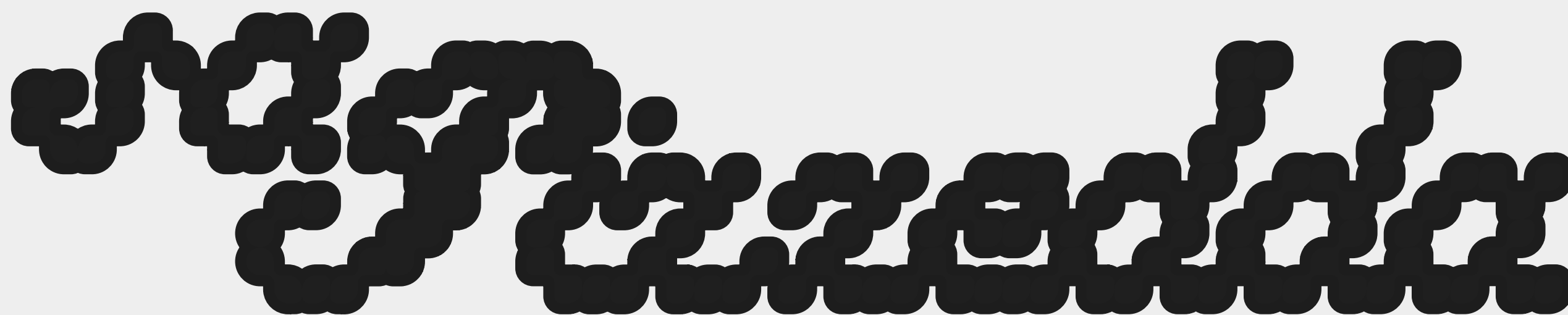




CROCCANTEZZA SARDA

RUNCH! **PIEGA** **MORDI** **CRUNCH!** **PIEGA** **MORDI** **CRUNCH!**

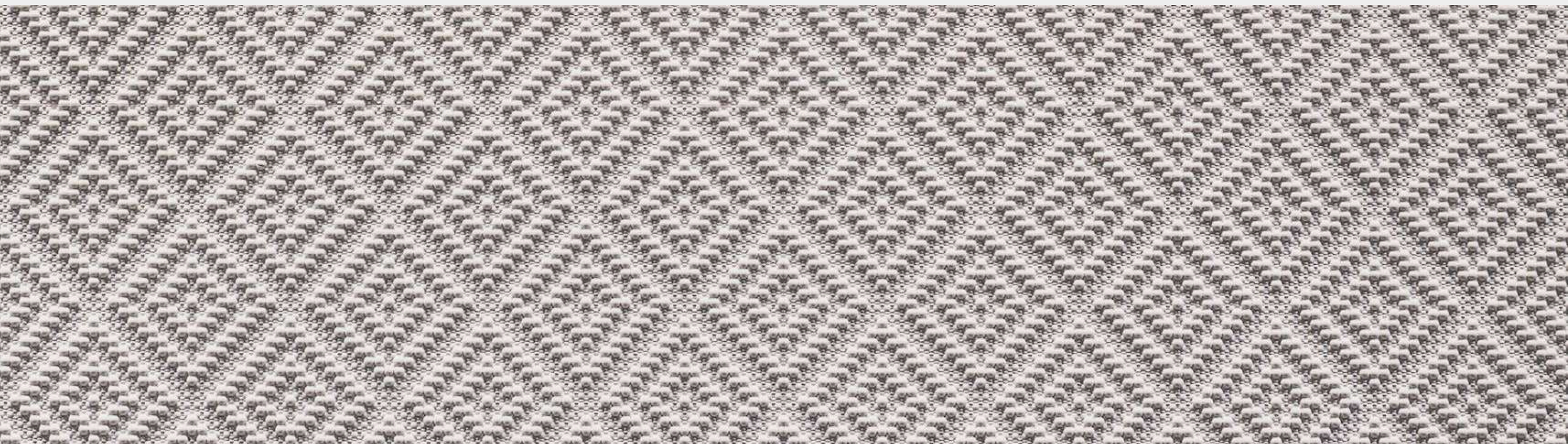
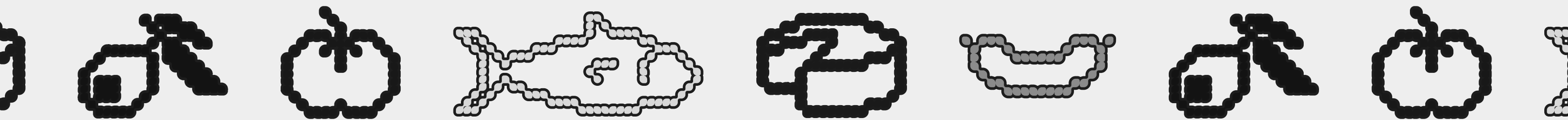
Sa Pizzedda connects **Sardinian tradition** with **Milan's urban culture** through the language of weaving. Inspired by **pibiones**, a Sardinia's hand-worked textile technique, the identity reflects the same sense of **care** and **craftsmanship** found in the pizza itself.

The thread becomes a metaphor for **connection** between Sardinia and Milan and the traditional textile structures are therefore reinterpreted through a bold, pop and urban visual language, turning an inherited gesture into something new.

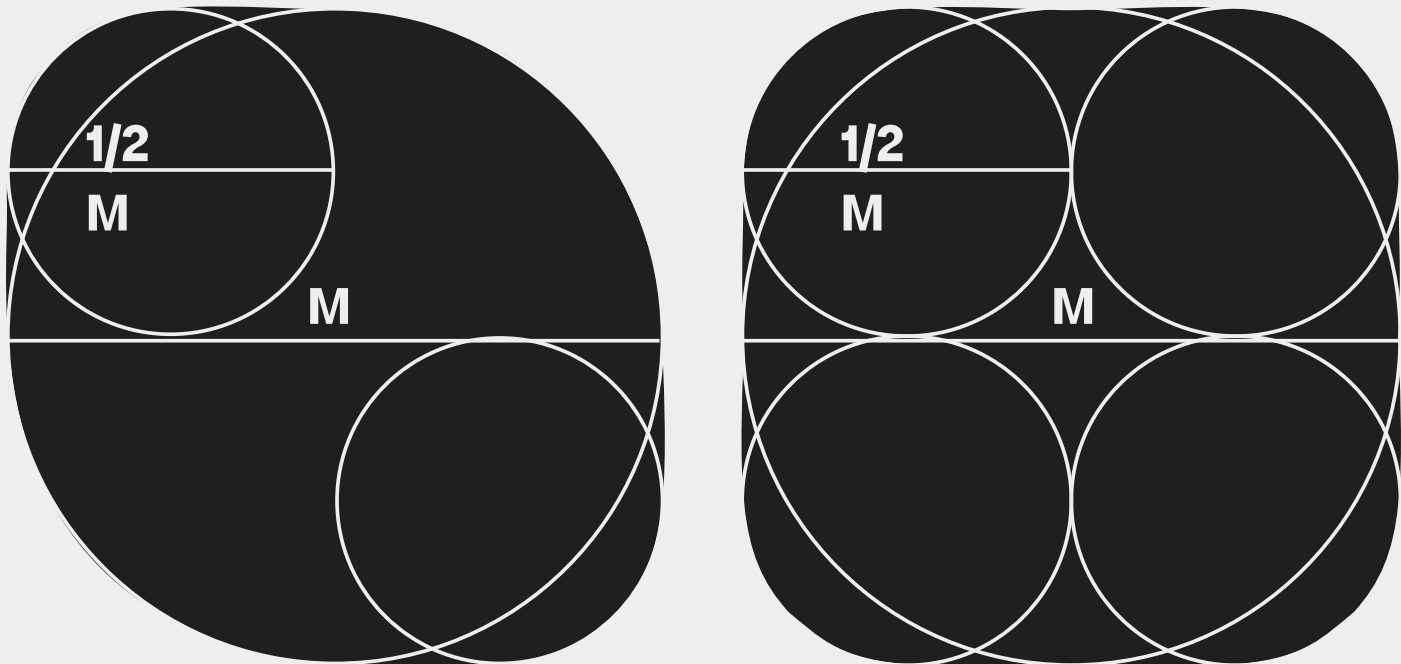


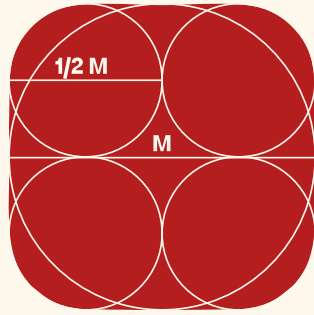
We asked ourselves what could meaningfully represent Sardinian tradition without falling into folkloric imagery. Among the different references we explored, the pibione emerged: a distinctive element of Sardinian textile culture that had already been reinterpreted in a contemporary key for the Sardinia regional identity at Expo 2015.

Our interpretation of the pibione is designed to be subtle and immediate: a **simple modular sign** that is bold, flexible and highly **adaptable** across different applications. Rather than reproducing tradition literally, it translates its underlying logic into a **contemporary** visual language.

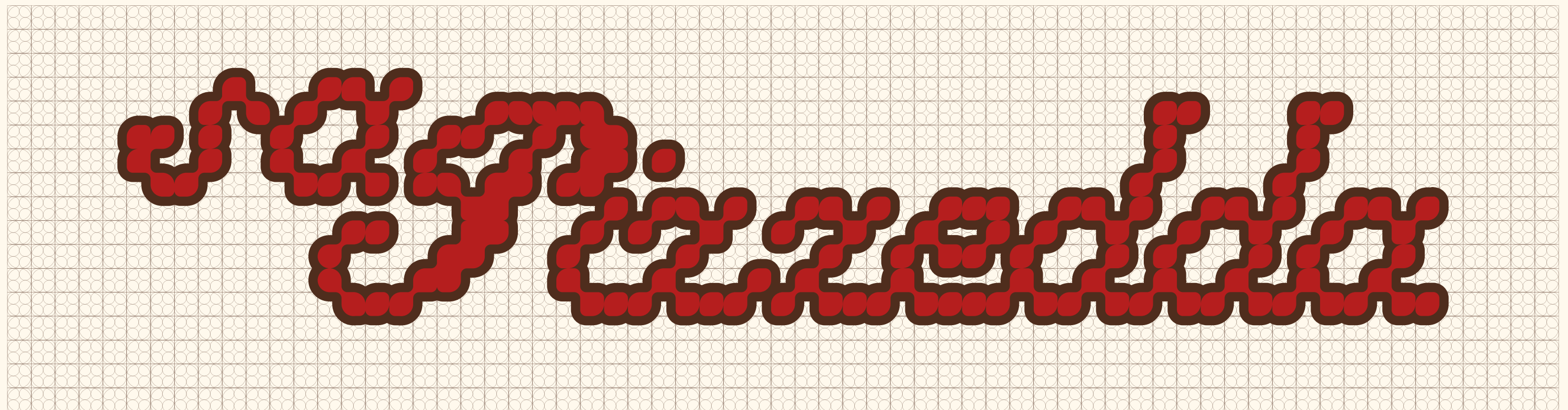
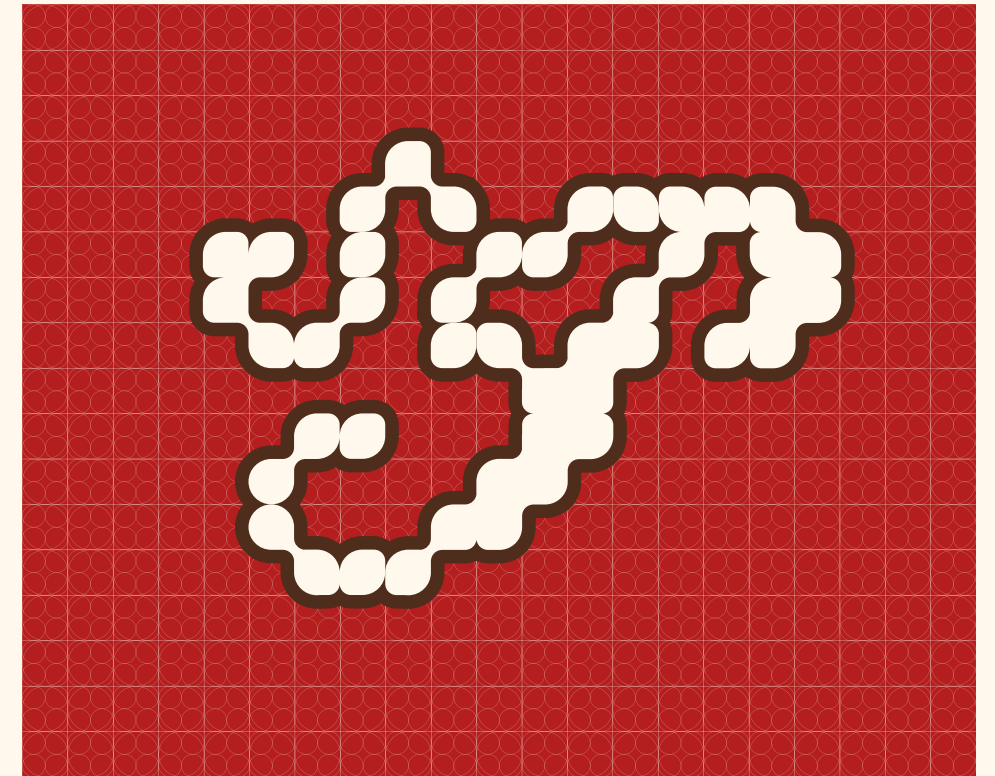
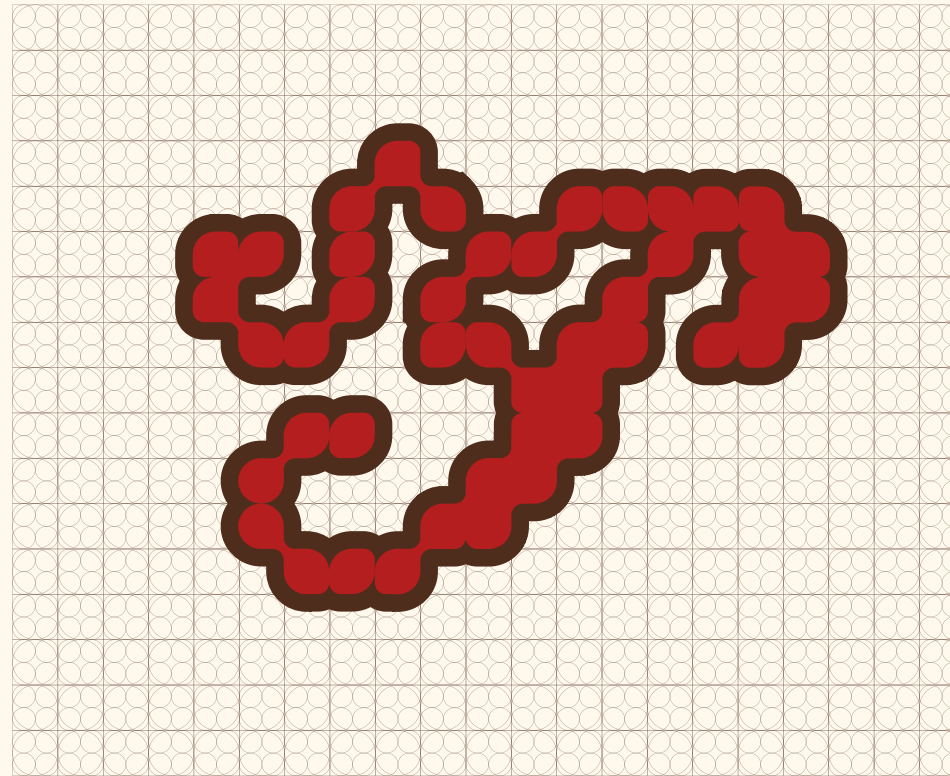


To align with Bang’s visual identity, we developed a distinctive **modular system** that informs both the **logotype** and the **pictograms**.

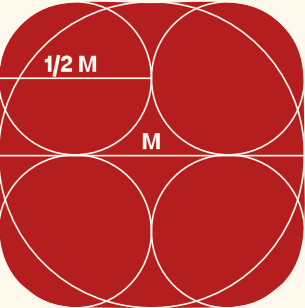




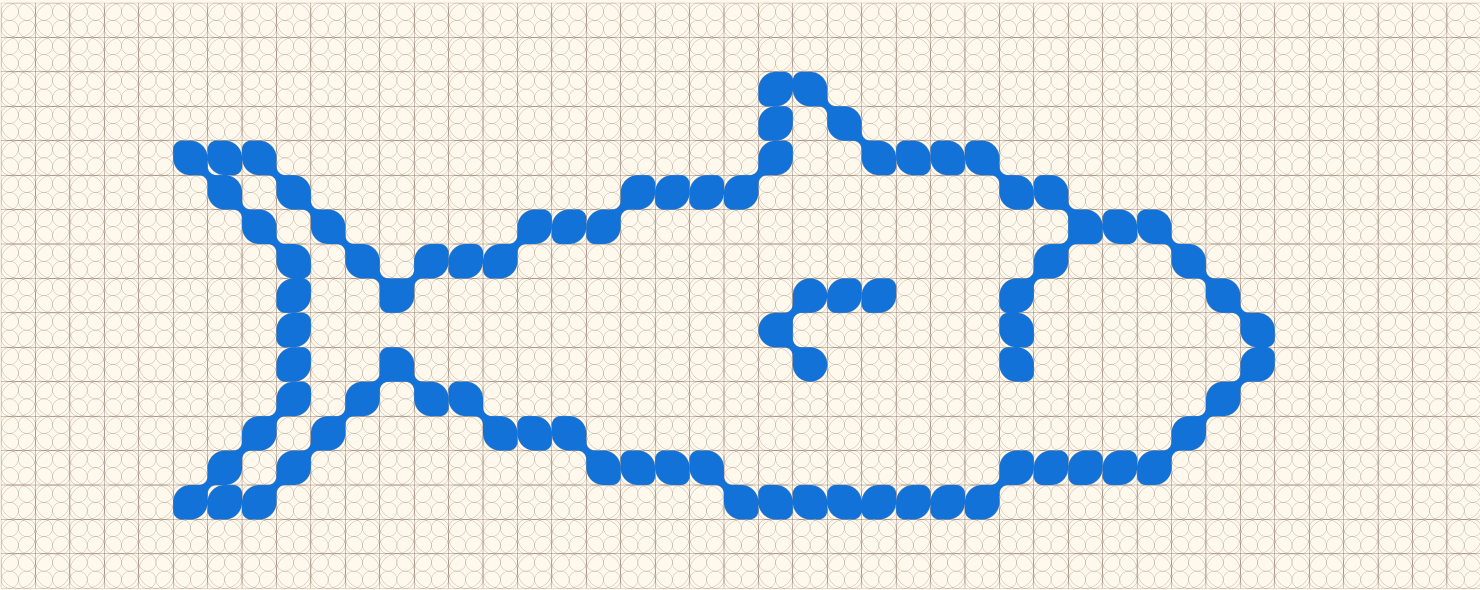
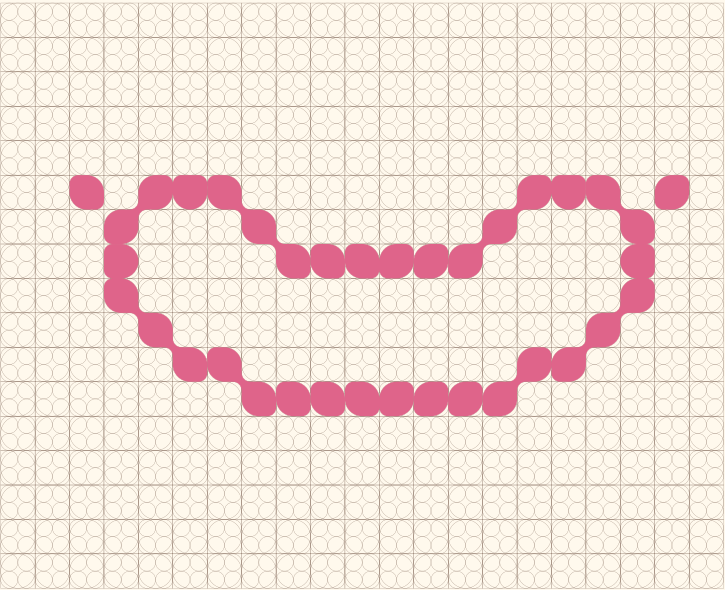
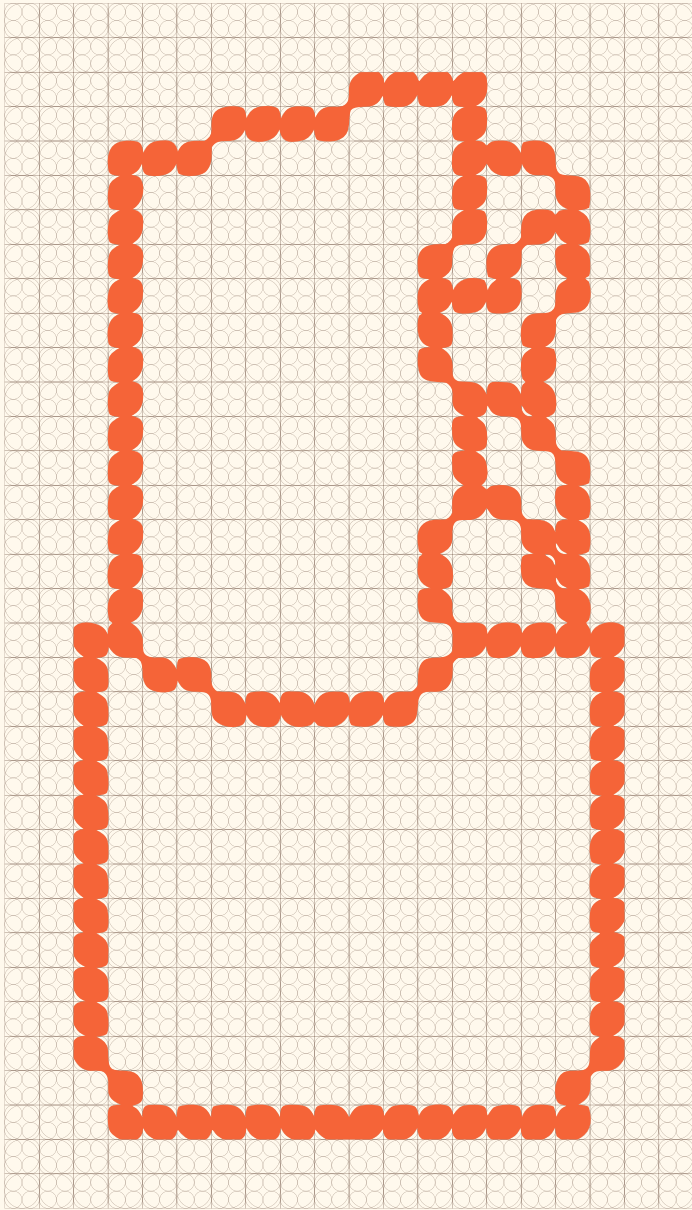
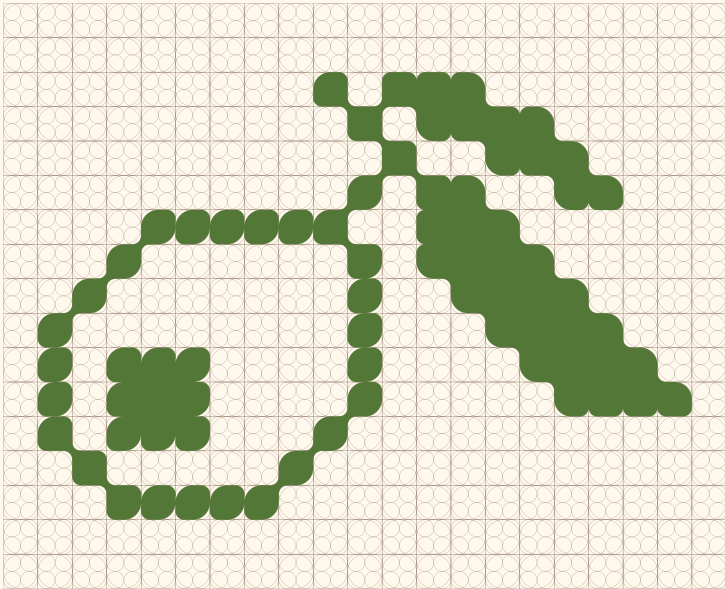
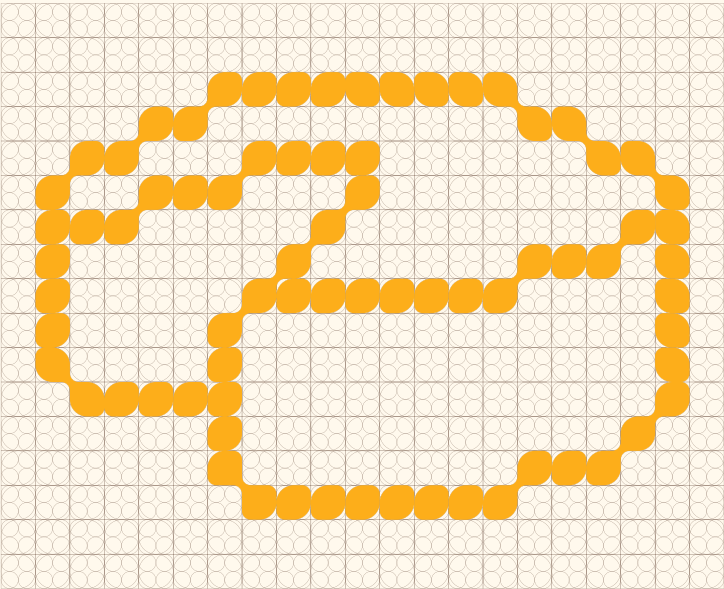
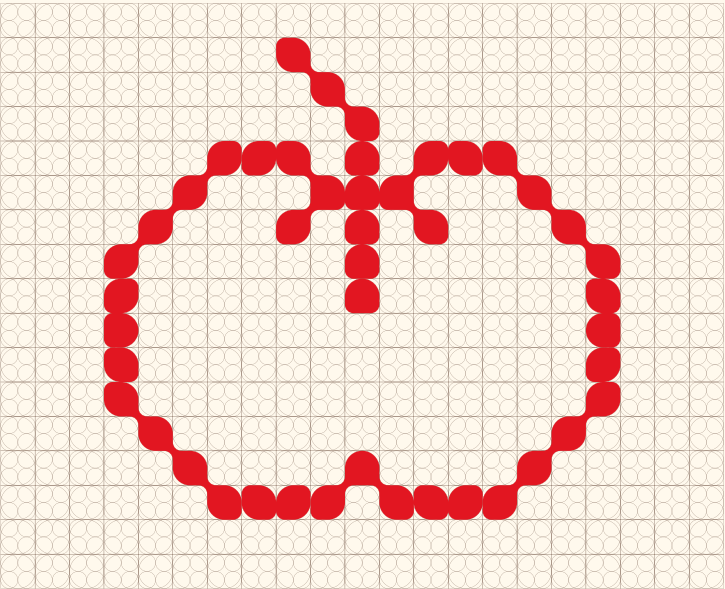
The logo can appear in **two forms**, a compressed one and a long one. The logotype is constructed from **modular elements** inspired by pibiones, creating a visual connection with the traditional weaving technique. The use of the **stroke** further reinforces this connection, translating the tactile and structural qualities of the textile into the identity.







The **icons** were created to represent the **various ingredients** featured in the pizzas, and are used to describe the contents of the various recipes on the menu or packagings.



Bang!, designed by Taylor Penton, is a display typeface inspired by the visual language of **cross-stitch**, reinterpreted with greater flexibility and a contemporary character. We selected it for its dialogue with the pibiones-inspired pictogram: together, they create a cohesive visual system that combines tactile references to handcraft with a bold, playful sensibility. The result is a distinct “**handmade pop**” language rooted in tradition, but unmistakably contemporary.



Apfel Grotezk is a sans serif typeface chosen to bring clarity, readability and accessibility to the system. It complements the expressive character of Bang! with a more neutral and functional voice, creating a balanced typographic **hierarchy**. It is used for longer texts, supporting information and key functional content, ensuring that the identity remains clear and easy to navigate across different applications.

Apfel Grotezk

Regular

The quick brown fox
jumps over the lazy dog

Fett

The quick brown fox
jumps over the lazy dog

Satt

The quick brown fox
jumps over the lazy dog

Free download:
<https://www.collettivo.it/typefaces/apfel-grotezk>

The **palette** is built around **three primary colours** inspired by the essential elements of pizza. **Red** acts as the dominant tone, chosen for its strong visual impact and its ability to evoke warmth, appetite and sensory energy.

CMYK: 0, 83, 83, 29
RGB: 182, 31, 31
HEX: #B61F1F

CMYK: 0, 2, 7, 0
RGB: 255, 249, 238
HEX: #FFF9EE

CMYK: 0, 44, 64, 69
RGB: 80, 45, 29
HEX: #502D1D



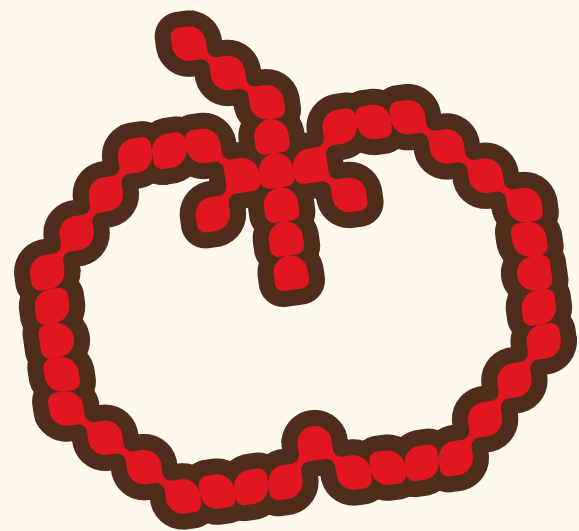
Each pictogram is then paired with a **bold secondary colour** named with a sardinian word traditionally linked to it, expanding the system with a more **playful and contemporary layer**.

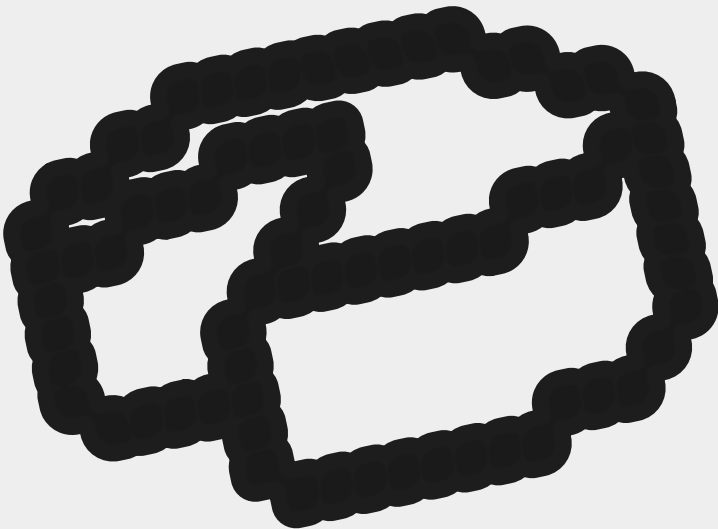
CMYK: 24, 0, 89, 35 RGB: 127, 167, 19 HEX: #7FA713	CMYK: 0, 31, 90, 0 RGB: 254, 174, 26 HEX: #FEAE1A	CMYK: 0, 90, 85, 11 RGB: 227, 23, 34 HEX: #E31722	CMYK: 91, 47, 0, 15 RGB: 20, 115, 216 HEX: #1473D8	CMYK: 0, 59, 77, 4 RGB: 246, 100, 56 HEX: #F66438	CMYK: 0, 44, 64, 69 RGB: 80, 45, 29 HEX: #DF648B
SU FELU	SA CERA	SA TAMATA	SU CELU	S'ARANGIU	S'ARROSA







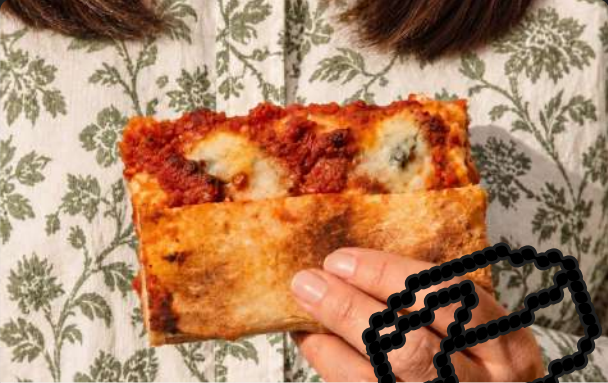




Pizzedda

[MENU](#)[CATERING](#)[ORDINA ORA](#)[DOVE SIAMO](#)[EVENTI](#)

LE PIZZEDDE

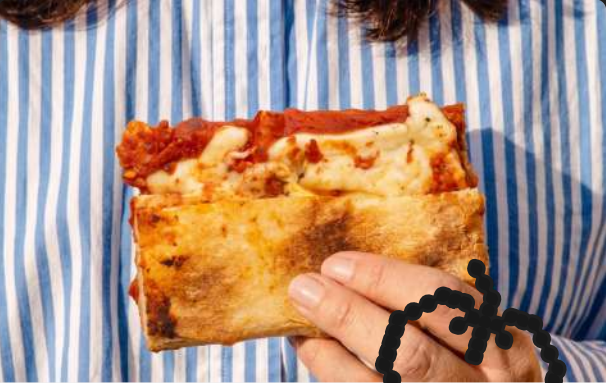


NOVITÀ!

NDUJA E ZOLA

La nostra pizzedda in versione spicy: la dolcezza del nostro gorgonzola incontra la Nduja piccante in una combo di sapori straordinaria.

4€



MARGHERITA

Una margherita dal gusto e dalla croccantezza inimitabile

3€



CAPPERI OLIVE E ACCIUGHE

La nostra pizzedda in versione marinara: pomodoro, acciughe saporite, capperi e olive. Un morso di Sardegna dritto a casa tua.

4€

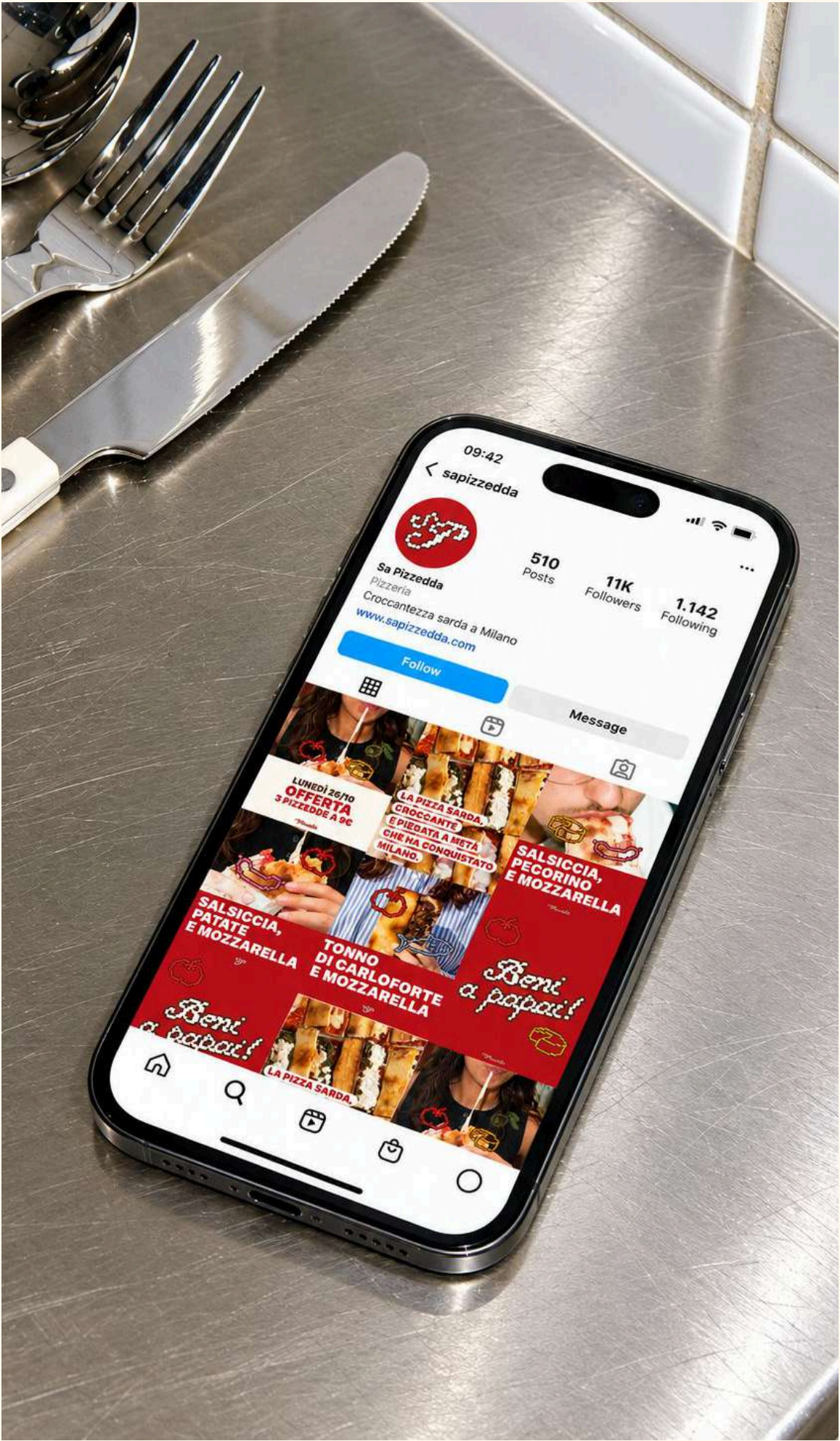
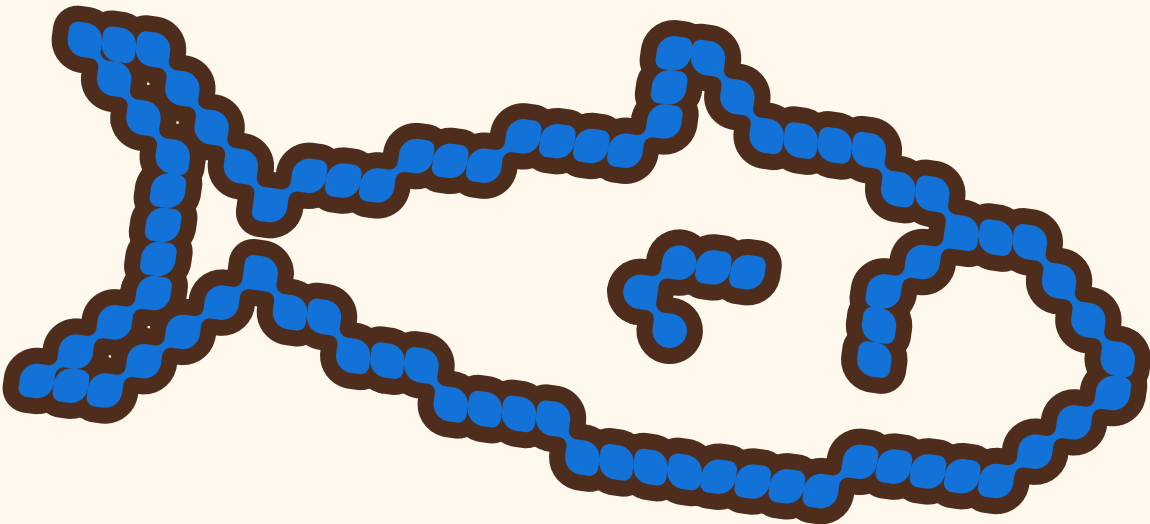


LA PIÙ ORDINATA

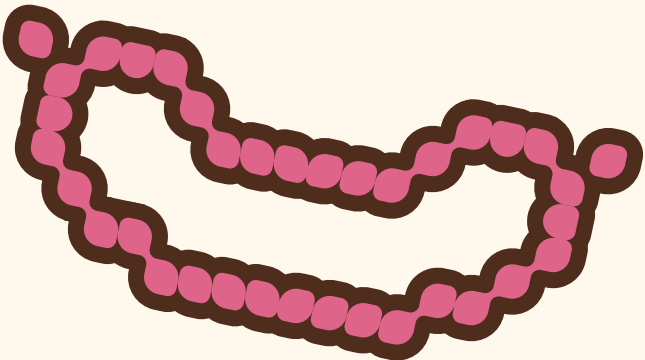
SALSICCIA SARDA E PECORINO

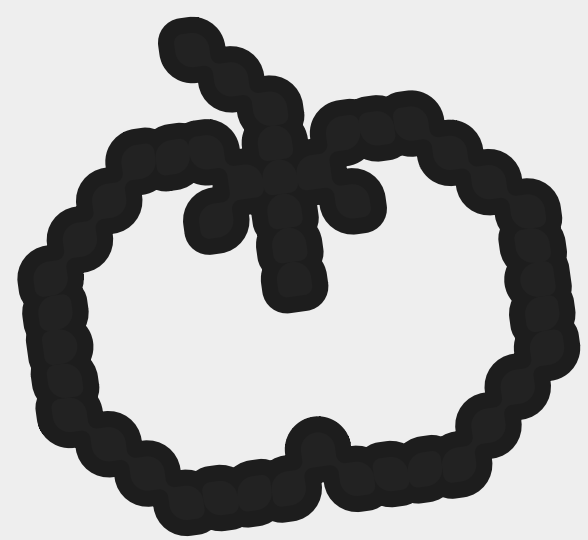
La pizzedda più richiesta e gustosa con crema di pecorino e salsiccia secca di Orgosolo

4€

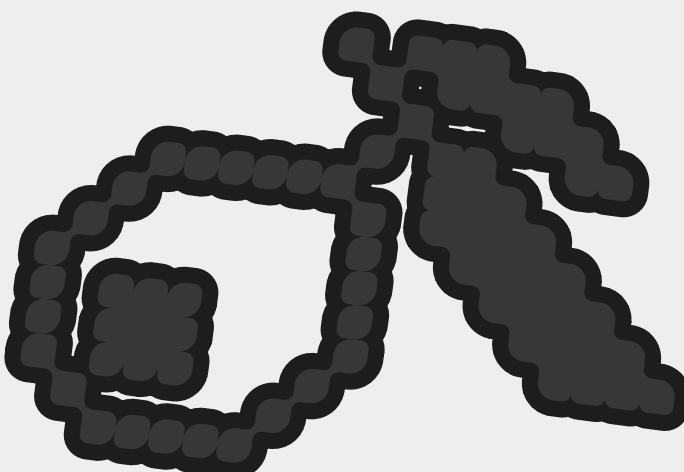








GRAZIE!



RUNCH! PIEGA MORDI CRUNCH! PIEGA MORDI CRUNCH!