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## I.1 BRAND OVERVIEW

Linechasers is your ultimate destination for sports betting insights, where strategy meets precision. We provide expert picks, live updates, and a supportive community to help you stay ahead of the game. With our blend of analytics and insider knowledge, we empower bettors to make confident and informed decisions.

*Our mission is to empower sports enthusiasts and bettors with reliable, well-researched picks and insights, helping them make informed decisions and enjoy the thrill of the game.*

### ANALYSIS

Every pick we offer is grounded in data-driven research and a deep understanding of the game, ensuring you stay ahead of the odds.

### DIVERSITY

We cater to all sports enthusiasts, from casual bettors to seasoned pros.

### STRATEGIES

Our events aim to connect people, bringing together artists, art enthusiasts, and the local community.

### COMMUNITY

Network of like-minded sports enthusiasts who share tips, wins, and passion for the game.



# OVERVIEW

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### LOGO



**Figure 1.**  
Primary logo.

### PRIMARY

This versatile logo adapts seamlessly to any background, maintaining its bold and modern appeal on light, dark, or vibrant colors, ensuring consistent impact across all uses.

### TYPEFACES

**YANTRAMANAV**  
**MERRIWEATHER SANS**  
MAITREE

### PRIMARY COLOR PALETTE



### ACCENT COLOR PALETTE



Accent colors can be played with. Take these as samples



### DESIGN PROCESS



### INFORMING WITH OUR IDENTITY

The LineChasers logo was created through a process of exploring key concepts that align with the brand's focus on precision and success in sports betting. Starting with the idea of combining the initials "L" and "C," I aimed to create a mark that feels bold, modern, and approachable.



**Figure 1.**  
Primary logo.





**WHOP**  
BANNER & SLIDES

# LINECHASERS

*YOUR PLAYBOOK FOR WINNING PICKS*





**24/7**  
SUPPORT



**80%**  
SUCCESS



**DAILY**  
PICKS

COMMUNITY

**PRIVATE DISCORD**



Like-minded bettors sharing insights, strategies, and exclusive access to expert predictions. Stay ahead of the game with alerts and tools designed for winners.

**Hard Rock BET**

Lakers +750

**TO WIN**

Celtics vs. Lakers

Wager Paid

**\$145** **\$1,232.50**

ID: 240458750004304010

**Hard Rock BET**

10-Bet Parlay +22613

76ers, Raptors, Heat, Thunder, Clippers, Rockets, Warriors, Nuggets.

Wager Paid

**\$1** **\$227.13**

ID: 2410285135521844546

**Hard Rock BET**

7-Bet Parlay +179

Magic, Cavaliers, Warriors, Celtics, Timberwolves, Bucks, Heat

Wager Paid

**\$400** **\$1,116.81**

ID: 2588584386849130575

**Hard Rock BET**

**WINNER**

**SCP** 5-Bet Parlay +1750

Lakers, Over 2.5, Over 11.5, Under 7.5, Under 5.5

Wager Paid

**\$30** **\$607.50**

**⚡ 10% Profit Boost applied +\$52.50 added**

MIN 103 Final Score 110 **LAL**

ID: 8666376746118676559



## ELEVATE YOUR GAME

# BETTING SMARTER

Unlock the power of precision with data-driven insights. Our advanced analytics and expert strategies help you stay ahead of the game, turning stats into smarter plays and bigger wins. Join us to bet with confidence and take your skills to the next level.

