

# Rural Roots, Urban Pulse

CODE | 107950



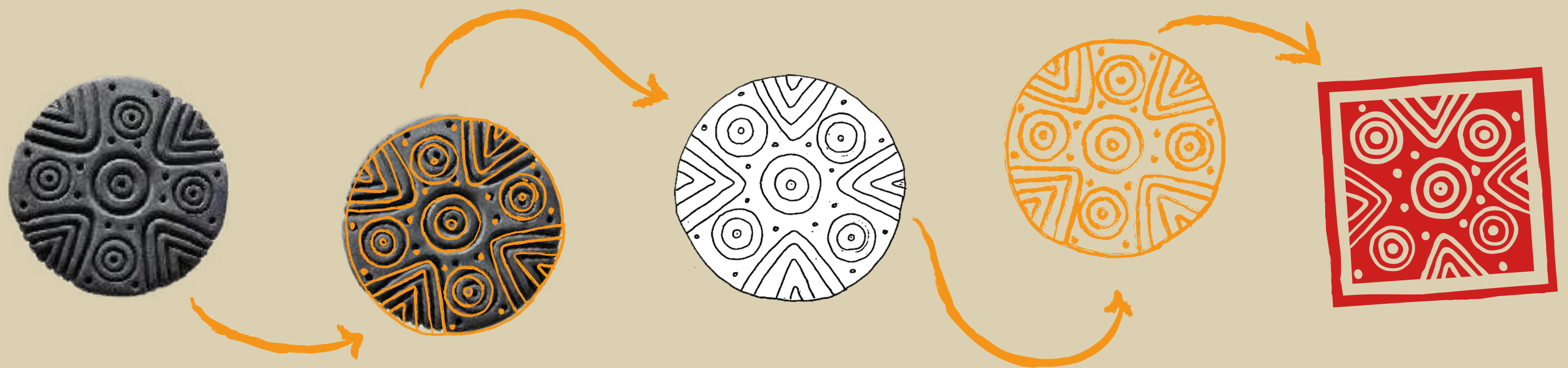
FROM ANCIENT PINTADERAS  
TO MILAN'S BEST STREET PIZZA.

# Heritage meets milanese Street Food

Founded in 2024 to bring the crisp perfection of Cagliaritana pizza to Milan, **Sa Pizzedda** quickly transitioned from an authentic regional secret to an urban culinary landmark, crowned as “**Best Pizza al Taglio in Milan**” by Joe Bastianich’s Foodish.

As the brand notoriety grows nationwide, the visual identity must evolve from an artisanal local shop into a bold, memorable, and scalable lifestyle brand.





# The Pintadera as a seal of authenticity

In ancient Sardinia, **PINTADERAS** were terracotta stamps used by bread makers to mark and certify their dough before baking. We reclaimed this sacred, ancestral seal and reshaped it into the geometric profile of the Pizzedda itself:  
**A CRISPY SQUARE SLICE.**

The mark bridges archaic bread craft and modern urban geometry, symbolizing origin, authenticity, and signature crispness.

MAIN LOGO + CONSTRUCTION



VARIANT LOGO + CONSTRUCTION



SCALABILITY



3 CM



2,5 CM



2 CM



1,5 CM



LOGO ON MAIN COLORS

LOGO ON BLACK AND WHITE



PRIMARY TYPEFACE

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AGRANDIR Grand Heavy

(Customized Rural Finish)

Bold, geometric, and high-impact. The letterforms are subtly enriched and given an earthy, stamped texture reminiscent of both ancient times and modern urban edges.

A B C D E F  
G H I J K L  
M N O P Q R  
S T U V W X  
Y Z  
  
1 2 3 4 5 6  
7 8 9 ●

Typographic Balance 1:  
Raw Power

Bold, geometric, and high-impact. The letterforms are subtly softened and given an earthy, stamped texture reminiscent of natural textures and careful craft.

SECONDARY TYPEFACE

HAMBURG HAND

Organic, spontaneous, and warm.

Used for handwritten ingredient highlights, playful notes, and genuine kitchen stories.

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A B C D E F  
G H I J K L  
M N O P Q R  
S T U V W X  
Y Z  
  
1 2 3 4 5 6  
7 8 9 0

Typographic Balance 2:  
Human Touch

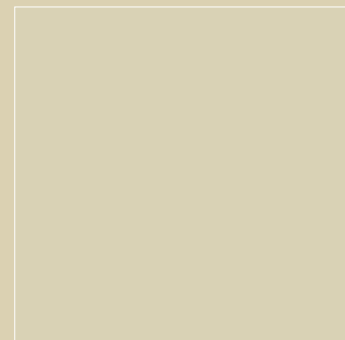
The rough, subtly uneven, finish of the secondary typeface reinforces the artisanal attitudde and the roots of the brand.



RGB: 189, 53 , 83  
CMYK: 5, 96 , 91, 9  
HEX: #bd352b

### **PINTADERA RED:**

Evokes dense tomato sauce, and the historic cross of the Sardinian flag. Scientifically linked to appetite stimulation and culinary passion, it drives bold energy and visual hunger.



RGB: 217, 210, 181  
CMYK: 17, 15, 34, 0  
HEX: #d9d2b5

### **SEMOLA OCHRE**

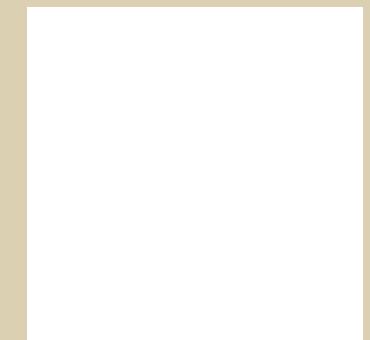
Inspired by golden wheat grains and the baked crust that defines Sa Pizzeddas signature crunch. It roots the brand in rural authenticity and artisanal warmth.



RGB: 206, 79, 35  
CMYK: 5, 96 , 91, 9  
HEX: #ce4f23

### **OVEN EMBER & TERRACOTTA:**

Captures the blazing heat of high-temperature baking and the ancestral stamps of Sardinian bread. It symbolizes transformation, craftsmanship, and urban dynamism.



RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: #ffffff

### **FLOUR WHITE**

Represents the cloud of flour on the prep counter and fresh fior di latte. It injects clean contrast, transparency, and high readability across packaging and digital interfaces.

# Colors of Earth, Fire & Dough

The chromatic system translates the tactile craft of Sardinian pizza into an appetizing, contemporary language.

BRAND PATTERN  
ON MAIN COLORS



PATTERN  
VARIABLES



TOPPING PATTERN  
ON MAIN COLORS



# Brand Pattern & Graphic System

The full-page dynamic pattern is a rhythmic repetition of the “SA PIZZEDDA” lettering and the individual types of Pizzedda, creating distinctive packaging for each one.



# Packaging & Street Food Experience

Packaging engineered for the iconic folded-over format ("a libro"). Earthy materials, greaseproof custom wrappers, with a vibrant streetwear aesthetic, making each slice a shareable street icon.



# The Store Space

A contemporary urban sanctuary that feels both deeply rooted in Sardinian tradition and tailored to Milan's design scene.

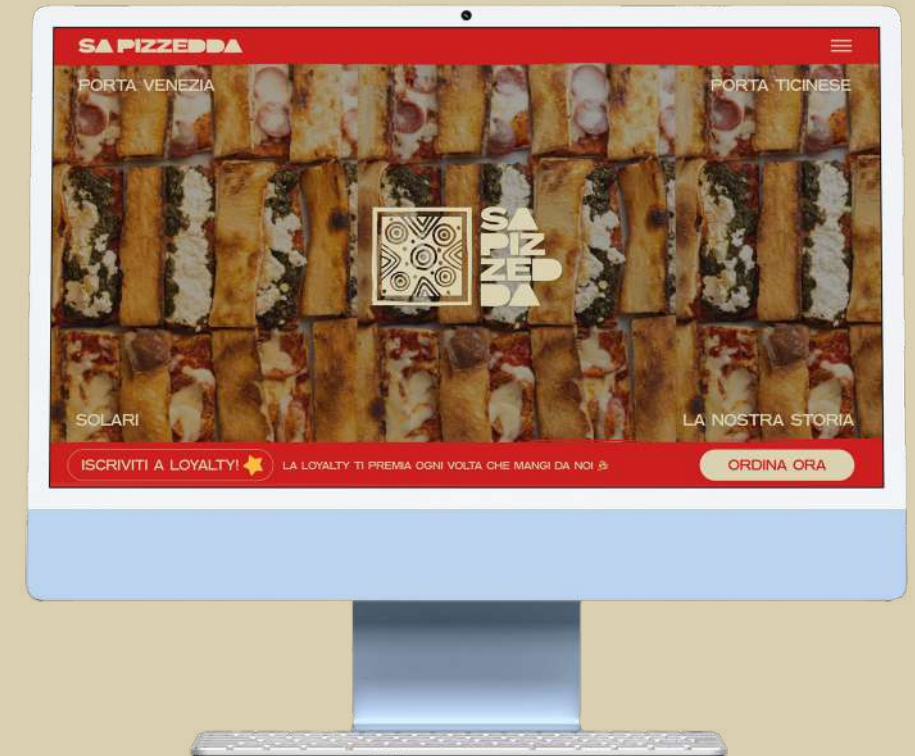
A cozy and urban space to live with your friends





# Merchandise: The Cult Following

Extending the brand beyond food into community culture. High-quality apparel and gadgets turn Sa Pizzedda into a recognizable badge of Milanese street lifestyle, celebrating authentic food pride.



# App, Social Media & Digital Identity

Digital touchpoints combine inviting Pizzeddass photographs with bold typography and direct, punchy copy. A frictionless ordering UI ensures conversion and engagement across mobile devices.



THANK  
YOU!!!