readable even at small sizes. Its unique style perfectly balances strict geometric lines with subtle rounded details and open curves, preventing the overall aesthetic from feeling too cold or mechanical. Furthermore, the font includes geometric numbers, OpenType ligatures, alternates, and extensive multilingual support that covers both Latin and Cyrillic scripts.

Licensing and Release date: 5 luglio 2018 - SIL Open Font License, Version 1.1

Demo version: Available on font archives like 1001 Fonts with limited personal use and language support.

Full version: Commercial licenses are available through platforms like Creative Google Fonts.

Croccantezza Sarda
Croccantezza Sarda
Croccantezza Sarda

Croccantezza Sarda
Croccantezza Sarda
Croccantezza Sarda

MANR

OUR MASCOTTE

The mascot was created by translating Sa Pizzedda's transitional phase into a bold, pop, and memorable visual language—one perfectly scalable for national expansion. The style draws on the "rubber-hose" aesthetic of 1930s and 1950s cartoons, reinterpreting it with a contemporary, urban sensibility. The design features a thick, clean, and fluid mid-night-blue outline, specifically crafted to strip away past complexities and ensure flawless legibility across everything from small surfaces (packaging, social media icons) to large-scale signage.

The figure is characterized by a striking sense of dynamism: its running pose and motion lines convey the energy of a brand that is young, fast-paced, and forward-looking. Its expressive face - complete with a playful tongue-out look and a knowing wink - instantly communicates flavor, friendliness, and an informal vibe. The character proudly holds the iconic, ready-to-eat "SPZ" slice, making the product the true star of the action.



SPZ SLICE

SA PIZZEDDA

SPZ

Croccantezza Sarda

SA PIZZEDDA

Croccantezza Sarda



COLOR PALETTE

The color palette is built on three distinct, saturated hues - deep blue, vibrant red, and sunny yellow - creating a high-impact contrast that lends rhythm, character, and instant visual recognizability. The result is a highly versatile brand asset capable of blending the reassuring warmth of tradition with the visual impact of modern street food.

RGB 125 19 28
CMYK 1 99 95 0
HEX #E1131C

RGB 243 191 96
CMYK 5 26 87 0
HEX #F3BF2E

RGB 55 68 149
CMYK 91 79 1 0
HEX #374495

RGB 255 244 226
CMYK 0 5 14 0
HEX #FFF4E2



SA PIZZEDDA

Croccantezza Sarda

WELCOME TO
NEW SA PIZZEDDA!



PIZZE

MARGHERITA	€3
CAPPERI, OLIVE E ACCIUGHE	€4
SALSICCIA SARDA E PECORINO	€4
SALSICCIA SARDA, PATATE E MOZZARELLA	€4
CIPOLLE CARAMELLATE E GORGONZOLA	€4
LA ROSSA	€4
TONNO DI CARLOFORTE E MOZZARELLA	€4
RICOTTA DI PECORA E NDUJA	€4
RICOTTA DI PECORA E SPINACI	€4

LE DOLCI

(BASE BIANCA)	
NUTELLA	€2
PISTACCHIO	€2

BIBITE

ACQUA NATURALE/FRIZZANTE	€1,50
COCA COLA/ THE	€2,50
BIRRA ARTIGIANALE	€3,50
BIRRA ICHNUSA	€3,50

APPETIZERS

TUTTI I GIORNI DALLE 17.30 - 19.30

GOTTIAU SNACKS
PANADINA

Telesemplice

SA PIZZEDA
Croccantezza Sarda

Scarica l'app





PIZZE

MARGHERITA	€3
CAPPERI, OLIVE E ACCIUGHE	€4
SALSICCIA SARDA E PECORINO	€4
SALSICCIA SARDA, PATATE E MOZZARELLA	€4
CIPOLLE CAMELLATE E GORGONZOLA	€4
LA POSSA	€4
TONNO DI CARLEFORTE E MOZZARELLA	€4
RICOTTA DI PECORA E NDUJA	€4
RICOTTA DI PECORA E SPINACI	€4

LE DOLCI

(BASE BIANCA)	€2
NUTELLA	€2
PISTACCHIO	€2

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APPETIZERS

TUTTI I GIORNI DALLE 17.30-19.30

- GOTTIAU SNACKS
- PANADINA
- PANADINA



SA PIZZEDDA

Croccantezza Sarda

MAIN STORE SA PIZZEDDA
Via Bernardino Lanino, 3
20144 Milano IT

SALSICCIA SARDA, PATATE E MOZZARELLA	€4
CIPOLLE CAMELLATE E GORGONZOLA	€4
DOLCE NUTELLA	€2
ACQUA NATURALE	€1,50
BIRRA ICHNUSA	€3,50

TOT. COMPLESSIVO €13









buto

7868 01

SPZ
SPZ
SPZ
SPZ

facile da piegare

impossibile da scordare

Crocantezza Sarda



SA PIZZEDDA

Crocantezza Sarda

SA PIZZEDDA

Crocantezza Sarda



facile da piegare

impossibile da scordare



SA PIZZEDDA

Croccantezza Sarda



PIZZE

PIZZA MARGHERITA	4,50
PIZZA QUARTO DI SAN GIORGIO	4,50
PIZZA QUARTO DI SAN GIORGIO	4,50
PIZZA QUARTO DI SAN GIORGIO	4,50
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PIZZA QUARTO DI SAN GIORGIO	4,50

LE DOLCI

CAKES	4,50
CAKES	4,50

BIRRE

BIERE DI SAN GIORGIO	4,50
BIERE DI SAN GIORGIO	4,50
BIERE DI SAN GIORGIO	4,50
BIERE DI SAN GIORGIO	4,50

APPETIZERS

APPETIZERS	4,50
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SA PIZZEDDA

Croccantezza Sarda



Fai Swipe Up,
poi ringraziaci.

↓

Facile da piegare,
impossibile da scordare.



Provala e poi
ne parliamo!

Telogggggiuro



Vieni a trovarci nei nostri a Milano!

- Via Bernardino Lanino, 3
- Corso di Porta Ticinese 60,
- Via Lazzaro Palazzi 10
- Ripa di Porta Ticinese

facile da piegare

impossibile da scordare

SPZ
SPZ
SPZ
SPZ

Croccantezza Sarda



SA PIZZEDDA

SCORRI A DESTRA
E SCOPRI IL
NOSTRO MENÙ!

PIZZE

MARGHERITA
CAPRESE, OLIVE E ACCIUGHE
SALSICCIA SARDA E PECORINO
CIPOLLE CARAMELLATE E CONCORDIA
LA ROSSA
TONNO DI CARLOFORTE E MOZZARELLA
RICIOTTA DI PECORA E NOUJA
RICIOTTA DI PECORA E SPINACI

LE DOLCI

(BASE BIANCA)
NUTELLA
PISTACCHIO

BIBITE

ACQUA NATURALE/FRIZZANTE
COCA COLA/ THE
BIRRA ARTIGIANALE
BIRRA ICHUSA

APPETIZERS

TUTTI I GIORNI DALLE 17.30-19.30
GOTTAI SNACKS
PANADINA



Scarica l'app

SCORRI A DESTRA E SCEGLI
LA PIZZEDDA CHE FA PER TE!



...



SA PIZZEDDA

Croccantezza Sarda

SA PIZZEDDA

Croccantezza Sarda





SA PIZZEDDA[Menù](#)[Qualità](#)[Novità promo](#)[STORE](#)

CHI SIAMO?

Un cagliaritano trapiantato a Milano, un pavese conosciuto all'università, e un'idea sola in testa: portare a Milano la vera pizza al taglio cagliaritana, esattamente com'è in Sardegna. Francesco Carboni e Andrea De Dominicis avevano due strade: continuare a parlarne o farla davvero. Hanno scelto la seconda. Da una cucina in Via Melchiorre Gioia a tre store a Milano.

Sa Pizzedda è partita nel 2024 come cloud kitchen in Via Melchiorre Gioia. Solo delivery, solo asporto, una promessa sola: portare la vera pizza al taglio cagliaritana dove Milano non l'aveva mai vista. Impasto croccante, cottura in teglia, e poi il gesto che la rende riconoscibile: la piega a metà, a portafoglio, per mangiarla camminando. Come a Casteddu.

SPZSPZSPZ

facile da piegare

impossibile da scordare

LE NOSTRE PIZZEDDE

Ricotta & Nduja

Onion & Zola

Margherita

[ORDINA IN APP](#)