



TWO HALVES. ONE IDENTITY.

Sa Pizzedda's two previous identities reveal two equally valuable truths:

Sardinian character and contemporary urban clarity.

The new identity brings them together through a truth already embedded in the product: the fold. Just as the pizzedda is folded in half, the brand is built from two distinct visual worlds.



FOLK and URBAN
held together
by one defining gesture.

BUILD A BRAND THAT COULD ONLY BE **SA PIZZEDDA**

BUILD FROM PRODUCT TRUTH

Turn Sa Pizzedda's distinctive fold into the organising principle of the identity.

CREATE SPACE FOR THE CITY

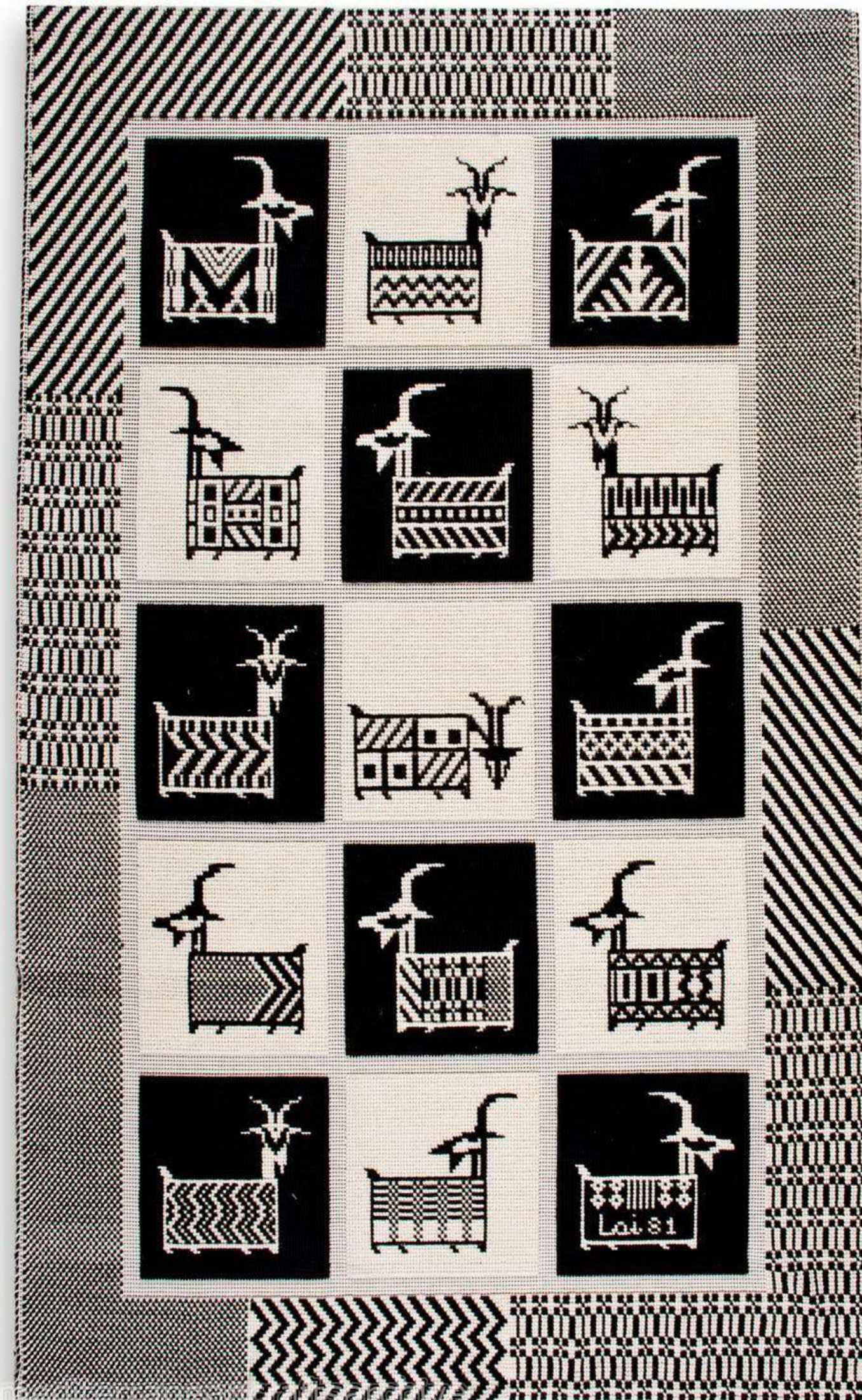
Balance cultural expression with the clarity and restraint of contemporary urban life.

KEEP SARDINIA VISIBLE

Translate Sardinian folk culture into a contemporary, ownable visual language.

OWN THE CONTRAST

Turn the relationship between FOLK and URBAN into a flexible, recognisable brand code across every touchpoint.





A CONSTANT STRUCTURE FOR CONSTANT CHANGE.

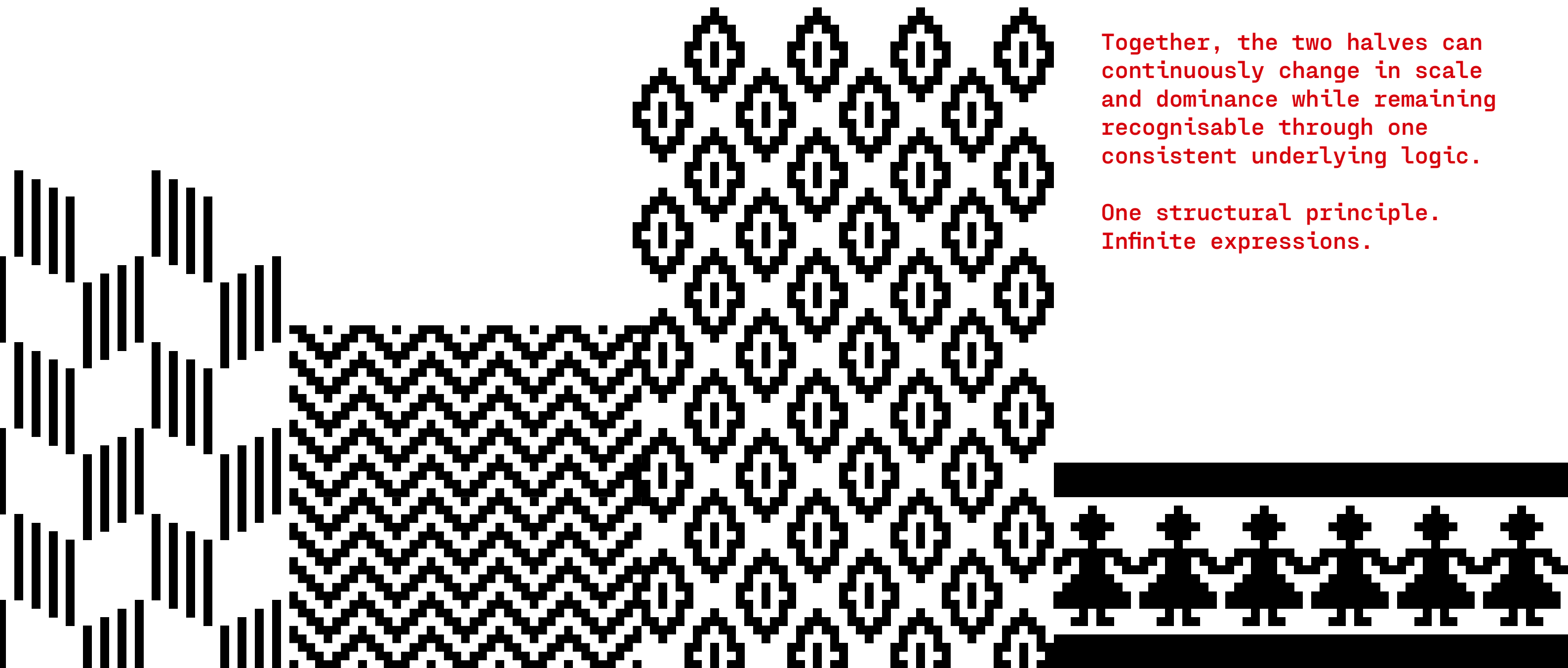
The fold becomes a flexible design system rather than a fixed layout. It can shift in direction, position and proportion, dividing typography, photography, packaging, objects and space.

The FOLK half works as a scalable pixelated pattern system: expanding, fragmenting and repeating across formats.

The URBAN half creates space for content, clarity and contrast.

Together, the two halves can continuously change in scale and dominance while remaining recognisable through one consistent underlying logic.

One structural principle.
Infinite expressions.





PIZZEDDA

#d6000b

ISOLA ROSSA

#000000

NOTTURNO NERO

#ffffff

SPAZIO BIANCO

N27

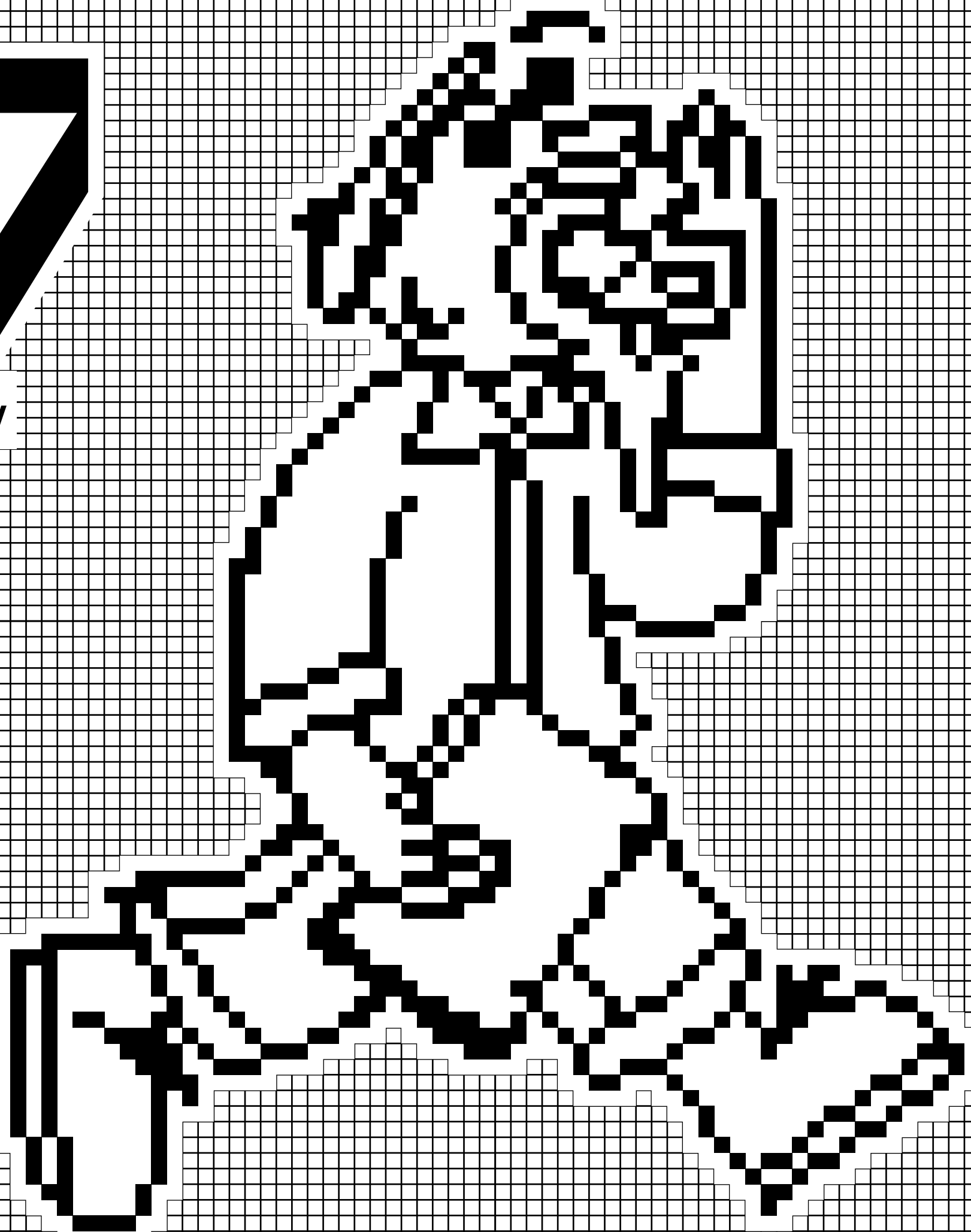
Avant-grotesk font family

NeuBit

Pixel-perfect nostalgia

Fraktion

contemporary
fixed-width design





OPEN

LA CLASSICA

Trad Sa Pizzedda's
distinctive fold into
the organizing

IL CAPO

Trad Sa Pizzedda's
distinctive fold into
the organizing

LA TOSTA

Trad Sa Pizzedda



LA ROSSA

Trad Sa Pizzedda's fold
culture into a
contemporary, creative

LA NONNA

Trad Sa Pizzedda's fold
culture into a
contemporary, creative

IL CARLO

Trad Sa Pizzedda's fold
culture into a
contemporary, creative



SA PIZZEDDA





SA PIZZEDDA

MENU

LA CLASSICA

Turn Sa Pizzedda's distinctive fold into the organising

IL CAPO

Turn Sa Pizzedda's distinctive fold into the organising

LA TOSTA

Turn Sa Pizzedda

LA ROSSA

Translate Sardinian folk culture into a contemporary, ownable

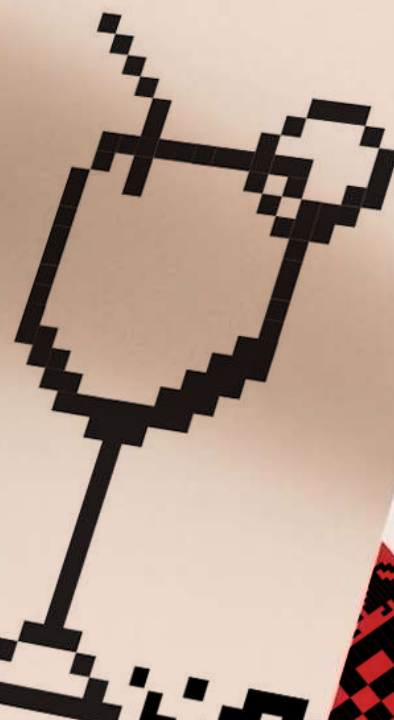
LA NONNA

Translate Sardinian folk culture into a contemporary, ownable

IL CARLO

Translate Sardinian folk culture into a contemporary, ownable

SA PIZZEDDA



SAY IT SIDEWAYS!

IMPLY

Leave something for the audience to discover. Absence, understatement and suggestion make simple messages more rewarding.

Quiet lunches are overrated.
Un pranzo silenzioso? Ma dai.
– “A quiet lunch? Come on.”

GET PERSONAL

Turn product truths into small compliments, provocations and invitations. Speaking to the person creates intimacy and gives every interaction a little attitude.

Take it personally.
Prendila bene.
– “Take it well.”

DOUBLE UP

Let one expression carry more than one meaning. Food, attraction, style and everyday behaviour overlap, giving simple messages another side.

Hot & ready.
Sempre sul pezzo.
– “Always on it.” ‹always on the piece›

READ THE ROOM

Draw from the moment around the brand. Milanese life, design, fashion, food and contemporary culture provide fresh context for relevant, quick-witted communication.

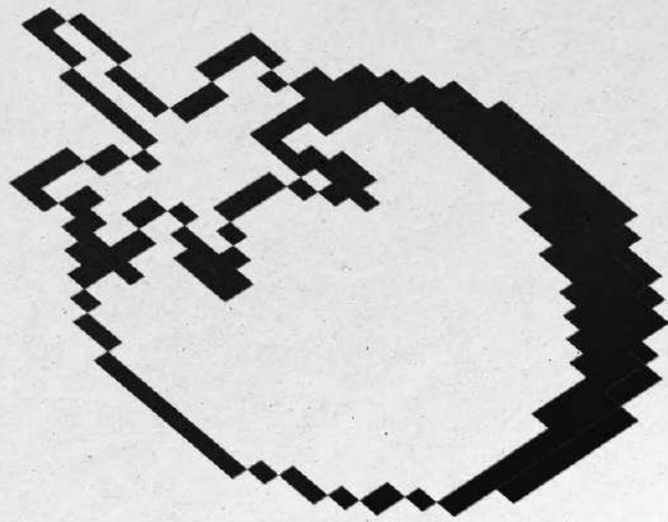
Form follows appetite.
Pronta a uscire.
– “Ready to go out.”

MAKE IT FELT

Let sensory language work through consequence and imagination. Sound, touch, desire and anticipation make the food tangible before the first bite.

Hard to keep your hands off.
Non è fatta per stare a guardare.
– “Not made for just looking at.”





SA PIZZEDDA

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