

# Sa Pizzedda

A new Brand Identity for the best Sardinian Pizza



**TERRAVIVA**



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## Intro

**F**ew foods in the world can claim the same universal recognition as pizza. Born in Italy yet reinterpreted across continents, it has become a global language of taste: endlessly adaptable, deeply cultural and always evolving. **From the classic Neapolitan to contemporary gourmet variations, pizza reflects not only culinary traditions but also the identity of the places it comes from.**

Within this rich landscape, new interpretations continue to emerge, rooted in local heritage while embracing innovation. This is precisely the story behind *Sa Pizzedda*, a young and dynamic brand that brings a distinctive Sardinian tradition to the vibrant city of Milan.

Founded in 2024 by Francesco Carboni, originally from Cagliari, and Andrea De Dominicis, his university friend from Pavia, the project was born from a shared vision: to bring to the rest of Italy the authentic *Pizza al taglio Cagliaritana*. **Inspired by Francesco's memories of Sardinia's unique flavours, *Sa Pizzedda* translates a deeply local soul into a contemporary urban context.**

More than just another pizzeria, it represents a cultural bridge between regions, combining identity, friendship and entrepreneurial spirit. And at the heart of this experience lies a defining feature that sets it apart from the rest: an unmistakable texture... the crunchiness!



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"APERIPIZZEDDA"  
Milan, 2026

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## Sardinian Crunchiness

**A**t the core of *Sa Pizzedda* lies a precise ambition: to preserve the authenticity of Sardinian tradition while projecting it into a contemporary, evolving food culture. **The result is a product that is both rooted and forward-looking, familiar yet cool and unexpected.**

Cagliari's slice pizza is defined by its signature crunch, achieved through a careful dough preparation process and high-quality ingredients. This distinctive texture becomes the canvas for a rich and generous topping culture, where tradition meets experimentation. The menu evolves, adapts and expands, mirroring the dynamic context of Milan's food scene and the expectations of a curious and diverse audience.

**Another key aspect is the iconic half-fold format!** It might seem trivial, but it's exactly this book-like shape that makes a *Pizzedda* the ideal food for an infinite range of urban situations: from a quick Milanese lunch break to an Aperitivo with a cold beer and social events of any kind.

**This approach has already gained recognition, with *Sa Pizzedda* awarded in 2025 as the "Best Sliced Pizza in Milan" at the TV show *Foodish* by Joe Bastianich, confirming the power and originality of its concept.**

As *Sa Pizzedda* grows, opening new locations and strengthening its presence, the need for a clear and recognisable identity becomes increasingly important, leading naturally to the next step: shaping a new and cohesive brand identity...

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"COMBO"  
Milan, 2026  
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## A New Brand Identity

**S**ince its foundation, *Sa Pizzedda* has explored different ways of translating its essence into an effective visual language.

The original logo, built around a stylised *Mamuthone* (the iconic Sardinian mask) was paired with a distinctive typographic treatment: the name written in a thin, red outlined font, enriched by a dotted pattern within each letter. This composition resulted in a light yet expressive graphic, where the symbolic strength of the mask was combined with a playful and informal style.

Deeply rooted in Sardinian cultural references and immediately recognisable, the logo successfully conveyed the brand's origins and personality. The emblematic figure established a strong connection to tradition, while the dotted lettering introduced a sense of rhythm and uniqueness.

However, as the brand began to grow and expand into new contexts, this visual system revealed certain limitations. The delicacy of the lines and the richness of details made it difficult to reproduce consistently across different scales and applications, often resulting in a lack of visual strength and clarity, especially in digital environments and everyday uses.

To address these challenges, the identity started evolving towards a more pop and urban approach. A cleaner, more solid typographic solution was introduced, improving readability and adaptability while maintaining a bold visual presence.

Today, *Sa Pizzedda* finds itself in a transitional phase, searching for the right balance between its strong regional roots and the need for a contemporary, versatile and scalable image. Just like its pizzas, the brand is driven by a continuous process of experimentation and refinement.

Therefore, designers are invited to engage with this shift, proposing new creative directions capable of shaping a cohesive and iconic identity in view of the company's expansion on a national scale.





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## Tone of Voice

**T**he proposals should reflect not only *Sa Pizzedda's* visual language, but also the way it communicates with its wide audience.

**The tone of voice becomes a key element in shaping a coherent and engaging brand experience, capable of resonating with a young, urban and design-conscious public.**

Rooted in Sardinia yet projected into Milan's contemporary culture, the company speaks with a voice that is both pop and dynamic. Participants are encouraged to interpret and translate these values into a clear and smart communication style.

Some key characteristics to consider:

- **Sharp:** direct, ironic and deliberately without filters;
- **Bold:** confident, visually impactful;
- **Playful:** light, engaging, never too formal;
- **Contemporary:** aligned with current trends and urban culture;
- **Tasty:** evocative, sensory, capable of stimulating appetite and curiosity;

The tone should feel straightforward and spontaneous, avoiding overly institutional or corporate expressions. Whether applied to packaging, social media or spatial communication, it should maintain consistency while allowing flexibility.

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"MENU"  
Milan, 2026  
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# The Competition

**D**esigners are allowed to approach this challenge with maximum creative freedom, providing their own interpretation of the company without any limitations.

**The visual and communicative system may take inspiration from the current identity** - including the present logo, the colour palette (beige, red, white), the typographies or any symbolic elements - reinterpreting and transforming them into a more contemporary and flexible solution. **At the same time, participants are equally welcome to propose completely new concepts, capable of redefining the brand from scratch.**

All approaches will be carefully evaluated, provided that they demonstrate a clear understanding of the brand's core values: urban lifestyle and innovation, authenticity and experimentation, freshness and boldness.

Particular attention should be given to the adaptability of the proposed identity. The project should be easily reproducible across a wide range of applications, from packaging and physical spaces to digital platforms and communication materials, ensuring consistency, recognisability and scalability.

**Rather than focusing on a simple logo, Sa Pizzedda invites to think in terms of a comprehensive brand ecosystem:** a coherent set of captivating elements capable of working together to define a strong and lasting identity.



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"RESTAURANT"  
Milan, 2026  
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## Mockups

**P**articipants are required to present their proposals through a curated set of mockups, demonstrating the versatility and real-life application of the new brand identity.

For inspirational purposes, it could be a good idea to consult on Terraviva website the presentations of the awarded projects from the latest branding competitions: [www.terravivacompetitions.com/past-competitions-graphic-design](http://www.terravivacompetitions.com/past-competitions-graphic-design).

**Designers are encouraged to carefully consider the types of applications that could provide concrete support for *Sa Pizzedda's* growth**, from general merchandising to the restaurant's ambiance and the objects used on a daily basis in the company's activities.

It is also encouraged a thoughtful consideration of digital communication (website landing page, social media contents, ads style, etc), which are key assets for a young and cool brand of this kind.

Finally, here is a non-exhaustive list of suggestions (feel free to follow it, fully or partially, or surprise the jury with original ideas).

- **Packaging:** *Pizzeddas'* boxes and slice paper-bags, glasses, napkins, delivery bags, display stands for side products, graphics for discounts and special offers;
- **Menu:** both printed and in digital format, including menus displayed on in-store screens or screen-projected, or even applied directly to walls;
- **Restaurants:** storefront signage, window graphics, walls and counter colour palette, seating and shelving for customers, lighting, wall decorations, posters.  
  
As the company's growth trajectory will lead to the imminent opening of new locations, it is not expected that the brand application will be shown on one of the 3 stores currently open in Milan. You are free to present generic "type" restaurants, as site-specific design is not required;
- **Events:** mini-truck for street food, stands for outdoor or indoor events, promotional flags, advertising boards;
- **Digital Assets:** website landing page, templates for organic social media content, ideas for advertising campaigns;
- **Merchandising:** t-shirts, caps, water bottles, keychains, any sort of gadget;

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The challenge of this competition  
is to fully explore the values that characterise  
the brand of Sa Pizzedda,  
searching for that symbol, that font, that palette,  
that graphic sign capable of expressing  
the perfect synthesis of the company

## Evaluation Criteria

The jury will evaluate all the proposals according to the following principles:

- **Originality of the concept**
- **Communication of Sa Pizzedda's values**
- **Versatility and scalability**
- **Sensitivity in the use of colours**
- **Creativity in the font's choice**
- **Mockups effectiveness**

Proposals capable of telling the genesis of the project through a compelling story-telling, as well as those that will express a particular aesthetic appeal evoking a sense of positivity and innovation, will be particularly appreciated by the jury panel.

A complete package with all the documentation regarding *Sa Pizzedda* (photos, links, etc.) will be available for all participants on Terraviva website.



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"SARDINIAN CRUNCHINESS"  
Milan, 2026  
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# Prize Pool 8.000€

Prizes (6.000€) & Mentions (2.000€) powered by Sa Pizzedda & Terraviva

**1° Prize: 3.000 €**

**2° Prize: 2.000 €**

**3° Prize: 1.000 €**

**5 Golden Mentions: coupon for a free membership**

**10 Honorable Mentions: coupon for a free competition**

**30 Finalists: published on Terraviva channels**

**All Participants: 40% discount on Sa Pizzedda's App**

Coupon Code valid in Milan on <https://sa-pizzedda.deliverectdirect.com>: **SAPIZ40**

**The Winner proposal will be adopted as Sa Pizzedda's new visual identity, with the optional chance of continuing to work with the brand after the end of the competition**

## Registration & Upload

The registration and submission procedure must be done online by only one of the team members:

- Open [www.terravivacompetitions.com](http://www.terravivacompetitions.com) and go to Competitions > "Sa Pizzedda";
- Click on Register, follow the instructions, enter the requested information and complete your registration procedure;
- Once the registration procedure is concluded, you will receive a confirmation email with the receipt and the link to download the "Sa Pizzedda" package (check also the spam folder);
- Inside the Download Package you will find the competition brief and the instructions for the final submission;
- In the confirmation email you will also receive the Order Number that will be your identifier on the final submission procedure;
- Follow the instructions contained in the Download Package to proceed with the submission of your proposal;
- Submissions have to be done through the same Terraviva website, accessing the Upload section and following the steps indicated on the page; after completing the submission process, you will receive a confirmation email;
- Participants can direct any questions to [info@terravivacompetitions.com](mailto:info@terravivacompetitions.com). The most relevant technical questions about the project will be published every Friday after midday in the FAQ section of the Download Package. Questions can be submitted until 30 days before the submission deadline. No further inquiries will be accepted after this date;
- Only Membership holders will have access to the Customer Care Daily Service and they will receive direct responses via email until the competition deadline;

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# Submission

## 1 A Presentation [42 × 29,7 cm]

- Layout: **A3**
- Format: **pdf**
- Name: **order n°** (ex. 012345)
- Text language: **english**
- Maximum size: **20 pages - 30 MB**
- Orientation: **horizontal**

The Order Number (ex. 012345) must be placed in the upper right corner of the cover. The presentation must NOT contain any other reference to the identity of the authors (name, office, university, etc). All kinds of graphic representations will be accepted. The presentation must include all info to explain the project in the best way:

- **Concept Explanation:** brief description about the creative process and its steps;
- **Logo:** the main logo design, including variations (full colour, black and white, special versions, vertical vs horizontal, social icon);
- **Fonts:** details of any fonts used in the branding strategy, including licensing information if applicable;
- **Palette:** colour codes used in the logo and the new brand identity (HEX, RGB, CMYK);
- **Mockups:** visualisations showcasing how the branding will appear in real-life contexts;

## 2 Two Representative Images

- Layout: **2560 x 1810 pixels**
- Format: **jpg**
- Name 01: **order n°\_01** (ex. 012345\_01)
- Name 02: **order n°\_02** (ex. 012345\_02)
- Maximum size: **2 MB each**
- Orientation: **horizontal**

These two images will be used for the publication of the awarded projects on Terraviva website ([www.terravivacompetitions.com](http://www.terravivacompetitions.com)). Participants are free to either extract them from their presentation or submit new images specifically designed for this purpose.

# Calendar

**“Early” registrations**  
**07.04.2026 — 26.06.2026**  
(h 3:00 pm CET)

**“Standard” registrations**  
**26.06.2026 — 28.08.2026**  
(h 3:00 pm CET)

**“Late” registrations**  
**28.08.2026 — 25.09.2026**  
(h 3:00 pm CET)

**Submission deadline**  
**25.09.2026**  
(h 3:00 pm CET)

**Winners announcement**  
**26.10.2026**  
(h 12:00 pm CET)

\*Memberships' Monthly Plans provide free access to all competitions maintaining the same price regardless of the period in which they are purchased, guaranteeing significant savings compared to Early/Standard/Late Registrations

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"TUNA & MOZZARELLA"  
Milan, 2026  
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# Jury



## Sa Pizzedda

**Board of Crunch S.r.l.**  
Milan, Italy

*Proposals will be evaluated by the board of Crunch S.r.l., with Francesco Carboni and Andrea De Dominicis (founders of Sa Pizzedda) serving as co-chairs of the company jury panel*



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## Terms & Conditions

- A** The competition is open to students, architects, designers, urban planners, engineers, artists, makers, creatives and anyone interested in the fields of design and architecture (hereinafter, “Participants”). Participants must be at least 18 years old;
- B** Participants can enter the competition individually or as a team. There are no limits to the number of members in a team; however, restrictions may apply for Membership subscriptions;
- C** Participants are required to follow deadlines, procedures, fees, and submission guidelines. Terraviva S.r.l. is not responsible for any technical difficulties or website malfunctions;
- D** All competition materials and documentation are available for download on the official webpage. Access requires payment of the registration fee, which provides a unique identification code. The registration fee is determined according to the competition schedule and does not vary based on the number of team members;
- E** The payment of a single fee grants the Participant/Team one personal identification code for the submission of a single project. To submit additional projects, additional fees must be paid;
- F** Accepted payment methods include PayPal, Satispay, Alipay, credit/debit card, bank transfer, and cryptocurrency (via Coinbase). Accepted payment methods may vary. By authorising the payment, the Participant confirms that the credit/debit card used belongs to him/her or that he/she is the legitimate holder. All credit/debit card transactions are subject to verification and authorisation by the issuing bank. If the issuing bank does not authorise the payment, Terraviva S.r.l. shall not be liable for any delay or failure in processing the transaction;
- G** Prizes are determined independently of the team size. Terraviva S.r.l. will cover its own bank fees for prize payments, but any fees applied by the winner's bank or those related to currency exchange will be the responsibility of the winner. Prizes will be awarded after verifying the winner's identity and receiving a signed self-declaration accepting all Terms and Conditions;
- H** Terraviva S.r.l., with a mere technical and objective evaluation, discards the projects that do not meet the requirements listed in the Terms and Conditions or in the special rules of the single competition and/or that do not comply with the minimum-quality standard requirements and/or constitute any of the listed cases. The discarded projects will not be evaluated nor considered by the jury. Disqualified participants and/or their teams will not receive any refund. Therefore, participants accept to respect and not to challenge for any reason the results of the pre-selection carried out by Terraviva S.r.l.;
- I** The jury consists of independent, impartial experts in the field of architecture and design. The jury's decision, based mostly on both aesthetic and technical evaluation, will be final. The evaluation shall result in a ranking determined by the arithmetic mean of the scores assigned by each juror. In the event of a tie, the ranking position will be determined by the Order Number, from the lowest to the highest. Participants agree not to challenge – in any case – the decision or the jury's evaluation. If any jury members withdraw, Terraviva S.r.l. will replace them with equally distinguished and impartial members;
- J** Terraviva S.r.l. is not responsible for the execution quality of any project. The jury's evaluation and prize-winning decisions do not imply any assessment of the project's technical feasibility and/or adequacy;

- K** Terraviva S.r.l. is not obliged to provide explanations regarding competition results;
- L** Participants are prohibited from publishing their submitted materials before the official winners announcement. If Terraviva S.r.l. becomes aware that a Participant has published materials, Terraviva S.r.l. may, at its absolute discretion, exclude the Participant from the competition without the participant being entitled to any refund;
- M** Participants may not, under any circumstances, inquire the jury and/or Terraviva S.r.l. about the competition's results and, in general, on competition's information that are not public;
- N** Any team or individual who violates the Terms and Conditions during or after a competition may have their rewards, publication, or other competition outcomes revoked at any time;
- O** Prizes will be paid exclusively through traceable electronic payment methods. To receive the prize, the winner (individual or legal entity) must complete a declaration of receipt and provide all documents required by law;
- P** Submission of projects or winning the competition does not create any professional relationship between the Participant and Terraviva S.r.l., its partners, or any member of the jury;
- Q** Terraviva S.r.l. reserves the right to modify competition dates, jury members, or submission methods/rules. Any changes will be communicated at least 48 hours before via Terraviva's media channels;
- R** These Terms and Conditions do not constitute a public offer;
- S** By registering on Terraviva S.r.l.'s website, participants fully and unconditionally accept all the competition Terms and Conditions without any exception;
- T** Additional rules, requirements, or conditions may apply to specific competitions;
- U** Italian law governs the rules of the competitions and other website regulations. Any disputes will be exclusively handled by the Court of Milan;
- V** The Terms and Conditions will be available in English and sometimes also in other languages, but in case of discrepancies, the English version will prevail;
- W** This Competition is classified as an Ideas Competition and requires only the submission of an ideative and/or creative proposal. Participation does not involve the performance of technical or professional services as defined by Art. 46 of Legislative Decree 36/2023 and R.D. 2537/1925, nor does it create any professional, contractual, or employment relationship. Furthermore, this Competition is not a “concorso a premi” (prize contest) under Italian law and is expressly excluded pursuant to Art. 6(1)(a) of Presidential Decree 430/2001. The prize awarded does not constitute a professional fee and is treated, for tax purposes, as “miscellaneous income” under Art. 67(1)(d) of the Italian Income Tax Code. The prize will be paid in accordance with applicable Italian regulations, and each recipient is responsible for declaring the amount received in their tax return based on their fiscal residence;
- X** Terraviva is responsible for disbursing the prizes to the competition winners. Payments shall be made by bank transfer using the details provided by the beneficiary designer or, in the case of group participation, by the designated legal representative. Payment will be issued only after receiving all required and compliant documentation, including any requested self-declaration, a valid identity document, and any additional

information necessary for internal procedures. Terraviva will process the payment within 30 (thirty) days from the protocol registration of complete documentation;

## Ineligibility Rules

The occurring of any of these cases will be ground for the disqualification of the Participant and/or their teams without exception:

- a** Any gross violation of the Terms and Conditions, submission of material using a procedure other than the one specified in the submission guidelines, or submission of material after the submission deadline will not be accepted;
- b** Additionally, naming files in a manner that differs from the instructions provided or includes personal identifiers such as names, office, or university is prohibited. Submitting files that contain any graphic references to the identity of the participants, including names, office, or university, is also not allowed;
- c** Submitting layouts with texts that are not in English, or any material that does not align with the competition principles or is considered incomplete, will result in disqualification. Failure to maintain anonymity or submitting a project that deviates significantly from the competition's purpose is not acceptable;
- d** Submitting panels and/or booklets that do not contain the order number in the upper right corner;
- e** Participants who have a family relationship within the second degree or a direct professional connection with any of the jury members at the time of the competition or within the previous two years will be disqualified;
- f** Submitting a project that (i) is not new and original, or that does not reflect the intellectual work of the Participants and/or (ii) violates IP rights of third parties;
- g** By accepting the Terms and Conditions, Participants expressly declare that they do not fall under any of these causes of ineligibility;

## Intellectual Property

Participants retain full intellectual property rights over the submitted projects. Terraviva S.r.l. and Castellani.it S.r.l. acknowledge the legal and philosophical foundations of the moral rights granted to authors in relation to their creative and artistic works. Moral rights are exclusive prerogatives established by law to protect the author's personality and remain independent from the economic rights deriving from the creation of the work, even when such rights are transferred to third parties (Art. 20 of the Italian Copyright Law).

All material produced and submitted within the competition shall remain the full and exclusive property of Crunch S.r.l., which acquires all rights over the submitted projects and shall have the right to further develop, transform, or implement the project, in whole or in part, entirely at its discretion, without any obligation and without temporal, territorial, or procedural limitations. This may include realisation, adaptation to executive design, or integration into broader design strategies, without the need for additional authorisations or agreements. Participation in the competition shall not imply any obligation or guarantee of future professional appointments. Any subsequent assignments, including those potentially connected to the implementation and the evolution of the project, shall be regulated through separate and independent agreements - external to this competition - between the authors and Crunch S.r.l.

Terraviva S.r.l. reserves the right to use – including for profit – the submitted material for printed or digital publications and exhibitions, as well as the right to use, adapt, modify, publish, display, reproduce, and distribute the projects for marketing and communication purposes in any form and by any means (Art. 12, Law No. 633/1941 – Italian Copyright Law). The material may also be published by the participants and Crunch S.r.l.. Authors of awarded projects, including mentions and finalists, agree to provide Terraviva S.r.l., in a timely manner, with any additional graphic and/or technical materials that may be requested by Terraviva S.r.l.

## Withdrawal & Refund

The right of withdrawal is valid within 14 days from the day of the fee's payment (weekends and Italian public holidays included). In any case, the right of withdrawal cannot be exercised after the submission deadline, nor if the Participant has downloaded the material for the competition. Refunds are executed in the same currency of the original payment and are therefore subject to currency exchange rates. After receiving the withdrawal notice, within 14 days, the refund will be processed using the same payment method as the original order. The actual refund processing time depends solely on the card issuers and the type of card/payment method used. Therefore, Terraviva S.r.l. recommend contacting the card issuer's/payment method's customer service hotline for any further clarification regarding the refund. To exercise the right of withdrawal, write to: [info@terravivacompetition.com](mailto:info@terravivacompetition.com).

## Indemnity & Privacy

Participants agree to indemnify and hold harmless Terraviva S.r.l. and Crunch S.r.l. from any cost or damage related to the violation of third-party intellectual property rights. By participating in the competition and accepting the rules and the Terms and Conditions, Participants declare that they are the authors (and/or co-authors, in the case of team participation) of the materials uploaded. Participants further agree to fully indemnify Terraviva S.r.l., Crunch S.r.l., their members and their representatives from any legal claim, liability, direct or indirect damage, loss, cost, expense, or charge, including legal fees, arising from any activity provided for in the Terms and Conditions or from participation in the competition. The processing of Participants' personal data will be carried out, with both manual and digital means, by Terraviva S.r.l. for the sole purpose of the participation in the competition and distribution of the prizes in compliance with art.13, EU Reg. 2016/679. Participants will be held accountable for the data – including personal data – they provide. Terraviva S.r.l. does not assume any responsibility for wrong or false data provided. In any case, according to privacy policies, Terraviva S.r.l. has the right to verify participants' personal data by requesting a copy of an identity document that reports the same data entered for the registration.

## Website

The website and its contents cannot be copied, reproduced, published or distributed without the permission of Terraviva S.r.l.; by submitting a project in any way to Terraviva S.r.l. the individual or team accepts full responsibility for the text, images, video footage and any other form of media that is provided. Terraviva S.r.l. is not responsible for the communications between users and third parties on its website, nor can guarantee that the website or the downloadable files are without viruses or similar harmful software.

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