

...//KOOD.....

Brand Sonic Identity

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//KOOD **sound identity**

is a cohesive branding tool that unites all the sonic elements of a brand.

Just like a visual identity or brand book, it's a system designed to help communicate a brand's personality and values through music and sound.

This involves creating **custom, instantly recognizable sounds** that become uniquely associated with your brand.

In essence, it functions as a **sonic trademark** – using sound to perform the same role as a visual logo, distinguishing a product or service from others.





The science behind it.

Summarizing numerous scientific studies in a few sentences: our decision-making largely occurs in the **non-rational part of the brain**, known as the **limbic system**.

This area governs our emotional and behavioral responses – and it can be deeply influenced by **music and sound**.

By using an **audio logo**, you can trigger an immediate emotional reaction, making a lasting impression that clearly sets your brand apart from competitors.

Sounds of

...//...//...//...\\...//...\\...

//KOD

//KOOD sonic universe

is made up of instruments, interpretations, textures, and ambience – all designed from the coding environment itself.

These four sound pillars form the basis for KOOD's unique audio language.



sound_instrument

KEYBOARD_ the piano of coders

Clicks, thuds, bumps and
rolls from real keyboards.
It's the sound of code being
born.

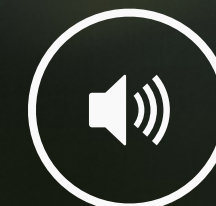
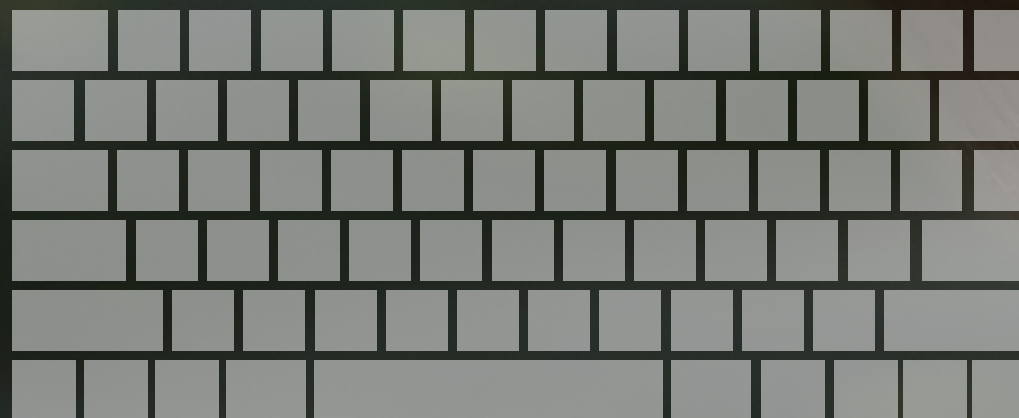
_raw



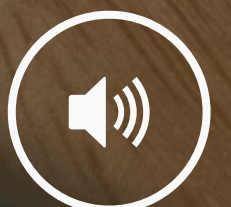
_drum edit



_bass edit



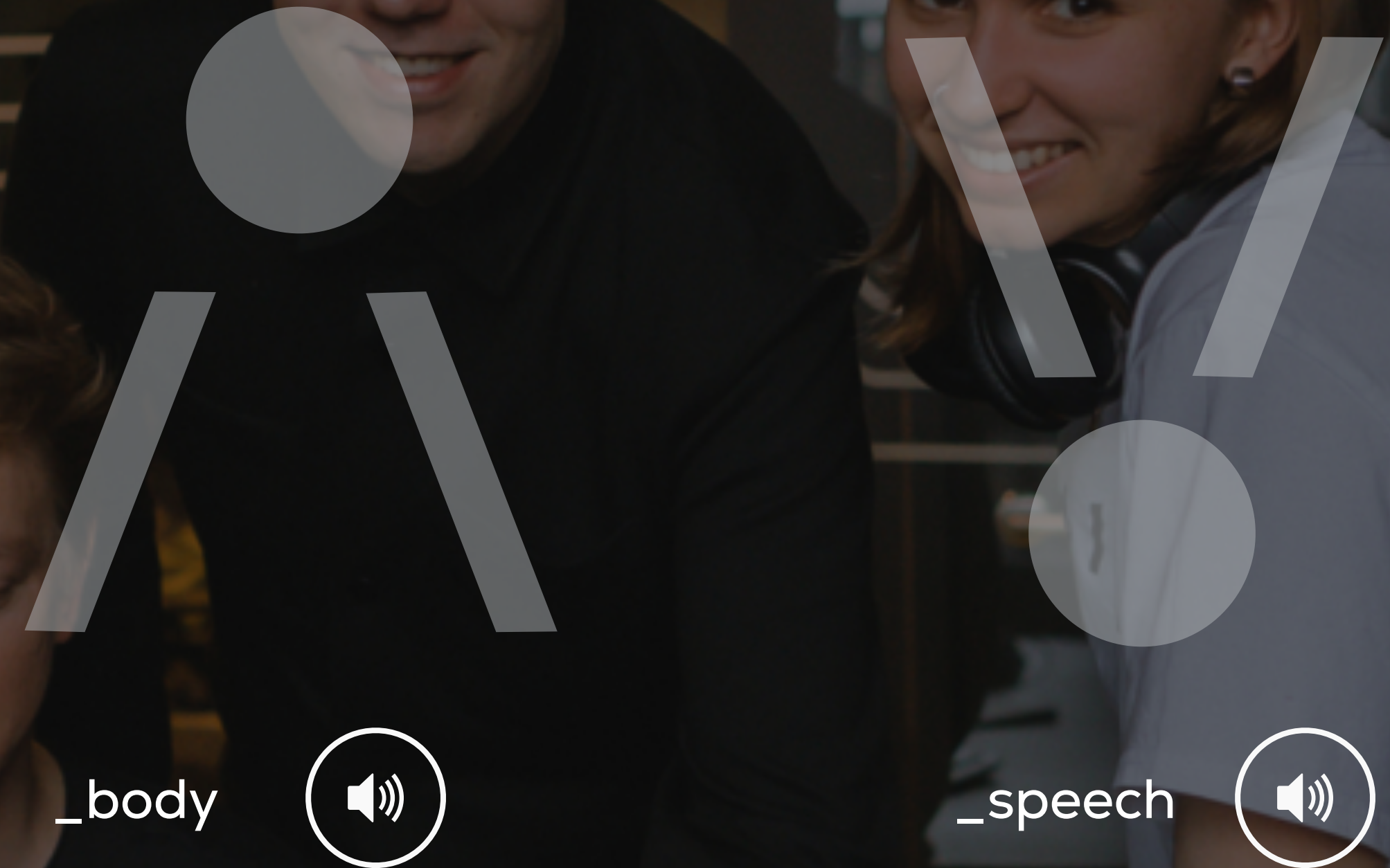
_fx edit



sound_interpret

CODERS_ the voices of the brand

Ever tapped your foot while deep in the zone? We're turning nervous energy and writing rhythms into percussive patterns. It's dev flow, captured.

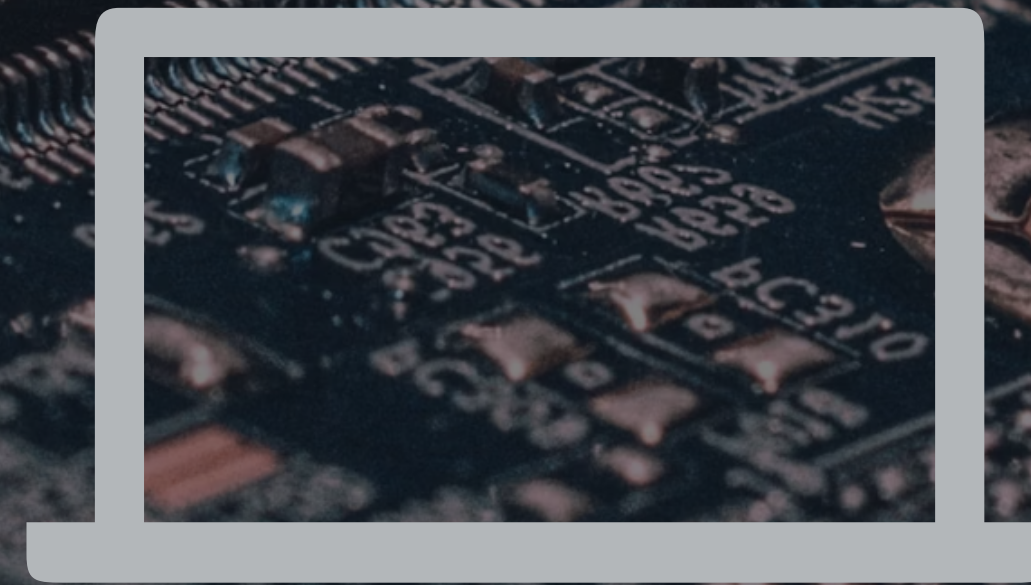


sound_texture

COMPUTER_ the texture of the sound

Fans. Drives. Mouse swipes.

The quiet hum of tech that
builds your world. We're
turning it into texture.



_hardware



11110101010000110
01010111101010101
01010111111011000
1100100011001001

_software



sound_ambience

NOISE_ the background world of the brand

We use real nature sounds – rain, wind, leaves, water. Not just background, but a soft invitation to focus, breathe, and think.

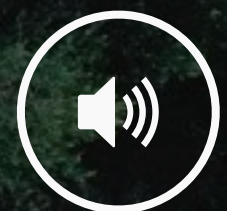
It echoes the dream of humanity: to build, to learn, and feel at peace with the world around us.



_school



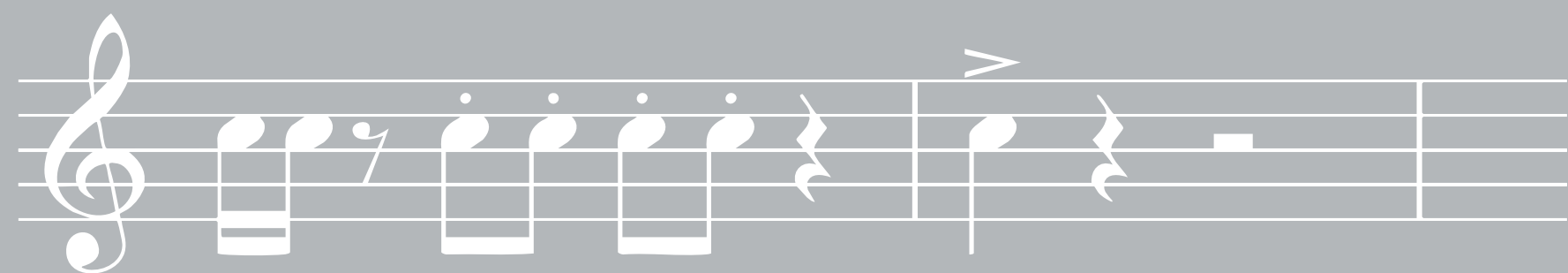
_nature



//KOOD



Sonic Logo



// sonic logo is constructed with a rhythmic pattern that mirrors the pulse of coding.

The rhythm suggests a journey through problem-solving: deliberate, intense, and satisfying.

It anchors the brand in a sonic pattern that is distinct yet adaptable, echoing the modular nature of software development.



The structure of the // sonic logo follows the natural flow of a coding session. It's a sound progression that mirrors a programmer's process: initiate, create, ship.

// – The moment you start.

//// – The rhythm of coding, keys clicking, thoughts translating into syntax.

/ – The final "Enter" – confirmation, execution, and satisfaction.

Logo_structure + rhythm

Logo_main



The main logo begins with a deep bass note – the foundation.

Then comes the keyboard – fast, sharp, tactile. It ends with a distinct snap: a metaphor for completing a task swiftly and efficiently.

It's // in sound form: grounded, dynamic, and decisive. A job well done – in a snap.

Logo_main_variations

The core structure stays the same, but the sonic logo adapts across formats and moods.

- Swap keyboard textures:** soft, crisp, glitchy.
- Play with the ending:** snap, pop, or fade.
- Change instruments:** mechanical keys, body sounds, drum pads.

These variations expand KOOD’s identity while staying unmistakably on-brand.

...//...////.../... **crisp**



...//...////...**bark...**



...//...////.../... **bass**



...//...////...**scream...**



...//...////...**snap...**



...**drum...drum...drum...**



Logo_minimal



The minimal logo distills the sound down to its essential elements. Used in quiet environments or subtle branding moments, it still communicates KOOD's identity clearly.

Minimal, but not forgettable – a gentle ping that still leaves an impact.

Logo_minimal_variations

Minimal doesn't mean static. You can still play. These nuances allow flexibility while preserving sonic clarity.

Rubber: soft, elastic key response.

Click: short, mechanical, purposeful.

...//.../...**rubber**



...//.../...**click...**



Logo_human as an instrument

...// stomps on the ground ...//// beats on the chest .../ snap

KOOD is powered by humans, so human sounds play a vital role. From stomps and chest beats to snaps and claps, this version of the logo celebrates the coder's physicality and emotion. It's raw, authentic, and bridges the gap between the digital and human worlds.



Logo_rules of creation

/

Never change the tempo.

When creating variations for the logo, then always keep the same tempo.

//

One instrument at a time.

You can use other instruments, but then change everything to that instrument. And lose the keyboard completely.

///

Play with “Enter”

Main opportunity to turn //KOOD into a more playful sound is the end. But you must keep the other two unchanged.





//KOODtape

//KOOdtape_



A mixtape for //KOOD

KOOdtape is a curated mixtape that captures the emotional landscape of coding.

Each track represents a different moment in the coder's journey – from deep focus to debugging chaos, from flow state to post-code celebration.

Built entirely from KOOD's official sound palette – keystrokes, coder voice textures, ambient layers, and human percussion – KOOdtape is not just music. It's a **sonic journal** of what it feels like to think in code.

Whether used in live events, videos, or background loops, KOOdtape reinforces the brand's personality through every beat, click, and snap.

//KOODtape_

A deep-focus track representing the mental state of intense coding. You're in the zone – everything fades except the screen, the syntax, and the sound of your thoughts flowing into code.

Track 1

Locked In



//KOODtape_

Track 2

Get Code Done



The sound of productivity. Bright, rhythmic, and paced to keep you moving. This track energizes coders to push through and hit deploy with confidence.

//KOODtape_

A glitch in the matrix. This track explores tension, confusion, and finally, resolution. It mirrors the emotional rollercoaster of debugging – anxiety and relief encoded in sound.

Track 3

The Bug



//KOODtape_

Track 4

In the Flow



A calm, immersive soundscape designed for uninterrupted creation. It evolves gently in the background, syncing with your breathing and your keystrokes – ideal for flow-state sessions.

//KOODtape_

A technical detour into the heart of the system. Metallic, structured, and minimal – this interlude represents the silent logic that powers the visible front.

Track 5 (interlude)

Back-end



//KOODtape_

Track 6

Aftercode



After the code comes the party. This track flips the tone – celebratory, colorful, fun.

It's the digital equivalent of standing up, high-fiving your team, and letting loose after a successful deploy. KOOD meets dancefloor.

//KOODtape_rules of creation

/

Use only //KOOD sounds

Every track must be built entirely from KOOD's official sonic palette – no stock samples, no external sources.

//

Reflect a state of mind.

Each track should capture an emotional phase of the coding journey – focus, frustration, flow, celebration.

///

Keep it human

Behind every sound, there should be a human touch. Tracks must feel intentional and hand-crafted – not automated.



Functionality



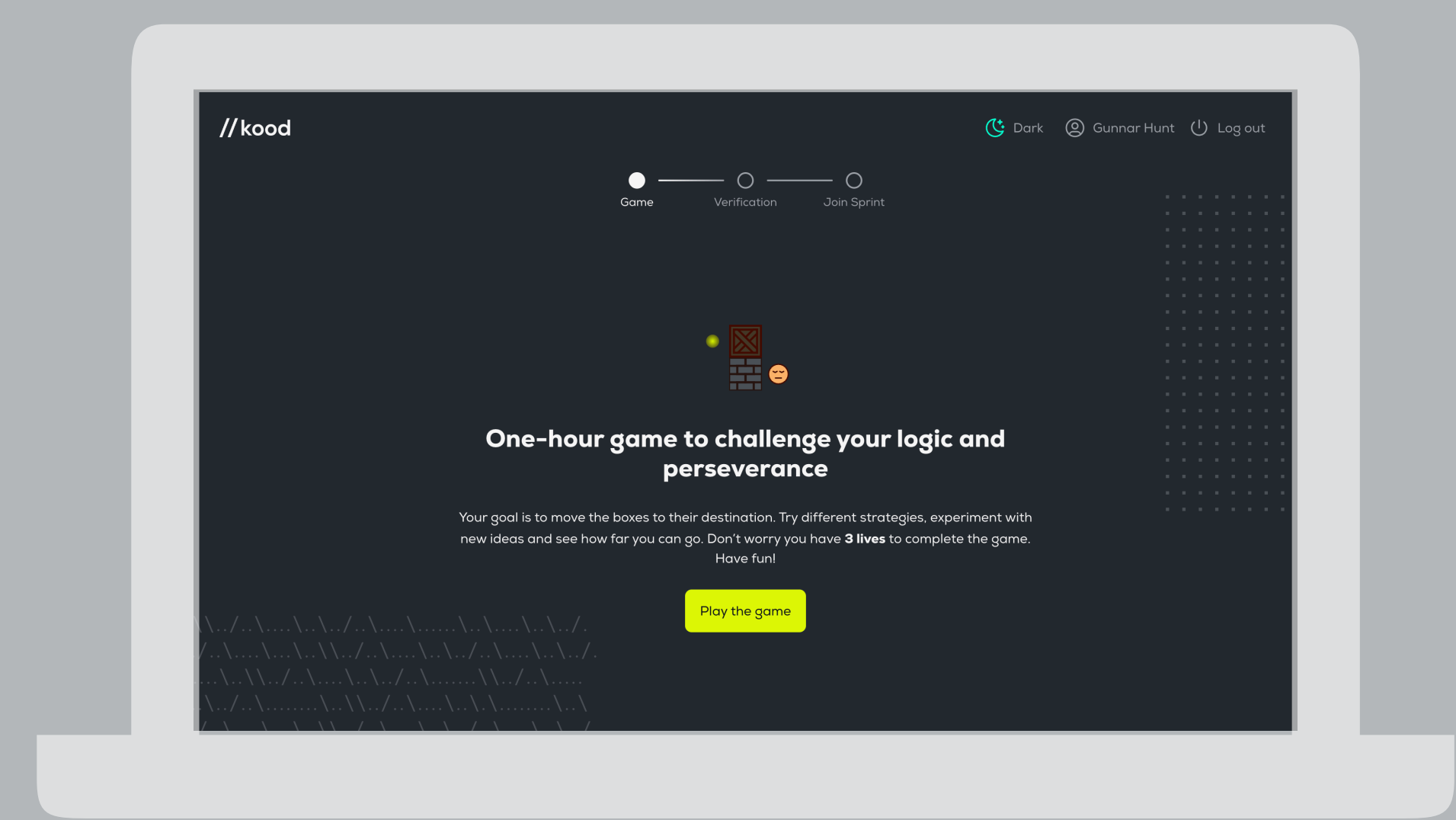
Functionality

KOOD's sonic identity isn't just for storytelling

Sound becomes a functional layer of interaction: guiding users, confirming actions, and reinforcing brand personality in every click, snap, or transition.

From platforms to podcasts, pass/fail feedback to ambient focus loops – each sound is designed to feel **natural, responsive, and unmistakably KOOD.**





_prefered coding sounds



In KOOD’s platform, students can **customize their coding sound experience.**

They choose their preferred keyboard sound – from tactile mechanical to digital clicks.

It’s creates personality, ownership, and immersion.

Functionality_example_PASS/ FAIL

These are two sides of the same sound.

Pass: the sound rises – a satisfying resolution.

Fail: the same structure, but falling – a gentle nudge to try again.

It's emotionally intuitive and consistent.





Intro and outro.

Keyboard clicks are reimagined
as percussive drum beats.

It makes the listening experience
recognizably KOOD – from the
first second to the last.



Functionality_example_koodnoise

KOODnoise is our custom white noise. Ambient and immersive.

Ideal for deep focus, calm coding, or background branding in digital spaces.



_koodnoise



Functionality_rules of creation

/

The keyboard is the core.

Every functional sound – from clicks to transitions – should build on the tactile, rhythmic language of typing.

//

Integrate the logo

Use elements of the KOOD sonic logo where possible – rhythm, tone, or pacing. This ensures consistency across all actions.

///

Bring static to life

Sound should animate the experience. And turn a passive interface into something expressive.



Communicating



Communicating

A sonic logo becomes powerful through repetition.

Like a visual logo, it only earns meaning when people hear it over and over – across moments, platforms, and mediums. In the first two years, use the KOOD sonic logo as much as possible. Every touchpoint is an opportunity to reinforce the brand: TV ads, radio spots, podcasts, livestreams, internal decks, events – anywhere sound can speak.

Don't hold back. This is the phase where recognition is built. Let the logo echo – until hearing it feels like coming home to KOOD. Repetition isn't noise. It's memory in the making.



**External
content is the
first touchpoint
for new
audiences.**

Every piece of
external media
should sound like //
KOOD.

Even before
it looks like it.



**Internally, sound
strengthens
culture and
reinforces brand
identity.**

Make it sound like
...//.../////.../..., even
behind closed doors.



**Events, conferences,
livestreams – every
live moment is an
opportunity to
reinforce the brand.**

Make the space feel
like //KOOD, even
before anyone speaks.



Technical



Rights

All audio elements must follow these baseline technical specs to ensure clarity, consistency, and cross-platform compatibility.

Format: WAV / AIFF / MP3 (high-quality)

Sample Rate: 48kHz (preferred), 44.1kHz (minimum)

Bit Depth: 24-bit (preferred), 16-bit (minimum)

Loudness: Normalized to -14 LUFS for digital platforms

All final tracks are delivered and mastered for use across web, broadcast, and live playback environments.



**BlackCatWhiteCat Europe
and KAGU_the_agency
grant //KOOD the right to use
all ready-made tracks from
this sonic identity for a period
of 2 years, free of charge.**

This includes all versions of the KOOD sonic logo, KOODtape tracks, and functional sound assets, for use in TV and radio advertising; **Online platforms and podcasts; Live events and broadcasts; Internal and educational materials**

All original audio assets remain the intellectual property of BlackCatWhiteCat Europe and KAGU_the_agency.

Any use beyond the 2-year period, or creation of custom variations, requires separate licensing or written agreement.





Branding by
KAGU_the_agency

Composition by
BlackCatWhiteCat Europe

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