

SAME MOMENT. BIGGER PAYOUT.

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

The one-pager for producing on-brand consumer creative — ads, social, OOH, event campaigns. TL;DR of the Marketing scope; full detail lives in the brand book. If a rule below feels tight, follow it — brief the exception deliberately.

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. Sports-obsessed. Never hyped.
Written from the trader's point of view, not the platform's. *Decisive on CTAs — never "Learn More."*

TYPE · MARKETING

BIG SHOULDERS + OUTFIT.

SECTION TITLES

Big Shoulders 800
ExtraBold

SUPPORTING

Big Shoulders 700
Bold

EYEBROWS · LABELS

Outfit 600
SemiBold

Body copy stays legible.

Outfit 400
Regular

PALETTE · MARKETING

DARK-FIRST. GREEN ANCHORS.

				
GREEN	INDIGO	GROUND	PAPER	RED · LOSS
#0BA249	#667EEA	#020408	#F5F5F5	#E93A3A

No cream (Corporate-only). No extended palette (Corporate-only).

LOGO INTEGRITY

ALWAYS PLACE THE FILE.

- › **Never generate** the wordmark. Always place the approved SVG.
- › **Clear space** = 1× the X's cap-height on every side. 40 px cap → 40 px per side; scale with the mark.
- › **Minimums:** wordmark 80 px wide (digital) / 24 mm (print); X icon 16 px.
- › **Never** distort, rotate, recolor, or add effects to the mark.

RULES · VOCAB · WHAT NEVER SHIPS.

HARD BANS + GUIDANCE
FOR CONSUMER CREATIVE

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 *trade out of your position*.

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.

GRADIENT · ALLOWLIST

ONE HERO MOMENT.

APPROVED RECIPE

- Face: **Big Shoulders Display 800**, ALL CAPS
- Case: dark ground only
- Gradient: `linear-gradient(135deg, #0BA249, #38B2AC)`
- Apply via `background-clip: text`
- **One per composition**. Never on body, sub-headlines, or a second headline in the same layout.
- The **X mark** is the only other place the gradient may live.

CRAFT STANDARD

CINEMATIC. NOT COSTUME.

✓ LEAN IN

Cinematic scale · broadcast-grade production · abstract visualizations of market movement · hyper-stylized win moments.

✗ AVOID

Motorsports as a visual motif (racing cars, checkered flags) · generic stock sports · gambling-coded language · lo-fi filler.

F1 is a *tone reference*, not a costume. Considered mentions in editorial or partner content are fine; motorsport imagery in the hero is not.

WHERE TO GO FOR MORE

Full brand book → [homebase.prophetx.info](#)

Message Hierarchy → pillars, audiences ranked

Voice & Language → full vocab tables

Value Props & Features → competitor angles, current offer

Brand DNA → mission, pillars, audiences

Marketing Lines → every approved line

Content Guide → six content pillars, formats

Brand Assets → fonts, logos, downloads

v2.0 · August 2026 · Jeff Donaldson · jeff.donaldson@prophetexchange.com — CFTC-required paid-marketing disclaimer applies to paid static, vertical video, and the end card of CTV spots.