



PLAYBOOK ACADEMY
Brand Foundations

The Playbook Brand System in 60 Seconds

JOB AID · V1.0.1

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TIER 1 + 2

Print this. Pin it next to your brief template. Check it before every ship decision.

A job aid — not a training module. It assumes you've completed all six Brand Foundations modules and passed them. Anything unfamiliar here? Revisit the relevant module first.

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're complementary layers, not competing alternatives — an operator needs all three. Playbook operates at the Informed Choice layer. Tier 1 (95%) equips rational decision-makers; Tier 2 (5%) supports difficulty and loss of control. The non-negotiable: Tier 2 support is always one tap away from any Tier 1 context.

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

	(95%)	(5%)
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.

4 The six segments (Module 03)

SEGMENT	ONE-LINER
New / Novice	Learning the basics — teach how the game works
Recreational	Casual and fine — keep it light, keep it useful
Enthusiast	High knowledge, high engagement — go deeper, not louder
At-Risk	Behavioral warning signs — tool visibility, not lectures
In-Crisis	Actively seeking help — immediate, frictionless support
Friends & Family	Not a player — separate entry point, conversation starters

Segments are **relationship-based, product-contextual, and dynamic** — the same player can be Recreational in casino and New/Novice in sports. Overlay the five verticals (Sports, Casino, Lottery, Poker, Bingo) independently. Adapt the lens, never the fact.

5 The five journey stages (Module 04)

1. **Awareness** — not signed up yet; Playbook as companion brand, teaching how games work
2. **New Player** — just signed up; myth-busting and game education
3. **Active Player** — engaged; entertainment literacy, strategy, quizzes
4. **Regular** — established; introduce self-management tools as feature upgrades
5. **Support Seeking** — available at *every* stage, one tap away

It's not a funnel. Most players never leave Stage 2 — that's the design working. Education first, tools later, support always.

6 Scorecard: ship, diagnose, or revise? (Module 05)

Anchor metric: **NPS** — “How likely would you recommend this material to a friend who gambles?” Five semantic pairs: Forgettable–Memorable, Boring–Engaging, Preachy–Respectful, Confusing–Clear, Generic–Made for me.

RESULT	CALL
NPS 30+ and all pairs 4.0+	Ship
NPS 0–29 or any pair below 4.0	Diagnose — run the Full survey
NPS below 0 or Preachy–Respectful below 3.0	Revise

Brand DNA Alarm: Preachy–Respectful below 4.0 is an automatic hold, regardless of the other scores. Total effort: 3–4 hours per launch. Pulse every launch, Full for diagnostics, Recall at 7–14 days.

