

SA PiZZEDDA

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COMBINATION

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INSIDE THE STORE



The logo represents the core identity of *Sa Pizzedda* and serves as its primary visual anchor.

It is designed to be simple, recognizable, and adaptable across digital and print platforms.

The brand character — a running figure with a tomato head — embodies energy, warmth, and the playful spirit of Sardinian street food culture. Its Sardinian spirit coexists with Milanese dynamism.

At the bottom two secondary version of the logo: vertical and horizontal.



(1)

THE LOGOS

The logo is available in four versions to ensure flexibility across every context — from packaging to digital screens, from light backgrounds to dark ones.

Each version maintains the same visual weight and personality, whether in full color, monochrome, or reversed.



SA PIZZEDDA
CROCCANTEZZA SARDA



SA PIZZEDDA
CROCCANTEZZA SARDA



SA PIZZEDDA
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SA PIZZEDDA
CROCCANTEZZA SARDA

(2)

COLORS

The color palette defines the emotional tone and visual consistency of the brand.
Each color is selected to support clarity, balance, and recognizability.

Red speaks to appetite and passion. Yellow brings energy and warmth. Blue anchors the palette with a touch of calm confidence — a nod to the Sardinian sea.

RED

#E51400

YELLOW

#EACA1D

BLUE

#416DB4

TYPOGRAPHY HIERARCHY

EXAMPLE OF HEAD

example of subhead

example of bodycopy

(3)

PRIMARY TYPEFACE

**CROOKIE
CRUNCH**

SECONDARY TYPEFACE

FELMO

TEXT TYPEFACE

Baloo Tammudu 2

Typography plays a key role in expressing the brand's tone and personality: bold, and irreverent.

Primary typeface: Crookie Crunch — used for headlines, logo text, and all display applications. It brings character, crunch, and a handcrafted feel.

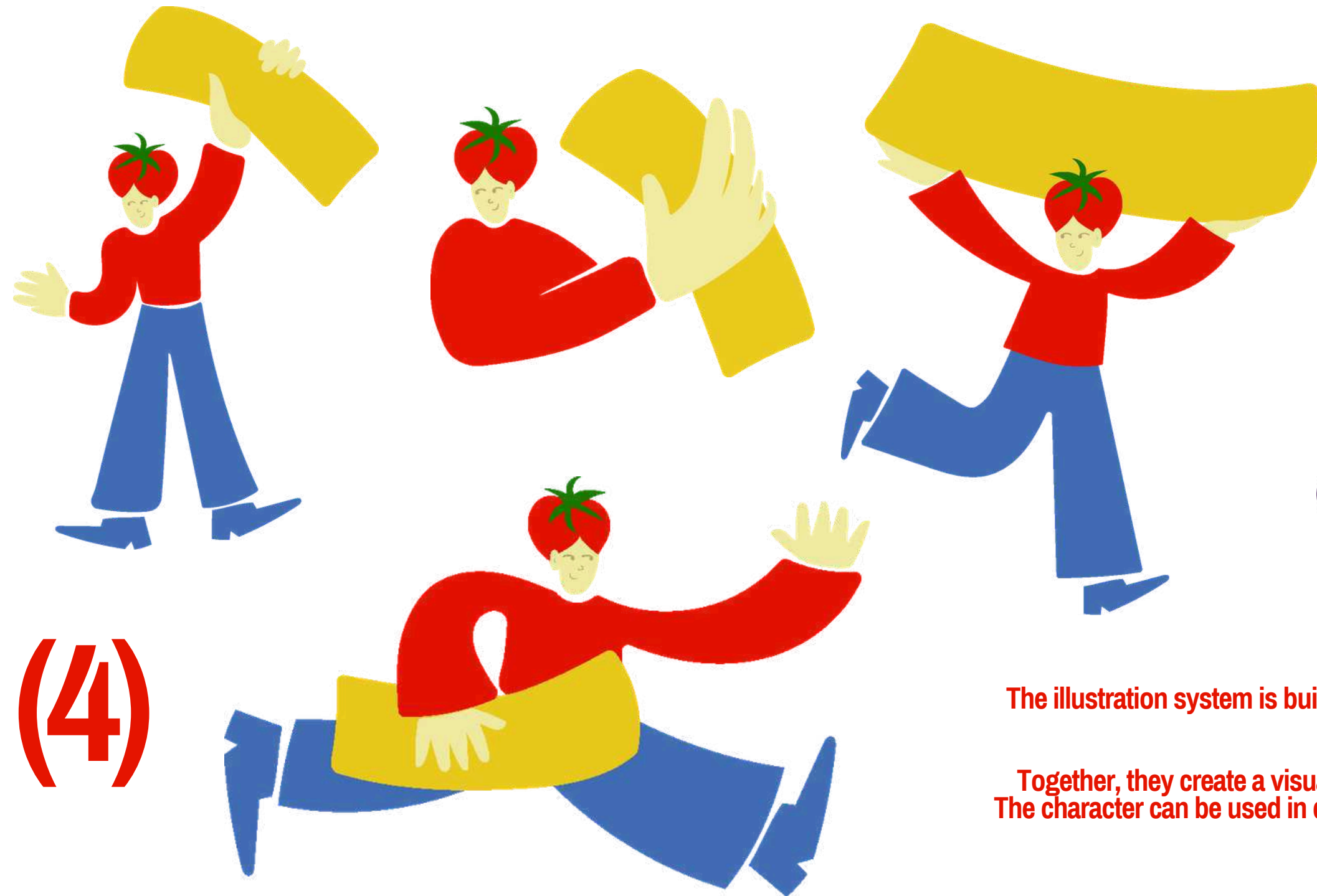
Secondary typeface: Felmo — used for subheadings and complementary text. It adds lightness and a playful handwritten quality.

Hierarchy:

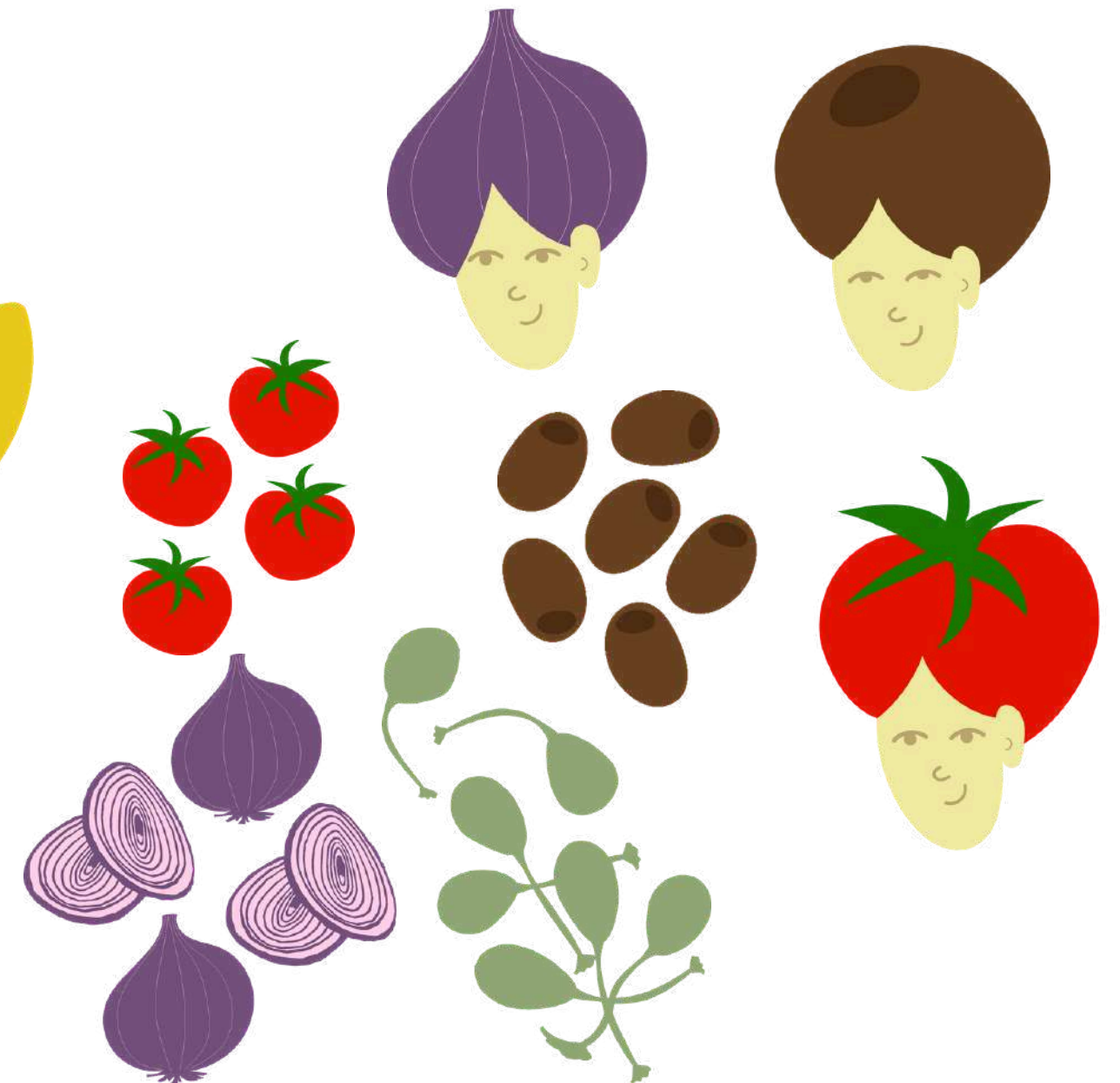
HEAD — dominant, expressive, loud / SUBHEAD — supporting, readable, warm / BODY COPY — clean, clear, grounded

TYPEFACE

ILLUSTRATION



(4)



The illustration system is built around two visual families: the brand character in motion, and a set of ingredients drawn in the same flat, joyful style.

Together, they create a visual language that is energetic, appetizing, and 100% *Sa Pizzedda*. The character can be used in different poses and contexts — running, carrying, celebrating — always with the same unmistakable personality.



SA
PIZZEDDA
CROCCANTEZZA SARDA

Date : 01/05/2019
Manager : Jane Doe
Cashier : John Smith

#Lorem ipsum	1.50
#Dolor	4.50
#Sit amet	3.99
#Consectetur	9.99
#Adipiscing elit	13.37

Total	33.35
Tax	00.00

Credit Card	33.35
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No:
xxxx xxxx xxxx xx11

01/05/2019 10:45
#Tx ID : 1234567890

THANK YOU



SA PIZZEDDA
CROCCANTEZZA SARDA

SA
PIZZEDDA
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(5)

PACKAGING: PIZZA'S BAG, BOXES,
NAPKINS, CUPS, DELIVERY BAGS





EVENTS: MINI TRUCK AND COMMUNICATION

MERCH: T-SHIRT, TOTE BAG, BASEBALL HAT, STICKERS AND POST IDEA FOR INSTAGRAM





STORE: DESIGN FOR THE OUTSIDE AND INSIDE OF THE STORE.



(6)



SA PIZZEDDA
CROVEAUTZIA SARDO

LE NOSTRE PIZZEDDE

TUTTI I GUSTI, IN UN UNICO MENU



3 PIZZEDDE + 1 PIZZA TONDA

ORDINA ORA



ORDINA ORA

VIENI IN STORE

LA ROSSA



€4

**CIPOLLA CARAMELLATA
E GORGONZOLA**



€4

**CAMEBI OLIVE
E ACCIUGHE**



€4

THANK YOU

CHE CROCCANTEZZA!!

