



SAP/ZZEDA

02 – THE IDEA



SA PIZZEDA

SARDINIA × MILAN
TRADITION × POP CULTURE
FOOD × DESIGN

TRADITION, WITHOUT THE NOSTALGIA.

Sa Pizzedda is rooted in Sardinia, but its new identity belongs in contemporary Milan.

The concept brings together Sardinian food culture, Milanese urban energy and a playful visual language.



03 — BRAND DNA



SA PIZZEDA

SHARP.

BOLD.

PLAYFUL.

CONTEMPORARY.

HUMAN TOUCH.

The identity speaks directly, confidently and without unnecessary formality.
It is designed to feel spontaneous rather than corporate, memorable rather than polished, and energetic rather than traditional.

04 — THE CHARACTER



A CHILD-DRAWN CHARACTER IN A WORLD OF PERFECT BRANDING.

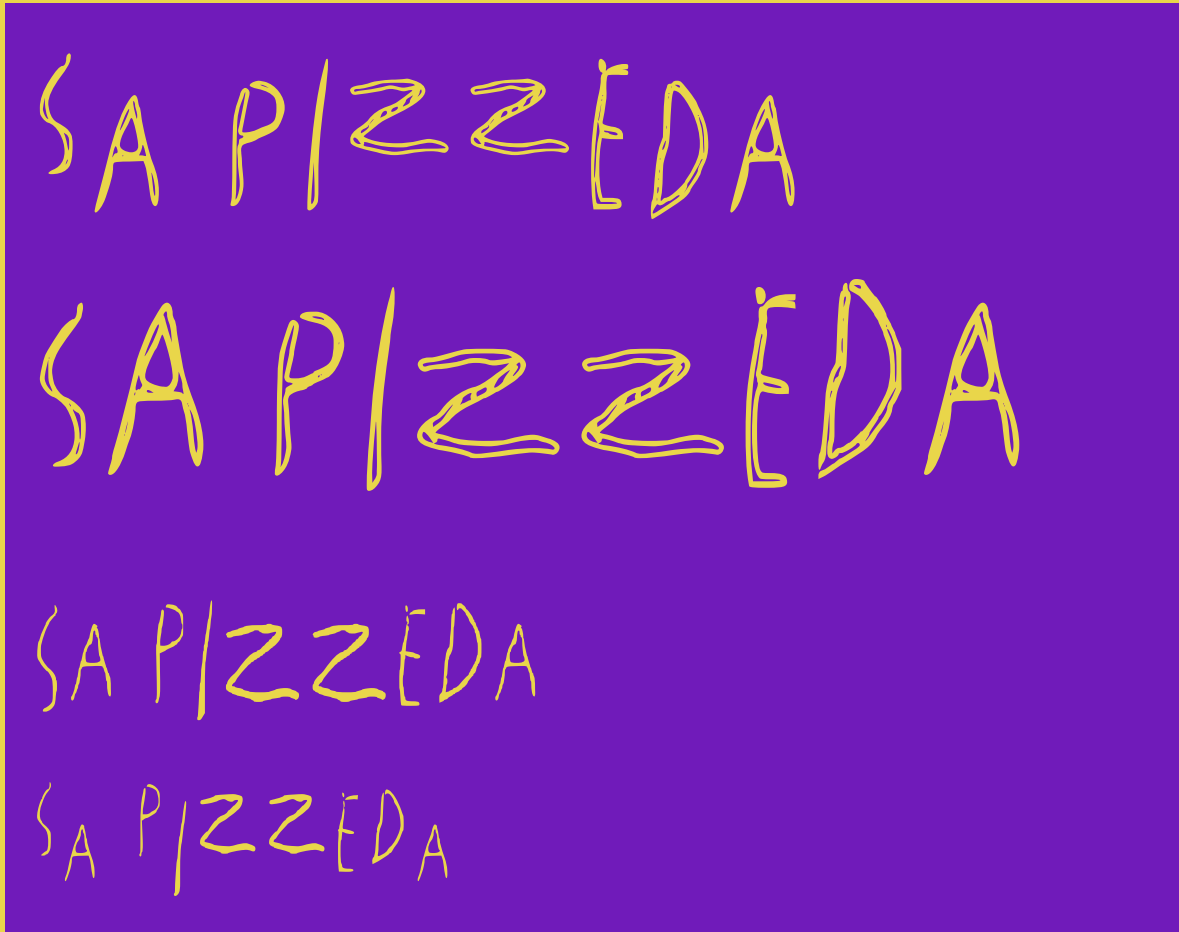


The central character was created from a child's drawing.

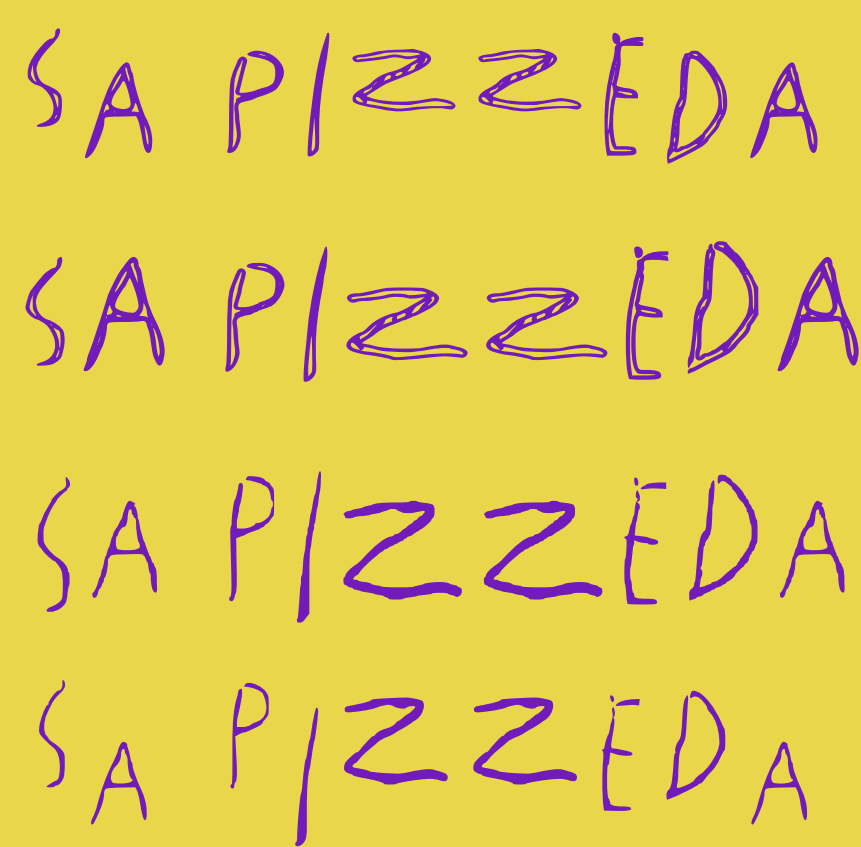
Its imperfect proportions, simple expression and spontaneous line give the identity a human and immediately recognizable personality. The character can exist beyond the logo — becoming a mascot, graphic element, sticker, social media asset or physical detail throughout the space.

IMPERFECT BY DESIGN. RECOGNIZABLE BY NATURE.

05 — THE TYPOGRAPHY

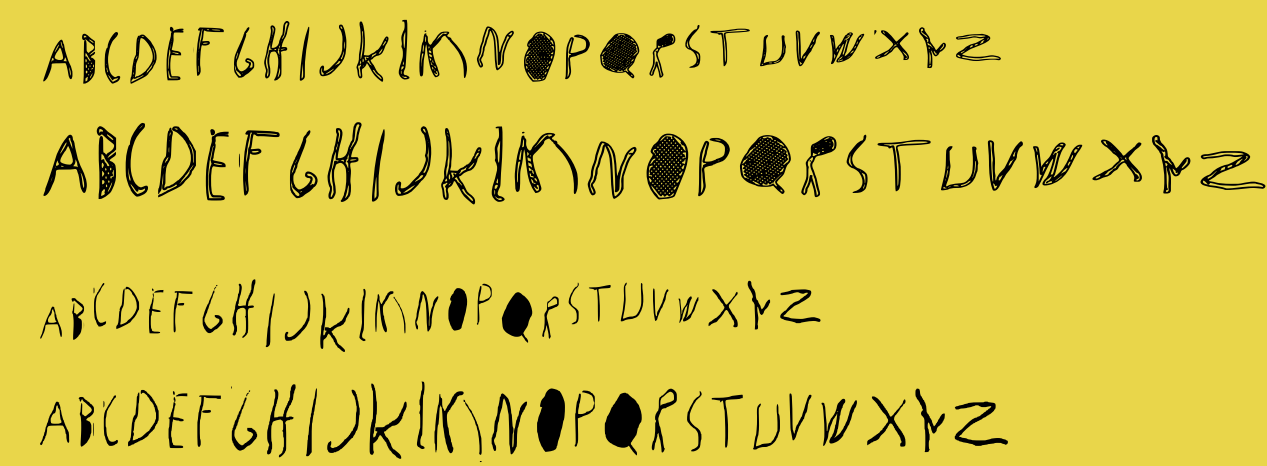


NOT JUST A
FONT. A VOICE.



custom font
X_ink

custom font
FREE_ink

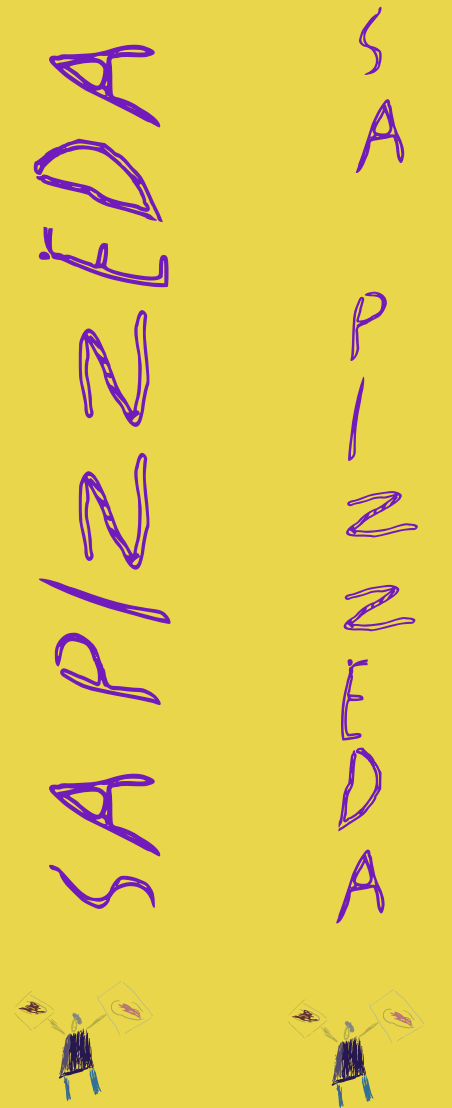


The custom lettering is based on the same child-drawn language as the character. Its irregularity is intentional: instead of following typographic perfection, it creates personality, movement and a sense of spontaneity. The result is playful, contemporary and highly recognizable — a visual language that feels personal rather than corporate.

06 — THE LOGO SYSTEM



S A P I Z Z E D A

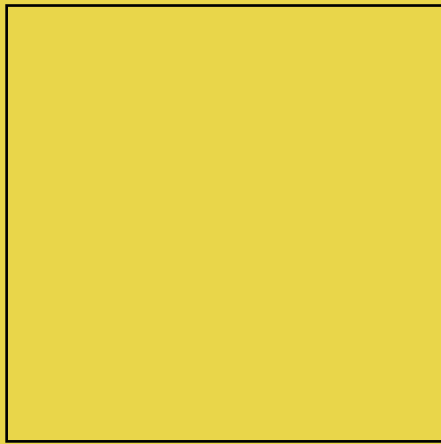


ONE IDENTITY. MANY EXPRESSIONS.

At its centre is the hand-drawn character — the most human and recognizable element of the brand. Around it, the identity can expand, contract and adapt depending on where it appears.

The logo system allows the brand to remain recognizable across very different formats: from a large storefront to a pizza box, from a menu to a social media avatar.

07 — COLOUR PALETTE



YELLOW
#E9D64A



PURPLE
#701BBA



YELLOW MAKES YOU LOOK, PURPLE MAKES YOU REMEMBER

The identity deliberately moves away from the predictable red, green and white pizza palette.

Energetic, warm, optimistic and strongly associated with food and appetite.

Unexpected, expressive, contemporary and distinctive.

Together, the colours create a high-contrast visual signature that feels energetic, youthful and immediately recognizable.

NOT THE CLASSIC PIZZERIA. AND THAT'S THE POINT.

08 — TONE OF A VOICE, LANGUAGE

COME HUNGRY
NO DRAMA JUST PIZZA
MORE PIZZA LESS TALK
MADE TO GET MESSY
ONE MORE? OBVIOUSLY
EVERY TENTH PIZZA FREE

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SHORT. DIRECT. A LITTLE BIT CHEEKY.
NO CORPORATE BULLSHIT. JUST PIZZA.

The brand communicates in the same way it looks:

SHARP — direct, ironic, without filters

BOLD — confident and visually loud

PLAYFUL — light, spontaneous, never too formal

CONTEMPORARY — connected to Milan and urban culture

TASTY — sensory, inviting and appetite-driven

The copy is short, conversational and easy to remember.

The same voice works across menus, packaging, signage, uniforms, social media and the physical space.

09 — SPATIAL IDENTITY

- SIGNAGE
- PACKAGING
- MENU
- CUPS
- PIZZA BOX
- UNIFORMS
- INFO CARDS



THE BRAND ENTERS THE STREETS

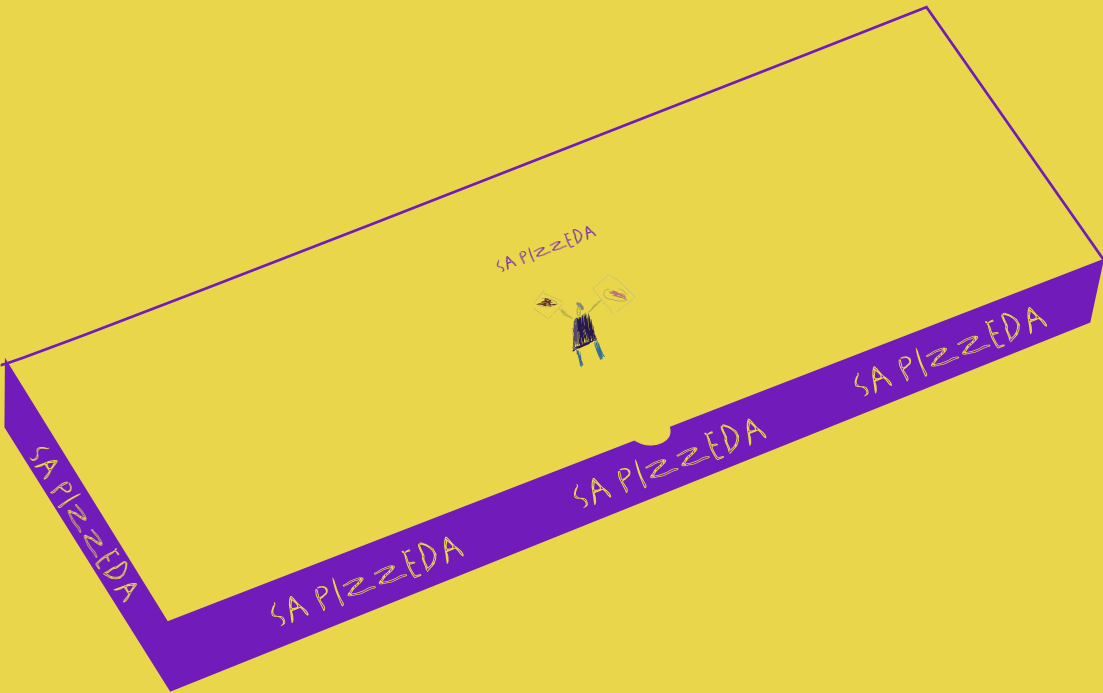
The identity is designed to be recognized before you even enter the pizzeria.

Bold colour blocks, oversized typography, the character and direct communication turn the façade and interior into part of the brand experience.

DESIGNED TO BE SEEN FROM ACROSS THE STREET —AND REMEMBERED AFTER THE LAST SLICE.

10 — BRAND APPLICATIONS

CUPS
PIZZA BOX



11 — BRAND APPLICATIONS

MENU
BOARDS
BAGS



FRONT

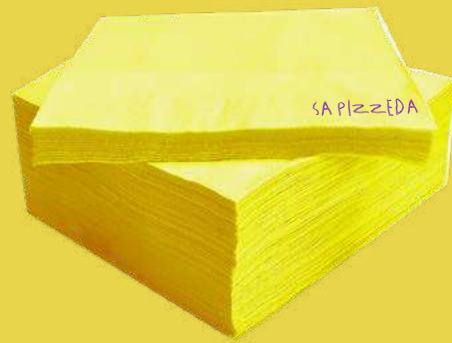
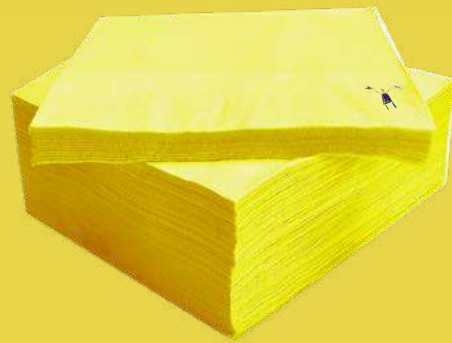
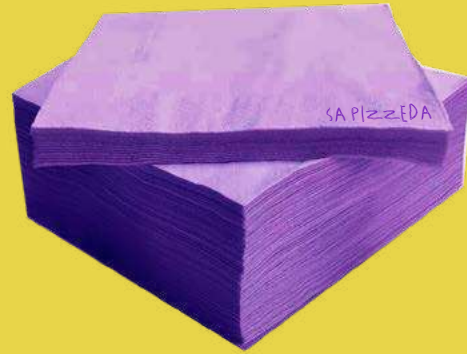


BACK



12 — BRAND APPLICATIONS

NAPKINS
GLASSES
UNIFORMS



13 — COMMERCIAL

SALES
POSTERS
STICKERS



14 — MERCHANDISE

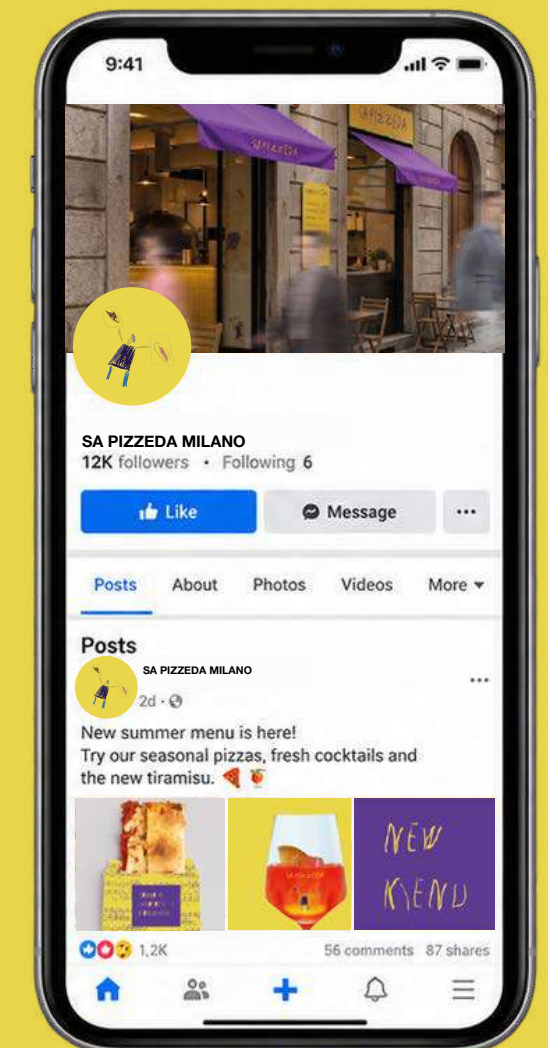
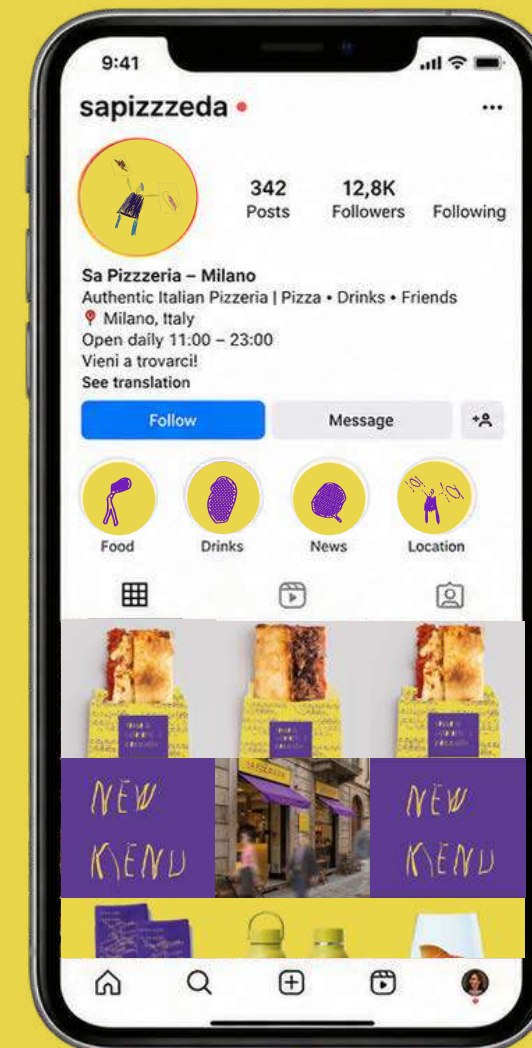
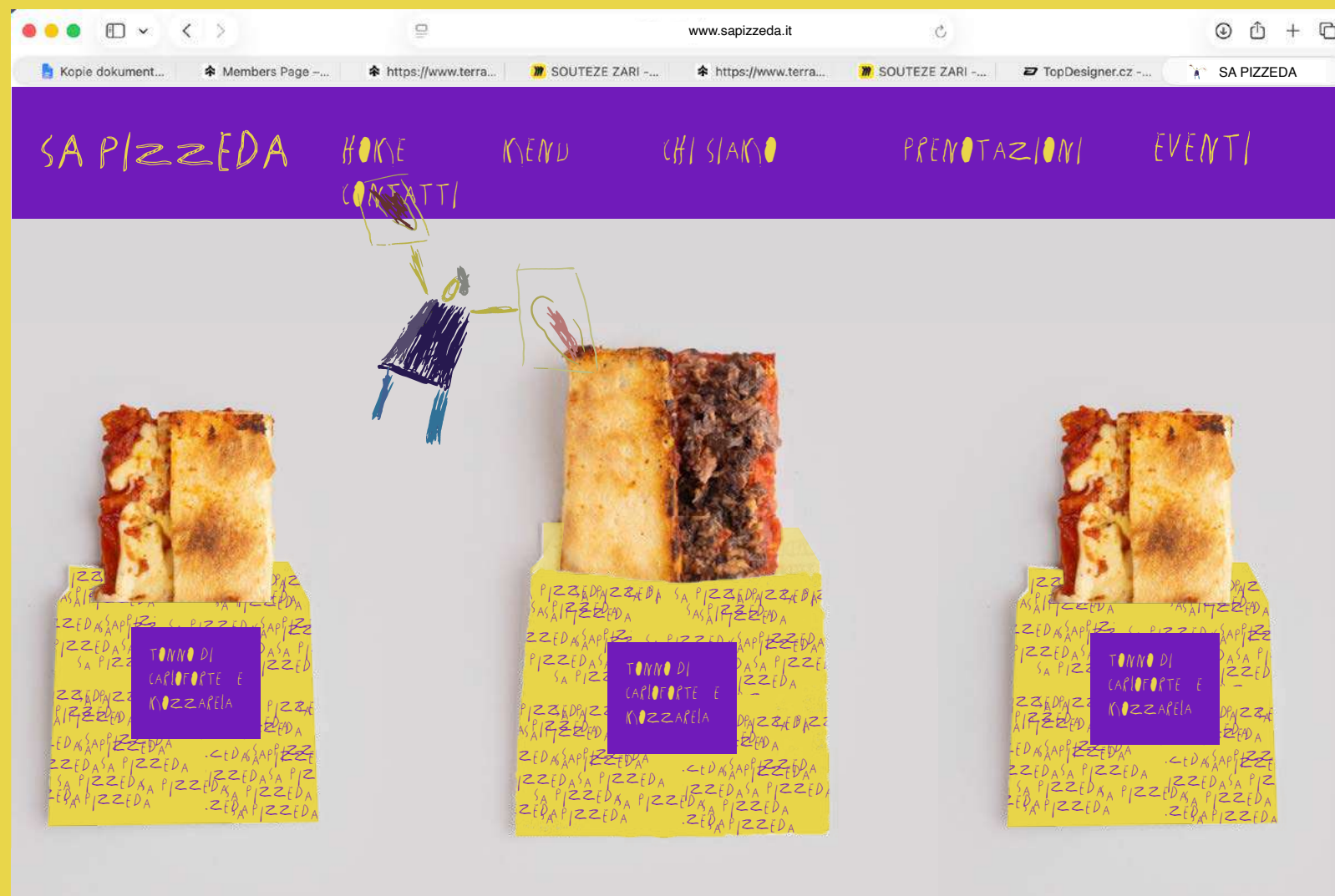
TSHIRTS
CAPS
BOTTLES
KEYCHAINS
RINGS
EARRINGS
NECKLACES
SOCKS



THE BRAND DOESN'T STOP AT THE DOOR.

T-shirts, caps, bottles, socks, keychains, stickers and other objects extend the identity into everyday life. The character becomes something people can wear, carry and share.

15 — WEB AND SOCIAL MEDIA



THE SAME VOICE, ON ANOTHER SCREEN.

The identity translates naturally into social media, stories, digital campaigns and online communication. Bold colour, short copy, food imagery and the character create a visual language designed for quick recognition and sharing.

16 — EXTERIOR VISUALISATION



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Exterior Design

Facade: Preserves the historic Italian stone texture, making it the dominant feature.

Branding: Blends tradition and modernity with a vibrant purple neon sign directly on the stone.

Atmosphere: Features rustic wooden furniture and matching purple awnings/umbrellas for a distinct, elegant street presence.

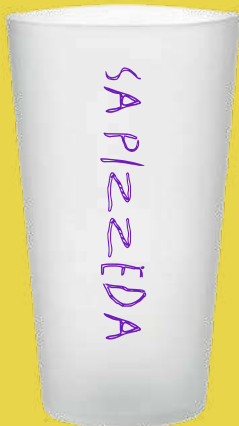
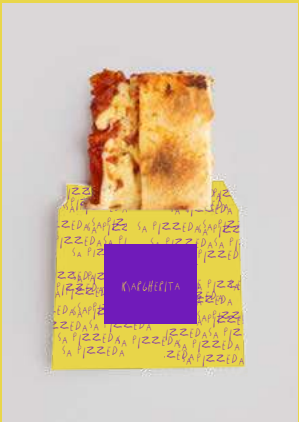
17 — INTERIOR VISUALISATION



Interior Design
Layout: Open-plan design offering full transparency and a direct view of the custom pizza oven.
Materials: Combines industrial elements (concrete floor, exposed ductwork) with warm oak accents. Features soft purple walls and a contrasting yellow-tiled bar.
Lighting: Layered lighting with large, yellow industrial pendants as a primary focal point.



18 — ALL TOGETHER



SAP/ZZZEDA



SARDINIA, SERVED WITH A MILANESE ATTITUDE.
A new visual identity for a young, urban and design-conscious audience.