

IMPERFECT IDENTITY

Background

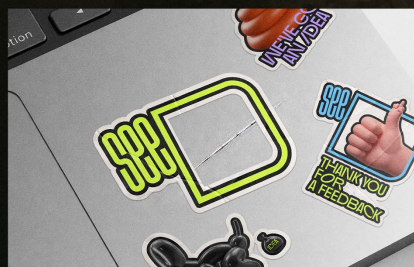
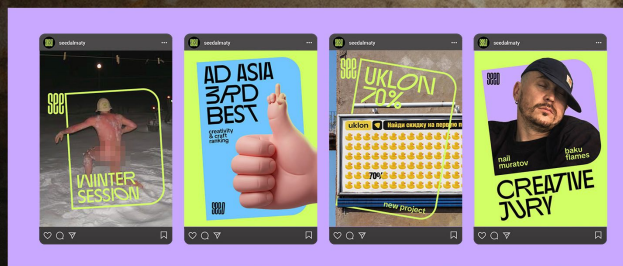
In Kazakhstan, brands are always trying to make their advertising perfect. At our agency, we encourage clients to do things differently. To stay human. To embrace imperfections. So we asked ourselves: how can we reflect imperfection in our identity while keeping our logo recognizable?

Idea

"Imperfect Identity" doesn't hide imperfections. It finds them, highlights them, and makes them part of the brand. Because we're not perfect either — and we believe advertising doesn't have to pretend to be perfect. We want to make it honest, human, and real.

Execution

The idea of imperfection became part of the agency's entire identity. We used bad photos of our colleagues instead of perfect corporate portraits, created intentionally imperfect merch — like clothes with different sleeves — and even designed our own "imperfect" typeface, where letters randomly tilt. One of the main elements of the identity is the letter D from the SEED logo. We "dropped" it to make it imperfect and turned it into a frame for finding imperfections around us: a stain on a T-shirt, a hole in a sock, a crack in a mug — things people usually try to hide. Now, the frame turns these imperfections into part of the agency's communication.

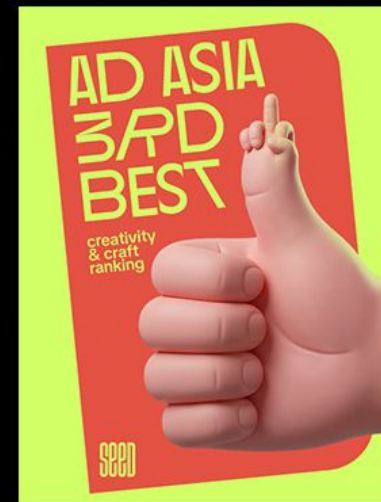
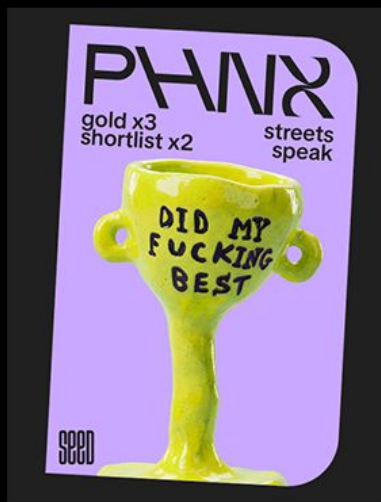
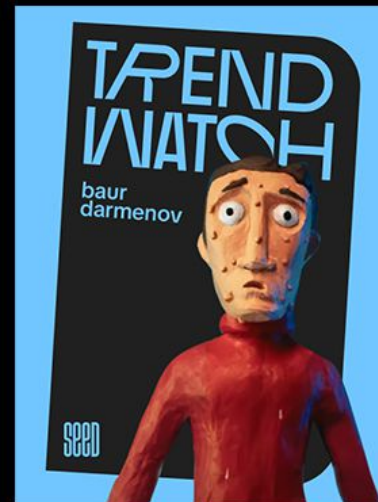
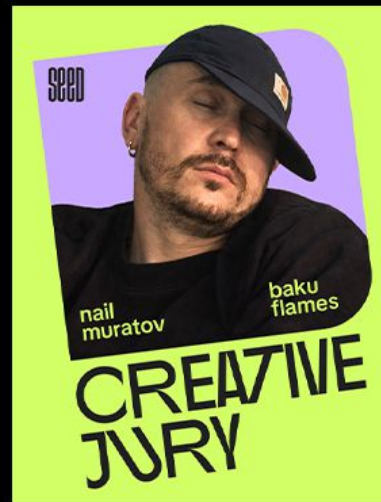
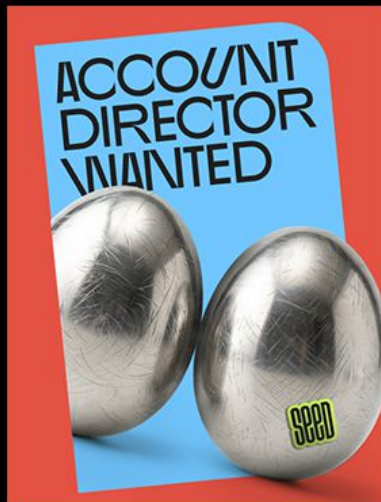


SEED

SEED

SEED





FUCK
FUOK
FUCK
FUOK

randomized font

IMPEAFECT SAM/S

straight

ABCDEFJ
HIJKLMN
OPQRST
UVWXYZ
1234567
8 9 0

right

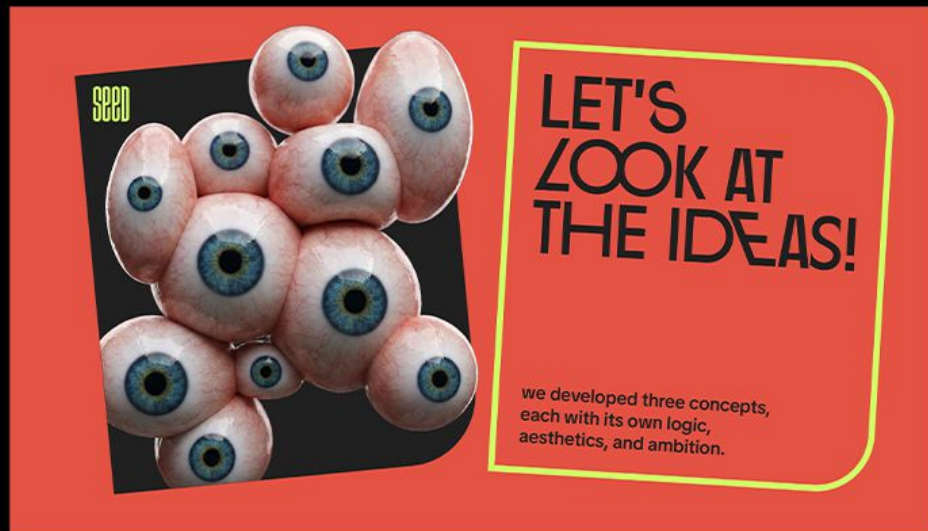
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HIJKLMN
OPQRST
UVWXYZ
1234567
8 9 0

left

ABODEFG
HIJKLMN
NOPQRS
TUVWYN
1234567
8 9 0

QUICK BROWN FOX
JUMPS OVER THE LAZY DOG





SEE

COP
WRITER
WANTED



hello@seedalmaty.kz













