



Loud Kazoo

Real code. Ridiculous machines.

SPEC

YOUNG SERIF / MANROPE + JETBRAINS MONO

PRIMARY

#5B2AA6 • GRAPE SODA

STYLE

MONOGRAPH

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The foundation.

MISSION

Teach kids 8 to 12 real programming — variables, loops, error messages — by building machines that beep, blink, draw, and occasionally embarrass the dog. The joke gets them in the door; the engineering is what they carry out.

VALUES

Real code, no forever-training-wheels

Block editors are a door, not a room. By week six a kid is reading a real error message in real Python, and we treat that as the milestone it is.

Ship it Friday

Every project goes home working at the end of the week. Nothing lives half-finished in a folder; finished-and-noisy beats perfect-and-imaginary.

Parents get plain sentences

Pricing, pickup times, soldering-iron rules, and what your kid actually learned this month — stated flat, no exclamation marks. Trust is part of the curriculum.

PERSONALITY

loud • precise • mischievous • patient • proud

VISION

A generation of twelve-year-olds who reach for a debugger the way they reach for duct tape.

Noise is feedback

A machine that beeps wrong teaches faster than a worksheet marked wrong. If it makes a sound, a kid will debug it all afternoon without being asked.

Silly is a delivery mechanism

A fart-detecting doorbell is a sensors, thresholds, and calibration lesson wearing a disguise. We are serious about the disguise.

TAGLINE CANDIDATES

Real code. Ridiculous machines.

The syllabus is serious. The robots are not.

Loud on purpose.

How we sound.

Say the real word

DO Call it a variable, a loop, a bug, a compiler. Kids can carry real vocabulary and they like the weight of it.

DON'T Don't say 'coding magic' or 'wizard powers'. It's engineering, and the whole point is that they did it themselves.

Joke about the machine, never the kid

DO Roast the robot that drew on the ceiling. Celebrate the kid who found out why.

DON'T No sarcasm at a learner's expense, ever — a kid who laughed at on Tuesday doesn't come back on Thursday.

Two registers, on purpose

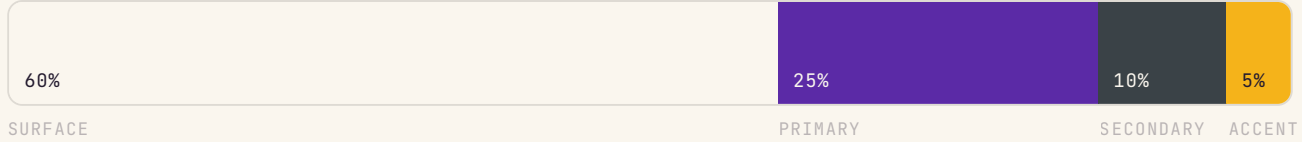
DO Be loud with kids and flat with parents: money, safety, and schedules get short declarative sentences.

DON'T Don't let the mascot voice anywhere near an invoice, a permission slip, or an incident report.

The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Grape soda	#5B2AA6	The club color. Carries the mark, headings, and anything a kid points at first. Loud without shouting at parents.
	SECONDARY	Chalkboard	#3A4247	Labels, table furniture, and the schedule grid. The calm slate that keeps the purple and yellow honest.
	ACCENT	Kazoo	#F5B31A	The plastic-toy yellow. Stickers, highlights, the one bar in the mark that hums. Never body text.
	SURFACE	Notebook	#FAF6EE	Warm paper. Default page, worksheet, and app background — the club runs on graph paper, not gradients.
	INK	Marker	#241B2F	Near-black plum. Body text, line work, and every sentence aimed at a parent.
	SUCCESS	It compiles	#2E6B45	Green for the moment the machine finally does the thing. Passed checks, paid invoices, projects that went home working.
	DANGER	Syntax error	#A62B1F	Red for bugs, overdue forms, and the soldering iron rules. Serious on purpose; the mascot voice never uses it.



Surface leads; primary speaks; accent is scarce on purpose.

The type.

DISPLAY • YOUNG SERIF

Loud Kazoo

TEXT • MANROPE

Teach kids 8 to 12 real programming — variables, loops, error messages — by building machines that beep, blink, draw, and occasionally embarrass the dog. The joke gets them in the door; the engineering is what they carry out.

MONO • JETBRAINS MONO

Loud Kazoo.com • v1.0 • hello@loudkazoo.com

CHARACTER SET • YOUNG SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

Aa 400

Young Serif is chunky, warm, and slightly toy-like without being a crayon font — a display face a kid finds friendly and a parent finds solid. Manrope handles the plain sentences about money and pickup times. JetBrains Mono is what the kids actually see in the editor, so the brand's code voice matches the classroom's.



Loud Kazoo



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

01 • MORSE • RECOMMENDED PRIMARY

Seven rounded bars rise from a rail, and the bar widths are not decoration: they spell L (dit-dah-dit-dit) and K (dah-dit-dah) in Morse code, with the final dah in Kazoo yellow — the one that hums. It looks like a toy; it decodes like a transmission. That is the club's entire pedagogy in one mark: silly on the surface, rigorously real underneath, and a kid can verify it with a Morse chart, which makes the logo itself a first lesson. No kazoo is drawn, no swoosh sweeps; the noise is encoded, not illustrated.

concept-1-morse.svg



Loud Kazoo



Loud Kazoo

VERTICAL



SYMBOL



Loud Kazoo

MONO-POSITIVE



Loud Kazoo

MONO-REVERSE

02 • TURTLE

This is the first drawing every kid's robot makes. Pen down, forward one, turn right, forward two, turn right, keep going until seven. Four lines of code, one loop, no cleverness — and the pen path comes out a spiral, which surprises exactly everyone the first time. The yellow dot is the pen, still on the paper, waiting for iteration eight. We didn't design this mark so much as run it: the whole program fits on a sticky note, and any eight-year-old in the club can check our work. The favicon is the same program run for fewer turns — the small logo is a shorter loop, not a cropped big one. (Turtle graphics comes from a language called Logo. Our logo is written in Logo. We are legally required to enjoy that.)

concept-2-turtle.svg



Loud Kazoc



VERTICAL



SYMBOL



MONO-POSITIVE

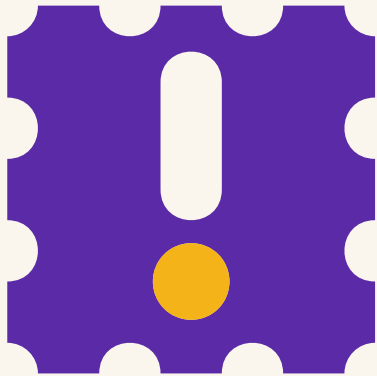


MONO-REVERSE

03 • BOLTED K

The K is not drawn; it is assembled. Three bars cut from the same stock — one strip, two arms — and the arms never actually touch the strip. They hinge on a single yellow bolt, and the bolt is doing real work: take it out and the letter falls apart. The strip has holes punched at both ends because that is what strips have. Nothing on this mark is decoration, which is also our teaching policy. It reads as a K from across the room and as a parts list up close — one strip, two arms, one bolt, three holes — and yes, a kid can count them, and will.

concept-3-bolted-k.svg



Loud Kazoo



Loud Kazoo

VERTICAL



SYMBOL



Loud Kazoo

MONO-POSITIVE



Loud Kazoo

MONO-REVERSE

04 • FRIDAY STAMP

Every project goes home working on Friday, and things that go home working get a stamp. This is the stamp. A die-cut token, perforated like postage — which is what shipping looked like before the cloud — holding the one exclamation mark this brand permits itself. Our letters to parents don't use exclamation marks; we saved them all and spent them here. The bites around the edge sit on a strict 128-unit grid, which is the whole club in miniature: it looks like a sticker a kid slapped on a lunchbox, and it measures like an engineering drawing. Stamp it on the worksheet, iron it on the backpack. It means the machine did the thing.

concept-4-friday-stamp.svg



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

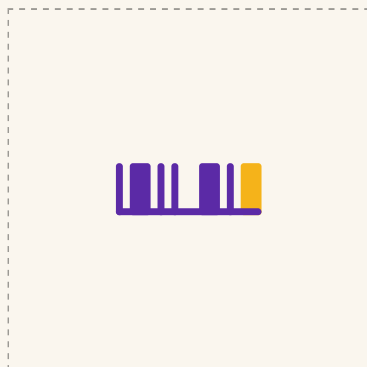
05 • BELL

The ASCII table has exactly one character that makes noise. It is number 7, the bell, and you type it as `\a` — run `print('\a')` and the computer beeps, no speaker required, a fact that has delighted every eight-year-old we have ever shown it to. Our name came with the a pre-installed, so we escaped it: a hand-cut backslash at the a's exact stem weight, overshooting the x-height and breaking the baseline, with the part that escapes the line picked out in yellow — the part that hums. A kid can verify it tonight with one line of Python and one startled parent. We did not draw a kazoo. We typed the sound instead.

concept-5-bell.svg

Using the mark.

CLEAR SPACE



Keep one quarter of the symbol's height clear on every side. Nothing enters this zone — no type, no rules, no page edge. The dashed line marks the minimum; more is better.

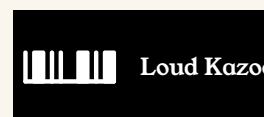
MINIMUM SIZE



10 MM PRINT • ACTUAL SIZE 16 PX SCREEN • ENLARGED

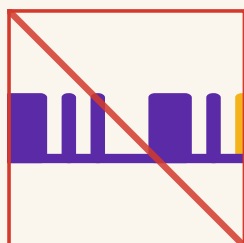
Below these sizes, switch to the favicon file — its geometry is drawn for 16–32 px rendering. Never scale the full lockup below 40 mm in print.

ONE COLOR

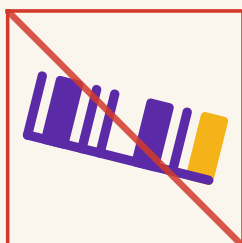


ON LIGHT • MONO-POSITIVE ON DARK • MONO-REVERSE

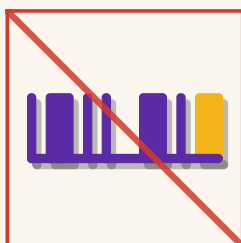
NEVER



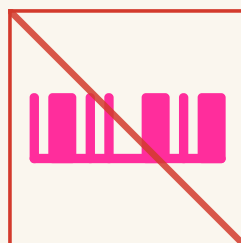
DON'T STRETCH OR
SQUASH



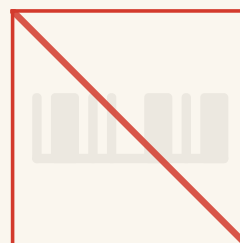
DON'T ROTATE THE MARK



DON'T ADD DROP
SHADOWS



DON'T RECOLOR OUTSIDE
THE PALETTE

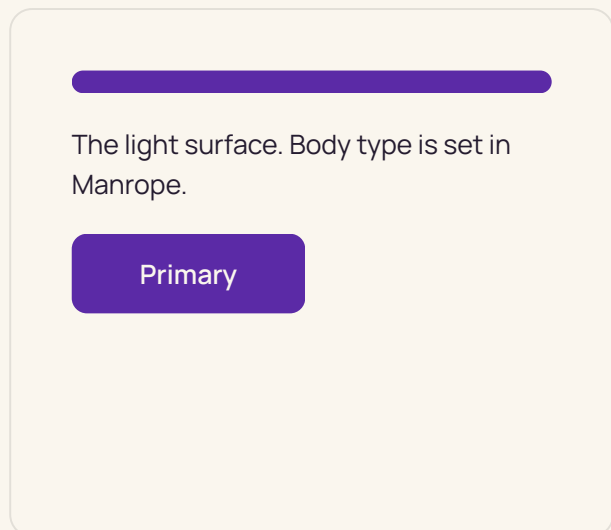


DON'T USE LOW-
CONTRAST COLOR
COMBINATIONS

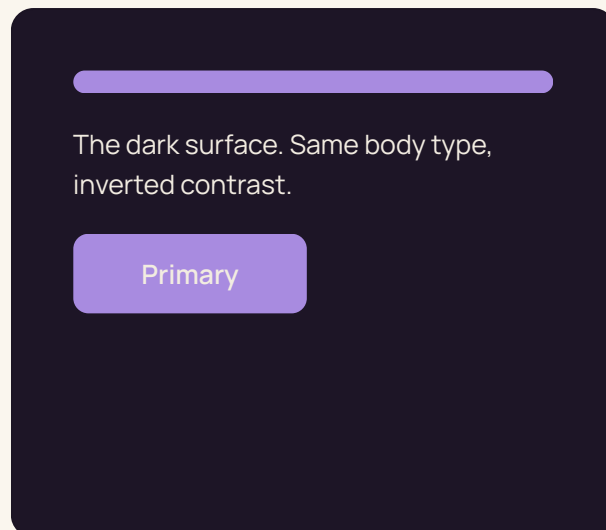
- Redraw the wordmark in another typeface, or set it in a banned face.
- Place the full-color mark on photography without a surface-colored plate behind it.

The system.

LIGHT MODE



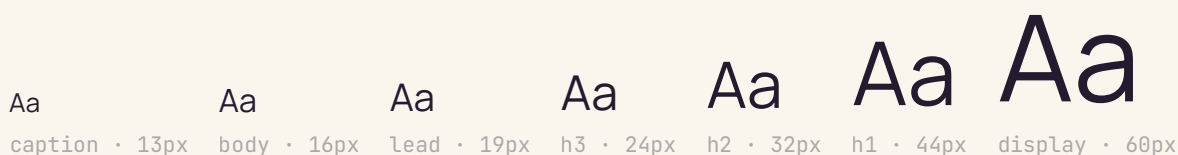
DARK MODE



SPACING SCALE

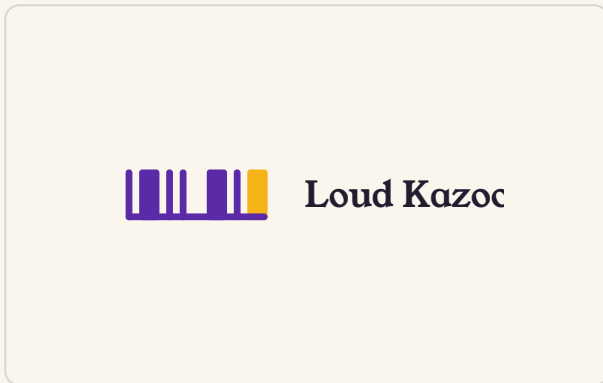


TYPE SCALE



In the wild.

BUSINESS CARDS • 85.6 × 54 MM



APP ICON



180 PX

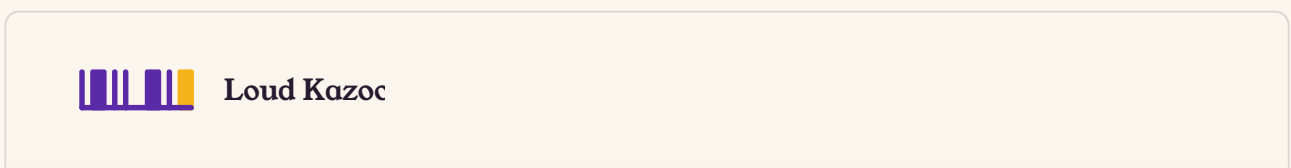


64 PX



32 PX

EMAIL HEADER



The Loud Kazoo story

The promise

Your kid comes home on Friday with a machine that works, the code that runs it, and the exact sentence for what broke on Wednesday and how they fixed it. You get plain emails about money and pickup times. The dog gets a doorbell that announces its farts. Everyone gets something.

The story

Most kids' coding programs are quiet. Drag the block, watch the sprite, print the certificate. The kid learns that computers are a screen you obey, and by Thursday they'd rather be anywhere else. Meanwhile the parent is paying for a franchise slideshow and calling it engineering.

Loud Kazoo starts from a different observation: a kid will debug a machine for two hours without being asked, provided the machine is making a ridiculous noise the whole time. Noise is not the reward at the end of the lesson. Noise IS the lesson — a wrong beep is an error message a nine-year-old actually wants to read. So the club builds synthesizers, drawing robots, doorbells with opinions. Under every joke is the real stack: real Python, real sensors, real error messages, read aloud, fixed, and shipped home working on Friday.

The name is the method. A kazoo is the least serious instrument on earth, and it only works if you commit and make noise with your own voice. That is the club: committed, loud, and unmistakably the kid's own work.

The positioning

For parents of eight-to-twelve-year-olds who want screen time to produce something, Loud Kazoo is the after-school club where kids write real code that runs on real machines they take home. Unlike tablet-app academies and

block-coding franchises, the curriculum runs on hardware that beeps, blinks, and misbehaves — because debugging a machine you love is the fastest route to a kid who thinks like an engineer.

Premium rules

- Every project goes home working on Friday, with its source code printed and stapled to a one-paragraph note on what the kid built and debugged.
- By week six, every kid has read and fixed a real Python error message without an adult touching the keyboard.
- Class size caps at eight kids per mentor. The ninth signup starts a new section, not a longer bench.
- Parent emails about money, safety, and schedules are written flat: no exclamation marks, no mascot voice, every price in the first paragraph.
- Broken builds are never quietly fixed overnight by staff. The kid ships it working or presents what still fails and why — both count as done.