

CROCCANTEZZA



SARDA



Our vision was clear: to translate the **iconic shape and crunchiness** of Sa Pizzedda into a bold, dynamic, and contemporary visual language, one that is never dull.

Starting with its signature folded shape, we developed a **crunchy visual system** where every element tells the story of an authentic, unique product that is a feast for the eyes.

What if a logo could capture the sensation of that first crispy bite? With its **raw, irregular geometry**, the logo reflects Sa Pizzedda's authentic, artisanal nature.

Its defining feature, however, is a precise **7° tilt**, a design tribute to the iconic fold formed when the pizzedda is folded.



CLEAR SPACE



SCALABILITY



3CM



2.5CM

COLOR APPLICATION



2CM



1.5CM

A strategy based on the use of **two fonts** that balances personality and readability. **Prater Sans** is used for **headings**, lending key concepts a bold, irregular, and impactful character.

Designed in 2000 by German type designers Henning Wagenbreth and Steffen Sauerteig, FF Prater Sans is a versatile display and sans-serif typeface ideal for advertising, packaging, and editorial design.

Aa Bb
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(!?*,:;>

Foundry: FontFont

Download link: <https://fonts.adobe.com/fonts/ff-prater>

PRATER SANS PRO

For the secondary font, we chose **Sofia Pro Soft**, which creates a strong contrast thanks to its rounded, minimalist shapes, making long-form content and body text look clean, inviting, and highly readable.

Designed by Olivier Gourvat (Mostardesign), it blends modern elegance with a friendly, approachable aesthetic, making it exceptionally versatile for clean layouts, long copy, and high-readability text blocks.

AaBb
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789-(!?* ,;>

Foundry: Mostardesign Type Foundry

Download link: <https://fonts.adobe.com/fonts/sofia-soft>

Sofia Pro Soft



The initial colors were not wrong; they were simply incomplete. Moving beyond the original binary red and white scheme, we **expanded the palette** with **rich, warm and inviting shades** such as dark red, yellow, and orange.

These colors evoke fresh ingredients and condiments, creating a versatile, dynamic, and visually appetizing system.

Black Olive

RGB: 25, 9, 11
CMYK: 71, 79, 60, 90
HEX: #19090B

Balsamic Glaze

RGB: 73, 15, 29
CMYK: 42, 96, 58, 70
HEX: #490F1D

Sun-Dried Tomato

RGB: 160, 0, 35
CMYK: 124, 100, 82, 22
HEX: #A00023

Fresh Tomato

RGB: 229, 31, 31
CMYK: 0, 95, 91, 0
HEX: #E51F1F

Spicy 'Nduja

RGB: 245, 93, 31
CMYK: 0, 74, 90, 0
HEX: #F55D1F

Yellow Pepper

RGB: 252, 163, 6
CMYK: 0, 43, 93, 0
HEX: #FCA306

Mozzarella Cheese

RGB: 252, 239, 209
CMYK: 2, 6, 23, 0
HEX: #FCEFD1

#19090B

#490F1D

#A00023

#E51F1F

#F55D1F

#FCA306

#FCEFD1

SAY "CIAO" TO MAMU!

Reinterpreting the traditional Sardinian Mamuthones from the brand's original logo, we brought "Mamu" to life as a contemporary mascot!

Playful, irreverent, and full of character, Mamu infuses the visual system with a fun and instantly recognizable personality across all touchpoints.



NEUTRAL



HAPPY



ANGRY



SAD



The visual identity doesn't just sit on a package, it plays with it. Thanks to a **modular and ever-changing** system, every touchpoint unleashes a different expression of Sa Pizzedda, proving that **brand consistency** and **wild urban versatility** can actually share the exact same box.









Sourced directly from a photoshoot they conducted, we chose to keep this photographic style, creating a **high-contrast street aesthetic** defined by striking lighting that **captures the energy of urban life**, making every shot immediate, unfiltered, and deeply authentic.





SA Pizzedda

PIZZEDDE

MARGHERITA (pomodoro, mozzarella)	3,00€
SQUALDRINA (salsiccia, peperoncino, mozzarella)	4,00€
CARLO MARTELLO (salsiccia di capicola, mozzarella)	4,00€
LA ROSSA SEXY (pomodoro, origano)	3,00€

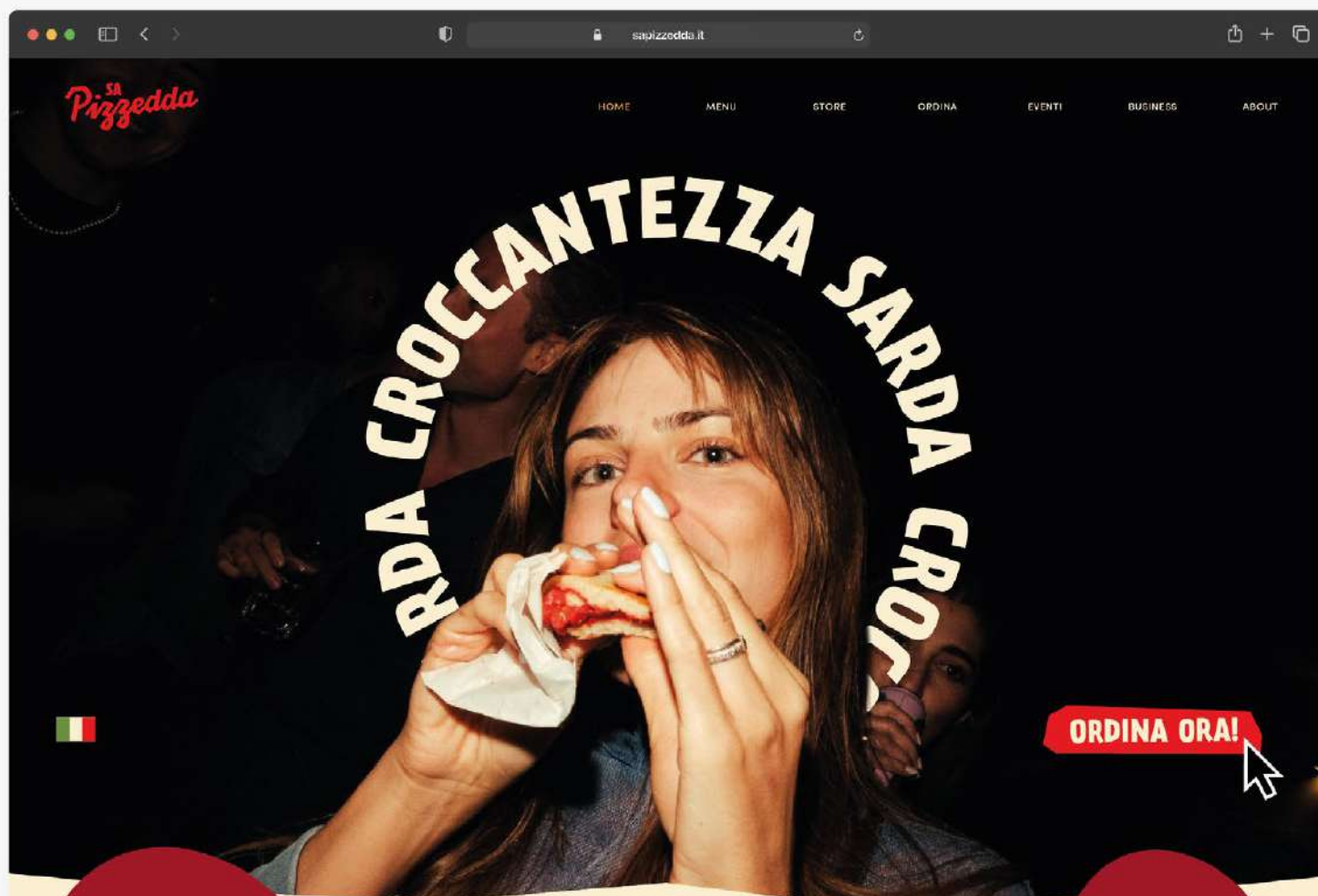
DRINK

ACQUA (naturale, refrigerata)	1,50€
COCA COLA (bevanda analcolica, refrigerata)	2,50€
THE (bevanda di caffè, refrigerata)	2,50€
ICHNUSA (bevanda di frutta)	3,50€

**CROCCANTEZZA
SARDA**

Pizzedda





LA PIZZEDDA SARDA, CROCCANTE E PIEGATA A METÀ CHE HA CONQUISTATO MILANO



VAI AL MENU

