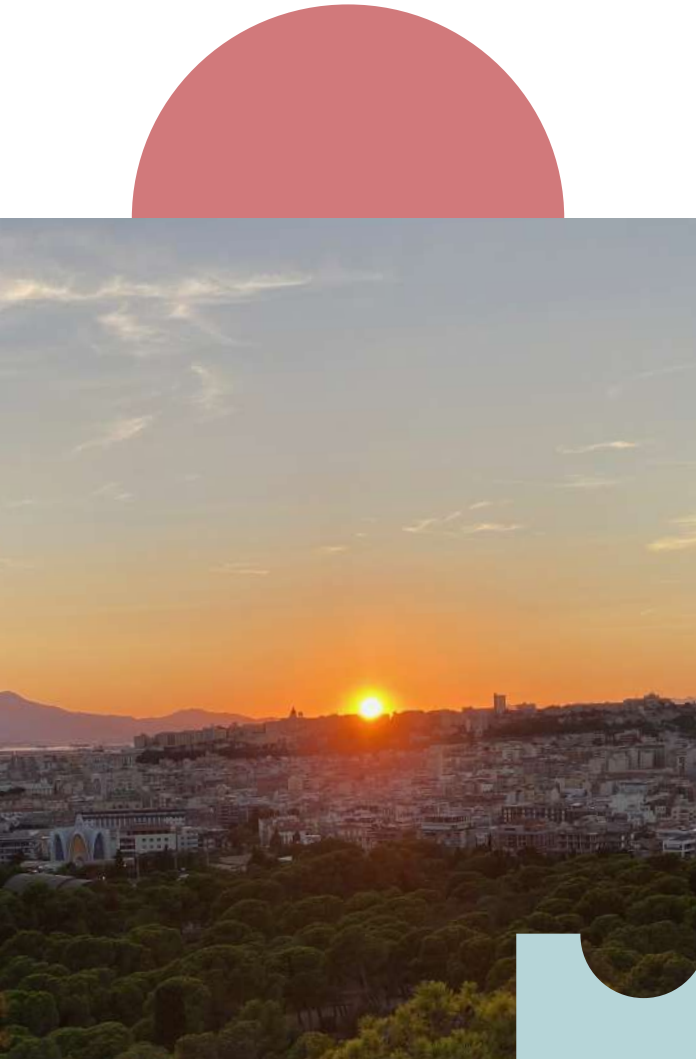
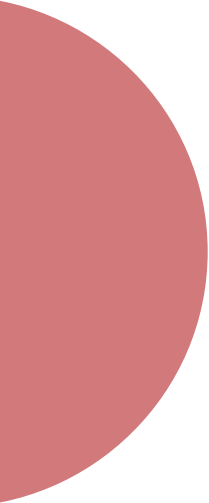
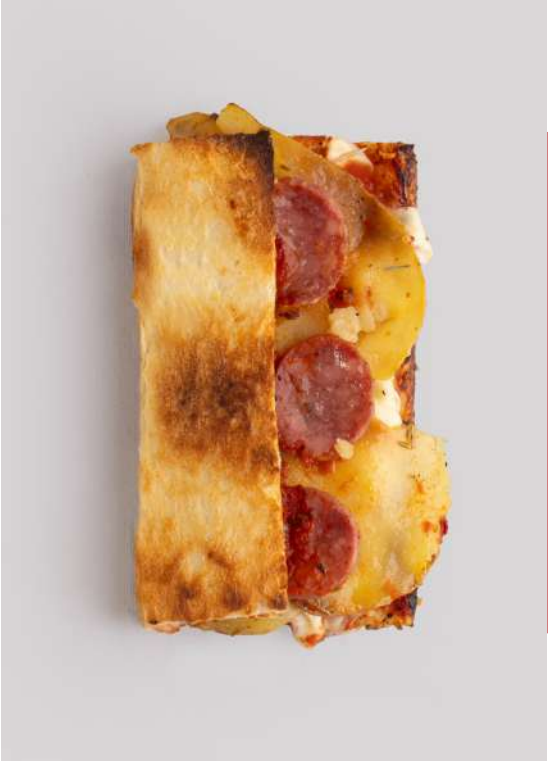
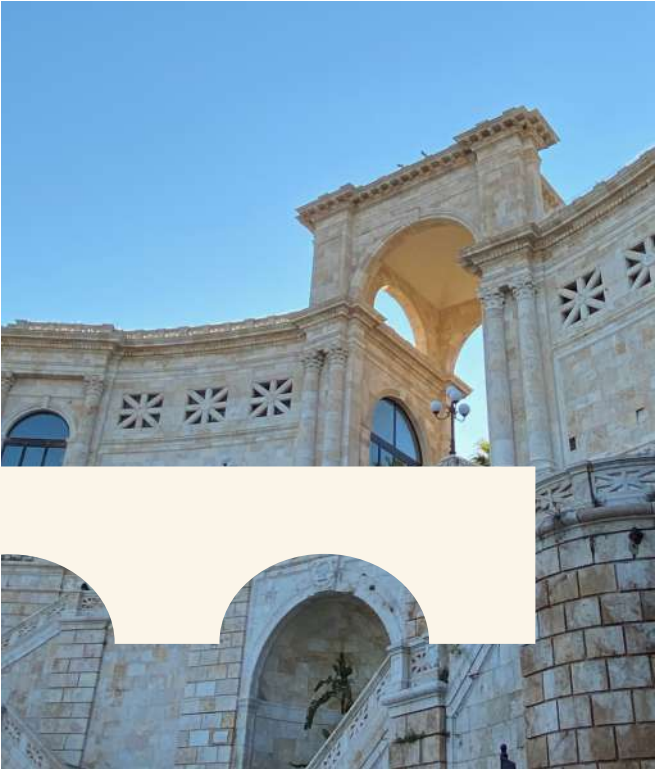
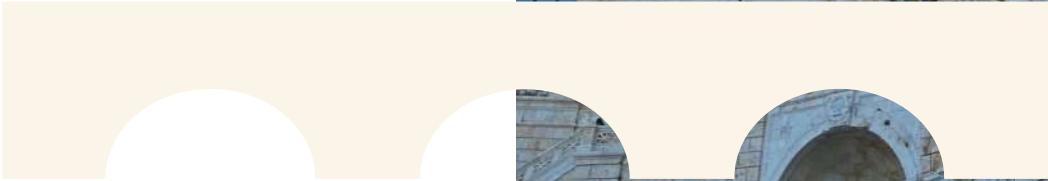


Sa Pizzedda



Cagliari
Sea
Sun
Architecture
Pizzette!



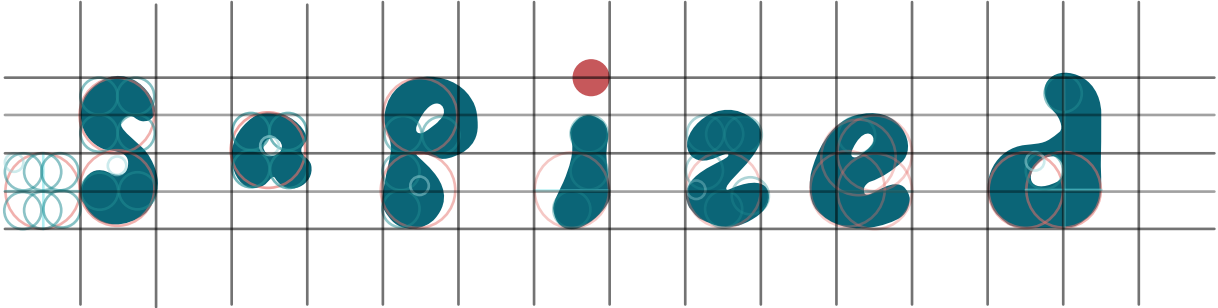
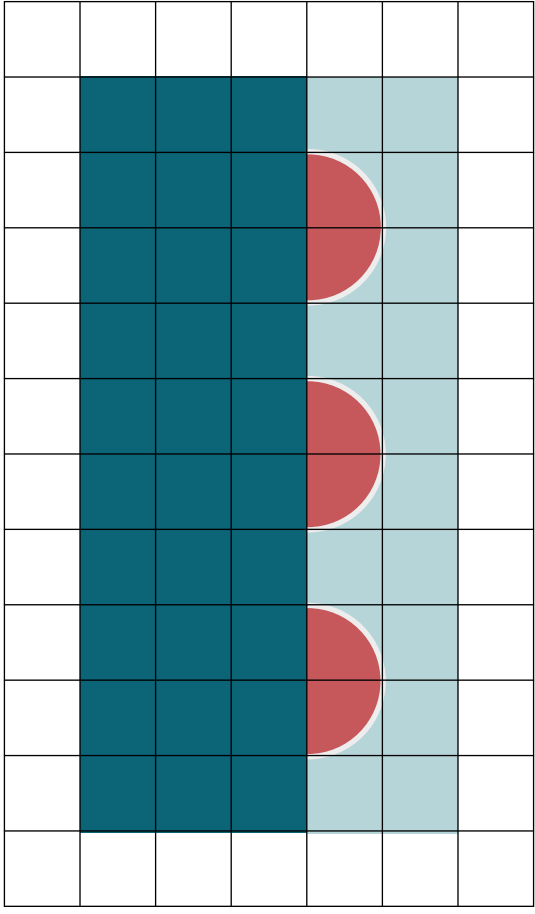
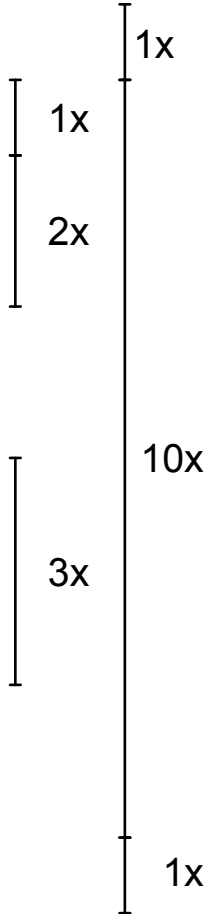
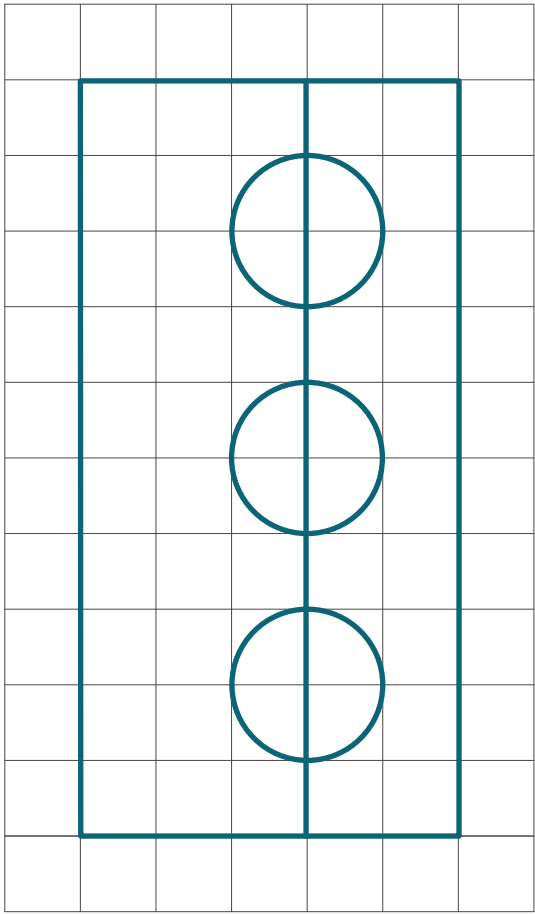
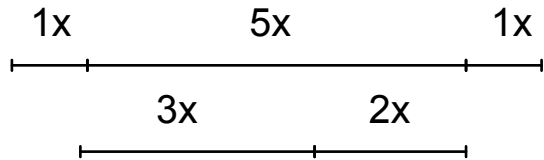
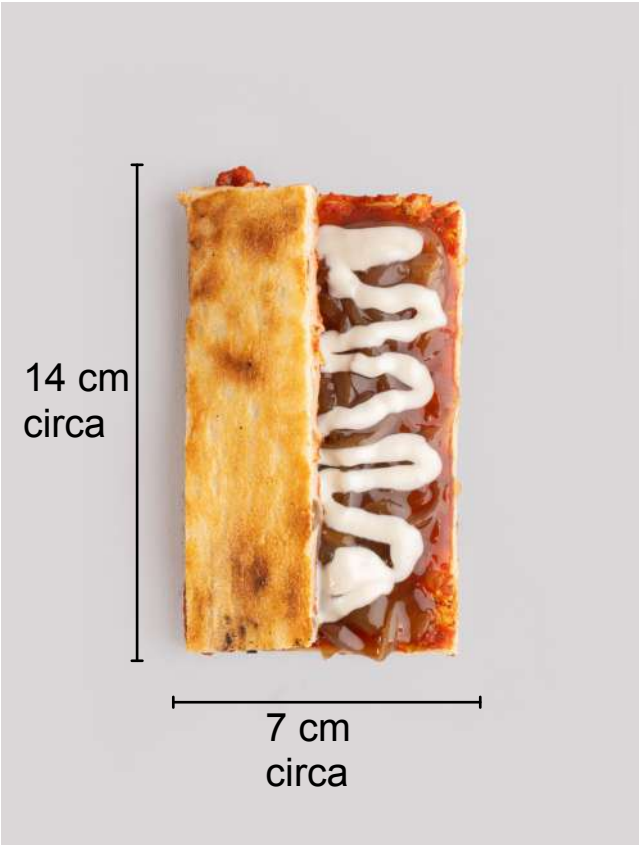
A new visual identity where the landscape and the Pizzedda itself become one modular language.



Sea, sun and architecture, familiar elements of Cagliari into a new visual language.

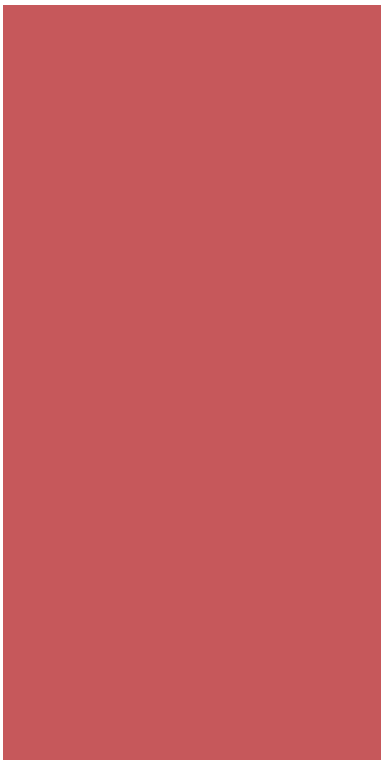
Rooted in Cagliari, the new visual identity brings together the city's architecture, the Mediterranean landscape and the distinctive shape of the Pizzedda. Arches, waves, sun and ingredients are distilled into a simple modular language, where place and product overlap to create a bold, playful and recognisable identity.

Logo construction & Wordmark



Sa Pizzedda

Colour Palette

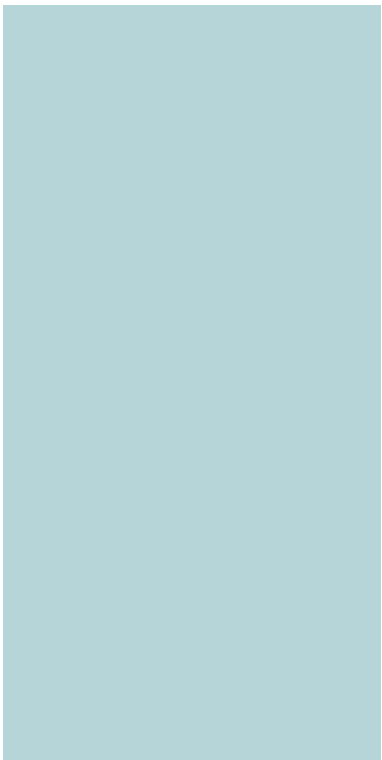


**Coral
Red**

R 198
G 88
B 91

C 18
M 79
Y 60
K 3

HEX
#C6585B

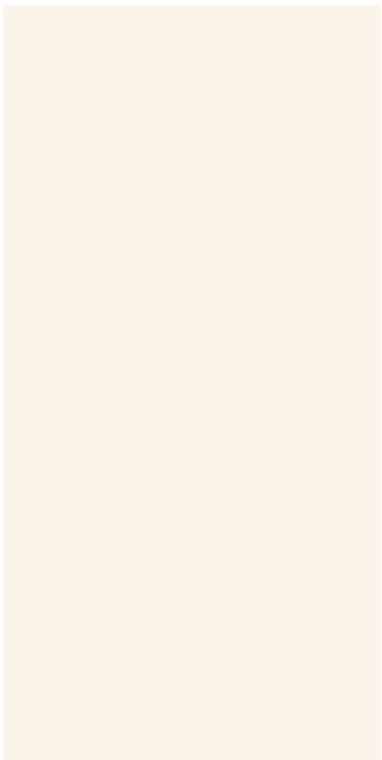


**Seafoam
Blue**

R 182
G 213
B 216

C 27
M 6
Y 13
K 0

HEX
#B6D5D8

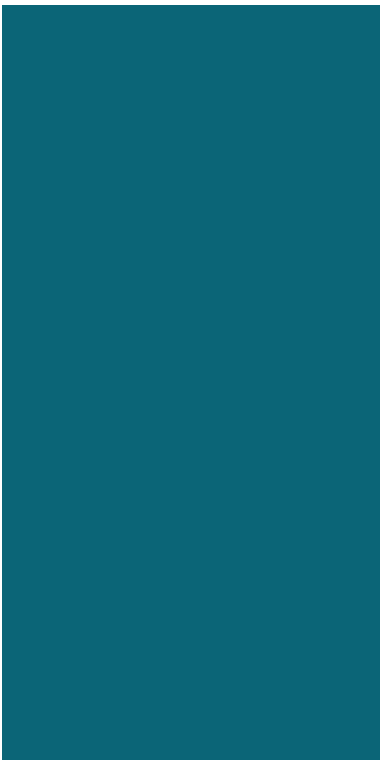


**Limestone
Cream**

R 251
G 245
B 233

C 0
M 3
Y 7
K 0

HEX
#FBF5E9



**Mediterranean
Petrol**

R 11
G 101
B 119

C 90
M 48
Y 42
K 16

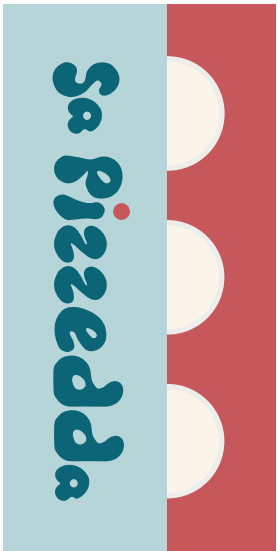
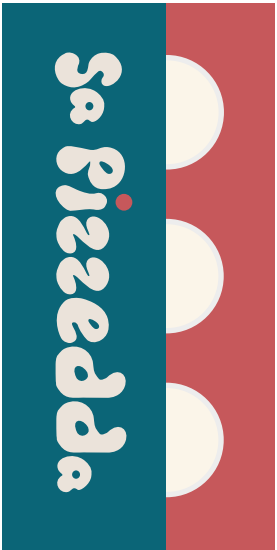
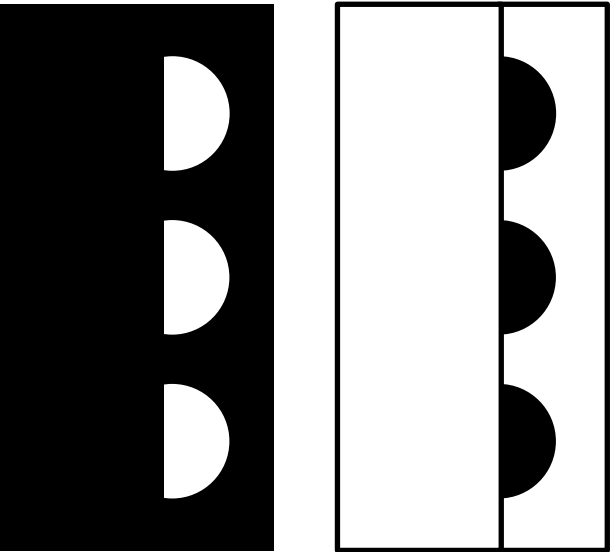
HEX
#0B6577

Sa Pizzedda

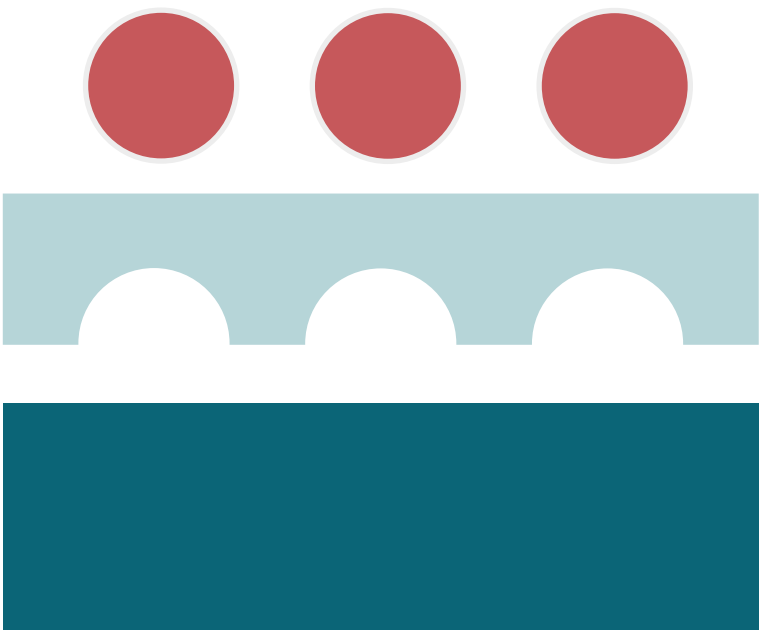
Sa Pizzedda

Sa Pizzedda

Sa Pizzedda



Sa Pizzedda



MENU

margherita
pomodoro e mozzarella
1 2 3 4 5 6 7 8 9 0



Manrope

by Mikhail Sharand

available on <https://fonts.google.com/specimen/Manrope>

Packaging

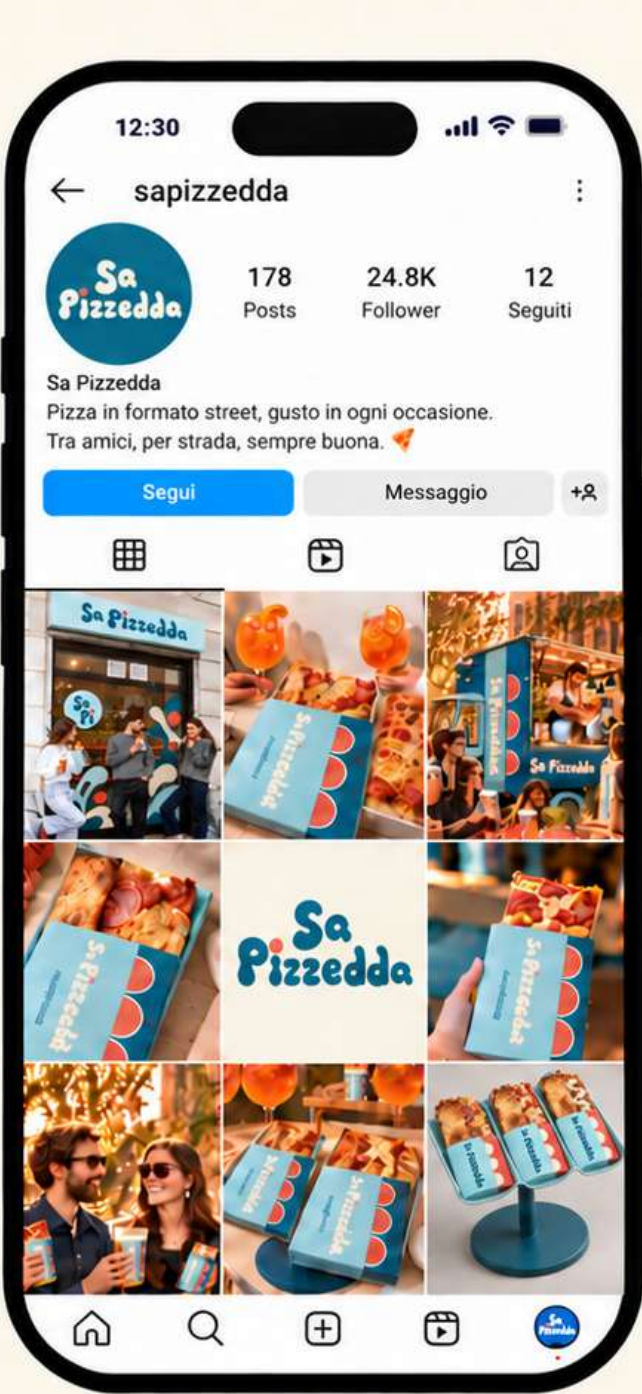


Custom objects



Custom objects







Bespoke furniture design







Tote Bag



