

# PIZZA<sup>SA</sup> SARDIA

VERA CROCCANTEZZA SARDA

# CONCEPT & KEYWORDS

The goal of this proposal for Sa Pizzedda's new visual identity was to blend elements of Sardinian cultural tradition with the contemporary, urban style of the city's street food scene.

Below are some of the key words that guided the aesthetic and conceptual choices for the visual identity and related communications.



**AUTHENTIC  
YOUNG  
STREET FOOD  
INNOVATIVE  
CRUNCHY  
URBAN**





# SA PIZZEDDA

## LOGOTYPE

On one hand, the custom logotype is intended to evoke the characteristic megalithic rocks of Sardinia; on the other, it aims to convey the crunchiness that sets Cagliari-style pizza apart.

The letter P, on the other hand, holds a little surprise: a "Mamuthone" (the iconic black Sardinian mask) seen in profile, which thus becomes the identifying feature of the logotype and a great stand alone on small applications.



COMPLETE LOGO



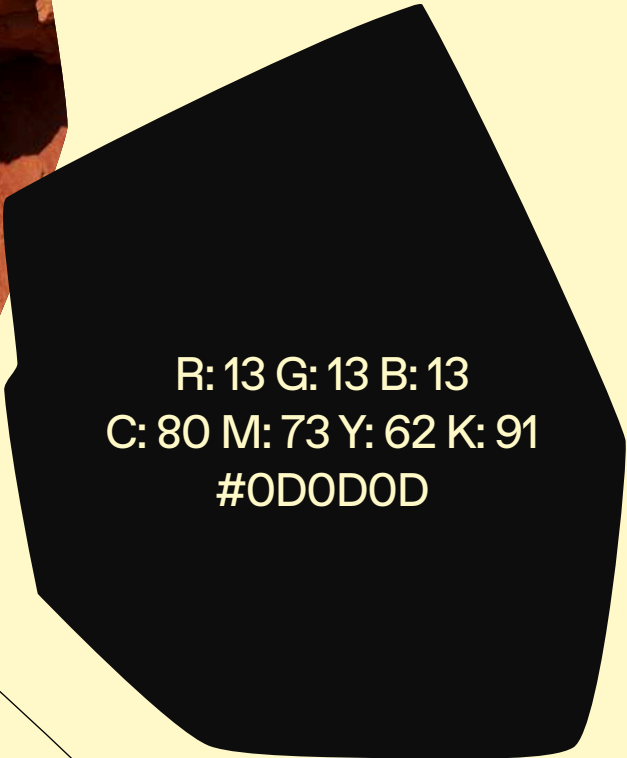
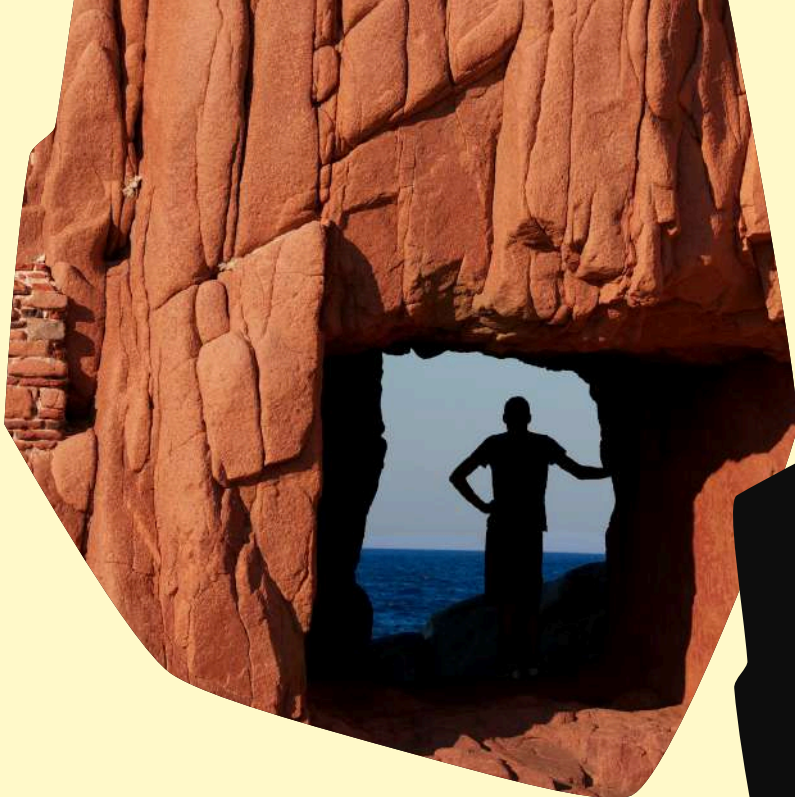
VERA CROCCANTEZZA SARDA

PICTOGRAM  
(FOR SMALL APPLICATIONS)

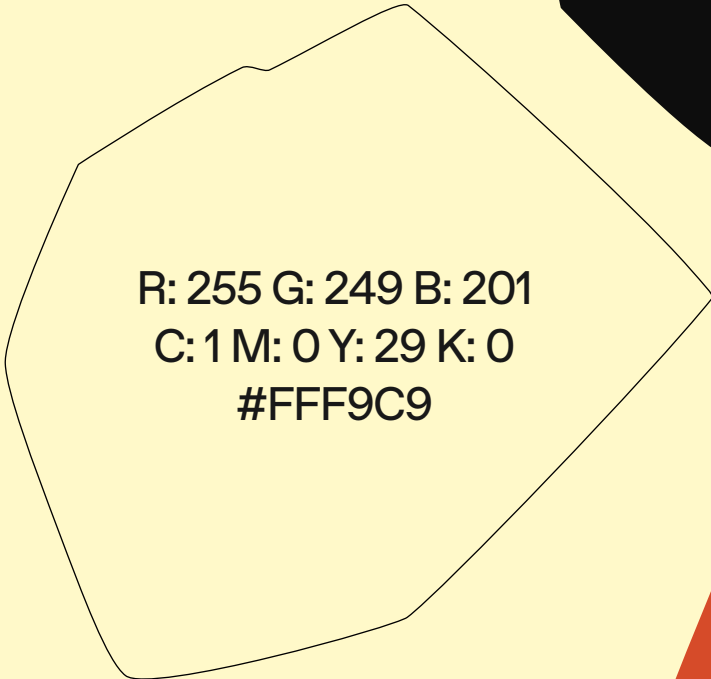


MAIN LOGO

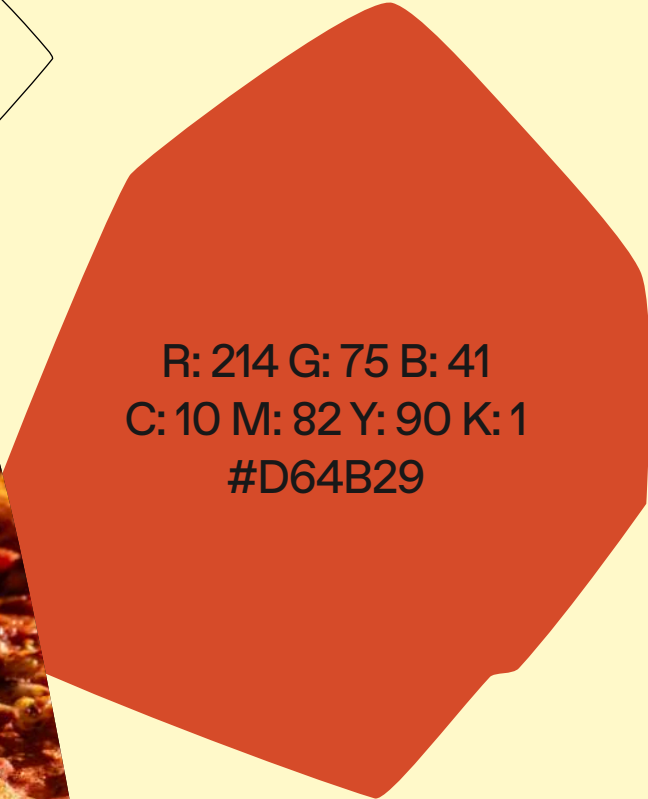




R: 13 G: 13 B: 13  
C: 80 M: 73 Y: 62 K: 91  
#0D0D0D



R: 255 G: 249 B: 201  
C: 1 M: 0 Y: 29 K: 0  
#FFF9C9



R: 214 G: 75 B: 41  
C: 10 M: 82 Y: 90 K: 1  
#D64B29



# COLOR PALETTE

The chosen color palette is minimalist, reflecting the simplicity and authenticity of the ingredients and helping to make the brand’s identity highly recognizable.

Each color is inspired by something: the cream color by the natural tones of the dough, the black by the traditional Sardinian mask, and the red (as well as tomato sauce) by the iconic rocks of Arbatax in Sardinia.

Abc Favorit  
ABC FAVORIT

TYPOGRAPHY

The chosen typeface is FAVORIT by ABC DINAMO, a modern, almost sculptural sans serif that contrasts with the logo's more expressive and organic typography.

The font also features many block-style letters, thus maintaining the concept of stone and squared shapes.

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

the quick brown fox  
jumps over the lazy dog

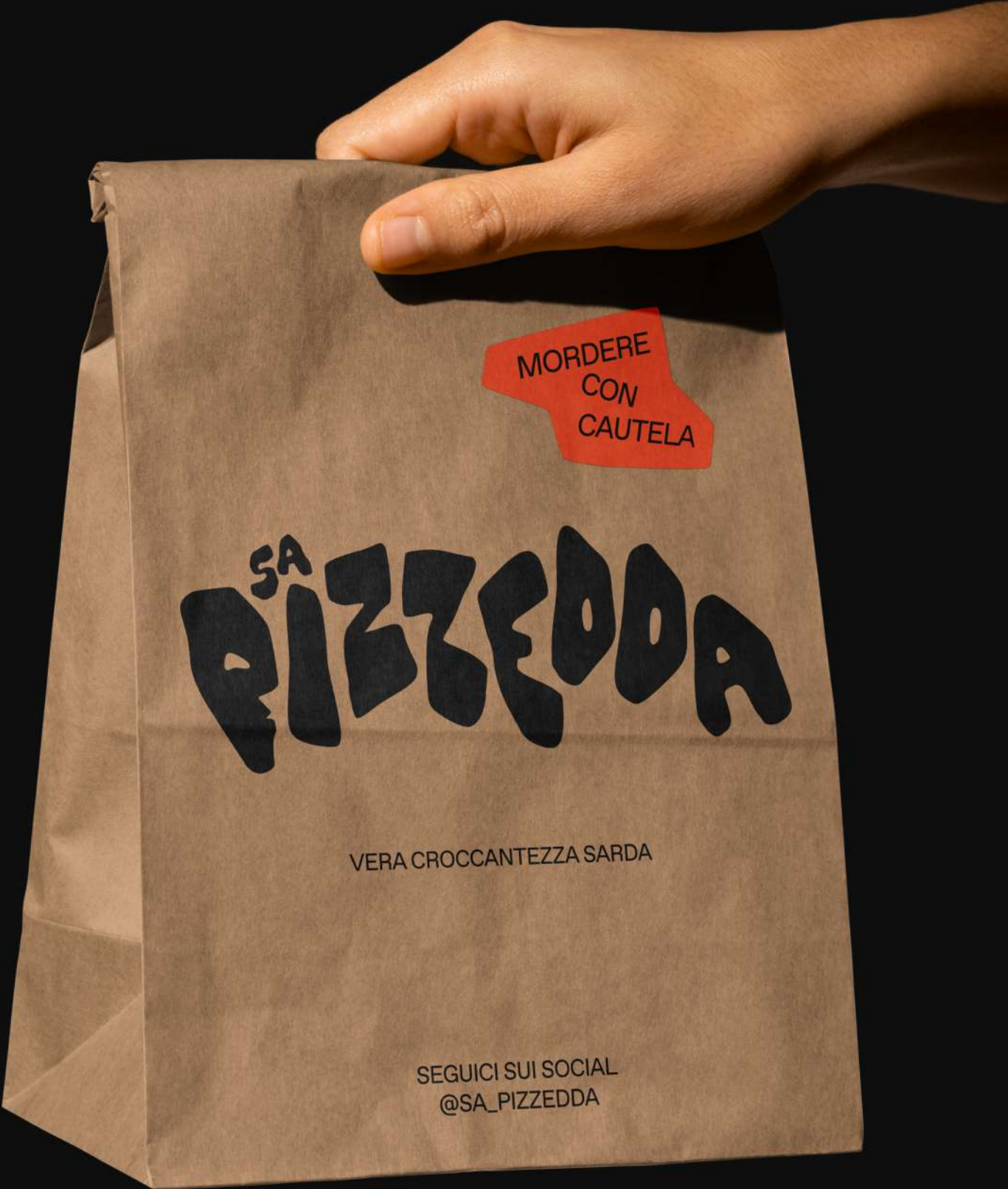
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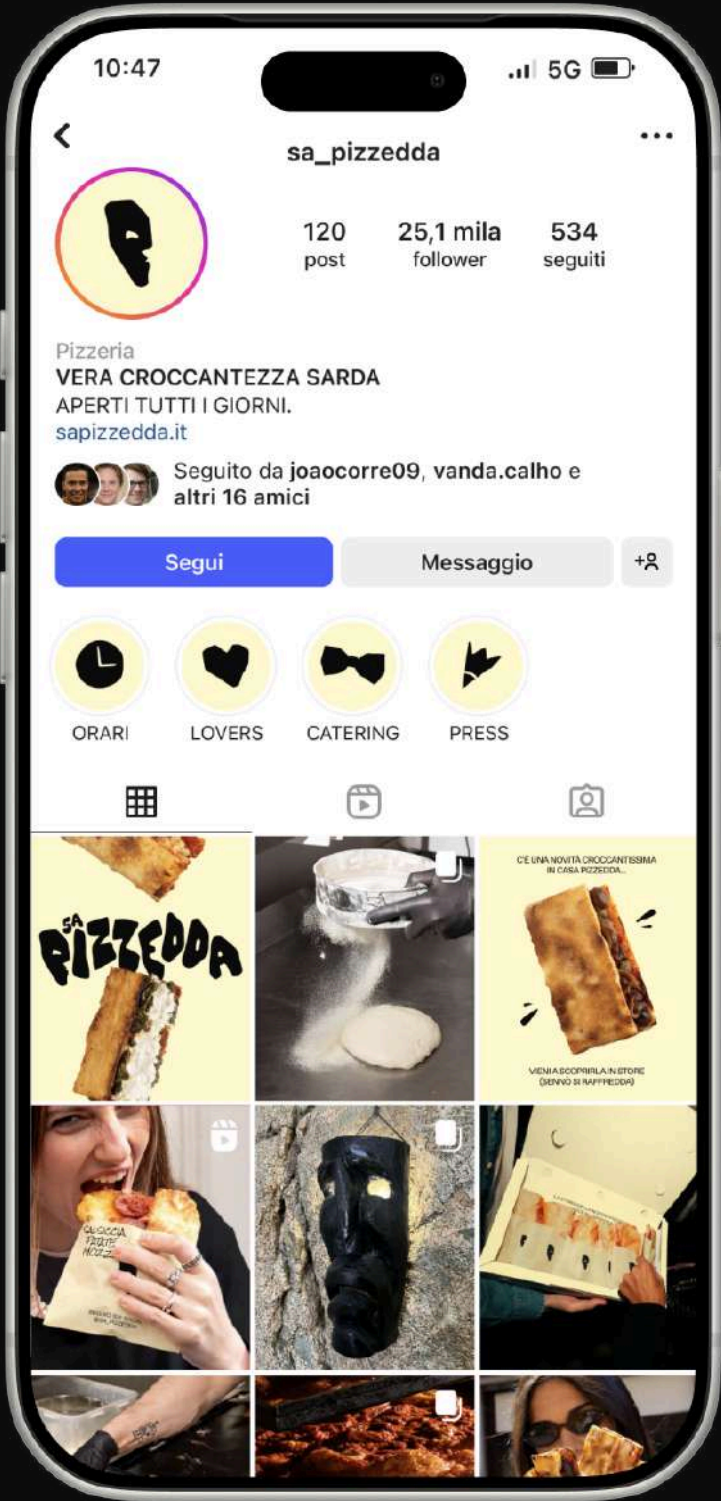
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LA NOSTRA PIZZA È DIVERSA E NE ANDIAMO FIERI. CROCCANTE, PIEGATA A METÀ E PREMIATA COME LA MIGLIORE PIZZA AL TAGLIO DI MILANO



## LA NOSTRA STORIA

UN CAGLIARITANO E UN PAVESE, CONOSCIUTI ALL'UNIVERSITÀ. UNA SOLA IDEA: PORTARE A MILANO LA VERA PIZZA AL TAGLIO CAGLIARITANA. SPOILER: CE L'HANNO FATTA.

IMPASTO CROCCANTE, INGREDIENTI VERI DALL'ISOLA. LA PIZZEDDA SI PIEGA A METÀ, A PORTAFOGLIO, E SI MANGIA CAMMINANDO. NON È UNA PIZZA QUALSIASI.

LEGGI







VERA CROCCANTEZZA SARDA

**LA ROSSA 3€**

ESSENZIALE MA INTENSA.  
CROCCANTEZZA AI MASSIMI LIVELLI.

**SALSICCIA, PATATE, MOZZARELLA 4€**

PER PALATI DAI GUSTI DECISI.  
UN VERO MORSO DI SARDEGNA.

**LA MARGHERITA 3€**

SEMPLICEMENTE UN CLASSICO.  
CROCCANTEZZA E GUSTO INIMITABILI.

**NDUJA E ZOLA 4€**

DOLCE GORGONZOLA E NDUJA PICCANTE  
UNA COMBO SCOTTANTE

**TONNO DI CARLOFORTE 4€**

TONNO LAVORATO A MANO  
E MOZZARELLA FILANTE

**SALSICCIA SARDA E PECORINO 3€**

LA PIÙ AMATA.  
NON SERVE AGGIUNGERE ALTRO.

**SANICE 2€**

ETTO SARDO  
A ALL'ANICE

**DS NOCI 2€**

ETTO SARDO  
SA E NOCI

**ALE 50cl 2,50€**

**NTE 50cl 2,50€**

**OLA 3€**

**A ZERO 3€**

**IMONE 3€**

**SSICA 33cl 4€**

**ON FILTRATA 4€**

@SA\_PIZZEDDA





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