

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.

Traditional

Modern

Formal

Friendly

Playful

Refined

Authentic

Experimental

Individual

Sociable

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TYPOGRAPHY

WINKSY REGULAR

Bold, irregular and contemporary, Winsky 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*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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 pizedda. Its warm and spontaneous character makes the lettering feel immediate, inviting and appetising.

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ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz
 0123456789
 ? ! . / £ \$ (&) % # *

Oldport Script

TYPOGRAPHY

FONT USAGE

SATOSHI

LICENSE: *Closed Source / ITF Free Font License*

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.

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**.

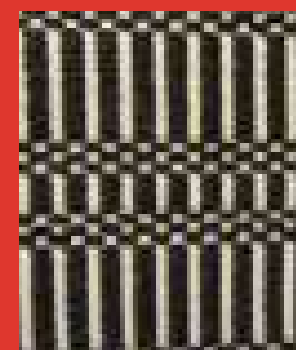
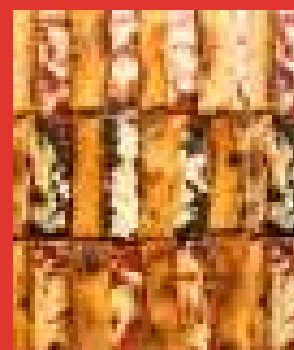
The **nuraghi**¹ inspire the idea of building through individual stone elements, while the woven structure of **the corbula**², traditionally used for harvesting grain and flour, creates a direct connection to Pizzedda. The **bertula**³, with its rectangular shape and geometric textile patterns, adds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



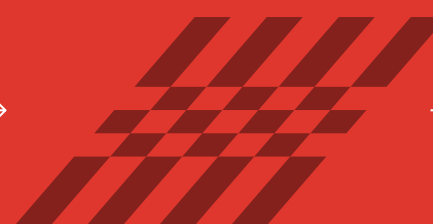
From this intersection comes the pattern: a contemporary reinterpretation of tradition, where the original rectangles are distorted, reshaped and combined into modules of different proportions.

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.

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



Base Pattern



Angling



Irregular edges



Warp

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.







Packaging

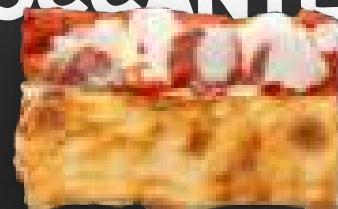




sa PIZZEDDA



CROCCANTEZZA



sarda

le PIZZEDDE	
ROSSA	3
MARGHERITA	3
CIPOLLE CARAMELLATE E GORGONZOLA	3.5
NDUJA E ZOLA	4
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



PIZZEDDA CLUB

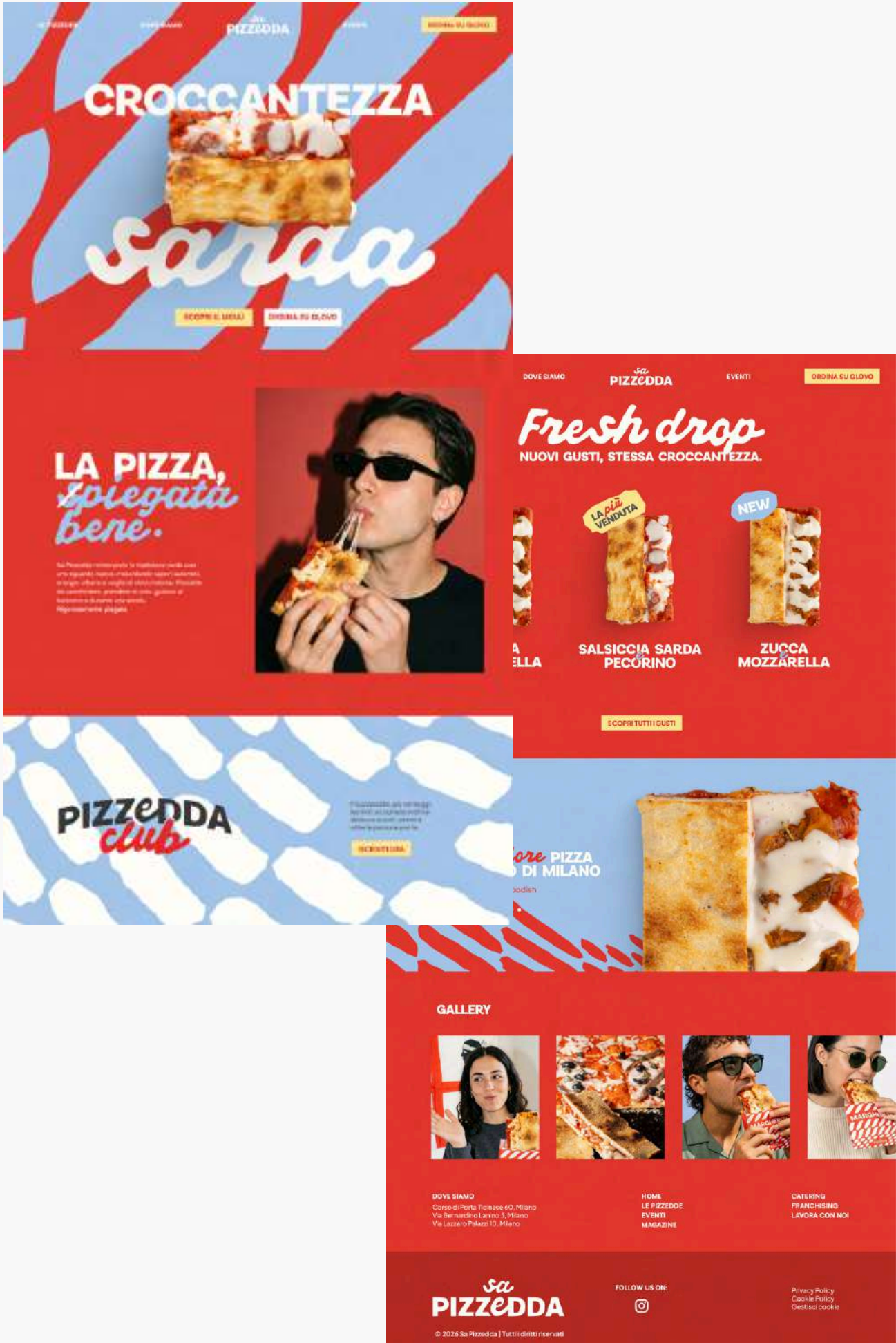
A loyalty system designed to turn every pizedda into a new reward. To extend the Sa Pizedda experience beyond the moment of purchase, **Pizedda Club** was designed: a loyalty concept that brings together a **points card** and a **dedicated app** within one ecosystem.

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 pizedde, more points.
More points, more to unlock.





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.

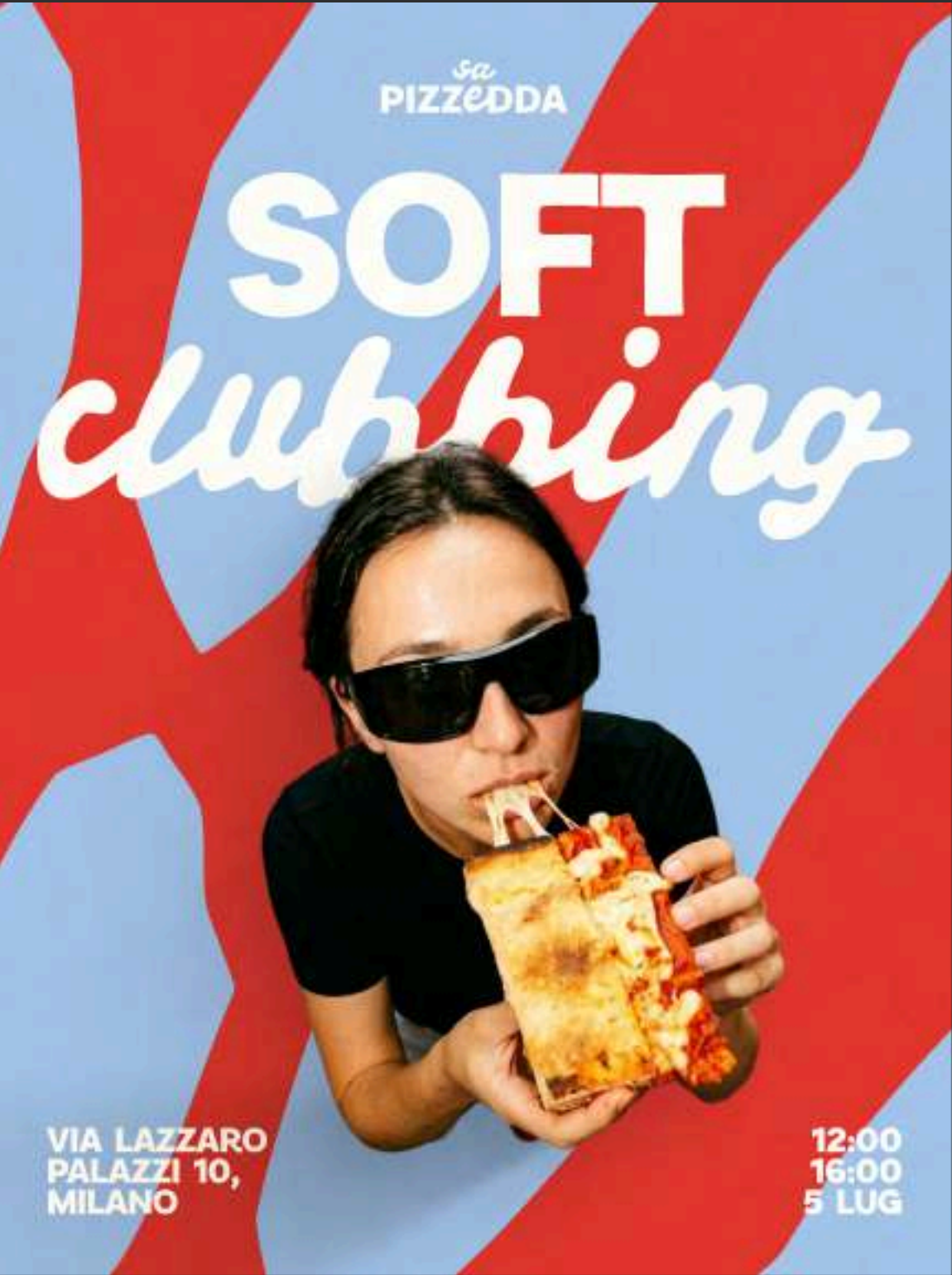
LIGHT & MOOD

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.







PIZZEDDA
CASU E
birra
A RASU

CROCCANTEZZA
sarda

MOZZARELLA
sa PIZZEDDA

PIZZEDDA
CASU E
birra
A RASU

PIZZEDDA
"NE PRENDI
SOLO UNA"

PIZZEDDA
SOFT
clubbing

ZUCCA
e
MOZZARELLA
sa PIZZEDDA

SALSICCIA SARDA
e PECORINO
sa PIZZEDDA

CROCCANTEZZA

VIA LAZZARO
PALAZZI 10,
MILANO

12-00
16-00
5 LUG

12-00
16-00
5 LUG

PIZZEDDA + ichnusa

