



HORSE RAIL

Know the field.

A clearer view of horse racing.

Connected horses, riders and race information.

Built for curious fans. Starting in Malaysia.

The horse. The rail.



HORSE RAIL

A forward-facing horse brings the sport into the identity.
Two parallel rails connect the mark to the racecourse.
The wordmark is supplied as outlined vector artwork.



REVERSED / GREEN BACKGROUND



HORSE RAIL

SINGLE COLOUR / LIGHT BACKGROUND

A sporting palette.



Racing Green

#123D32

Primary / 55%

Warm Ivory

#F6F4ED

Canvas / 30%



Rail Lime

#C7F467

Emphasis / 10%



Field Ink

#172D26

Text / 5%

Use green or ink for text on ivory. Use ivory or lime on green.
Lime highlights selection and action; it is not body text on white.
Use labels alongside colour for race status and probabilities.

DIGITAL FIRST / HEX + RGB TOKENS INCLUDED / PRINT COLOURS REQUIRE A PROOF

Clear type. Clear language.

01 / TYPOGRAPHY

Manrope

Headlines: 700-800 weight.

DM Sans: body, tables and controls.

Body: 14-16 px. Labels: 11-12 px.

Fallback: Arial, sans-serif.

Wordmark: fixed outlined artwork.

02 / VOICE

Informed. Open. Precise.

Explain racing without assuming expertise.

Say what is known, dated or missing.

Make every statistic understandable.

Avoid hype and promises of winning.

SAY

Explore the field. Compare the facts.

AVOID

Guaranteed winner. AI certainty.

TAGLINE: KNOW THE FIELD. DESCRIPTOR: HORSE RACING INTELLIGENCE

One identity, every touchpoint.



Logo rules

Keep clear space equal to 1/4 of the icon width.

Minimum size: icon 24 px; full wordmark 144 px.

Never stretch, rotate, recolour arbitrarily or add effects.

Use the icon at small sizes; keep the horse and rails together.



HORSE RAIL

Know the field.

MALAYSIA / RACE INTELLIGENCE

Product language

Horse Rail - never HorseRail or HORSErail.

Label market-implied chance explicitly.

Show source dates and snapshot status.

Keep odds and probability distinct.

Never present a forecast as a result.

SOCIAL HEADER DIRECTION