

The *order book* of sports.

America's First Sports-Native Prediction Market. Federally regulated. Live nationwide.

The one-pager for producing on-brand editorial and corporate collateral — reports, quarterly briefs, investor decks, board decks, memos, thought-leadership, executive summaries. TL;DR of the Corporate scope; full detail lives in the brand book. Voice, vocabulary, and hard bans are shared with Marketing — the visual system is not.

APPROVED LINES · VERBATIM

Say these. *Invent nothing.*

HERO	Same Moment. Bigger Payout.
IDENTITY · FORMAL	America's First Sports-Native Prediction Market
CATEGORY-FLUENT	The Order Book of Sports.
CREDIBILITY	Federally regulated. Live nationwide.
CTA · BRANDED	Own your edge on ProphetX.
CTA · FUNCTIONAL	Trade Now.

VOICE

How we sound.

Precise. Confident without swagger — the product does the talking. Written from the trader's point of view. Elevated, editorial, considered. Italics carry emphasis; absolutes carry risk.

TYPE · CORPORATE

Fraunces + Outfit.

Report covers

Fraunces 700
Bold

Standard headlines

Fraunces 500
Medium

Editorial emphasis, sparingly.

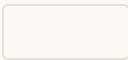
Fraunces italic
20–40 pt

Body copy — Outfit, reading face.

Outfit 400
Regular

PALETTE · CORPORATE

Cream ground. Ink text.

				
CREAM #FAF9F5	INK #0D0D0F	GREEN #0BA249	INDIGO #667EEA	RED · LOSS #E93A3A

Cream is Corporate-only paper — not on consumer surfaces.

EXTENDED · CORPORATE DATA-VIZ ONLY

					
Teal	Amber	Purple	Orange	Blue	Pink

Utility only — charts, tags, coded systems. Never as fills, backgrounds, or hero elements.

LOGO INTEGRITY

Always place the file.

01 / 02 · Corporate

› Never generate the wordmark. Always place the approved SVG.

Rules • vocab • *what never ships.*

HARD BANS + GUIDANCE
FOR EDITORIAL & CORPORATE

WORD SWAPS

Say this. *Never that.*

INSTEAD OF	SAY
Bet · wager · play	Trade
The team someone bet on	Position
American odds (+200 / -150)	Percentages
Vig · no-vig	House cut · better prices
All 50 states	Nationwide

HARD BANS

Never anywhere.

BET • WAGER	Full ban across every channel. No A/B carve-out. Product-UI exception: Cash Out (users search for it); brand copy still says <i>trade out of your position</i> .
VIG • NO-VIG • JUICE	Gives brand awareness to a direct competitor. Say keep more , better prices , or no house cut .
AMERICAN ODDS	The +200 / -150 / -110 format. Sportsbook-adjacent, and the product is percentages-only per CFTC guidelines. Use percentages . Decimal and fractional formats are similarly out.
GAMBLING-CODED	Lucky · jackpot · gamble · win big.
ABSOLUTES	Guaranteed · risk-free · sure thing · lock. Never in copy.
AVAILABILITY	Never "all 50 states." Some states drop offline during litigation. Default to nationwide ; specific states OK when the work is targeted.

PANELS • SECTION DIVIDERS

Solid colour. *Never shading.*

Editorial layouts use **solid** brand colours as panels, chapter openers, and numeric callouts. Green ground with cream type reads as an editorial hero moment. Ink ground with cream type reads clean and formal. Cream tint washes are quiet asides. Never a directional shading gradient — the panel is a colour field, not a wash.

Q3 2026 • Market intelligence

Editorial section divider

Quiet callout • pull-quote wash

62%

The brand hero gradient — one per composition — lives on the X mark and one Fraunces hero headline. Everything else stays flat.

CRAFT STANDARD

Editorial. *Considered.*

✓ LEAN IN Real data · cited sources · italics as pacing · categorical data-viz using the extended palette · generous negative space.	✗ AVOID Consumer-ad aesthetic in board decks · Big Shoulders type · extended palette as hero or background · motorsports as visual motif.
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Corporate is the natural surface for a considered F1 mention — investor decks and editorial can honestly reference production standards or technical-audience seriousness. Name F1 once, tie it to a real point, and move on.

WHERE TO GO FOR MORE

Full brand book → homebase.prophetx.info	Brand DNA → mission, pillars, audiences
Message Hierarchy → pillars, audiences ranked	Marketing Lines → every approved line
Voice & Language → full vocab tables	Content Guide → six content pillars, formats
Value Props & Features → competitor angles, current offer	Brand Assets → Fraunces + Outfit, logos, downloads, corporate