
SA PIZZEDDA

Sa Pizzedda is the result of a lifestyle choice. The choice is to live life with gusto, sharing one of the most beloved foods of all time: pizza.

Infused with a deep Sardinian spirit, Sa Pizzedda it's crunchy, flavourful, and folded in half—making it easy for everyone to enjoy in just a few bites.

The goal is to convey these values through a straightforward visual identity. For this reason, the graphics are simple, the illustrations are cut-out, and the photos have an analog look, creating an authentic, artisanal style.

LOGO



COLOR

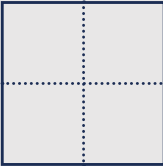


TYPE

SPECIAL GOTHIC
CONDENSED MEDIUM

Lato Regular

LAYOUT GRIDS



PHOTOGRAPHY



ILLUSTRATION



LET'S START WITH THE BASICS

Just like pizza, Sa Pizzedda new identity is simple in order to be meaningful and consistent. At its core there are two elements: one custom lettering and two horizontal lines. The letters are proportioned to match the folded shape of the Pizzedda, and their geometric design echoes the silhouettes celebrated by Font Populista.

The goal is to create an identity that strikes the right balance between its regional roots and the need for a contemporary, versatile, and scalable image.

PRIMARY LOGO



SECONDARY LOGO



MONOGRAM



SIZE ALWAYS MATTERS

PROPORTIONS

Each letter of the logo is constructed using a 5-by-9 grid of square modules, which form the basis for every application of Sa Pizzedda visual identity.

MINIMUM SIZE

In print, the primary logo should never appear smaller than 20 mm. On-screen, it must appear at least 80 pixels wide. Similarly, the secondary logo must be at least 10 mm wide when printed and at least 40 px when displayed on a screen. Lastly, the printed monogram cannot be smaller than 5 mm. On screen, it has a minimum width of 16 px.

PROPORTIONS



MINIMUM SIZE



On-screen: 80 px
Print: 20 mm



On-screen: 40 px
Print: 10 mm

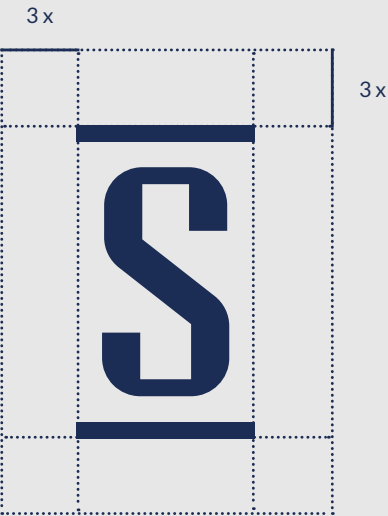


On-screen: 16 px
Print: 5 mm

LET THE LOGO
BREATHE

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to 3 x, which corresponds to 3/5 of the width of each letter.

CLEAR SPACE



COLOR VARIATIONS

It is essential to ensure the logo legibility in every context. To this end, use the positive version on light or white backgrounds. The reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

POSITIVE



REVERSE



USE THE 4 CORE COLORS IN THE RIGHT PLACE

Color captures passions, inspires emotions, and brings people together. Fresh and vibrant, deep and intense, Sa Pizzedda colors infuse its communications with vitality, evoking the brand’s Sardinian roots.

Use RGB and HEX formulas for on-screen and digital use. CMYK builds are for print applications.



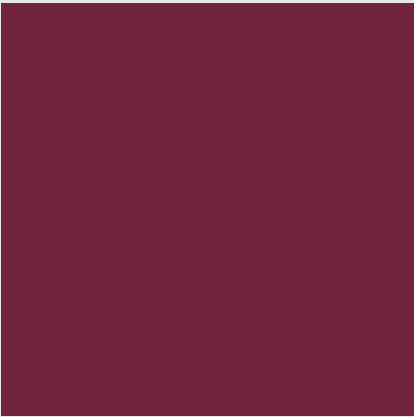
Sardinian Red
HEX: #E41B21
RGB: 228, 27, 33
CMYK: 0, 97, 91, 0



Midnight Navy
HEX: #1E315C
RGB: 30, 49, 92
CMYK: 100, 85, 35, 25



Cala Luna Light Blue
HEX: #50BFD1
RGB: 80, 191, 209
CMYK: 64, 0, 19, 0



Aged Ruby
HEX: # 70233C
RGB: 112, 35, 60
CMYK: 35, 90, 44, 48

POWERFUL COLOR COMBINATIONS

To maintain the recognizability of Sa Pizzedda visual identity, it is important to follow a few simple rules: reds and blues must not be mixed, and contrasts must be tonal, with the exception of the combination of Sardinian Red and Midnight Navy with White.

COLOR



Sardinian Red + White



Sardinian Red + Aged Ruby



Midnight Navy + Cala Luna Light Blue



Midnight Navy + White

TYPE IS BEAUTIFUL,
AND IT MATTERS

SPECIAL GOTHIC

Special Gothic is a sans serif typeface built as a contemporary reimagining of the raw tenacity offered up by early 20th century Gothic type styles.

LATO

Lato is a sans serif typeface designed by Łukasz Dziedzic. Although the typeface may seem "transparent" when used in body text, it also displays original traits in larger size use.

Both of these fonts can be downloaded for free from Google Fonts, making them easily accessible and usable.

SPECIAL GOTHIC
CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890
#(-)%@!/?€...

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
#(-)%@!/?€&*...

TYPE SIZE AND
RELATIONSHIPS

The typefaces listed above are essential elements of Sa Pizzedda visual identity. As shown in this table, Special Gothic stands out for its bold and compact style, making it ideal for eye-catching headlines and lively messages. In contrast, Lato is used in both paragraphs and detailed descriptions, ensuring balance and clarity thanks to its clean and friendly style.

SPECIAL GOTHIC
CONDENSED MEDIUM

RENDI OGNI ISTANTE
PIÙ CROCCANTE

LA MIGLIORE PIZZA AL TAGLIO
DI MILANO

SCARICA SA PIZZ APP

LATO REGULAR

Imo optatene re ped ma debit, se idit eos velest est molore alis esciusa perunt pre lam intecum ut dolenda metur? Et uteces millori busanda et, sentibust, corrovidero corest, cum voluptae.

Udam et fugitem. Us aliquae. Luptae. Atasi blamene aditinulpa qui sim resed eosantibus, nis del mi, ipis maximintibus dolor mincidit excero blabo. Alis rem sequoditate plit est quiatur iandae pos eos nos sus volenimin.

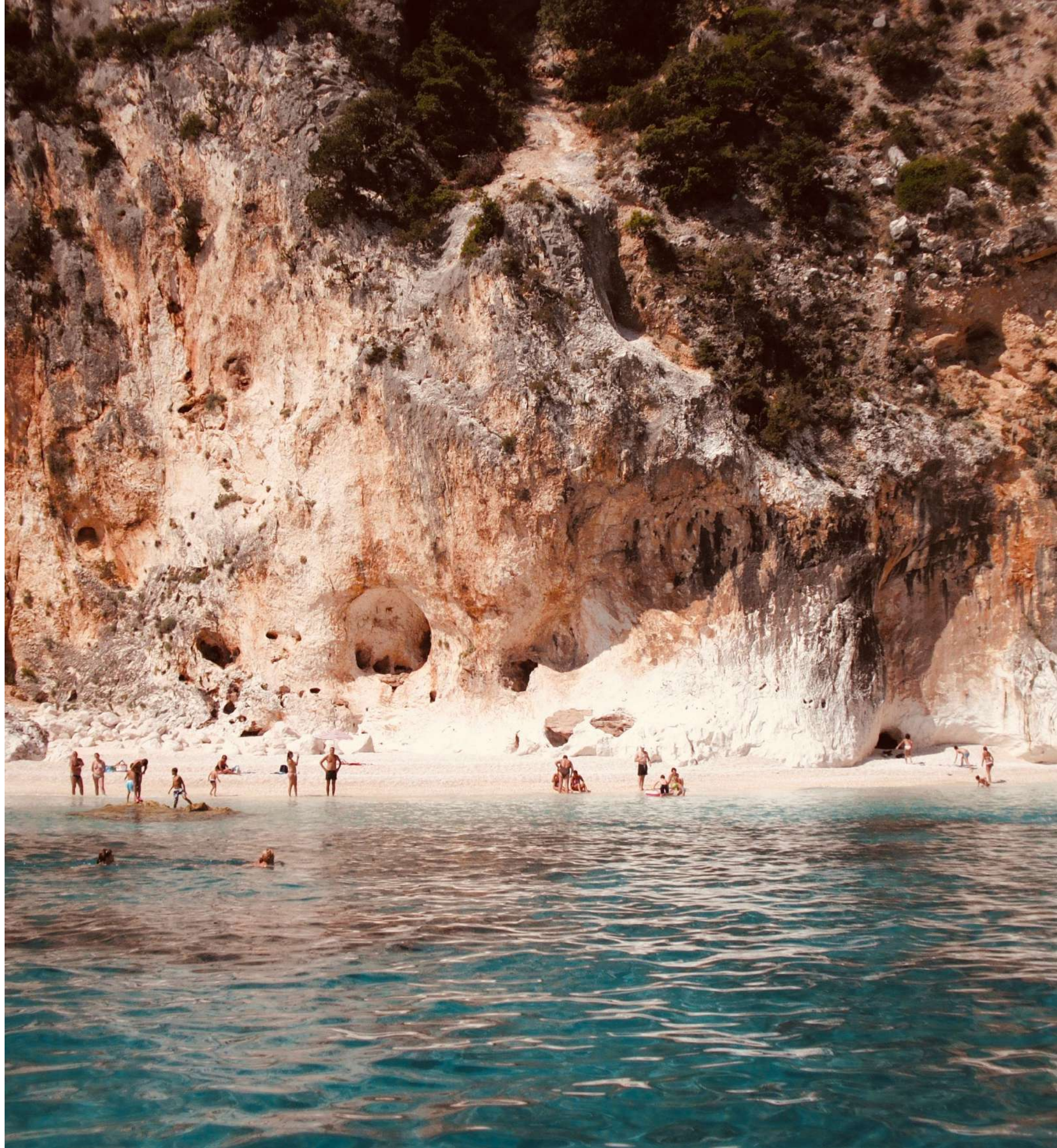
ILLUSTRATE TO COMMUNICATE

Illustration is an engaging way to convey ideas and tell stories. In this case, the illustrations effectively convey the concept behind the entire visual identity: the cut-out shapes evoke a crisp effect, while the four core colors accentuate their impact.



BRING BACK OLD MEMORIES

Much like illustrations, photos must also allow a connection between tradition and modernity. To achieve this, it is necessary to select images with an analog look: warm tones, a delicate film grain, and natural light—a symbol of Italian spontaneity.

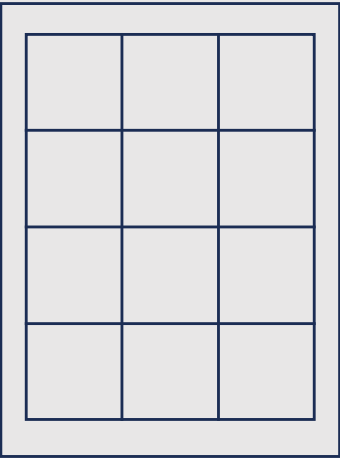
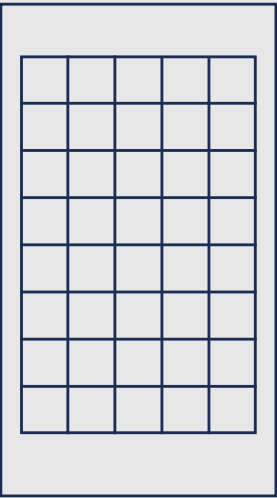
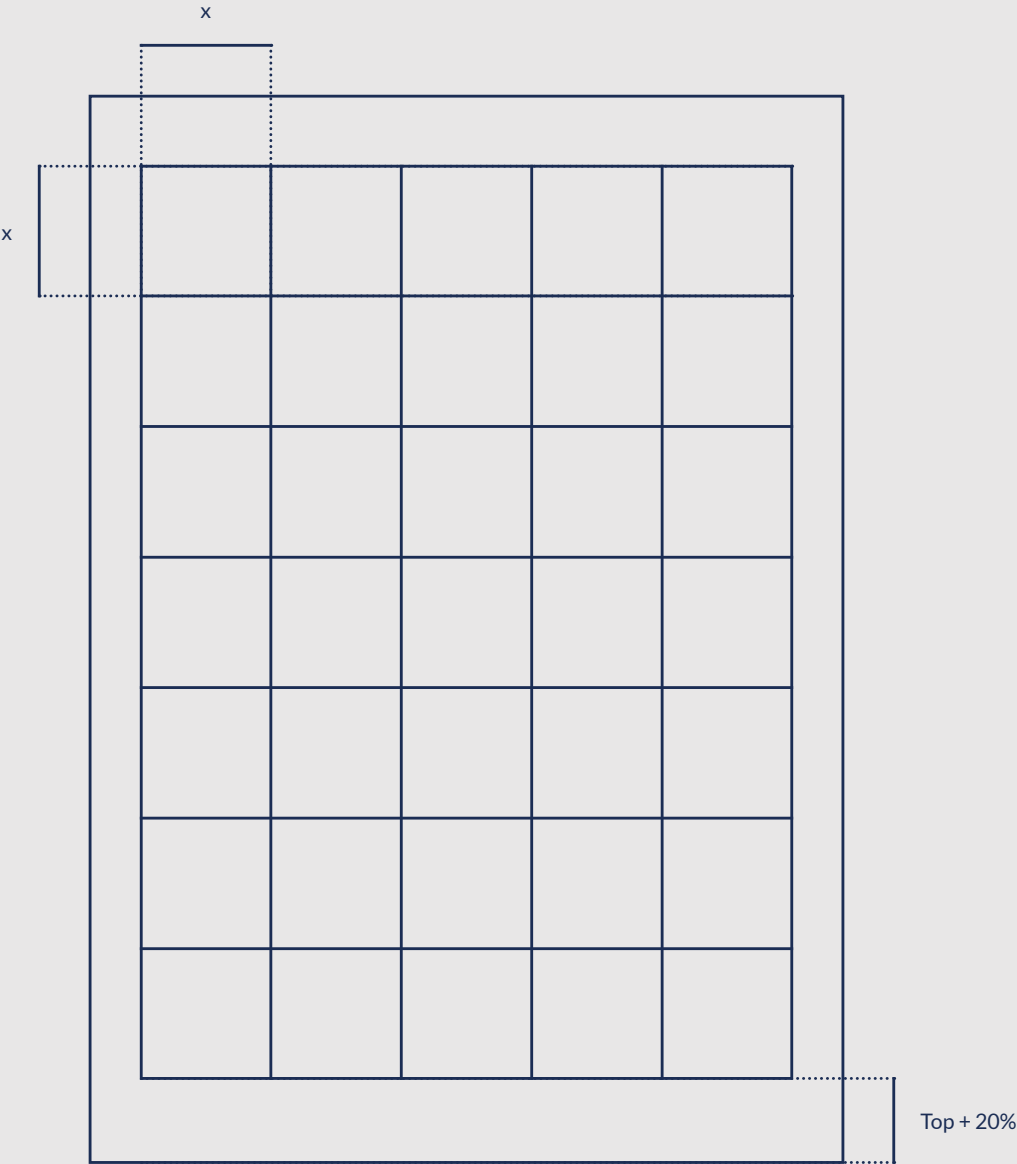


GRIDS: INVISIBLE BUT CRITICAL

Even when you can't see it, the grid is the most important organizational tool in the visual identity. It is what every layout is built on. It helps deliver messages in a clean, simple, and direct way.

In this case, each grid is constructed starting from the initial 5-by-9 grid. The modules are therefore square, and each of the constructed systems cannot exceed the number of modules in the starting grid. The bottom margin is always 20% larger than the top margin.

GRID LAYOUT



GRIDS PROVIDE ORGANIZATION

As the underlying structure of all Sa Pizzedda design, grids help balance the layout, creating the spacing and information organization that will guide customers to the most important visual elements and messages.

RENDI OGNI ISTANTE PIÙ CROCCANTE.

S

WWW.SAPIZZEDDA.IT

MENÙ

In Sardegna — e in particolare a Cagliari — esiste una forte tradizione della pizza al taglio. Com'è forse possibile intuire, "Sa Pizzedda" significa infatti "la pizzezza"; tuttavia, sebbene il nome possa suonare generico, la nostra Pizzedda è unica, unendo tradizione e contemporaneo.

LE CLASSICHE

Preparate con una base di fresco pomodoro italiano e morbida mozzarella.

1. MARGHERITA	3,00€
2. CAPPERI, OLIVE E ACCIUGHE	4,00€
3. SALSICCIA SARDA E PECORINO	4,00€
4. SALSICCIA SARDA E PATATE	4,00€
5. TONNO DI CARLOFORTE	4,00€

LE ROSSE

Preparate con una base di puro pomodoro per valorizzare gli ingredienti e i loro sapori.

6. ROSSA	3,00€
7. RICOTTA DI PECORA E 'NDUJA	3,50€
8. CIPOLLA CARAMELLATA E ZOLA	3,50€
Cipolla caramellata e gorgonzola	
9. RICOTTA DI PECORA E SPINACI	3,50€

LE COMBO

10. SU SPIZZU	11,50€
Un set di 3 Pizzedde a scelta accompagnato da una bibita	
11. SBUDDONE	14,50€
Un set di 4 Pizzedde a scelta accompagnato da una bibita	
12. TRES	12,50€
Un set di 3 Pizzedde a scelta accompagnato da una birra	
13. SPASSU	15,50€
Un set di 4 Pizzedde a scelta accompagnato da una birra	

LE BIBITE

ACQUA NATURALE 0,5L	1,50€
ACQUA FRIZZANTE 0,5L	1,50€
COCA-COLA 33cl	2,50€
COCA-COLA ZERO 33cl	2,50€
FANTA 33cl	2,50€
TÈ AL LIMONE 33cl	2,50€
TÈ ALLA PESCA 33cl	2,50€

LE BIRRE

ICHNUSA CLASSICA 33cl	3,50€
ICHNUSA NON FILTRATA 33cl	3,50€

Rendi ogni istante più croccante

S

www.sapizzedda.it @sa_pizzedda

SA PIZZEDDA

BECOME AN AMBASSADOR

Merchandising extends the brand beyond the culinary experience. The use of high-quality materials, combined with striking typography and an iconic color palette, transforms each item into a visual ambassador of Sardinian tradition in everyday life.



THE DIGITAL EXPERIENCE

Here we see some Instagram Post layouts. These layouts are intended to highlight and emphasize the products, the brand's history, and the initiatives offered by Sa Pizzedda.

Here, all the elements of Sa Pizzedda visual identity come together to bring the brand to life.



TELL YOUR STORY

Similar to the posts shown on the previous slide, some layouts were also made into Instagram Stories, with the addition of photos and illustrations to represent Sa Pizzedda.





RENDI OGNI ISTANTE
PIÙ CROCCANTE.

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