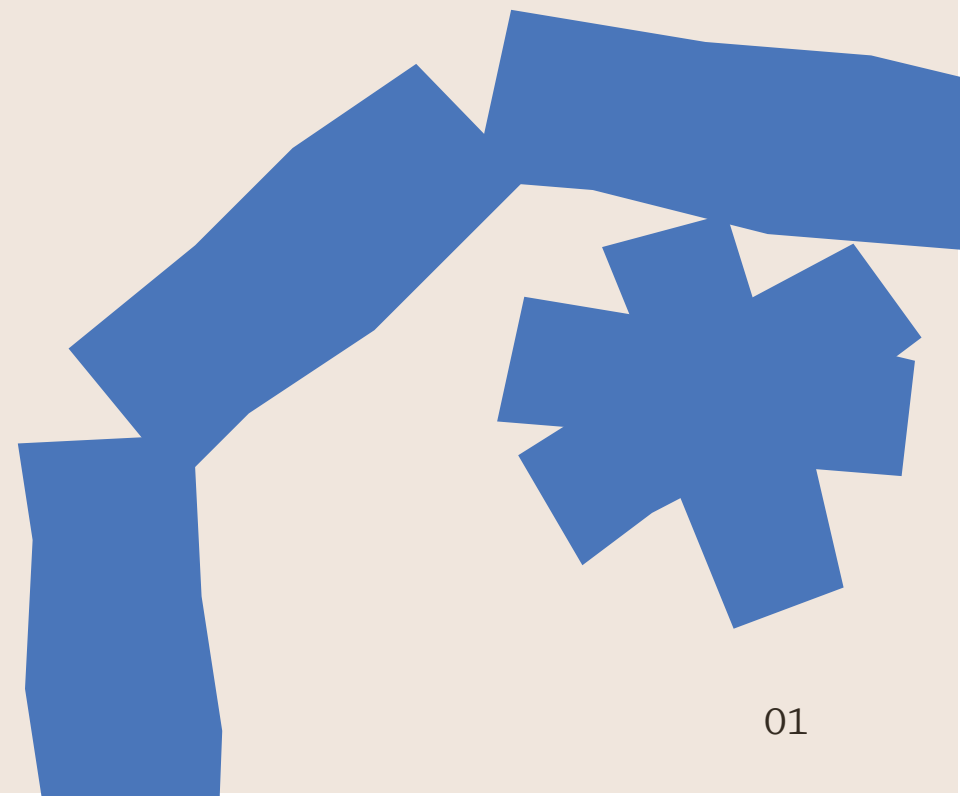


SA PIZZEDDA BRAND IDENTITY



URBAN CRUNCH

The pizza a portafoglio is a simple, straightforward, and convivial product: you pick it up with your hands, folded, and eat it on the go. The visual identity we're about to present conveys this same spirit through irregular shapes, bold lines, and handcrafted typography, evoking above all the product's distinctive features: its shape and its crispiness. The result is a spontaneous and recognizable visual language, capable of bringing a piece of Sardinia into the hustle and bustle of city life.



A LOGO THAT SAYS “CRACK”

The logo is composed of solid, irregular, and deliberately imperfect shapes, designed to convey energy and craftsmanship and to evoke the classic shape of Sa Pizzedda's pizzas.

The letters fit together in a compact composition, almost like fragments of a crispy crust, visually evoking the texture that sets the product apart. The bold, textured lines also evoke a popular and spontaneous style, far removed from overly refined or traditional conventions: a contemporary, urban, and recognizable identity. Finally, the brand's various configurations allow the visual system to adapt naturally to different media, while always maintaining strong brand recognition.



CROCCANTEZZA SARDA



CROCCANTEZZA SARDA



CROCCANTEZZA SARDA



CROCCANTEZZA SARDA

AREA OF RESPECT

HORIZONTAL LOGO



SCALABILITY



35 mm



30 mm



25 mm



20 mm



15 mm

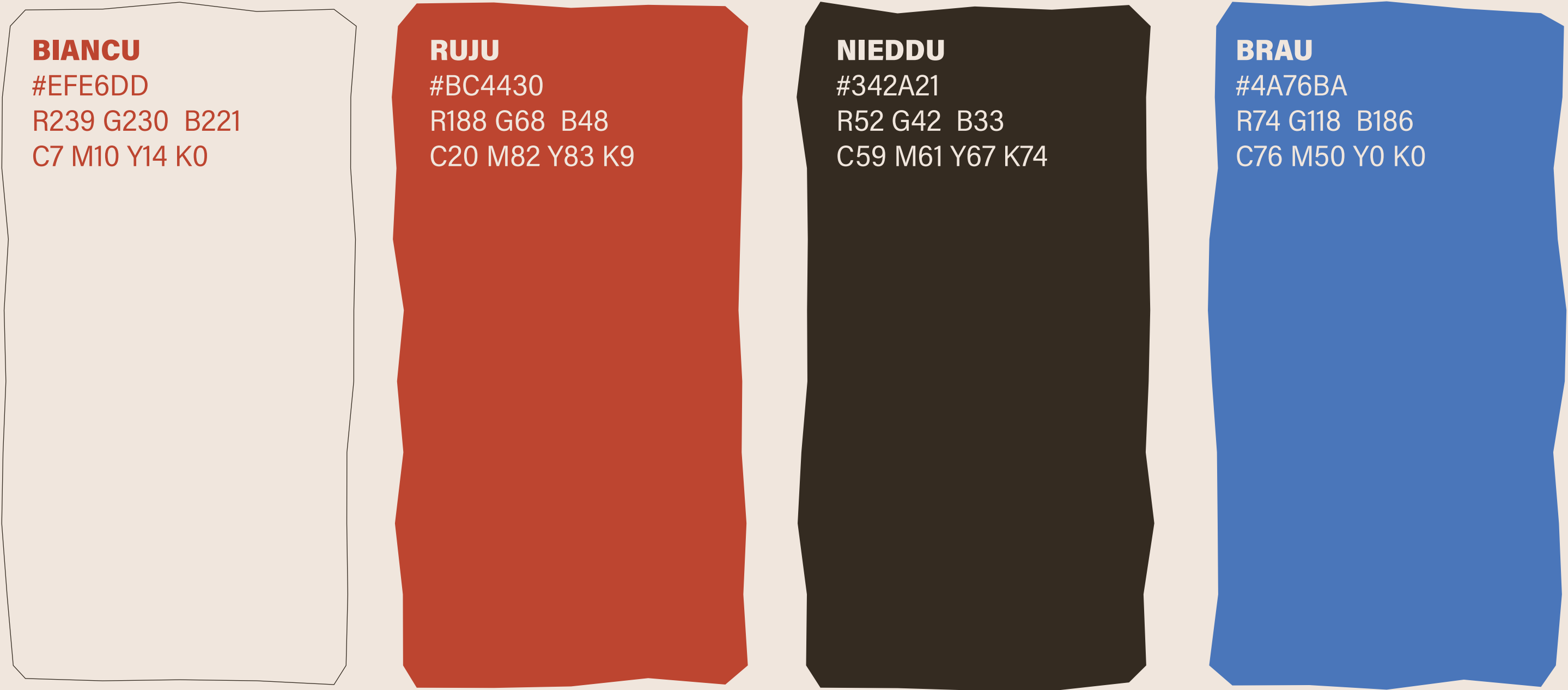


10 mm



COLORS THAT SPEAK OF TRADITION

The palette is based on warm, earthy, and Mediterranean tones, complemented by a fresher, more contemporary blue. Ruju, an intense, textured red, is the star color: it evokes the warmth of fire, the earth, and the brand’s energy. Nieddu, an almost black brown, adds depth and evokes the charred edges and crust of a pizza. Biancu, warm and natural rather than optically white, is reminiscent of flour and lends the brand a fresher, more artisanal identity. In contrast, Brau brings a fresh, luminous note to the palette, evoking the sea and sky of Sardinia and creating a visual bridge between Mediterranean tradition and urban modernity.



CONTRASTIVE TYPOGRAPHY

The typography combines Acumin Variable Concept and Sole Serif Small in a sharp yet balanced contrast. The former—solid, direct, and very prominent—gives strength to the headlines and reinforces the urban and immediate character of the brand. The latter, on the other hand, introduces a warmer, more editorial and artisanal touch, creating rhythm and depth in the communication.

The interplay of weight, structure, and personality makes the typographic system recognizable and dynamic: bold when it needs to grab attention, more narrative when it needs to tell the story of the product and its origins. A balance between city and nature, modernity and tradition, reflecting the dual spirit of the project.

Both fonts are available for download from Adobe Fonts, making them very practical and easy to use.

Acumin Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

,.:;!?"'()[]{}+---=/%&@#*€\$£¥

[You can download the font here >>](#)

Sole Serif Small

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

,.:;!?"'()[]{}+---=/%&@#*€\$£¥

[You can download the font here >>](#)

NOT JUST PHOTOS...

Starting with the rectangular shape that forms the logo, a modular and recognizable system of illustrations takes shape. The same symbol, broken down, rotated, and recombined, gives rise to ingredients, objects, and symbols linked to the Sardinian imagination and the world of pizza.

The result is a visual repertoire that is raw, immediate, and deliberately irregular —consistent with the brand's character and capable of extending freely across packaging, communications, and physical spaces. The illustrations thus become a true brand alphabet: essential, textured, and flexible, designed to convey the product's personality without relying solely on a photographic language.





sapizzedda sarda
sppzzia vs©

SALSICCIA SARDA E PECORINO

SALSICCIA
SARDA, PATATE
E MOZZARELLA
RICOTTA DI
PECORA E NDUJA
SALSICCIA
SARDA, PATATE
E MOZZARELLA
CIPOLLE
CARAMELLATE
E GORGONZOLA
LA ROSSA
TONNO DI
CARLOFORTE E
MOZZARELLA
RICOTTA DI
PECORA E
NDUJA



PIZZEDDE ROSSE

Capperi olive e aggiughe	5.00€
Salsiccia sarda e pecorino	5.00€
Cipolle caramellate e gorgonzola	5.00€
La rossa	5.00€

PIZZEDDE

Margherita	5.00€
Salsiccia sarda, patate e mozzarella	5.00€
Tonno di carloforte e mozzarella	5.00€
Ricotta di pecora e nduja	5.00€
Ricotta di pecora e spinaci	5.00€

DOLCI

Papassinas	5.00€
Pirichittus	5.00€
Tillecas	5.00€
Gueffus	5.00€

ANALCOLICI

Acqua minerale naturale	1.50€
Acqua minerale frizzante	1.50€
Coca cola	3.00€
Coca cola zero	3.00€
The limone/pesca	3.00€

BIRRE

Ichnusa	5.00€
Ichnusa non filtrata	5.50€
Ichnusa cruda	5.00€

VINO

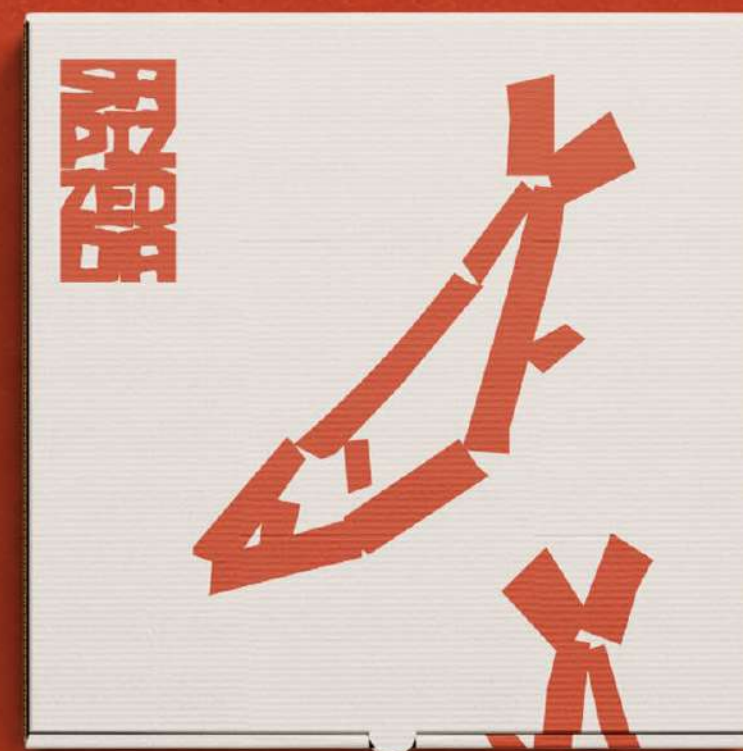
Vino rosso	6.00€
Vino bianco	6.00€



@sa_pizzedda
www.sapizzedda.it







CRISPINO

CROCCANTEZZA SARDA

Domos prò
habitare, e binza
prò mandigare



MARGHERITA
CAPPERI OLIVE
E ACCIUGHE



SALSICCIA
SARDA E
PECORINO

SALSICCIA
SARDA, PATATE
E MOZZARELLA

RICOTTA DI
PECORA E NDUJA









SALSICCIA
SARDA, PATATE
E MOZZARELLA
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CARLOFORTE E



OLIVE E
ACCIUGHE



SOCIAL MEDIA



