

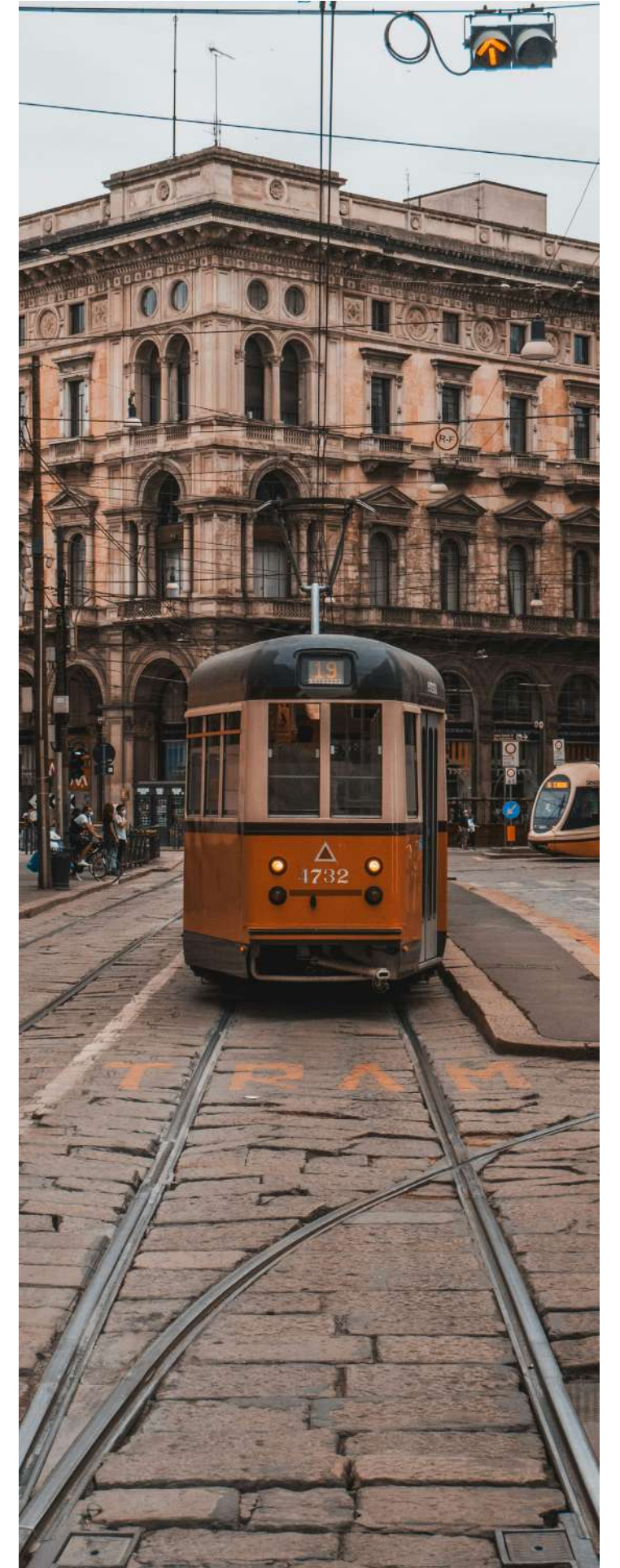




ROOTED IN SARDINIA MADE FOR MILAN

Sa Pizzedda brings the taste and identity of Sardinian pizza al taglio into the contemporary urban landscape.

Born from a strong connection with Cagliari and Sardinian food culture, the brand aims to preserve its roots while speaking to a new, younger audience.



BUILT AROUND THE BITE

Square. Folded. Crunchy.

Pizzedda is not simply pizza al taglio.

Its distinctive square shape, folded in half and designed to be enjoyed on the go, becomes a recognizable gesture and a key element of the brand identity.

SQUARE

FOLD

CRUNCH

01

SQUARE



02

FOLD



03

BITE



ONE SIMPLE GESTURE

The fold transforms the product into an unmistakable visual and physical signature.

HOW CAN A TRADITIONAL IDENTITY SPEAK TO A NEW GENERATION?

**KEEP THE ROOTS.
CHANGE THE LANGUAGE.**



The challenge was to preserve the authenticity of Sa Pizzedda while creating a visual identity that could live naturally across contemporary food culture, digital communication, packaging and street environments.

TURNING HERITAGE INTO CHARACTER

The Mamuthone becomes the new face of Sa Pizzedda.

A powerful Sardinian symbol is simplified into a bold, playful and contemporary character — bringing cultural identity into a new visual language.

ROOTS → CHARACTER

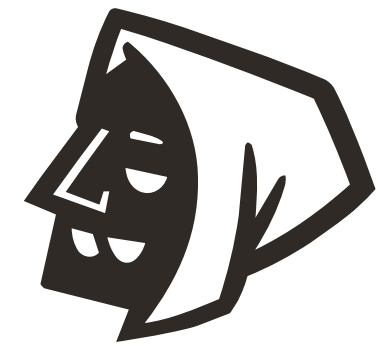


MEET THE MAMUTHONY



FUCK THE CLICHÉ.
MAMUTHONY
IS THE NEW
PULCINELLA.

Inspired by Sardinian
tradition, redesigned for
contemporary food culture.



MASK



BELLS



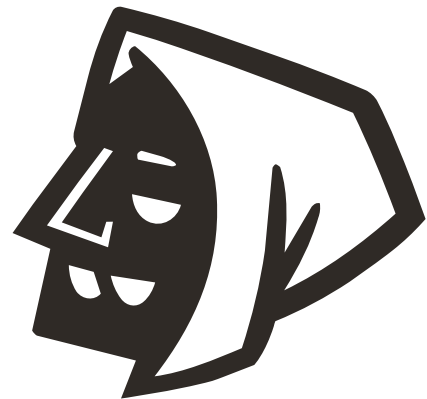
MOVEMENT

IDENTITY ENERGY ATTITUDE

THE ICON MEETS THE BITE

The Mamuthone carries the product that defines Sa Pizzedda.

Sardinian heritage and the unmistakable Pizzedda come together in one memorable brand character.



SARDINIAN ROOTS



SQUARE PIZZA



CRUNCH



SA PIZZEDDA



Alternative Payoff

The Revolution Square



FULL LOGO



WORDMARK



MASCOTTE



ICON



KRENZY CRISPY

DISPLAY TYPE

Custom bold type with an irregular, playfull and contemporary style.

Vampira One

ACCENT TYPE

Dynamic and informal script for a playful attitude.

Basier Circular

TEXT TYPE

Clean and versatile type for supporting text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

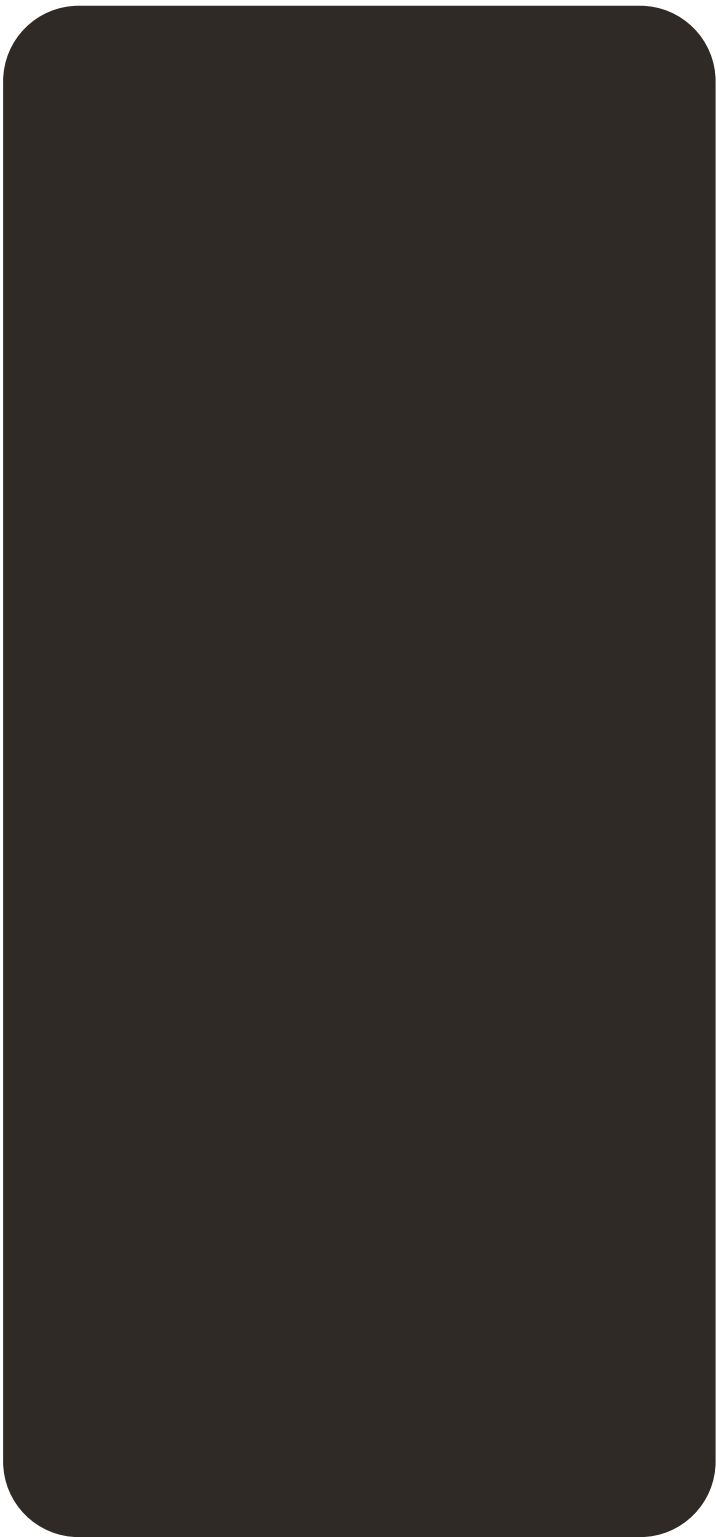
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9



TOMATO RED

CMYK 0 90 85 0
RGB 230 51 42
HSB #e6332a



MAMUTHONE BLACK

CMYK 8 10 20 93
RGB 48 46 40
HSB #302e28



SARDINIAN YELLOW

CMYK 0 25 85 0
RGB 253 197 51
HSB #fdc533



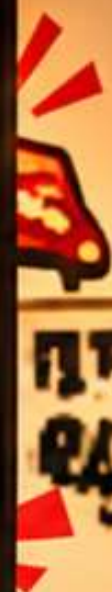
CREAM BEIGE

CMYK 0 10 25 0
RGB 255 234 202
HSB #ffeaca





sa
PIZZEDDA
Crunchy Bites









SARDINIAN ROOTS URBAN BITES.



sa
RIZZEDDA
Crunchy Bites