

MADE FOR THE CONTENT TEAM.

Six pillars · seven value props · logos · the rules — one page.

For creators, producers, social, and every partner making content on our behalf. Six pillars grouped under three categories: **Payout, Sports, Culture**. Trust is the credibility floor under all of it. Every asset ladders to one pillar. Every asset uses the approved logo (download link on page 2). The full brand book lives at homebase.prophetx.info/docs/brand-book.html.

CONTENT PILLARS

PAYOUT YOU MAKE MORE HERE · P1 · VS. SPORTSBOOKS

01 Same Moment. Bigger Payout.

Vehicles: Highlights + graphic overlays · tee ups + reactions · trading strategy · green screen over X post / industry commentary.

02 Sportsbooks Are Criminals

Vehicles: Highlights + graphic overlays · tee ups + reactions · trading strategy · green screen over X post / industry commentary · stunts / guerilla style · callouts · comparisons.

SPORTS BUILT FOR SPORTS FANS · P2 · VS. GENERALIST PREDICTION MARKETS

03 First Sports-Native Prediction Market

Vehicles: Custom markets · line movement (recreational + informational) · audience-driven · analysis · product functionality · breaking news · highlights · trading math.

04 Trading Education / Edge Seeking

Vehicles: Line movement (informational + recreational) · analysis · green screen over tweets · trading math.

CULTURE SPORTS & TRADING CULTURE · EARNS ATTENTION · CONTENT-ONLY

05 Trading Culture

Vehicles: Reaction videos · IRL at game / immersive trader · bad beats · celebrating big wins · street / trader interviews · line movement · picks · tail / fade me · trends · analysis · comedic · sketches · memes.

06 General Sports Fandom

Vehicles: Reaction videos · IRL at game / immersive fandom · breaking news · real-time game updates · rumour mill · highlights · open discussion topics · memes.

TRUST · THE FLOOR UNDER EVERYTHING

No dedicated pillars — the credibility anchor **Federally regulated. Live nationwide.** carries this argument until Trust-specific pillars are commissioned. Ladders to P3, aimed at newer audiences and anyone verifying legitimacy.

EVERGREEN VALUE PROPS

WHAT'S TRUE, ALWAYS.

Use these as receipts when a pillar needs backing. No dated features — those live in the brand book.

Better prices on the same trade — keep more of what you win	P1
No house cut, and no house taking the other side	P1
Set your own price instead of taking theirs	P1 · P2
Markets built for how sports fans actually trade	P2
Trade all game — add to, trim, or close a live position	P2
Nationwide on iOS, Android, and web	P3
Federally regulated. Legal, live nationwide.	P3

WORD SWAPS

SAY THIS, NOT THAT.

Bet · wager	Trade	What actually happens on an exchange.
+200 · -150	62% · %	Percentages / implied probability. American odds are banned.
Vig · no-vig	Keep more · better prices	"Vig" language gives brand awareness to a competitor. Don't use it.

HARD BANS — NEVER SAY

~~Bet~~ · ~~wager~~ · ~~lucky~~ · ~~jackpot~~ · ~~gamble~~ · ~~win big~~ · ~~risk-free~~ · ~~guaranteed~~ · ~~sure thing~~ · ~~all 50 states~~ · ~~sportsbook~~ (in hero copy).

Product UI keeps one exception: **Cash Out** (search intent). Brand and marketing copy says **trade out of your position**.

APPROVED LOGOS

PLACE THE FILE. NEVER REDRAW.

Every asset uses the approved SVG. Don't recreate the wordmark in HTML/CSS or generate it. Full clear-space, minimum size, and misuse rules live in the brand book.



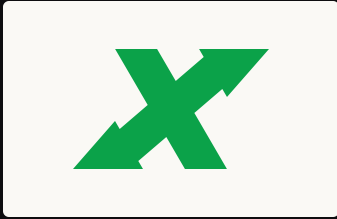
WORDMARK · DARK



WORDMARK · LIGHT



X · WHITE ON GREEN



X · FILLED GREEN

ONE-CLICK DOWNLOAD

CREATOR PACK

Every wordmark, every X variant (Filled primary + Stroke 8 secondary in Green / Dark / White), plus pre-composed social avatars. SVG · PNG · AI per mark, PNG per social. Click to download the ZIP.

DOWNLOAD CREATOR-PACK.ZIP

EVERY MARK + SOCIAL AVATAR · ALWAYS CURRENT