

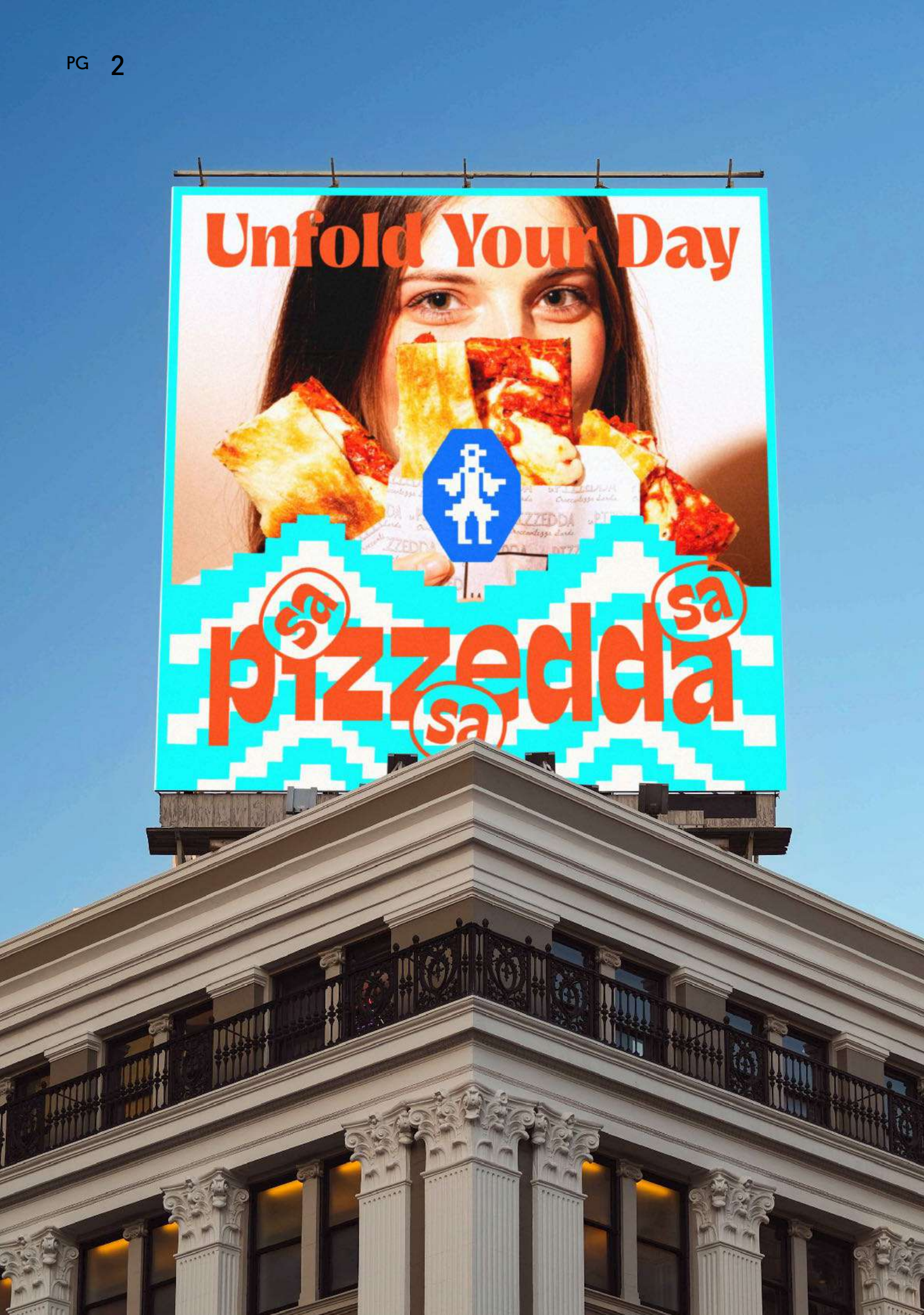


Sa Pizzedda Unfold Your Day

Branding Proposal

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THE BIG IDEA

Everyday Rewired. A Sardinian original, redesigned for the city.

A new shape, a new grip, a new way to eat it.

Rectangular, crisp and made to fold, it turns a familiar pizza into something that fits the way people eat today.

Compact enough for one hand.
Satisfying enough to make a meal of it.

And the idea doesn't stop with the slice.
The identity takes the same approach: Sardinian at heart, rewired for everyday Milan.

Bold colour. Woven rhythm. Plenty of character.

From Mediterranean warmth to playful slice names like Lady Margo and Don Fungo, Sardinia gets a fresh new rhythm in the city.

Unfold Your Day



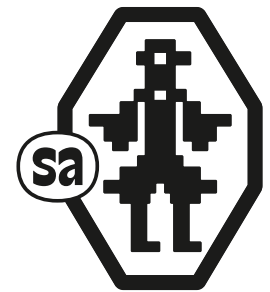
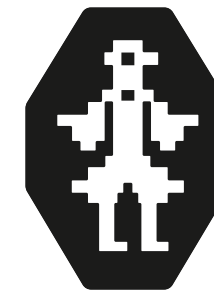
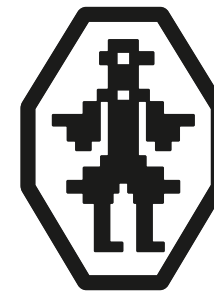
THE LOGO

Two Roots. One New Form. A Sardinian figure, rewoven.

At the heart of the identity is a contemporary interpretation of the Nuragic bronze warrior, reworked through the visual language of Sardinian weaving.

The figure gives us the symbol.
The weave gives it structure.

Together, they become a graphic stamp of origin:
rooted in Sardinia, reshaped for the city.



x3 SA = x1 Whole Pizza



Social Icons

Event

Logotype Font - Catch - <https://typeeverything.com/catch>



Sun-warmed. City-bright.

Sardinian warmth meets the colour of the slice.
Sun, woven pattern, Mediterranean blues and the golden-red heat of the pizza come together in a palette made for the city.

Warm. Playful. In motion.



C0 M56 Y90 K0
R255 G142 B25
HEX #FF8E19

C4 M0 Y90 K0
R249 G234 B55
HEX #F9EA37

C11 M7 Y18 K0
R231 G229 B215
HEX #E7E5D7

C0 M80 Y89 K0
R22 G75 B30
HEX #DE4B1E

C0 M1 Y5 K0
R254 G252 B245
HEX #FEFCF5



C15 M26 Y2 K0
R213 G197 B221
HEX #D5C5DD

C57 M0 Y15 K0
R144 G255 B255
HEX #90FFFF

C76 M23 Y0 K0
R87 G154 B219
HEX #579ABD



C63 M0 Y89 K0
R144 G255 B114
HEX #90FF72

C80 M15 Y91 K2
R92 G148 B78
HEX #5C944E

C80 M15 Y91 K2
R92 G148 B78
HEX #5C944E

Thyme

**Every Good Pizza Needs
A little Seasoning.**

**I'm warm, a little spicy,
and I know when to
turn up the flavour.**

Regular, delicate or **bold.**
I've got range.

Headlines · Titles · Quotes · Key Messages

The typeface includes two families (normal + condensed)
in 7 weights each, plus a Variable Font.

Thyme delivers a distinctive human touch that feels positive, inviting, and
delicious.

Platform

**Good Company,
Basically.**

I keep things simple.

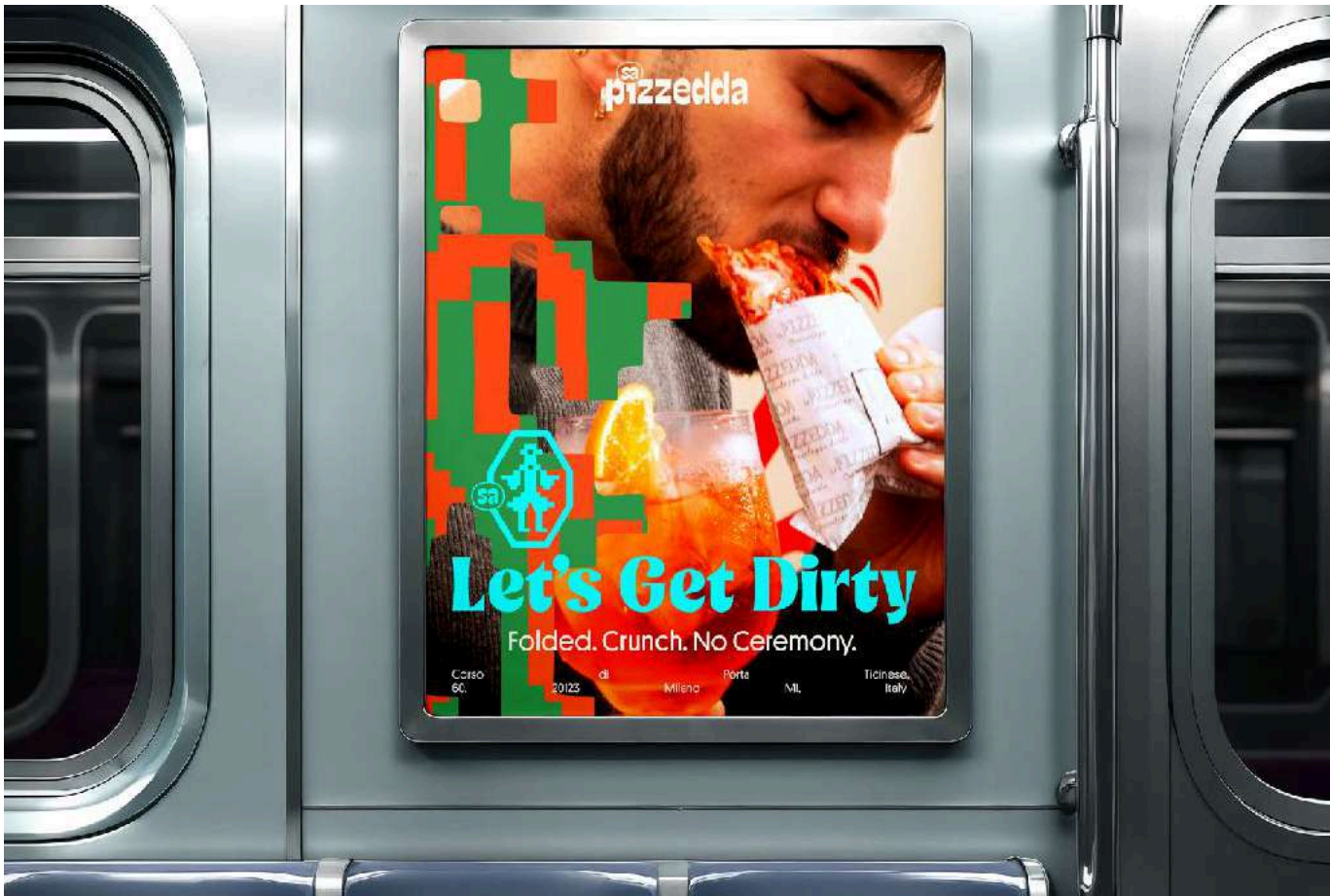
Clear, easygoing, and always ready to
lend a hand.

Clean enough for everyday reading,
with just *enough character* to keep
things interesting.

Body Copy · Captions · Information · Labels

The typeface includes 5 weights, each with a matching italic, from hairline to
bold.

Platform brings a clean, contemporary voice that feels versatile,
approachable, and quietly confident.



THE ATTITUDE

Let's Get Dirty
Folded. Crunch. No Ceremony.

Pizza shouldn't need instructions, a table or a special occasion.
Easy to hold. Made to pick up.
Fold, bite, share, repeat.

Just Good Pizza.







Lady Margo
EU 3.00

Margherita

Toni
EU 4.00

Capers, Olives x
Anchovies

Giorgio
EU 3.50

Onion x Zola

Pecco
EU 4.00

Sausage x
Pecorino

Bruno
EU 4.00

Sausage x
Potatoes

Turbo
EU 4.00

Tuna

Rossa
EU 4.00

Red

Momo
EU 3.50

Tuna x
Mozzarella

Pepppe
EU 3.50

Ricotta x
Nudja

Riccino
EU 3.50

Ricotta x
Spinach

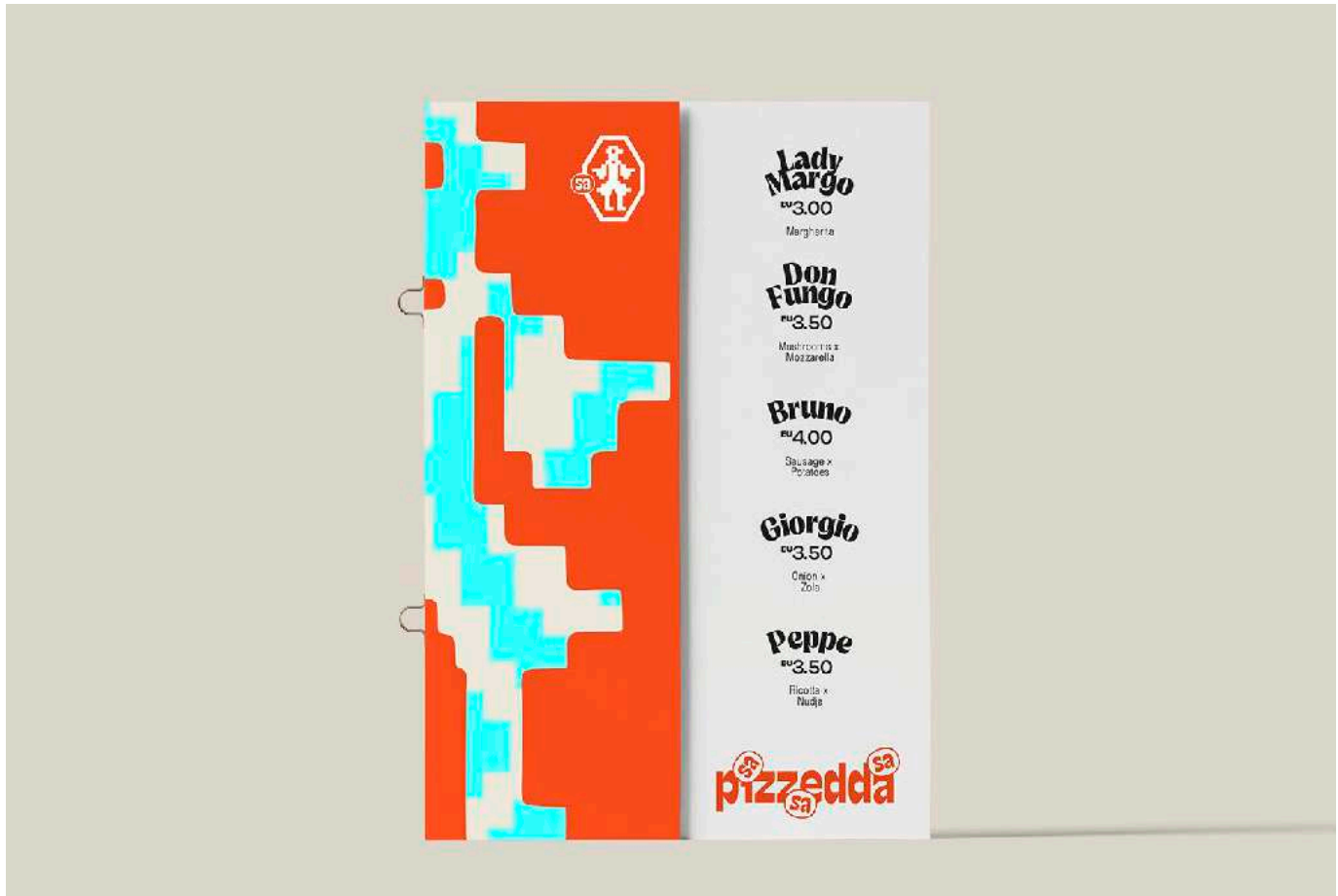
Don Fungo
EU 3.50

Mushrooms x
Mozzarella

Zucca
EU 3.50

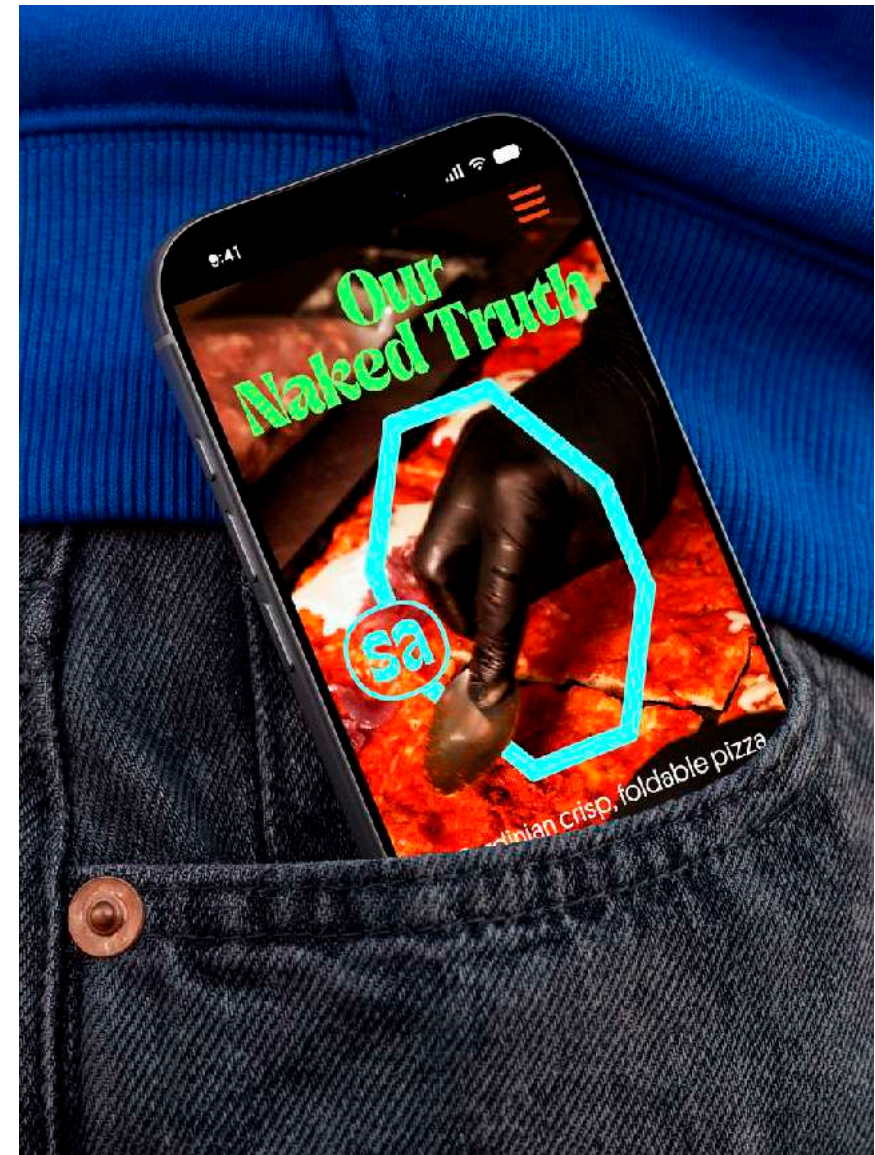
Pumpkin x
Mozzarella











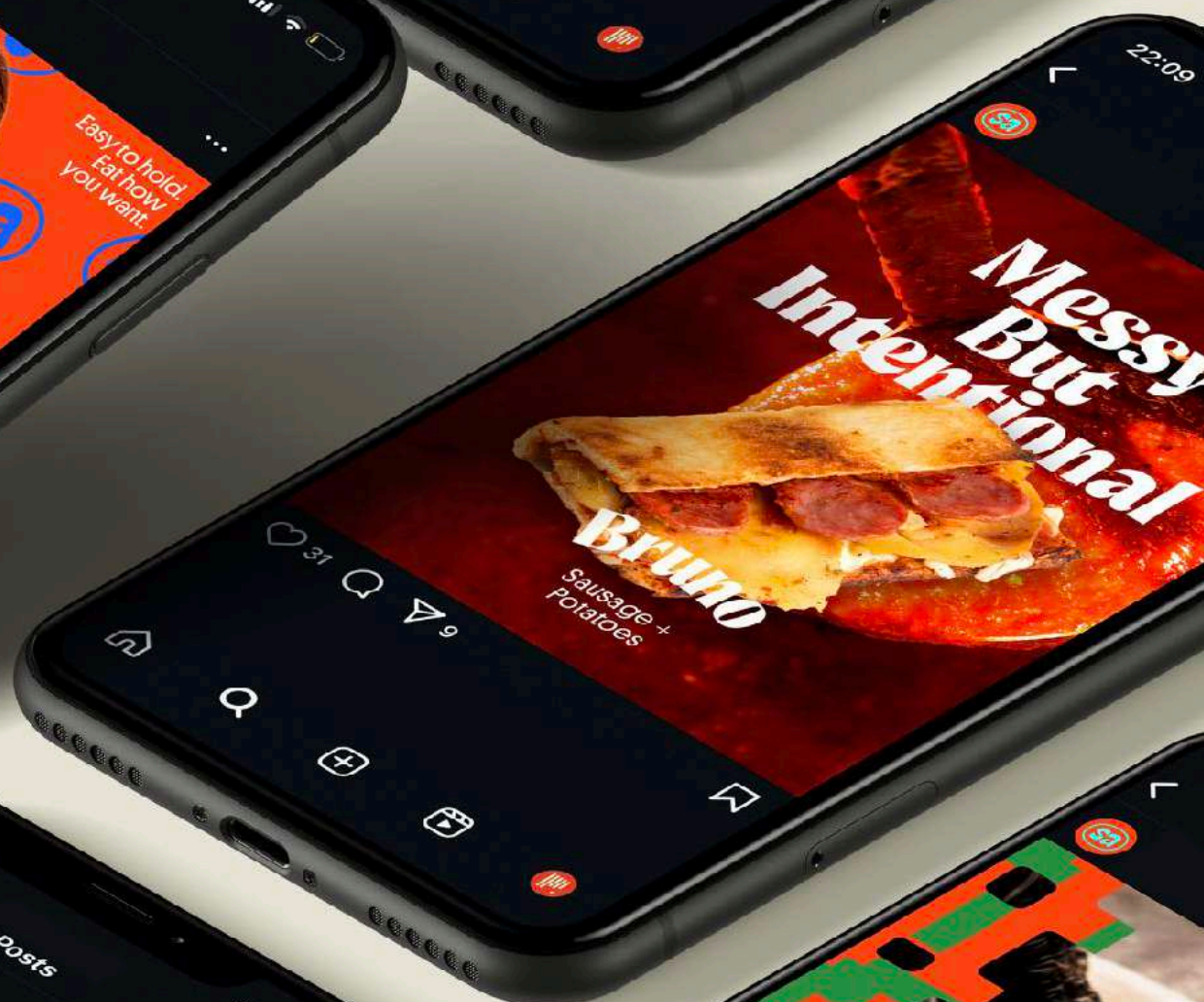
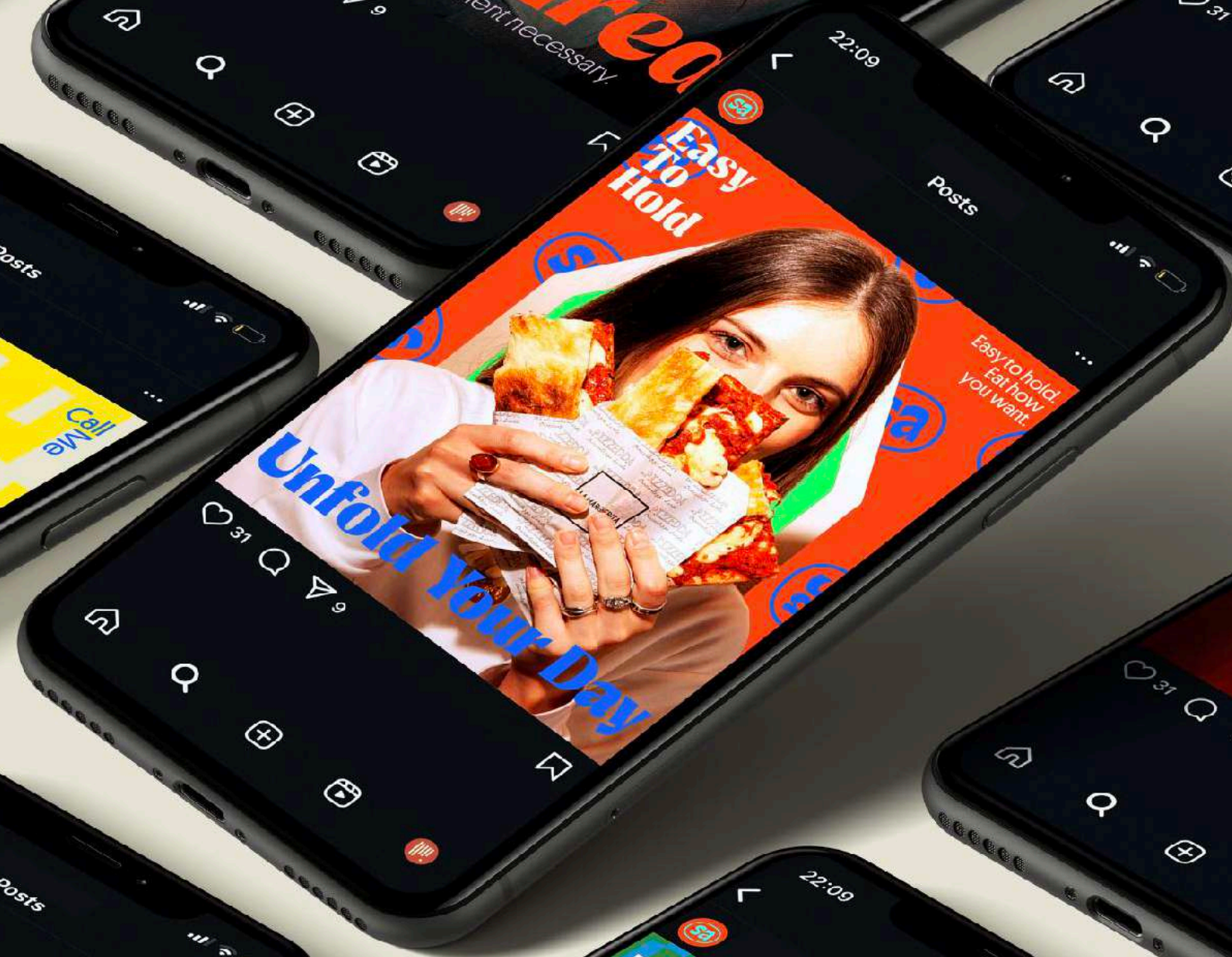
CONTENT TERRITORY

Our Naked Truth

The Dough • The Fold • The Sauce • The Toppings • The Hands • The Mess

The making is part of the appetite.
No tricks. Not hiding how it's made.

Just good ingredients, proper making, real eating.



Unfold Your  Day



 pizzarda 


Take Your Pick



Giorgio
Onion x Zola
EU 3.50

Slow burn, sweet on onion, then the blue burn. Diced.

←  You're Mine  →

Grab A Sip	Make It A Set	Finish Sweet
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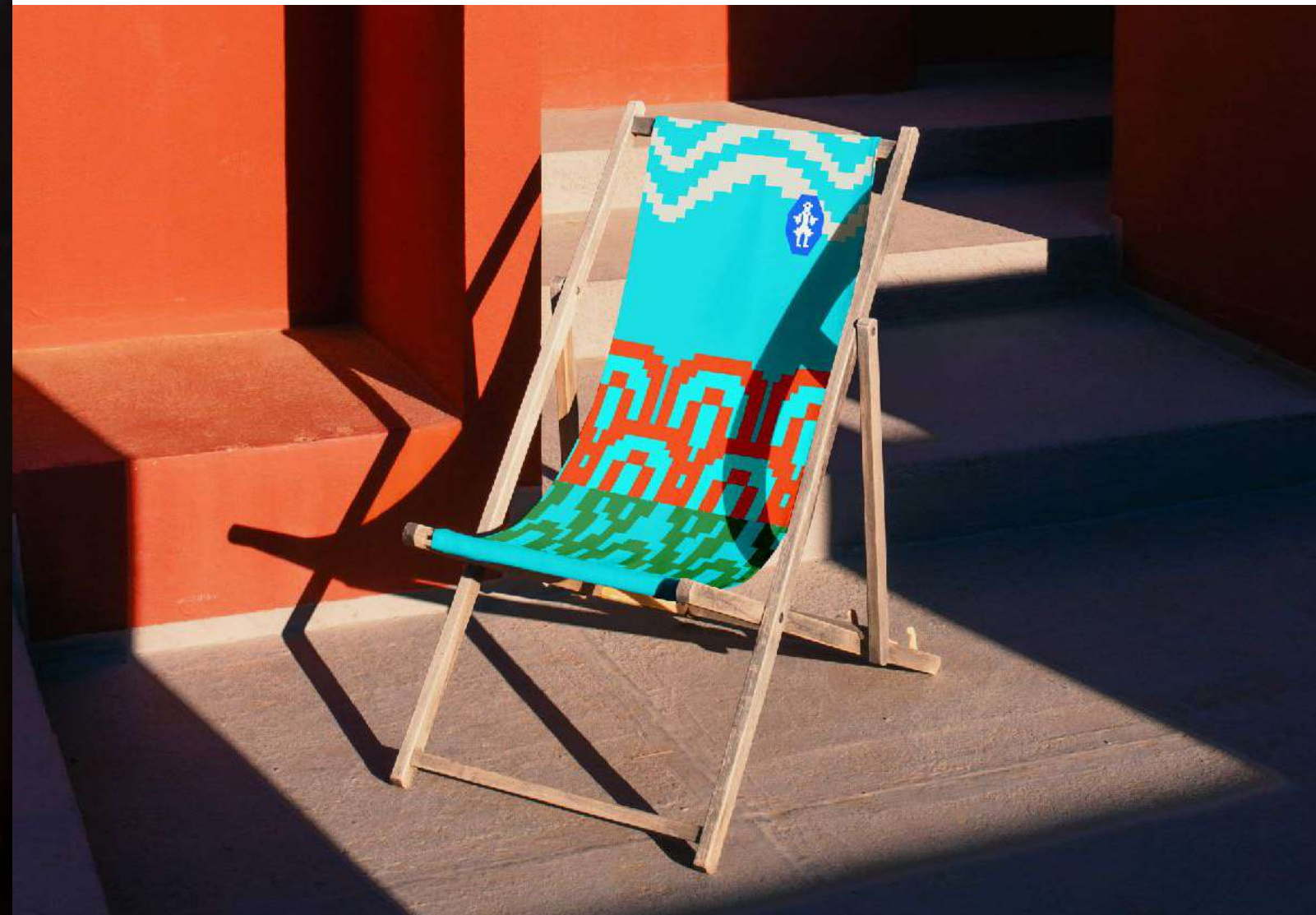
Everyday Rewired

The brand leaves the pizza box and enters everyday life with what people wear, carry and keep around.

Recognisable enough to spark curiosity.

Interesting enough to make people ask what it is.







Two Signatures. One Twist.

Sa Pizzedda's bold visual language is built to mingle, not match.

From a limited Alessi object to a one-night experience, two design signatures can come together, each bringing something recognisable to the table.



THE EVENT

Slice And Slip

An intimate night for the **Crunch Club**: limited seats, good slices, good drinks and a little more time to linger.



THE EVENT

Soft Clubbing

Not quite a club. Not quite dinner.

A social format built around food, music and the people in the room.

Come for the slice. Stay for the sound.

