





The new identity begins with the existing roots of Sa Pizzedda: the origin of the product, the gestures surrounding it and the character already embedded in the brand. Rather than treating these elements as nostalgia, the concept translates them into a contemporary urban language.

The ambition is to move beyond the conventions of a traditional pizza brand and build a complete world around the product: a destination people want to visit, a visual culture they want to share and merchandise they want to wear.

This world is expressed through one coherent identity with two complementary modes. A clear and recognisable core structures the restaurant experience, while a louder cultural layer activates communication, campaigns and lifestyle extensions.

Together, they transform Sa Pizzedda from a food offer into a brand people can recognise, participate in and belong to.

ONE BRAND, TWO EXPRESSIONS.

Sa Pizzedda is one brand expressed through two complementary visual and cultural modes. Both share the same roots and personality, but respond to different contexts and function.

01 CORE BRAND THE INSTITUTIONAL EXPRESSION

The official and product-facing expression of the identity. Clear, recognisable and consistent, it structures the restaurant experience across menus, packaging, signage, uniforms and essential brand applications.

MENU · PACKAGING · SIGNAGE · UNIFORMS · SPACE

sa
pizzedda

02 CULTURAL EXPRESSION THE INSTITUTIONAL EXPRESSION

The communication and lifestyle expression of Sa Pizzedda. Louder, more flexible and provocative, it brings the brand to life through campaigns, posters, social content, events, collaborations and merchandise.

MENU · PACKAGING · SIGNAGE · UNIFORMS · SPACE

THE CRUNCH CULT

Extends the world of Sa Pizzedda. It never replaces its primary identity.



A recognisable emblem, rooted in Sardinian ritual and reinterpreted through an urban language. The mask is the symbol of the cult.

The Sa Pizzedda wordmark is created by asymmetrically reshaping and connecting individual letterforms. The final composition preserves a spontaneous, irregular energy while establishing a distinctive and recognisable brand signature.

01 / SOURCE TYPEFACE

SMEGS

DISPLAY TYPEFACE / SOURCE OF THE PRIMARY WORDMARK
Commercial licence required

LOWERCASE

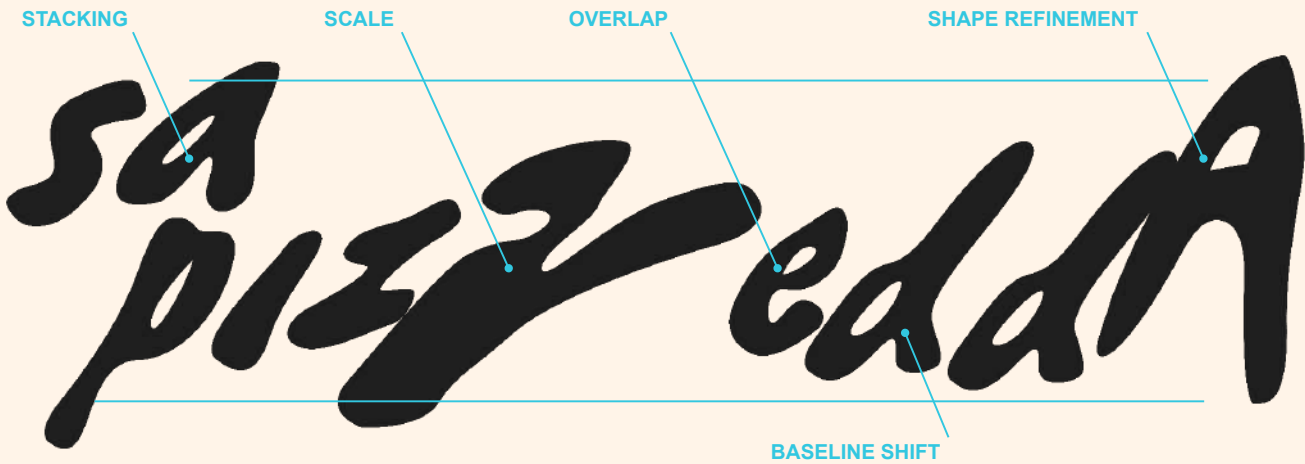
sa pizzedda

UPPERCASE

SA PIZZEDDA

Spontaneous movement,
irregular letterform.
SMEGS provides the starting character.
The final wordmark uses individually adjusted glyphs.

02 / CUSTOM COMPOSITION



Individual letterform were adjusted and connected to
create a faster, more continuous rhythm

01 / HORIZONTAL WORDMARK

WIDE CONFIGURATION

sa
pizz
edda

02 / COMPACT WORDMARK

VERTICAL CONFIGURATION

sa
pizz
edda

APPROVED INSTITUTIONAL COLOURWAYS

sa
pizz
edda

sa
pizz
edda

sa
pizz
edda

FROM PRODUCT TO COMMUNITY

The Crunch Cult transforms the energy around Sa Pizzedda into a shared attitude. The name gives the people gathered around the product a sense of recognition and belonging.

Crunch speaks directly to the product.
Cult turns that physical experience into a shared code.

THE CRUNCH CULT

The Crunch Cult begins with Roboto Black, the same typeface used throughout Sa Pizzedda’s communication. The letters are condensed, stretched and individually adjusted to create a more expressive and irregular signature.

APPROVED COLOURWAYS

THE CRUNCH CULT THE CRUNCH CULT THE CRUNCH CULT

THE CRUNCH CULT



THE FACE OF THE CULT

The mask draws on the visual language of Sardinian ritual. The design retains the frontal presence and elongated features of the original form, then introduces colour and a grainy finish that makes the mask appear almost spray-painted. This treatment gives the symbol a rawer, more urban character, creating a recognisable emblem for The Crunch Cult across communication and wearable objects.



COLOUR VARIATIONS



01 / CORE PALETTE

Dough Cream, Fly Pink and Sauce Red form the brand’s signature palette. Cream and pink bring warmth, while deep red gives the wordmarks a bold, recognisable presence across packaging, signage and everyday communication.

SIGNATURE COLORS

Dough Cream

HEX

#fff4e6

RGB

255, 244, 230

CMYK

0, 5, 12, 0

Fly Pink

HEX

#efaca3

RGB

239, 172, 153

CMYK

4, 41, 31, 0

Sauce Red

HEX

#9b0707

RGB

155, 7, 7

CMYK

25, 100, 100, 25

BACKGROUNDS / PACKAGING

BACKGROUNDS / PACKAGING / DIGITAL

WORDMARKS / TYPE / SIGNAGE

02 / EXPRESSIVE ACCENT

Electric Blue and Acid Yellow amplify the brand’s playful, urban attitude. They can take the lead across campaigns, posters, digital content and merchandise, while the wordmarks, mask and typography keep every application unmistakably Sa Pizzedda.

CAMPAIGNS / CULTURE / MERCH

Electric Blue

HEX

#32c7e0

RGB

50, 199, 224

CMYK

65, 0, 14, 0

Acid Yellow

HEX

#f2f781

RGB

242, 247, 129

CMYK

11, 0, 60, 0

CAMPAIGNS
DIGITAL
MERCH

HIGHLIGHTS
POSTERS
MERCH

03 / SUPPORTING NEUTRAL

Asphalt Black brings contrast and a raw, urban edge to the identity. Used across typography, the mask and backgrounds, it connects both palettes and can take the lead in monochrome applications.

Asphalt Black

HEX

#1e1e1e

RGB

30, 30, 30

CMYK

75, 65, 60, 80

TYPE
MASK
MONOCHROME

A FUNCTIONAL VOICE
WITH A LOUD ATTITUDE.

Roboto brings clarity and structure to the brand’s expressive identity. Alongside the distinctive wordmarks, it builds a flexible hierarchy, from bold headlines to everyday information across print and digital applications.

Roboto

FUNCTIONAL TYPEFACE / CHARACTER SET

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

€ & @ ! ? / ()

BLACK / HEADLINES

SARDINIAN SOUL.
STREET ATTITUDE.

BOLD / SUBHEADINGS

Bigger flavour.
Louder crunch.

MEDIUM / LABELS

PIZZA AL TAGLIO
Milano

REGULAR / BODY COPY

Born in Sardinia, folded in Milan. Our pizzata brings Sardinian roots to the city streets, one crunchy bite at a time.



LE RADICI

MARGHERITA	3
Pomodoro, fior di latte, basilico	
PORCA PECORA	4
Salsiccia, pecorino sardo, fior di latte	
CARLOFORTE	4
Pomodoro, tonno di Carloforte, fior di latte	
LA ROSSA	3
Pomodoro, pomodoro, pomodoro	

LE FIRME

DOLCE ZOLA	3,5
Cipolla caramellata, gorgonzola, fior di latte	
SOTTOBOSCO	3,5
Zucca, funghi, fior di latte	
LA PASTORA	4
Ricotta di pecora, spinaci	
LA SPORCA	4
Salsiccia, patate, fior di latte	

IL FINALE	2
Dolcetti Sardi	

DA BERE	
Acqua naturale	1,5
Acqua frizzante	1,5
Coca Cola	2,5
The al limone	2,5

DALL'ISOLA	3,5
Ichnusa non filtrata	
Ichnusa classica	3,5

IL RITO	
SU SPIZZU	11,5
3 pizzedde + bibita	
SBUDDONE	11,5
4 pizzedde + bibita	
LA TEGLIA	
12 pizzedde a scelta (10% di sconto totale)	

SA PIZZEDDE



LE RADICI

MARGHERITA	3
Pomodoro, fior di latte, basilico	
PORCA PECORA	4
Salsiccia, pecorino sardo, fior di latte	
CARLOFORTE	4
Pomodoro, tonno di Carloforte, fior di latte	
LA ROSSA	3
Pomodoro, pomodoro, pomodoro	

LE FIRME

DOLCE ZOLA	3,5
Cipolla caramellata, gorgonzola, fior di latte	
SOTTOBOSCO	3,5
Zucca, funghi, fior di latte	
LA PASTORA	4
Ricotta di pecora, spinaci	
LA SPORCA	4
Salsiccia, patate, fior di latte	



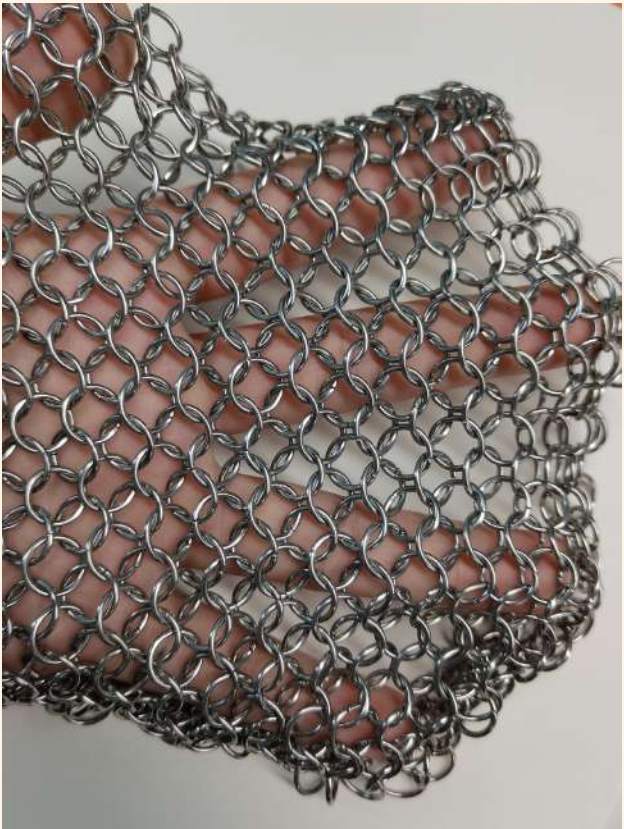
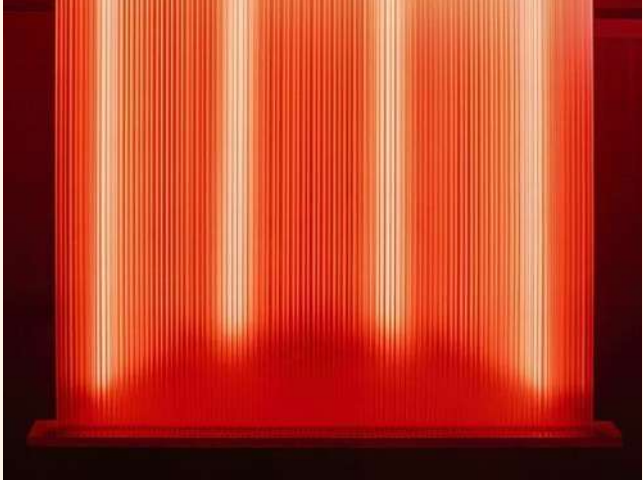
LE RADICI	
MARGHERITA	3
Pomodoro, fior di latte, basilico	
PORCA PECORA	4
Salsiccia, pecorino sardo, fior di latte	
CARLOFORTE	4
Pomodoro, tonno di Carloforte, fior di latte	
LA ROSSA	3
Pomodoro, pomodoro, pomodoro	
LE FIRME	
DOLCE ZOLA	3,5
Cipolla caramellata, gorgonzola, fior di latte	
SOTTOBOSCO	3,5
Zucca, funghi, fior di latte	
LA PASTORA	4
Ricotta di pecora, spinaci	
LA SPORCA	4
Salsiccia, patate, fior di latte	

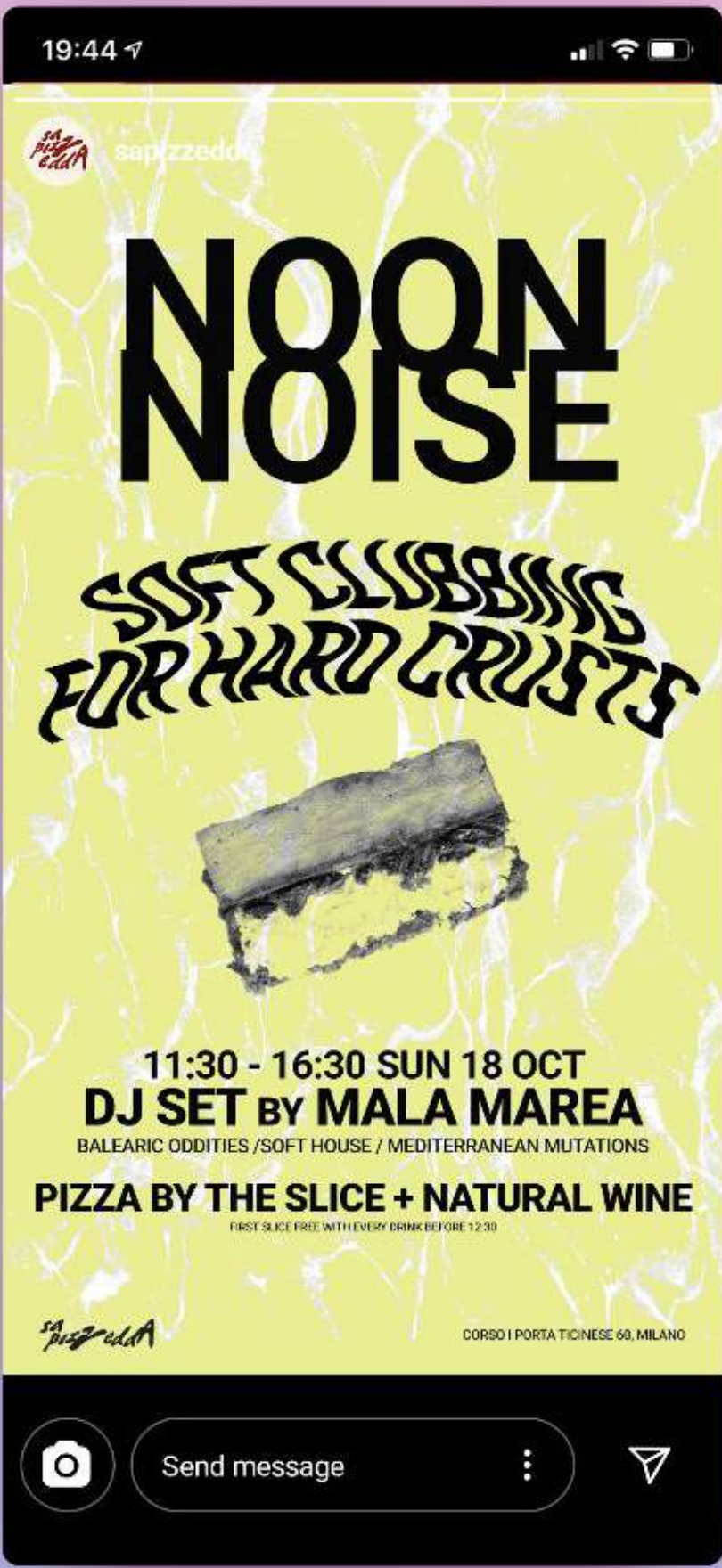
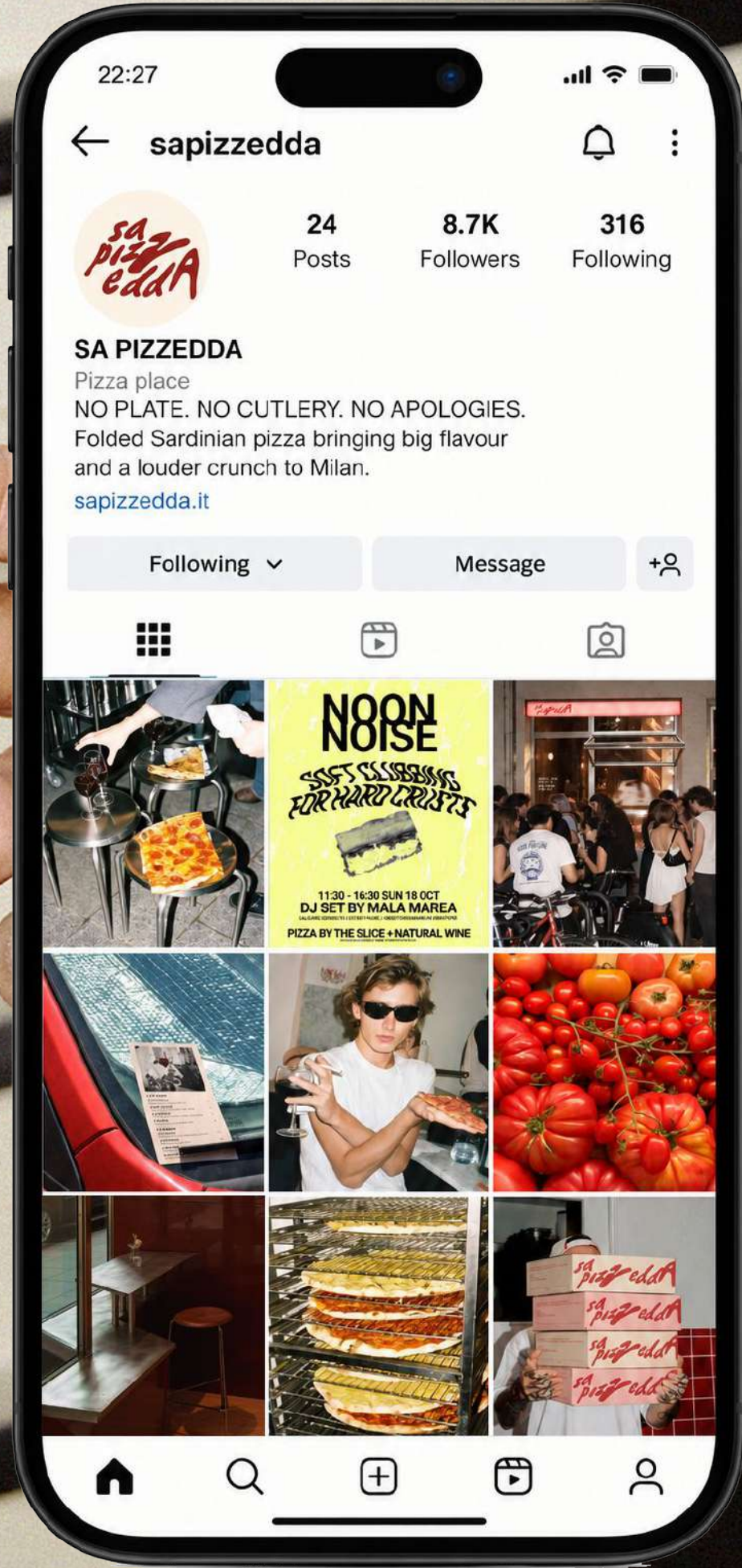


















The mask is designed to move beyond the brand through collaborations with emerging and established names. Trippat is the perfect first match, translating our Sardinian symbol into a crochet balaclava, full-face or open.

Not a costume, but a fashion object for the city, the street and the night. Released through limited drops and special activations, it becomes collectible, unmistakable and impossible to ignore.



THANK YOU