Order number: **112366**

SA PIZ ZEDA

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SA PIZZEDDA

BRAND SYSTEM

Sa Pizzedda Brand Identity

Neo-Traditional Urban

The goal of this project is to evolve Sa Pizzedda's current identity, which is playful, highly illustrative, and product-focused, into a bold, scalable urban dimension suited for the frenetic pace of Milan.

Moving away from delicate lines and dotted patterns, the new identity fuses Sardinian roots with metropolitan street energy through a Maximalist-Editorial approach.

TOV & Copywriting

The Tone of Voice avoids tourist clichés to speak with urban authority. It is sharp, bold, playful, and tasty.

The new payoff, “From Sardinia with crunch”, was intentionally written in English to be more appealing to the younger generations and the international audience that populates Milan.

This linguistic shift elevates the brand from local folklore to a cosmopolitan fast-gourmet level.

FROM
SARDINIA
WITH
CRUNCH

A brutalist and highly conceptual ecosystem.

The framed logo is available in horizontal and vertical stacked versions.

The rectangular frame explicitly recreates the rectangular, folded shape of the "pizzedda" itself. The zig-zag lines and sharp, unrounded corners visually translate the physical concept of the "crunch" into a solid graphic element.

THE MASK

The original Mamuthone has been synthesized into sharp, geometric shapes, acting as an independent pop icon.

SA PIZZEDDA

SA
PIZ
ZED
DA

SA PIZZEDDA

SA
PIZ
ZED
DA

A Three-level Hierarchy

The decision to build a three-level typographic hierarchy is a deliberate editorial choice that elevates the brand from a standard street food format to a cosmopolitan fast-gourmet experience.

Layering the brutalist impact of the primary display font with the classic warmth of a serif and the functional precision of a sans-serif creates a controlled maximalist tension, perfectly reflecting Milan's dynamic contrasts.

Title 1

KUHLMAN

A heavy, display font for the logotype and macro-titles, delivering a strong street impact. To maximize dynamic layouts, we utilize its wide, regular, and narrow widths, deliberately excluding the condensed version to preserve its massive, brutalist presence.

License: Adobe Fonts (Commercial Use)

FROM SARDINIA WITH CRUNCH

Title 2

Arvo

A geometric slab serif used to bridge the gap between street food and high-quality cuisine. It is utilized across all its available weights.

License: Google Fonts (Open-source)

A strict visual tension between brutalism and functionality.

Title 3 + Paragraph

Plus Jakarta Sans

A fresh, geometric sans-serif for body copy, menus, and digital interfaces. It is applied across all weights, ensuring ultimate flexibility, perfect legibility, and a contemporary vibe.

License: Google Fonts (Open-source)

The decision to build a three-level typographic hierarchy is a deliberate editorial choice.

Layering the brutalist impact of the primary display font with the classic warmth of a serif and the functional precision of a sans-serif creates a controlled maximalist tension, perfectly reflecting Milan's dynamic contrasts.

The Colors of Crunch

An evolution of the original colors into a mature, sophisticated palette. The vibrant Pop Fire Red remains a frequent, powerful accent to honor the brand's original aesthetic, carefully balanced within a highly structural system.

Desaturated Ivory

#F0ECE1
RGB 240, 236, 225
CMYK 7, 7, 13, 0

The new base. A neutral, contemporary background.

Deep Black

#2B241F
RGB 43, 36, 31
CMYK 60, 60, 60, 80

A warm, "toasted" dark tone for structural texts and logos.

Pop Fire Red

#E52529
RGB 229, 37, 41
CMYK 0, 94, 85, 0

The primary accent color reserved for the logo and details or elements we want to stand out.

Bordeaux Red

#79170E
RGB 121, 23, 14
CMYK 31, 100, 100, 43

For structural elements and primary texts on light backgrounds.

Fir Green

#29643E
RGB 41, 100, 63
CMYK 83, 36, 82, 30

A botanical link to Sardinian myrtle, used for details.

Golden Yellow

#EDD38A
RGB 237, 211, 138
CMYK 9, 16, 54, 0

A light golden shade that references the color of the perfectly baked pizza crust.

Versatility & Color System

The visual system is designed to maintain its monolithic presence and extreme legibility across all touchpoints.

High-contrast pairings, such as Deep Black or Bordeaux Red on a Desaturated Ivory background, are the primary standard for all structural texts and fundamental information.

On dark backgrounds, the Pop Fire Red and Golden Yellow elements explode to create a highly energetic, nocturnal street vibe.

NOTE

Bolder combinations, such as Bordeaux overlapping with Pop Fire Red, are permitted exclusively for large, secondary macro-elements where primary readability is not required.

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FROM SARDINIA
WITH CRUNCH

Urban Lifestyle Photography

To support the new “From Sardinia with crunch” positioning, the photography style shifts from traditional, bright product shots to an attitude-driven editorial approach.

Featuring direct flash, raw textures, and night-time urban settings, the imagery captures the real way the Pizzedda is consumed: folded in half, eaten by hand on the streets of Milan. It’s spontaneous, sharp, and deeply rooted in contemporary street culture.

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SA PIZZEDDA

BRAND IN ACTION

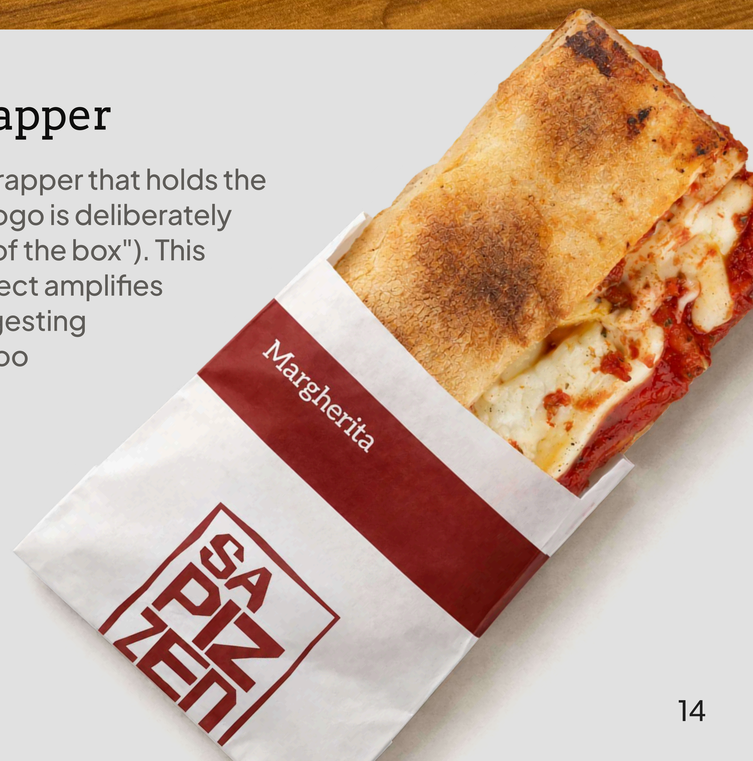
Sa Pizzedda Brand Identity

Packaging & Details

The takeaway packaging features the monolithic logo centered on a Pop Fire Red background, with the payoff printed on the edges of the box creating a premium yet accessible street food aesthetic.

The Paper Wrapper

For the flexible paper wrapper that holds the pizzedda, the brutalist logo is deliberately cut off the edges ("out of the box"). This intentional bleeding effect amplifies the urban attitude, suggesting a brand identity that is too explosive and dynamic to fit within standard margins.



Street Food Mini-Truck

Designed for outdoor events and dynamic street food experiences, the truck utilizes the Deep Black, Bordeaux Red, and Pop Fire Red palette to stand out in the urban landscape, featuring the oversized Mamuthone mask as a beacon for hungry passersby.

Shop & Signage

The physical store translates the maximalist-editorial approach into spatial design. Bold typography and high-contrast signage turn the storefront into an urban landmark, directly integrating the brand into the frenetic pace of Milan.

The Uniform

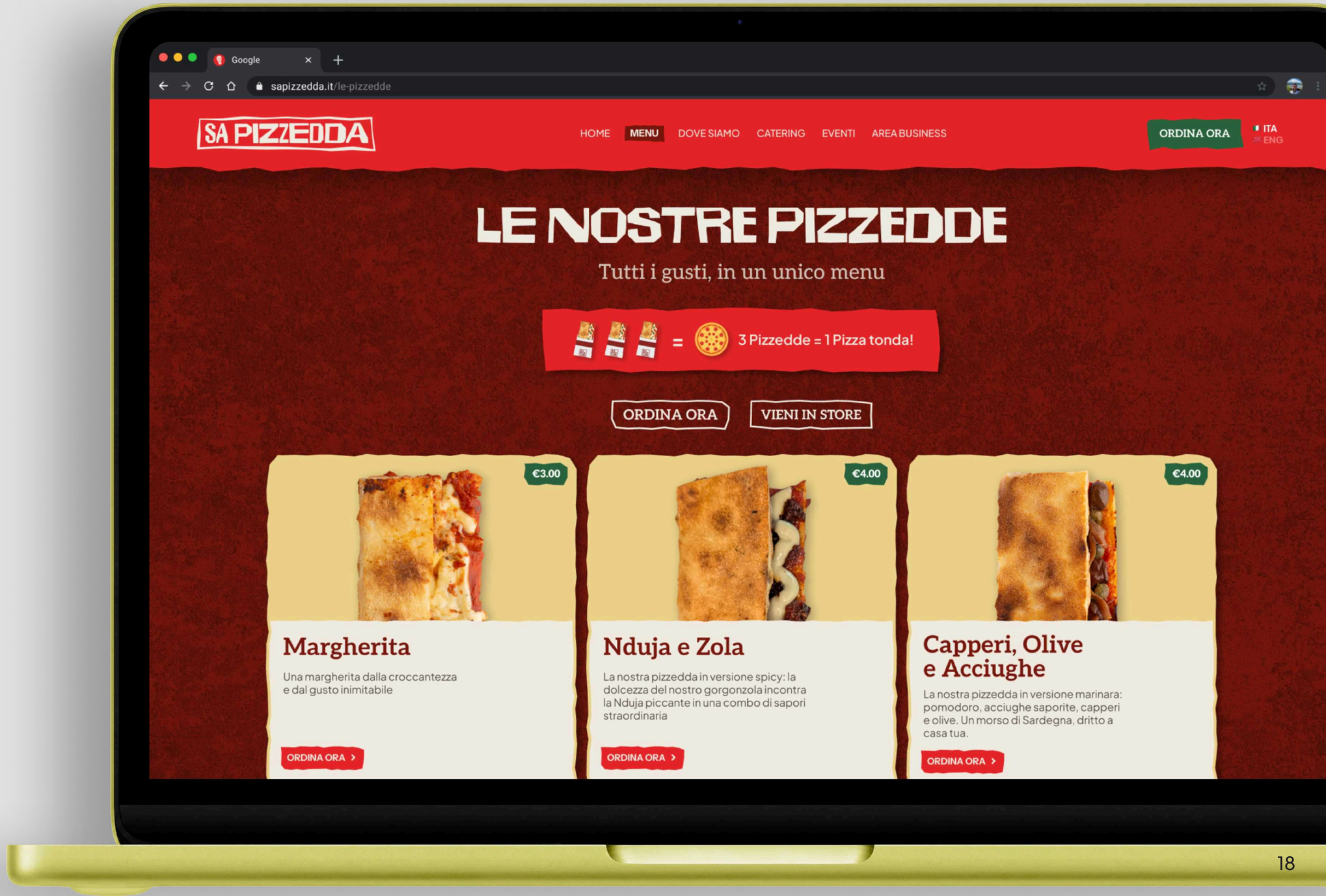
T-shirts and caps designed not just as staff uniforms, but as desirable streetwear. Featuring the isolated red Mamuthone mask and bold typography, turning the brand into a lifestyle statement.

Desktop Website Menu

A bold, user-centric digital interface where the brand's pop-urban attitude meets fast-gourmet functionality. Moving away from rigid layouts, the desktop menu embraces a warm, dynamic aesthetic.

The deep red background serves as a vibrant canvas, allowing the Desaturated Ivory cards and high-contrast food photography to take center stage.

The typography remains sharp and readable, ensuring a seamless ordering experience that is both accessible and visually striking.



Social Media Narrative

An example of how the brand's attitude can be brought to life on social media.

By replacing the island of Sardinia with a crunchy slice of Pizzedda on the map of Italy, the social narrative leverages high-contrast colors and sharp microcopy to engage the Milanese audience.

It's loud, visually disruptive, and perfectly translates the brand's unapologetic attitude into the digital space.

sa_pizzedda

THANK YOU