

SA 
PIZZEDDA
CROCCANTEZZA SARDA

SA PIZZEDDA

IS A LOVE STORY

SA PIZZEDDA IS A LOVE STORY.

Sa Pizzedda tells a love story born from different connections: the one between pizza and those who eat it, the one between a person and their homeland, and the one between Sardinia and Milan.

It is a story of taste, belonging, and little moments of love at first sight, where pizza becomes the meeting point between desire and memory, between new experiences and roots that remain. Because some love stories begin with a glance. This one begins with a bite.

THE ICONIC GESTURE

The iconic gesture of folding Sa Pizzedda in half becomes one of the symbols of our love story. Two halves that meet, come closer and join together, just like in a relationship, creating something new and complete.

The concept of “two” runs through the entire story of Sa Pizzedda: two halves of the pizza, two founders who brought the project to life, and two places that come together — Sardinia, where it all began, and Milan, the city where the brand takes shape and grows.

The fold is therefore not just a distinctive way of eating Sa Pizzedda, but a visual metaphor for connection and togetherness: two identities, two stories, two halves finding their point of union.



su primo amore

MARGHERITA

a cchiù bedda

LA ROSSA

pizzedda mia

SALSICCIA SARDA & PECORINO

coro meu

NDUJA E ZOLA

senti chi ciauru

CIPOLLE CARAMELLATE & PECORINO

solo deo e tue

CIPOLLE CARAMELLATE & PECORINO

**Pizza is the heart of
Sa Pizzedda and
the true protagonist
of our love story.**

Every pizza becomes a feeling.
The Sardinian names turn the menu
into a small vocabulary of emotions:
words connected to love, beauty,
desire and the land.
Names like Amore Meu, Coro Meu or
Sa Cchiù Bedda turn each pizza into
something to discover, choose and,
ideally, fall in love with.
At the same time, the use of the
Sardinian language keeps the
connection to our roots alive,
bringing Sardinia into the brand
experience in a natural and
contemporary way.



LOGO EVOLUTION

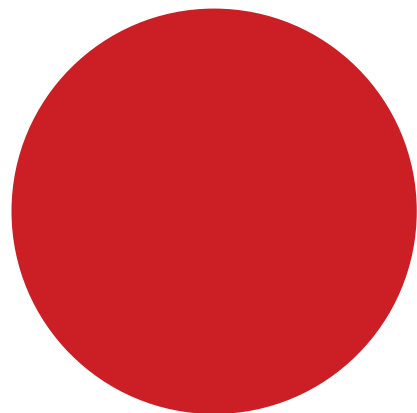
We chose to refine the logo without substantially changing its identity, preserving its distinctive character and recognisability.

The work focused primarily on cleaning up and harmonising the shapes, making the overall design more balanced, compact and contemporary.

The logotype was reorganised across two lines, creating a stronger and more recognisable composition. The hand becomes an integral part of the structure: positioned within the negative space, it completes the composition and helps create a compact, balanced block-like shape.

The result is a cleaner and more versatile logo that preserves Sa Pizzedda's original identity while making it more consistent and functional across different brand applications.

We decided to keep the existing colours unchanged, as we believe they are well suited to the brand's communication and visual world.



RED PIZZEDDA
CMYK: 12 | 100 | 100 | 6
RGB: 200 | 21 | 23
HEX: C81517



CREAM PIZZEDDA
CMYK: 0 | 5 | 10 | 0
RGB: 255 | 253 | 233
HEX: FFF5E9

COLOR PALETTE



SOCIAL ICONS



POSITIVE LOGO



NEGATIVE LOGO

DRAIN SA REGULAR

AA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!?!&**

SUBTITLE FONT

ACUMIN
CONCEPT

LIGHT
REGULAR

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
01234567890!?!&

TEXT FONT

**Risole
Wanke**

Aa

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!?!&

TITLE FONT

SA 
PIZZEDDA
CROCCANTEZZA SARDA

PRIMARY VERSION

SA 
PIZZEDDA
CROCCANTEZZA SARDA



SA  PIZZEDDA

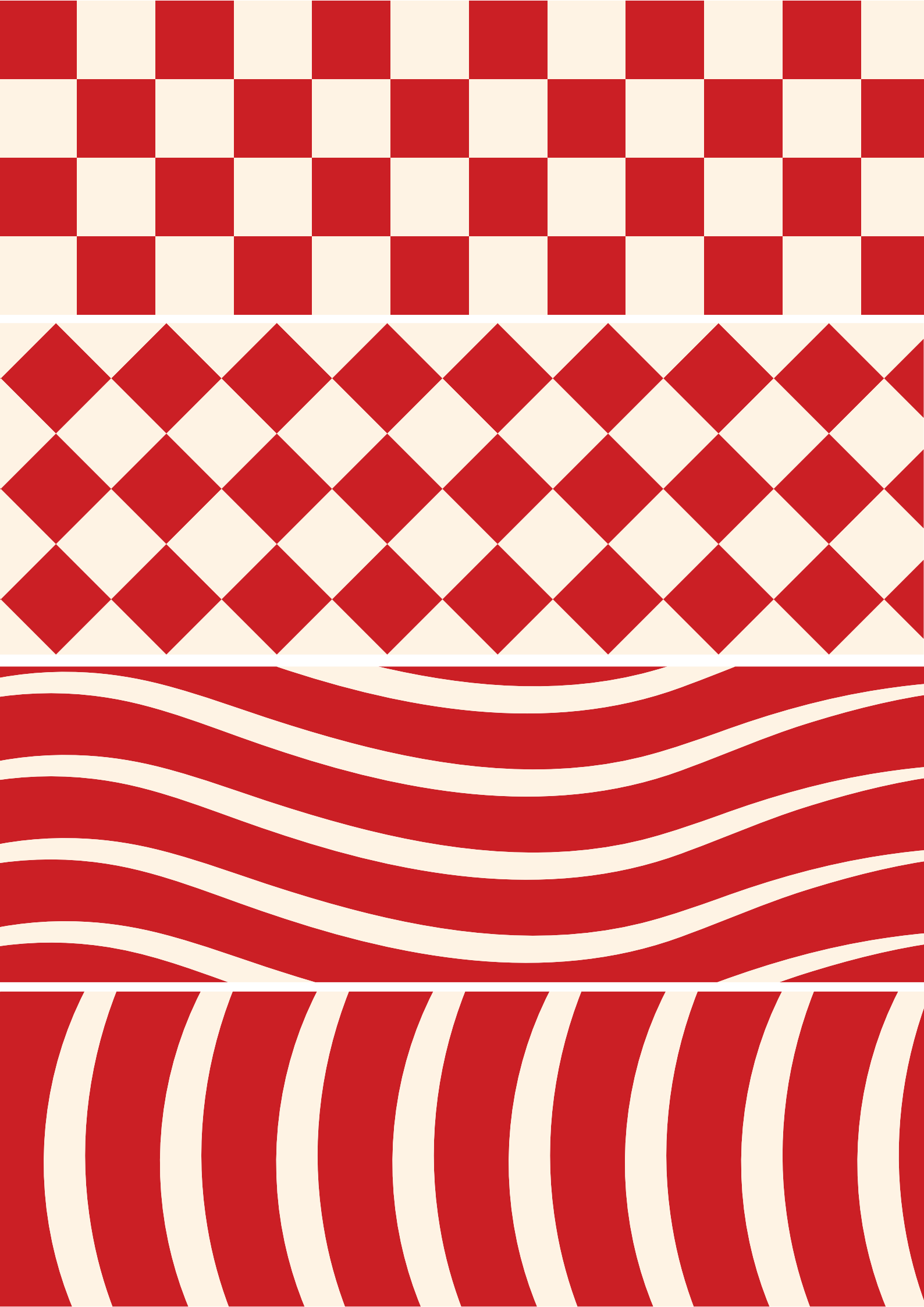
IS A LOVE STORY

SOCIAL/GRAPHICS VERSION

SA  PIZZEDDA

IS A LOVE STORY





THE PATTERNS

We developed four different patterns, designed as a dynamic and recognisable graphic system that can adapt to the brand's various applications: from packaging and communication materials to spatial elements and digital content.

Each pattern expresses a different mood, attitude or behaviour through distinct shapes, rhythms and movements. Their variety allows the identity to shift and evolve without losing consistency, creating a fluid, spontaneous style that is always in motion.

Rather than repeating a single graphic element, the patterns create a visual language that evolves with Sa Pizzedda and its different personalities.

THE STORE

The concept of community becomes an integral part of Sa Pizzedda's identity. Different hands, characterised by different shapes and patterns, represent a variety of people, personalities and ways of being, all connected by the same gesture: holding Sa Pizzedda. Diversity thus becomes a visual element that tells the story of a diverse community united by the same passion. The illustration will come to life on the store window, transforming it into a distinctive visual feature and an invitation to feel part of the Sa Pizzedda world.



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STREET MENU

We propose placing a free-standing menu outside the store as the first point of contact between Sa Pizzedda and passers-by. Designed to catch the eye and spark curiosity, it offers an immediate glimpse of what Sa Pizzedda has to offer, encouraging people to stop, explore the menu and step inside.



TABLE TENT

A5 format

LOVE STORY IS A
S A LOVE STORY
VE STORY IS A LO
STORY IS A LOVE
LOVE STORY IS
IS A LOVE STORY
OVE STORY IS A L
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STORY IS A LO
TORY IS A LOVE



SA PIZZEDDA

CROCCANTEZZA SARDA

SU SPIZZU

3 PIZZEDDE
& BIBITA

11,50€

Birra Ichnusa
(0,4cl/bottiglia)
+1€

SBUBBONE

4 PIZZEDDE
& BIBITA

14,50€

Birra Ichnusa
(0,4cl/bottiglia)
+1€

LA TEGLIA

12 PIZZEDDE
A SCELTA

-10%



su primo amore

MARGHERITA _____ 3€

a cchiù bedda

LA ROSSA _____ 3€

pizzedda mia

SALSICCIA SARDA & PECORINO _____ 4€

coro meu

NDUJA E ZOLA _____ 4€

senti chi ciauru

CIPOLLE CARAMELLATE & PECORINO _____ 5€

solo deo e tue

ZUCCA & FUNGHI _____ 6€

IN-STORE MENU BOARD



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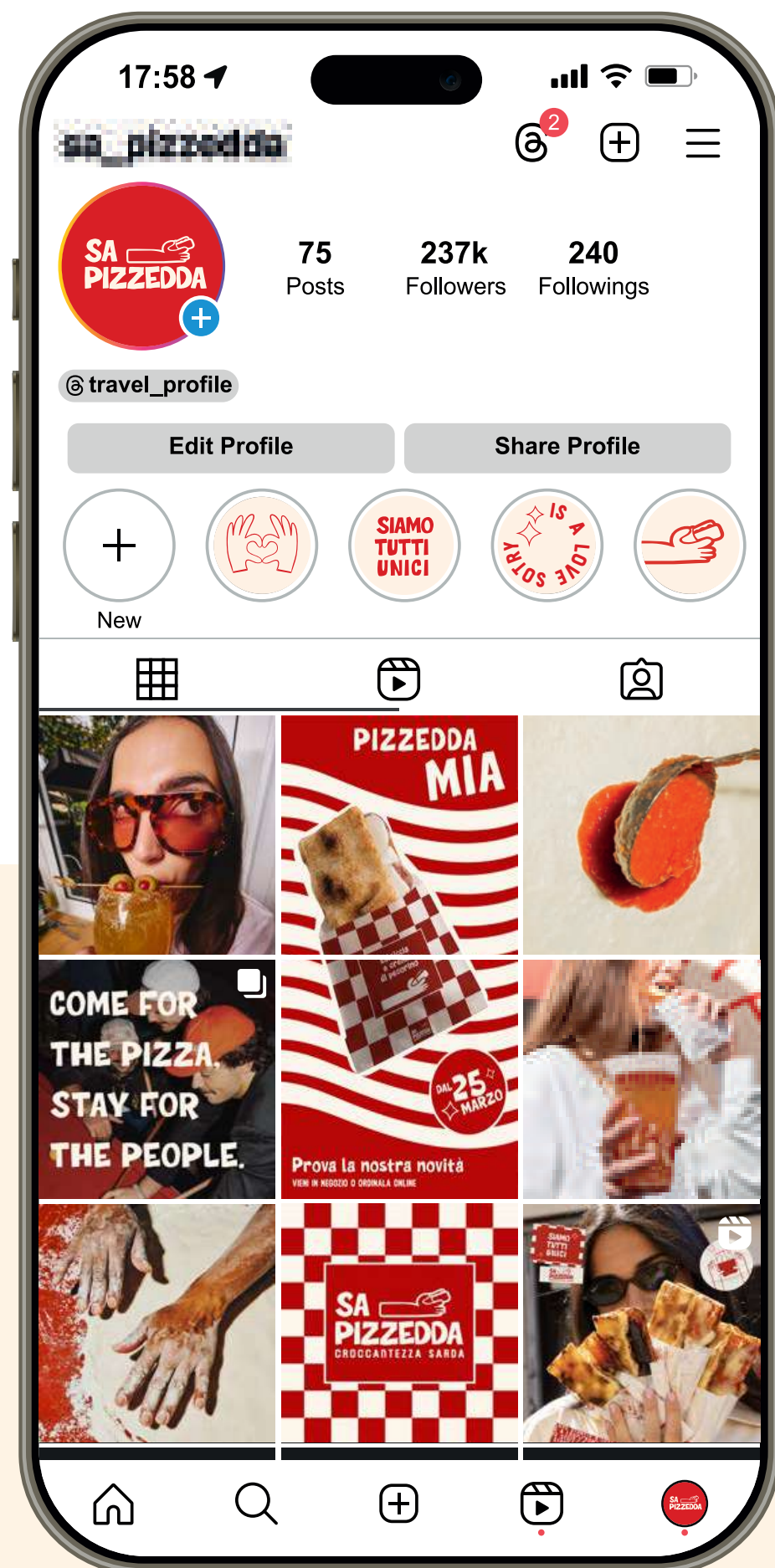
**COME FOR
THE PIZZA,
STAY FOR
THE PEOPLE.**

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CROCCARTEZZA SARDA





BRAND APPLICATIONS



SOCIAL PROPOSALS

