



1 The three-layer RG framework (Module 00)

LAYER	WHAT IT DOES	WHOSE LENS
Compliance	Meets the rules — minimum legal standards	Regulator
Public Health	Population-level protection and accountability	Public
Informed Choice	Gives players the information to manage their own play	Consumer

They are complementary layers, not competing alternatives —an operator needs all three. Playbook operates at the Informed Choice layer. Tier 1 is the routine education register; Tier 2 supports difficulty, distress, and requests for help. Tier 2 support remains one tap from every Tier 1 context.

2 Two tiers, visual and voice (Modules 01-02)

Visuals	Full system — navy, teal, orange accent, full iconography	Stripped back — no orange, no decoration, single column, light mode only
Voice register	Playful/Witty, Confident/Informative, Celebratory	Warm/Direct — no humor
Quality bar	Marketing-grade	Marketing-grade. Same quality, maximum restraint

The five voice dimensions: Voice (peer, not authority) · Framing (opportunity, not warning) · Humor (witty, not preachy) · Directness (blunt, not hedging) · Comfort (open, not stigmatizing).

The four-point visual test: does it belong, would a CMO sign off, does it feel modern, is it accessible (WCAG 2.1 AA — 4.5:1 contrast, 44×44px touch targets). Pass all four to ship.

3 The 10 stigma-free swaps (Module 02)

#	DON'T USE	USE INSTEAD
1	Problem gambler	Player
2	Responsible gambling	Set a budget / Know the odds / Check your session
3	Gambler	Player
4	Gambling addiction	Difficulty with gambling
5	Self-exclude (in Tier 1)	Take a break / Pause your account
6	Intervention	Feature / Tool
7	Reality check	Session reminder
8	You should	You can
9	WARNING	Heads up
10	Odds are against you	The house edge is [specific number]

The principle: person-first, action-specific, non-diagnostic. Apply them in your own first draft, not the editor's.