ORDER N° 107944

sa PIZZEDDA

FROM STRATEGY TO CONCEPT

The concept stems from the desire to reinterpret Sardinian tradition through a new perspective: **young, urban and contemporary.** The elements of its cultural heritage are reinterpreted, blended and transformed to create an identity that speaks to the present. Visually, the connection to tradition remains, but transforms and evolves together with the brand. **It is a balance between authenticity and experimentation, between staying connected to its roots and looking ahead.**

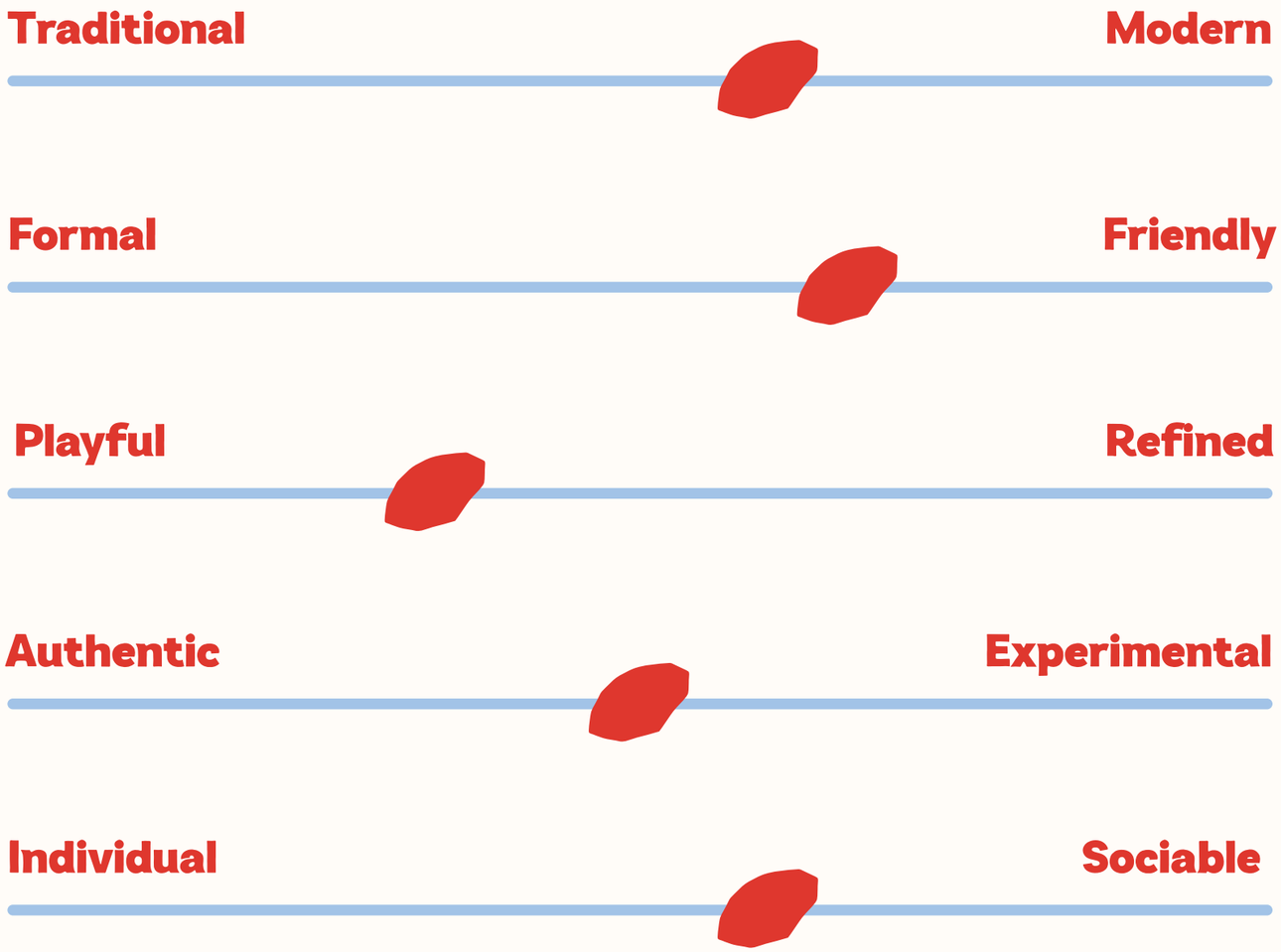
A tradition that changes shape without losing its identity, meeting the freshness, boldness and rhythm of the city.



A CLEAR PERSONALITY

DIRECT. PLAYFUL. SOCIABLE. BOLD.

Sa Pizzedda has a **spontaneous and confident voice,** with a natural ability to play, surprise and connect. An informal, contemporary tone with a touch of irony and plenty of character, never taking itself too seriously.



sa PIZZEDDA

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TYPOGRAPHY

WINKSY REGULAR

Bold, irregular and contemporary, Winksy introduces **a spontaneous and tactile quality** to the lettering. Its slightly uneven shapes and subtly jagged contours visually **echo the crust and edges of a pizza,** creating an authentic and distinctive character. It brings a dynamic, urban feel to the logo, naturally connecting the tradition of Pizzedda with a modern context.

LICENSE: ***Envato Elements License***

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
?!./£$(&)% #*

WINKSY Regular

TYPOGRAPHY

OLDPORT SCRIPT

Soft, fluid and highly expressive, Wreck Script adds a more playful dimension to the lettering. Its gestural strokes, rounded forms and distinctive ligatures evoke the stretchiness of melted mozzarella, visually **recalling the texture** and pleasure of a freshly baked pizzedda. Its warm and spontaneous character makes the lettering feel immediate, inviting and appetising.



LICENSE: ***Envato Elements License***

Oldport Script

TYPOGRAPHY

FONT USAGE

TITLE
WINKSY REGULAR
50 pt

This headline pairs perfectly.

SUBTITLE
SATOSHI REGULAR
30 pt

Use this for all subtitles. It has a clean aspect and it is easy to read.

PARAGRAPH
SATOSHI REGULAR
14 pt

This is the primary typeface used for body copy and paragraph text.

TITLES | TAGS
OLDPORT SCRIPT
14 pt

USE SELECTIVELY *to create emphasis* AND PLAYFUL TYPOGRAPHIC COMBINATIONS. APPLY IT ONLY TO INDIVIDUAL WORDS, TITLES OR TAGS.

SATOSHI

LICENSE: ***Closed Source / ITF Free Font License***

LOGO STRUCTURE

Just like the ingredients of a Pizzedda, the two typefaces are designed to work perfectly together: **irregularity and softness,** character and warmth. The contrast between the two fonts is therefore not accidental, but an essential part of the concept itself: two different elements that, precisely because of their differences, **complement each other and create the perfect mix.**



The central “e” switches typeface to become the connecting element between the two fonts. A small detail that adds **movement and playfulness,** turning the lettering itself into an expression of the perfect mix concept.

The original typefaces have been refined to create a more harmonious and cohesive lettering. **Subtle adjustments** to the shapes and connections between letters allow the two typefaces to blend seamlessly, **creating a perfect balance** between their contrasting characters and enhancing the overall flow of the wordmark.



original font



original refined

PATTERN

OBSERVE, CONTAMINATE, TRANSFORM.

The pattern takes inspiration from the geometric and modular language of Sardinian culture, observing **shapes and structures** found in the **island's architecture and crafts.**

The **nuraghi**[1] inspire the idea of building through individual stone elements, while the woven structure of **the corbula**[2]**, traditionally used for harvesting grain and flour, creates a direct connection to Pizzedda.** The **bertula**[3], with its rectangular shape and geometric textile patterns, adds another layer of modularity and rhythm.



PATTERN

A PATTERN TO SHARE

In Sardinian culture, textile art is not only an artistic expression, but also a social and collective practice. Traditional weaving often involved entire communities, creating **strong connections between people and preserving a sense of social cohesion.** The same principle is reinterpreted through Pizzedda: a simple food that becomes a moment of connection, sharing and conviviality.

Sa Pizzedda can move to new cities, expand its boundaries and go further, without ever losing its roots.

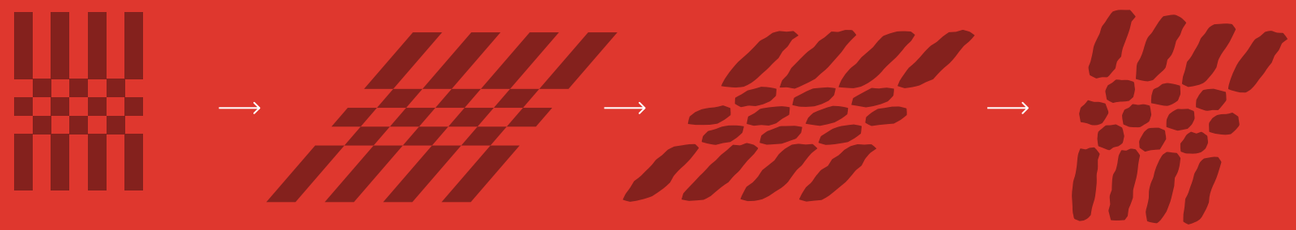






From this intersection comes the pattern: a contemporary reinterpretation of tradition, where the original rectangles are distorted, reshaped and combined into modules of different proportions.

Regularity gives way to a more fluid and dynamic rhythm, transforming a traditional motif into a design-driven visual element created for a young, urban audience.



COLOUR PALETTE

The new palette keeps **red at its core:** an immediate reference to pizza and, at the same time, a subtle nod to the brand's roots, as one of the signature colours of Cagliari.
Its vibrant, luminous tone is paired with a **soft pastel blue,** creating a fresh contrast that brings the palette into a more contemporary and urban dimension. Together, the two colours define a visual language that feels pop, bold and distinctive.

An **off-white** provides a neutral foundation, while **pastel yellow** introduces a playful accent. Inspired by the warm tones of pizza and its ingredients, it adds a touch of lightness and character to the identity.

The result is a palette that reinterprets familiar references through a **fresh, unexpected combination of colours,** adding a sense of playfulness, appetite and curiosity.




MARGHERITA
sa PIZZEDDA


sa PIZZEDDA
SALSICCIA SARDA


ROSSA
sa PIZZEDDA


SALSICCIA SARDA
e PECORINO
sa PIZZEDDA


SALSICCA SARDA,
PATATE e MOZZARELLA
sa PIZZEDDA


CIPOLLE CARAMELLATE
e GORGONZOLA
sa PIZZEDDA


MARGHERITA
sa PIZZEDDA


NDUJA e ZOLA
sa PIZZEDDA


CAPPERI, OLIVE
e ACCIUGHE
sa PIZZEDDA

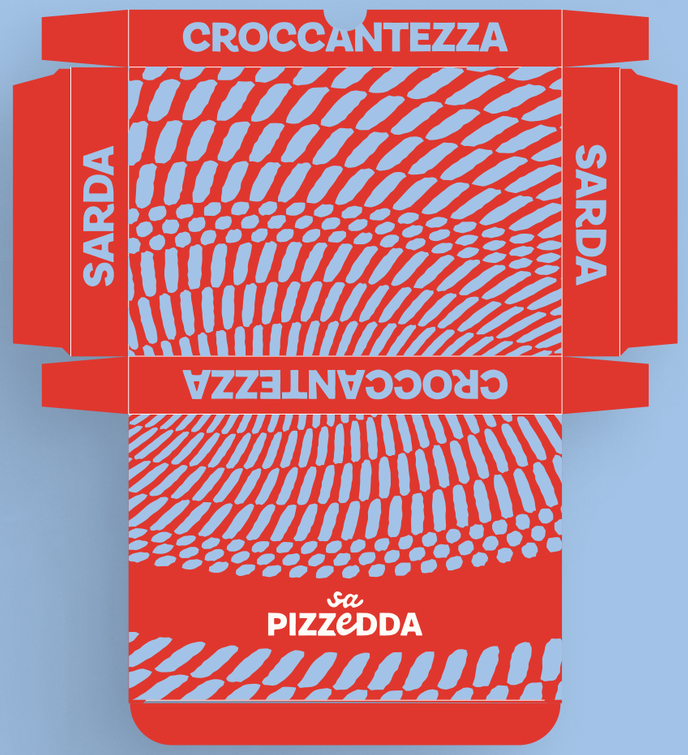

TONNO DI CARLOFORTE
e MOZZARELLA
sa PIZZEDDA


MARGHERITA





ORDER N° 107944










sa
PIZZEDDA
sa
PIZZEDDA


menu
le PIZZEDDE
ROSSA
MARGHERITA 3
CIPOLLE CARAMELLATE E GORGONZOLA 3
NDUJA E ZOLA 3.5
CAPPERI OLIVE E ACCIUGHE 4
SALSICCIA SARDA E PECORINO 4
SALSICCIA SARDA, PATATE E MOZZARELLA 4
TONNO DI CARLOFORTE E MOZZARELLA 4
le BIBITE
ACQUA 1.5
COCA COLA 2.5
ICHNUSA 3.5
1912
Ichnusa
NON FILTRATA
sa
PIZZEDDA
LA PIZZA,
piegata
bene.

sa PIZZEDDA





CROCCANTEZZA sarda





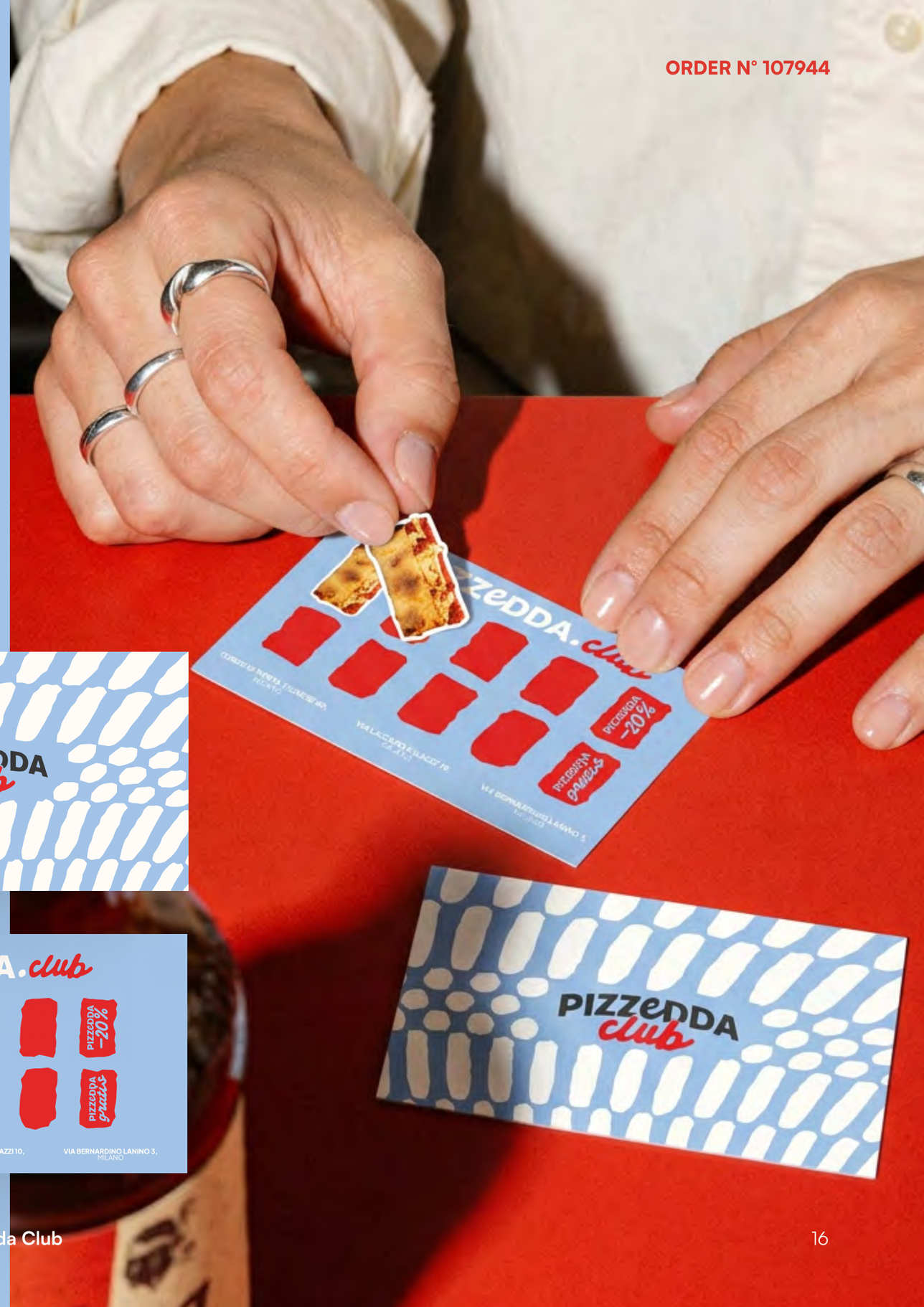


PIZZEDDA CLUB

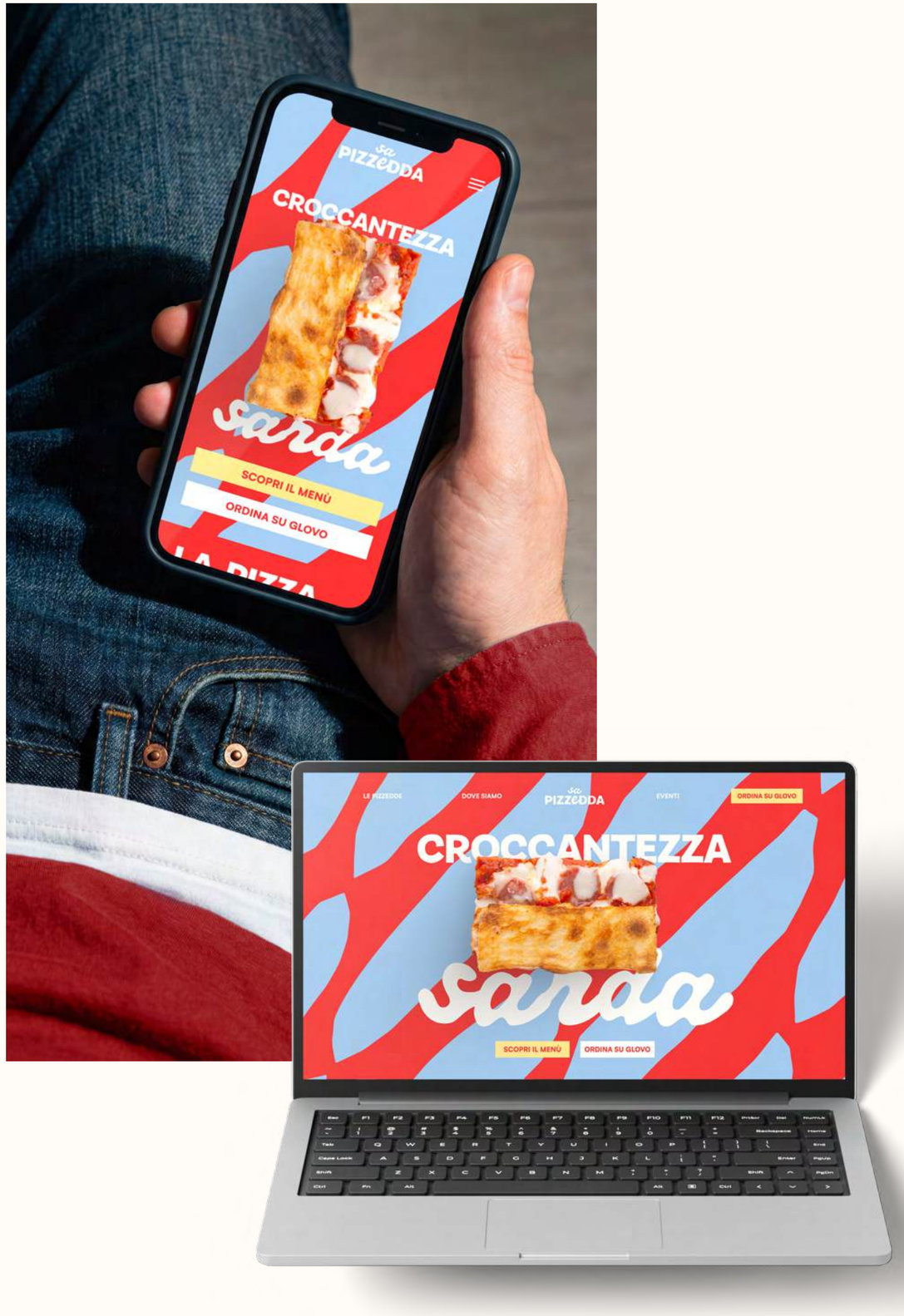
A loyalty system designed to turn every pizzedda into a new reward.
To extend the Sa Pizzedda experience beyond the moment of purchase, **Pizzedda Club** was designed: a loyalty concept that brings together a **points card** and a **dedicated app** within one ecosystem.

The system rewards frequency and builds an ongoing relationship with the brand: every order allows customers to collect points and **unlock discounts, rewards and offers.**
The card makes the programme simple and tangible; **the app turns it into an everyday experience,** keeping its benefits always within reach.

More pizzedde, more points.
More points, more to unlock.




LE PIZZEDDE
DOVE SIAMO
Sa PIZZEDDA
EVENTI
ORDINA SU GLOVO
CROCCANTEZZA
sarda
SCOPRI IL MENÙ
ORDINA SU GLOVO
LA PIZZA, spiegata bene.
Sa Pizzedda reinterpreta la tradizione sarda con uno sguardo nuovo, mescolando sapori autentici, energia urbana e voglia di stare insieme. Pizzedde da condividere, prendere al volo, gustare al bancone o durante una serata. Rigorosamente piegata.
Fresh drop
NUOVI GUSTI, STESSA CROCCANTEZZA.
LA più VENDUTA
NEW
SALSICCIA SARDA PECORINO
ZUCCA MOZZARELLA
SCOPRI TUTTI I GUSTI
PIZZEDDA club
Più pizzedde, più vantaggi. Iscriviti, accumula ordini e sblocca sconti, premi e offerte pensate per te.
ISCRIVITI ORA
PIZZA DI MILANO
GALLERY
DOVE SIAMO
Corso di Porta Ticinese 60, Milano
Via Bernardino Lanino 3, Milano
Via Lazzaro Palazzi 10, Milano
HOME
LE PIZZEDDE
EVENTI
MAGAZINE
CATERING
FRANCHISING
LAVORA CON NOI
FOLLOW US ON:
Privacy Policy
Cookie Policy
Gestisci cookie
© 2026 Sa Pizzedda | Tutti i diritti riservati


Sa PIZZEDDA
CROCCANTEZZA
sarda
SCOPRI IL MENÙ
ORDINA SU GLOVO
LE PIZZEDDE
DOVE SIAMO
EVENTI
ORDINA SU GLOVO
SCOPRI IL MENÙ
ORDINA SU GLOVO

PHOTOGRAPHIC DIRECTION

Photography reflects Sa Pizzedda's playful, spontaneous and bold character through energetic and appetising imagery.
The visual style is **pop, colourful and expressive,** with simple yet impactful compositions and a focus on texture and ingredients.

LIGHT & MOOD

Use strong, direct light and high contrast, creating bold shadows and emphasising the crispness and texture of the product.
Direct flash adds a raw, spontaneous feel inspired by **nightlife and club culture** with sharp shadows, reflections and snapshot-style imagery.

PEOPLE & CONTEXT

Capture Sa Pizzedda in motion and in the moment: on the go, at the counter, during aperitivo or on a night out.
People should feel **natural and unposed,** with expressive styling, sunglasses and statement accessories adding a playful club-inspired touch.




sa PIZZEDDA
SOFT
clubbing
VIA LAZZARO PALAZZI 10, MILANO
12:00
16:00
5 LUG


sa PIZZEDDA
CROCCANTEZZA
sarda



PIZZEDDA
CASU E
birra
A RASU

sa PIZZEDDA

CROCCANTEZZA
sarda

sa PIZZEDDA

MOZZARELL

sa PIZZEDDA

sa PIZZEDDA

“NE PRENDO
SOLO UNA”

sa PIZZEDDA

sa PIZZEDDA
PIZZEDDA
CASU E
birra
A RASU

sa PIZZEDDA

sa PIZZEDDA

sa PIZZEDDA

SALSICCIA SARDA
& PECORI

sa PIZZEDDA

ichnusa

sa PIZZEDDA

sa PIZZEDDA

SOFT
clubbing

12:00
16:00
5 LUG

VIA LAZZARO
PALAZZI 10,
MILANO

sa PIZZEDDA

sa PIZZEDDA

SALSICCIA SARDA
& PECORI

sa PIZZEDDA

sa PIZZEDDA

sa PIZZEDDA

ZUCCA
&
MOZZARELLA

sa PIZZEDDA

sa PIZZEDDA

sa PIZZEDDA