

moolahTM

PLAY

BRAND BOOK - 2025

Because
You Came
To Win,
Not Wait!





Welcome to the **Moolah Play B2C Brand Book**. Here you'll find everything you need to build the brand and connect with players. Remember, your brand is more than a logo or tagline, it's how people experience and connect with your business. So do it proud!

This brand book serves as:

- **A Guide to Consistency:** Ensures every message, design, and interaction aligns with who we are.
- **A Tool for Clarity:** This helps us communicate our values, tone, and personality with confidence.
- **A Foundation for Creativity:** Gives us the structure we need to innovate without straying off-brand.

By following the principles in this book, we'll stay true to what makes Moolah Play unique and memorable.

Table of Contents

1. Who we are	05
2. How we look	12
3. How we speak	33
4. Player benefits & headlines	41
5. How it comes to life	48

“Gambling is a fun thing to do. People want to go into a casino, and they want to get on a machine and get some action. The less friction you create, the better. And you can play immediately and pay later.”

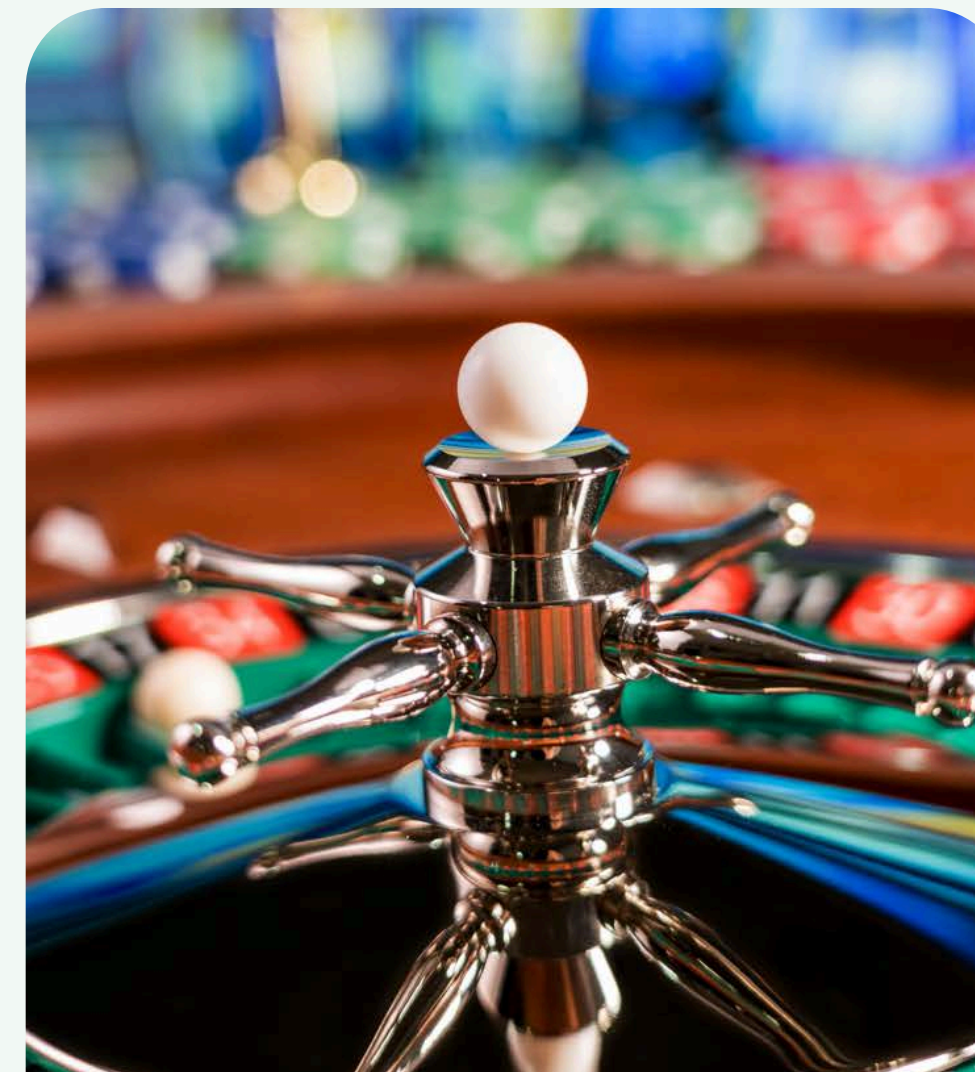
**— Gary Ellis,
Founder & CEO, Marker Trax**



Who We Are

Moolah Play funds the fun for players!

Moolah Play makes getting a cashless advance easy and convenient. No more annoyances or time wasters. We get you on the game and keep you there.



A woman with curly hair is shown in profile, smiling and playing a slot machine in a casino. The background is filled with colorful, out-of-focus lights, creating a vibrant and lively atmosphere. The woman is wearing a light-colored, ribbed top.

Brand Positioning

For casino players, Moolah Play is a **fast cashless advance you can use right at the game**. There is no need to leave your seat or stand in line at the cage or ATM. Easier and safer than cash, and always ready to go, Moolah Play lets you keep on playing.

Cash is out. Moolah is in.

Moolah Play Strategy

Moolah Play makes getting a cashless advance fast, easy, and convenient—no more delays or hassles. We get you into the game quickly and keep you there.

We provide players with simple, secure access to funds, ensuring their focus stays on having fun.



Play it.
Repay it.
Play Again.

Elevator Pitch

- Moolah Play is a casino cashless advance. So you can play now and pay later.
- Moolah Play is a fast cashless advance you can get right at the game.



No Fomo, Just Fun.



How We Look

Brand Tool Kit

Moolah Play is all part of the gambling lifestyle. The brand takes you there, bringing the experience, the fun, and the emotion to life.

This comprehensive guide is designed to unite the elements of our brand, ensuring consistency and cohesion across all communications. By bringing together our core visual identity components—color palette, typography, logo, photography, and graphic elements—we empower you to create on-brand materials that effectively convey our unique value and connect memorably with our players.



Logo

The Moolah Play logo embodies the idea of fun on repeat, as the two Os form an infinity symbol. We draw attention to the infinity by using our bright green.





moolah™
PLAY

**by MAHUKONA MOON AT
PAINTED CLIFFS**

Clear-space:

A minimum clear-space created by the width & height of the Moolah Play infinity mark is needed around the logo to ensure proper visual impact, maintain legibility, and ensure brand recognition across various applications and platforms.

Lockup Treatment:

When the Moolah Play logo is paired with a casino name, this last one must be in uppercase, while "by" remains lowercase, positioned 40px below the logo, and centered aligned. A clear-space equal to the infinity mark's height must be maintained. No spacing, proportions, or alignment alterations are allowed to ensure consistency across applications.

Casino logos will be used alongside loyalty club descriptions. In lockup we will use only the text treatment.

Don't's



Don't color the logo outside the approved brand guidelines.



Don't outline the logo.



Don't use infinity mark as supportive graphic.



Don't distort the logo.



Don't add layer effects to the logo. ie: bevel & emboss, outer glow, shadows, etc.



Don't place the logo within a container.



Don't change the logo proportions.



Don't skew the logo or tilt it.



Don't alter logo opacity.



Don't remove the "TM" from the logo.

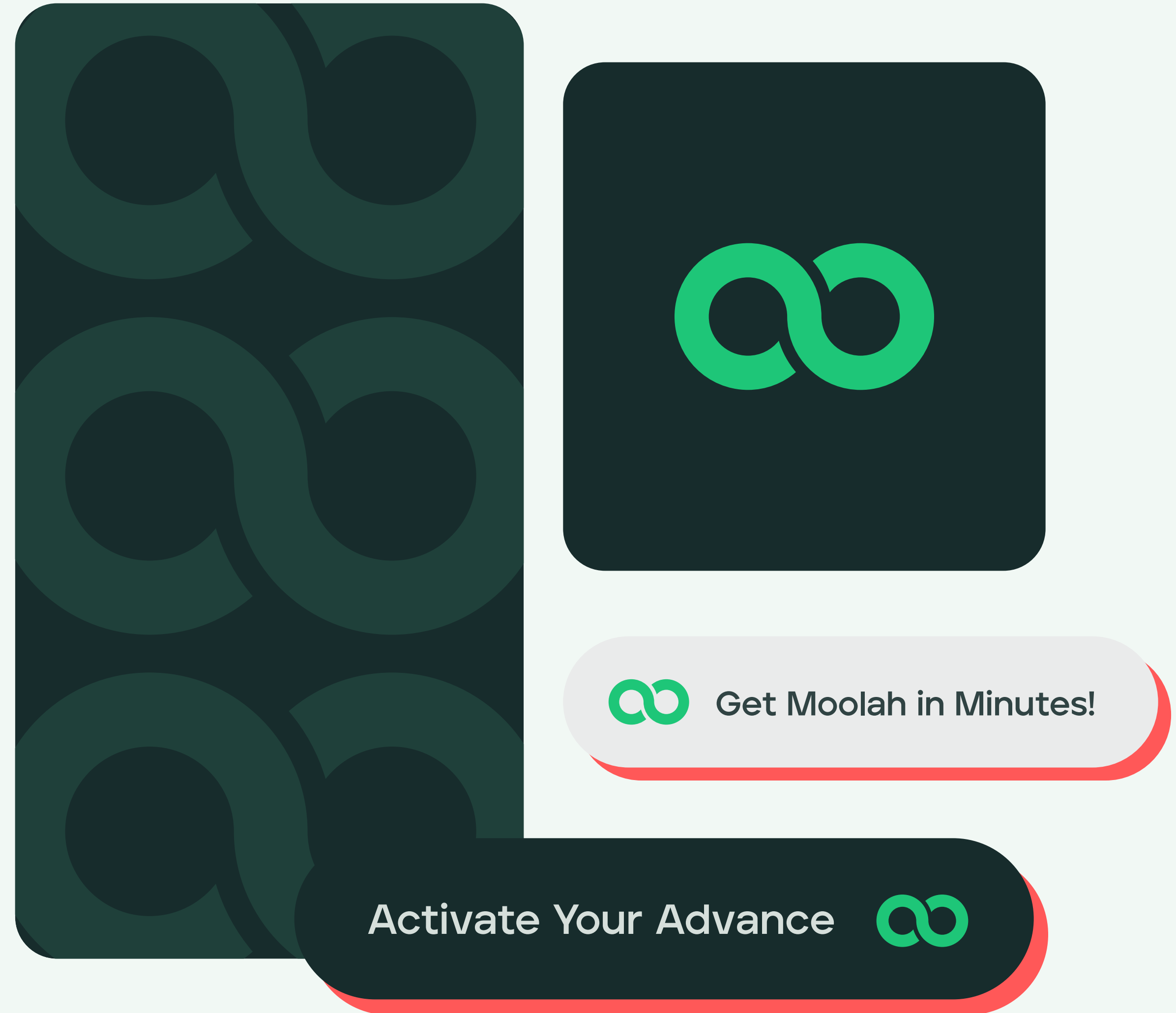


Don't place the logo over busy backgrounds or photographs without the required treatment.

Infinity

The infinity mark can be used independently as a recognizable brand icon. It should retain its original proportions and brand-approved color variations in all applications.

It can be integrated into UI components, such as buttons and app elements, serving as a recognizable brand asset. It should always maintain legibility and alignment within the interface.



Background Usage & Patterns:

Oversized & Cropped: Used partially in large-scale compositions to create depth while maintaining subtlety.

Patterned Layouts: A repeated pattern of the infinity mark can be used in banners, sections, or decorative backgrounds.

Always use the infinity mark at its original aspect ratio to preserve brand consistency.

Subtle Treatment:

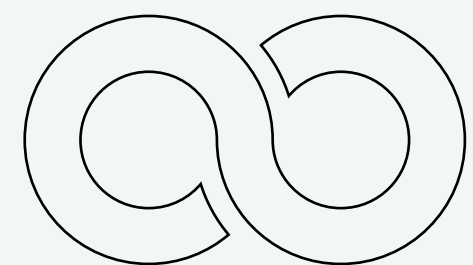
Applied at low opacity or with a soft gradient, ensuring it enhances rather than distracts from the content.



Don't's



Don't color the logo outside the approved brand guidelines.



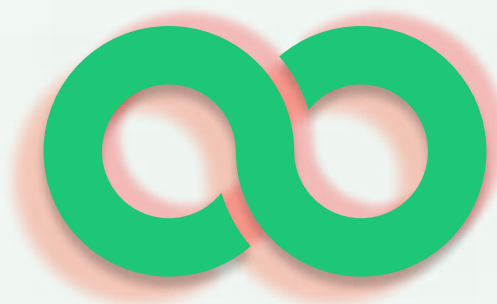
Don't outline the logo.



Don't use infinity mark as supportive graphic.



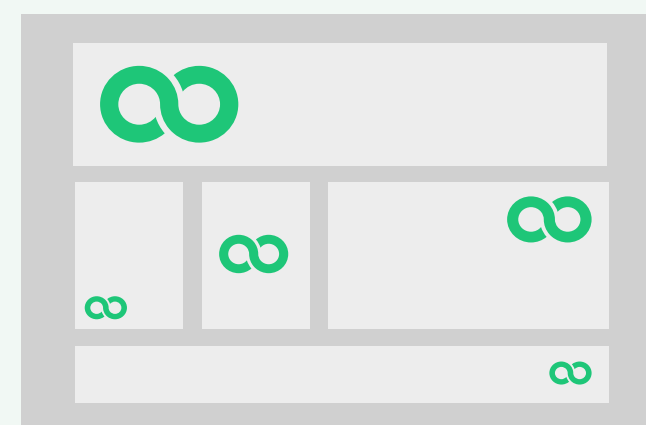
Don't distort the symbol.



Don't add layer effects to the logo. ie: bevel & emboss, outer glow, shadows, etc.



Don't place the logo within a container.



Limit use in a single view (brochure page, poster, etc) to 2-3 instances without logo



Don't skew the logo or tilt it.



Don't alter logo opacity.



Do not place photos or patterns inside the symbol.



Don't place the logo over busy backgrounds or photographs without the required treatment.

Brand Fonts

Meet **Aventa**, a modern geometric font that combines classic simplicity with a fresh twist. Born from clean shapes and sharp edges, Aventa has a bold yet refined personality that fills spaces and commands attention.

By Ellen Luff Type Foundry.

AaBb
CcDd
12345
!@#\$

Font weights and exact sizing will vary depending on the format, device and application.

However, we can use two editorials examples (shown here) as a starting point to help illustrate ideal letter spacing, line height and hierarchy for optimal readability.

Aventa ExtraBold
36 pt
Line height 95%
Letter spacing -1%

Aventa ExtraBold
10 pt
Line height 140%
Letter spacing -1%

Aventa ExtraBold
12 - 14pt
Line height 140%
Letter spacing -0.5%

Aventa Semibold
10 pt
Line height 130%
Letter spacing -0.5%



Why Cash When You Can Moolah?

Moolah Play was made for players like you. Fast, secure, and hassle-free, it's the smarter way to fund your fun. Whether you're on a winning streak or just getting started, Moolah Play keeps you in the game.



Download the app and apply today. It only takes 5 minutes!

*Moolah Play is for Ellis Island Casino Loyalty Club Members. Terms and conditions apply.

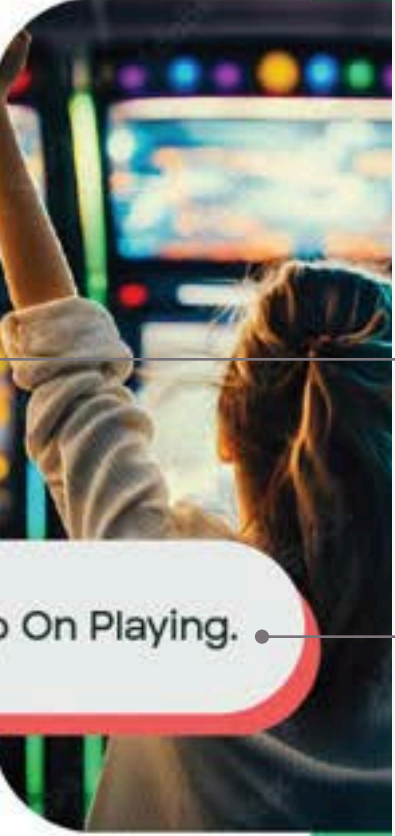


Stay in the game with Moolah Play.

The cashless way to keep playing, because you came to win, not wait.



Keep On Playing.





by YOUR NAME HERE

Aventa ExtraBold
64 pt
Line height 90%
Letter spacing 0%

Aventa Semibold
14 pt
Line height 140%
Letter spacing 0%

Aventa Semibold
12 pt
Line height 140%
Letter spacing 1%

Color Palette

Our color palette is designed to grab attention and reflect the energy of the casino environment, while establishing a unique identity for Moolah Play. Dominant dark and bright greens are our signature, creating an ownable and recognizable look across all materials. We leverage ample white space to ensure clarity and modern appeal. To add depth and draw the eye, we've incorporated accent colors of red and yellow, strategically used to highlight key elements within our graphics and messaging.

E8E8E8

GRADIENT

FFFFFF

CMYK: 1 14 99 0
RGB: 254 212 2
HEX: FED402
PMS: YELLOW C

CMYK: 75 20 59 2
RGB: 66 153 128
HEX: 429980
PMS: 7723 C

CMYK: 82 60 65 65
RGB: 24 45 44
HEX: 182D2C
PMS: 3305 C

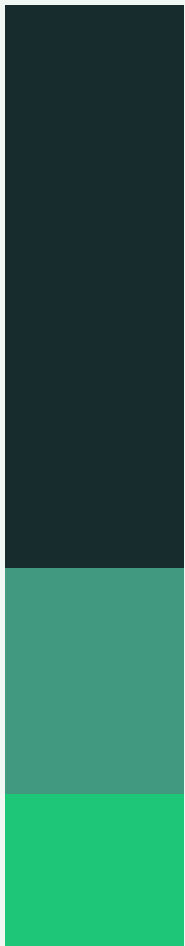
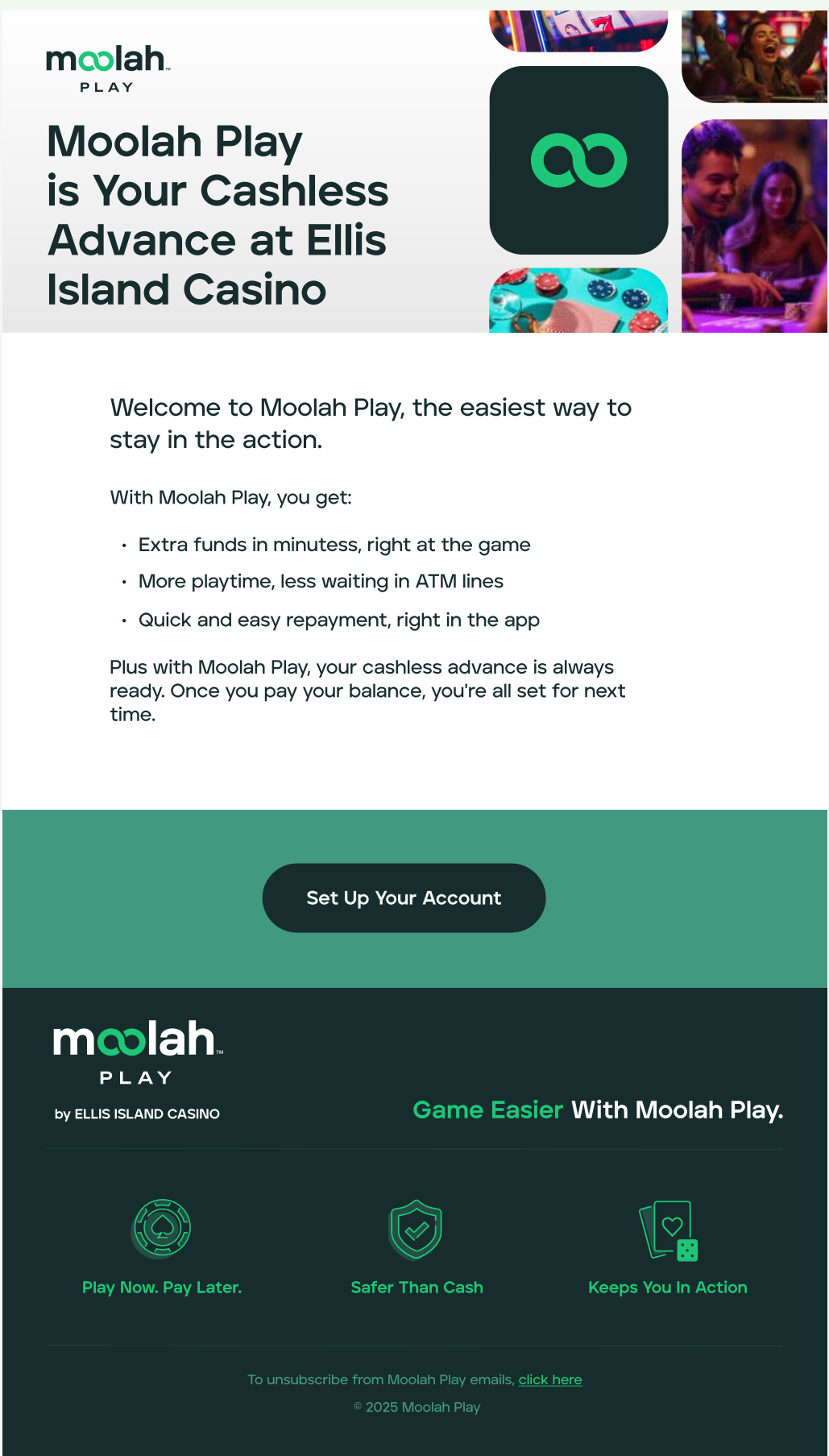
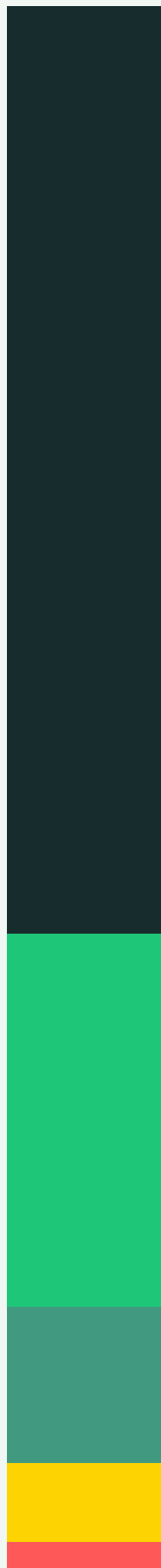
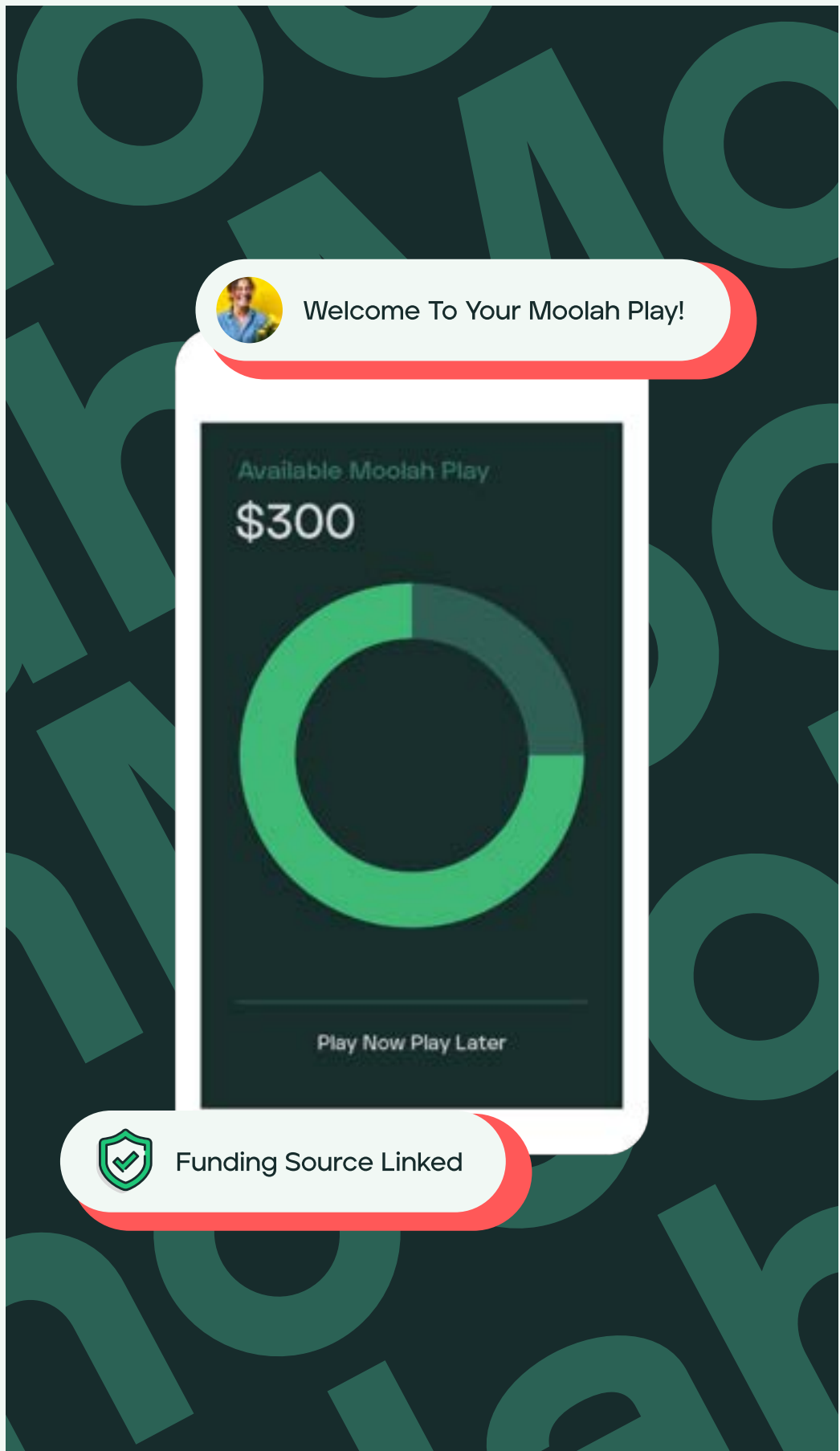
CMYK: 71 1 74 0
RGB: 30 199 120
HEX: 1EC778
PMS: 7480 C

CMYK: 0 80 60 0
RGB: 255 88 88
HEX: FF5858
PMS: 2345 C

Use of colors within marketing material

Our color palette is designed to balance clarity and visual impact. **Dark Green** serves as the dominant background color, providing a strong foundation across marketing materials. **Bright Green** is used strategically to highlight key information and interactive elements, ensuring clarity and emphasis.

Red and Yellow accents are used sparingly to maintain visual balance and brand consistency.

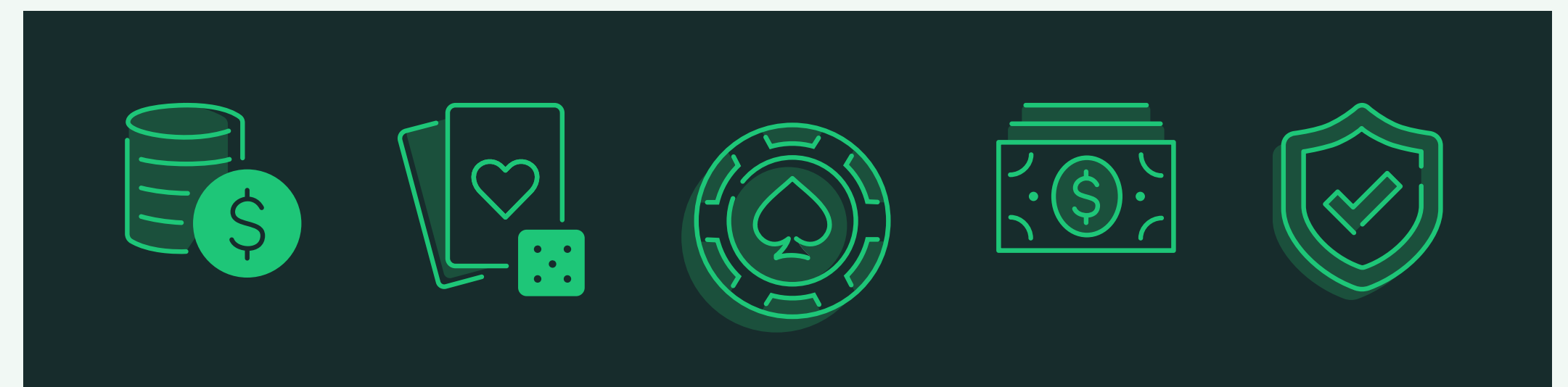
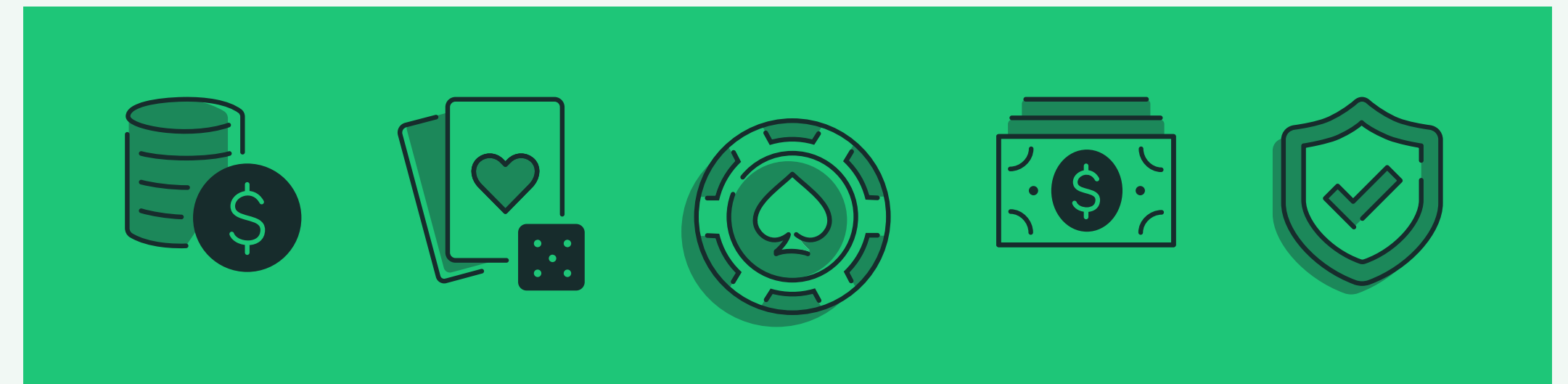
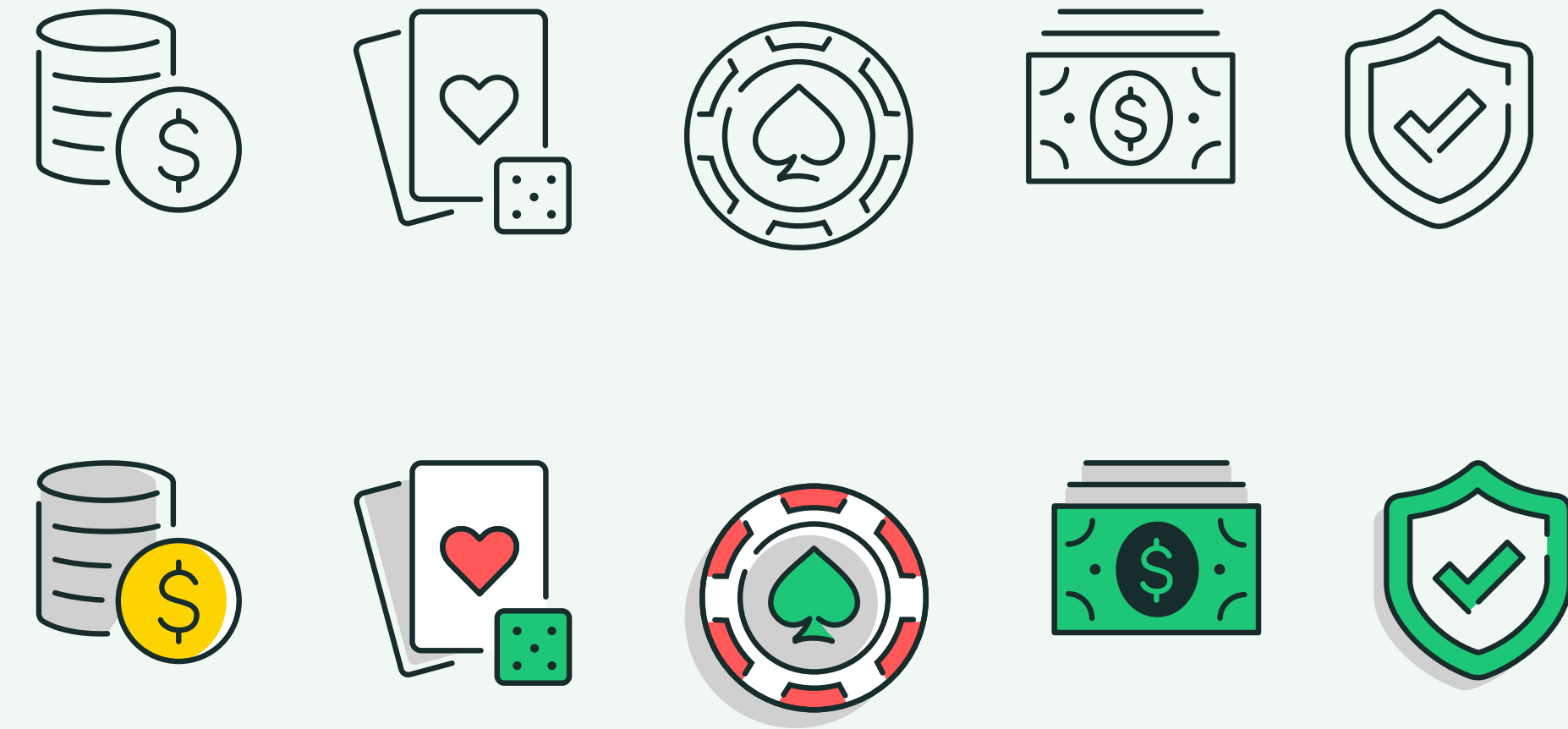


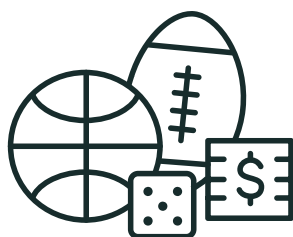
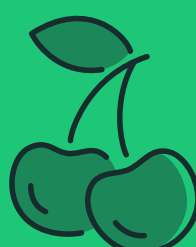
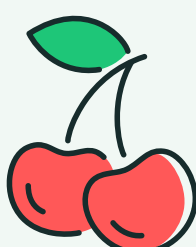
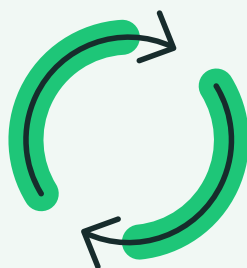
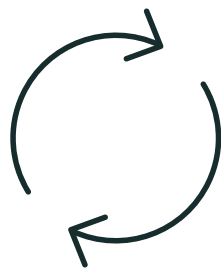
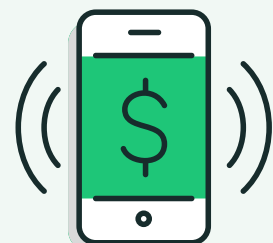
Intelligent Icons

Our icons are simple and clean, utilizing a line art style, with the option to add dimension and color as needed.

They are used to visually represent concepts like funding sources, membership benefits, and casino play.

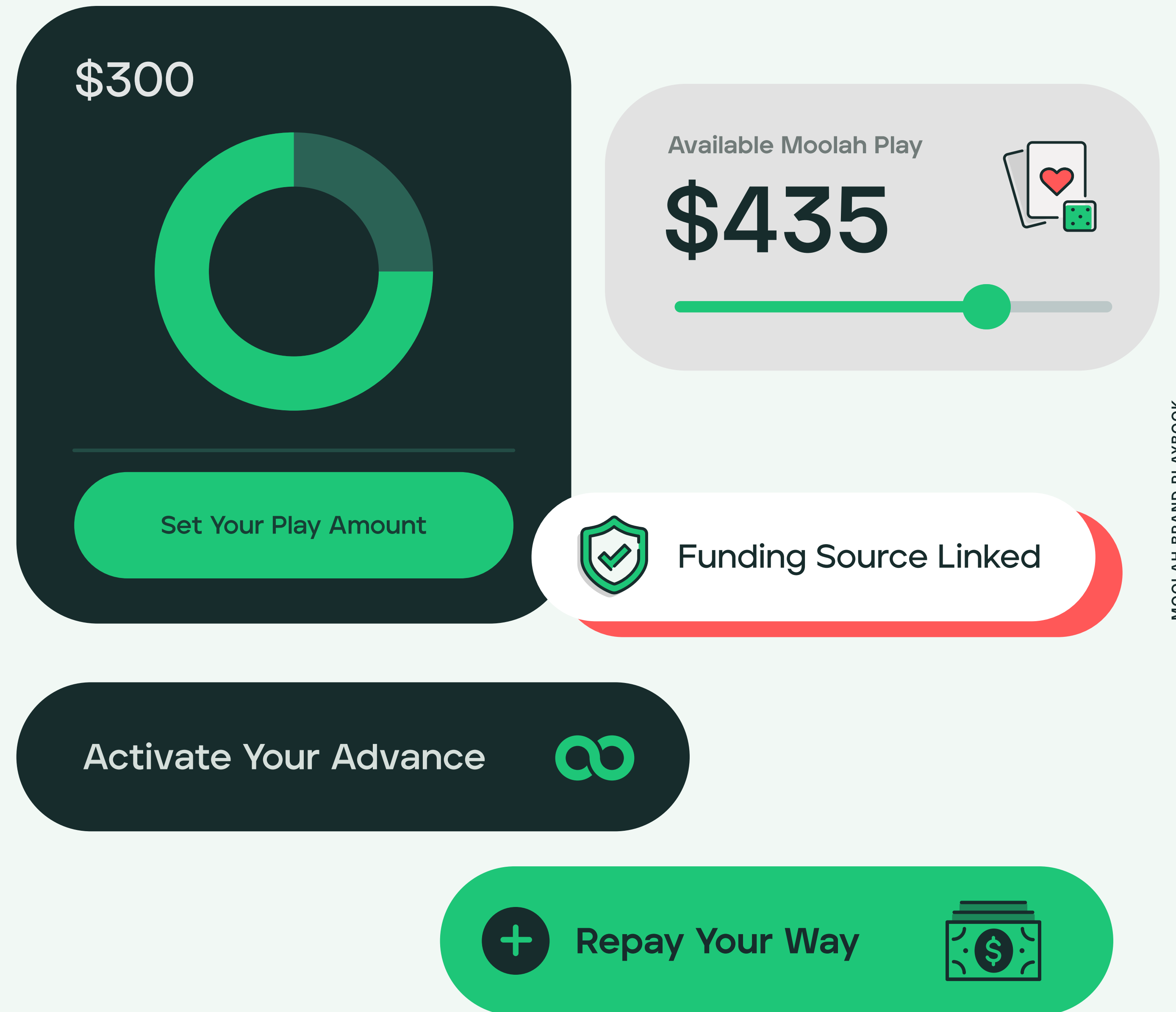
May be used to support copy or within our custom UI elements.





UI Graphics

Exaggerated UI graphics helps us communicate beyond device and screenshots, allowing people to intuitively understand what Moolah Play does, and create a unique and memorable treatment for marketing messages.



Bold Backgrounds

Oversized pattern backgrounds help provide visual interest, drawing us in and supporting brand recognition. They emphasize the fun on repeat!

Moolah Pattern

Infinity Variation

Flowing Frames

Evoking the excitement of slot machine windows or the reveal of a playing card, our frames reinforce the idea of uncovering an exclusive and rewarding experience. Frames are flexible to house our stylized UI graphics, logo, and/or images that feel full of life and fun on repeat!



The Moolah Vibe

Photography

Our photography style aims to capture the essence of Moolah Play: an elevated casino experience that's within reach. We use high-contrast, atmospheric images, often with red, green, and metallic accents, to evoke high-energy moments in the casino.

The goal is to depict authentic moments of enjoyment, portraying experiences that feel both special and achievable. After all, "Members have more fun".



Note: In case of using the logo or text on top of a photo, add an additional layer with the darkest green at opacity 50-70% for better contrast.



Our photography is curated to resonate with our local clientele, featuring familiar games like slot machines, Blackjack, roulette, and other popular options that Moolah Play enhances.

The images capture a sense of fun, freedom, and the possibility of a "swagger"-worthy evening.

We always want to place you in the casino, and reveal a good time. Our frames help us use a variety of images to tell a complete story, so you can use several images to accomplish your visual goals and reinforce copy and graphics.

*All images used are sourced from [Envato Elements](#). A full list of image links will be provided separately.



How We Speak



The Moolah Play Tone

Our tone is Confident, Innovative, and Approachable—three pillars that guide how we connect with players. Every interaction is designed to feel authentic, engaging, and memorable.

When we talk to players, we are:

Conversational: Our communication feels natural and easy, like a real conversation. We connect with players in a way that's relaxed, relatable, and engaging, whether we're sharing a quick update or diving into the details.

Friendly: Warmth and positivity are at the heart of every exchange. We create an inviting atmosphere, making the experience feel fun, not formal.

Witty: Our sharp sense of humor sets us apart. We're playful and clever, adding unexpected charm to keep things exciting and entertaining.

Moolah Play Vernacular

Defining what Moolah Play is...

- Casino Cashless Advance
- Fast Cashless Advance
- Marker

How we speak alongside partners:

- Moolah Play by Casino Name

How we speak with digital wallets:

- Moolah Play with Koin. Cashless at play.
- Moolah Play with Koin. Keep the fun, lose the cash.



Customer Value Proposition

For casino players, Moolah Play is a fast cashless advance you can use right at the game. There is no need to leave your seat or stand in line at the cage or ATM. Easier and safer than cash, and always ready to go, Moolah Play lets you keep on playing.

Brand Taglines

- Keep On **Playing.**
- Keep on playing
with **Moolah Play.**
- Stay In **The Game.**
- Stay in the game
with **Moolah Play.**

Brand Headlines

- Moolah When You Want It.
- Show Me The Moolah.
- It's Not Cash. It's Moolah.
- Why Cash When You Can Moolah?
- Quit Cash. Go Moolah.
- Moolah Lah!
- Moolah Play Longer.



Extra Headlines

- Fund your Fun.
- Real Fast, Reel Easy!
- Moolah In Minutes.
- Cashless Advance Made Easy.
- Money In Minutes.
- No Cash, No Problem.
- Easy Money Fast.
- Play Now, Pay Later.
- Moolah Make The World Go Round.

Approved CTAS

- Download the App & Apply
- Download & Apply
- Download the App
- Apply On The App
- Apply In Minutes



Player Benefits & Headlines

Player Benefit:

Immediate Access & Convenience

No, don't get up!

When you're into a game, on a winning streak, and don't want to miss a moment, Moolah Play gets you the funds for now to pay back later.

- Get Extra Funds in Minutes
- Quick Approval Decision
- Easy Repayment

*pending approval decision

Marketing Messaging

- No Fomo, Just Fun.
- Say Yes To The Game.
- Play Today. Pay Tomorrow.
- Keep Your Seat.
- Your Time Is Better Spent Playing.
- Play Now, Pay Later.
- Moolah in Minutes.
- Get More Play Before The Show.
- Don't Get Up From The Action.
- You Came To Play Not Stand In Line.
- Real Fast, Reel Easy.
- Because You Came To Win, Not Wait!

Player Benefit:

Hassle-Free, Cash-Free

Now this is better. Safer too.

Playing cash-free with Moolah Play has its advantages: no ATM lines and no stress about keeping cash safe. Extra funds, no extra stress.

- Cash-Free Advance
- Skip Long ATM Lines
- Safer Way To Play

Marketing Messaging

- A Cash-Free Way To Play.
- Cash Is Out. Moolah Is In.
- Leave Your Cash At Home.
- What Takes Zero Space In Your Wallet And Has Less Security Risk? Moolah Play.
- Stash Thy Cash.
- Game Easier With Moolah Play.
- Play It Safe. Gamble Cash-Free With Moolah Play.
- "My Favorite Part Is The ATM Fees." - No One Ever
- Cash Out On Cash. Switch To Moolah Play.
- Bet On Convenience, Not Cash.
- Why Cash When You Can Moolah?
- Moolah When You Want It.
- Moolah Lah Lah!

Player Benefit:

Keep on Playing

Ready when you are!

With Moolah Play, your cashless advance keeps the fun rolling. Winnings cover your balance, and extras are yours to cash out or save for next time. Once you're paid up, you're ready to play again!

- Use Your Cashless Advance Today
- Pay it Back & Reuse it
- Funds Ready When You Are

Marketing Messaging

- Play. Pay. Repeat.
- Play it. Repay it. Play Again.
- Slay How You Play.
- Play On Repeat.
- Keep The Fun In Play.
- Keep Your Funds in Play.
- The Cashless Advance That Keeps on Giving.
- One Advance, So Many Plays.

Player Benefit:

Exclusive Member Perks

This is what VIP life is all about!

Only members of the CASINO NAME LOYALTY CLUB can apply for Moolah Play. Yes, it's that exclusive. Qualifying members get access to extra funds.

- Extra Funds For Fun
- For Members Only
- Play Like A VIP

Marketing Messaging

- Perks on Perks.
- May Cause Swagger.
- Have More Fund.
- Members Get More With Moolah Play.
- Only Members Apply.
- Moolah Play. IYKYK.
- Moolah Play. For Players In The Know.
- Elevate Your Experience With Moolah Play.
- Members Play Longer.

Player Benefit:

In Control

Puts you in control.

With a casino cashless advance from Moolah Play, you're in control. Decide how much to play, track your balance, and repay right from one app.

- Set Your Play Amount
- Track Balance & Repayment
- All-In-One App

Marketing Messaging

- Moolah Play Is A Safe Bet.
- Repay Your Way.
- How To Play In The 21st Century.
- Stay In Control.
- Track. Pay Back. All in One App. Yes, it Rhymes!

Copy Rules

Exclamation Points

They are fun but if we use them all the time they lose their punch. So be thoughtful when using the "!"

Cash

It's a four-letter word! Make sure our players understand cash's disadvantages. The only way we connect ourselves to the term is when we say: Cash-free.

Play

It's in our name, so we need to be careful we don't overuse it in body copy. Still, this is the term we use for gaming and gambling, so you will need to use it in an actionable sense.

Moolah Play

Always written with uppercase M and P.

Cashless Advance, Funds, and Marker

These are terms we use. Stick with one of these when referencing what players get from Moolah Play.

Borrowing

A term we never use. Instead say, cashless advance.

Line

Avoid the term line, while a term used internally, for consumers let's stick with cashless advance, funds or marker.

Players

Our consumers are known as players. Not patrons. Not gamblers.

Credit

A term we never use. Instead say, cashless advance.

Terms approved by legal:

Moolah Play by Property Name.
Marker or cashless advance ("Marker") for legal docs.
Marker Trax, LLC ("Marker Trax").



How It Comes To Life



Why Cash When You Can Moolah?

Moolah Play was made for players like you. Fast, secure, and hassle-free. It's the smarter way to fund your fun. Whether you're on a winning streak or just getting started, Moolah Play keeps you in the game.



Download the app and apply today. It only takes 5 minutes!

*Moolah Play is for Ellis Island Casino Loyalty Club Members. Terms and conditions apply.



Stay in the game with Moolah Play.

The cashless way to playing, because you want to win, not wait.



by YOUR NAME HERE

Say hey to Moolah Play.

Moolah Play is your fast, cashless casino advance. Get funds right at the game without ever leaving your seat. **No ATM lines. No interruptions.**

WHY PLAYERS LOVE MOOLAH PLAY:

- Quick & Easy**
Download, apply, and when approved, you're ready to play.
- You're in Control**
Choose how much of the advance you want to play at a time.
- All-in-One**
Easily manage your balance and repayment options in one app.
- Always Ready**
Repay and replay your cashless advance for next time!



Available Moolah Play
\$300

Get Moolah in Minutes!

Say goodbye to the ATM.
Say yes to **Moolah Play.**

- 1 Download & Apply**
Once approved, visit the cashier to sign your cashless advance.
- 2 Set & Play**
Choose the amount of your cashless advance you'd like to use.
- 3 Settle Up**
Winings cover the balance. Cash out or stay in the game.
- 4 Keep Playing**
Play, pay and play again anytime. It's fun on repeat!





Email Marketing



Moolah Play is Your Cashless Advance at Ellis Island Casino



Welcome to Moolah Play, the easiest way to stay in the action.

With Moolah Play, you get:

- Immediate funds right at your favorite game
- More playtime, less waiting
- Quick and easy repayment, right in the app

Plus with Moolah Play, your cashless advance is always ready. Once you pay your balance, you're all set for next time.

Access Your Account



by YOUR NAME HERE

Game Easier With Moolah Play.



Play Now Pay Later



Safer Than Cash



Keeps You In Action

Welcome to Moolah Play, the easiest way to stay in the action. With Moolah Play, you get:

- Immediate funds right at your favorite game
- More playtime, less waiting
- Quick and easy repayment, right in the app

Plus with Moolah Play, your cashless advance is always ready. Once you pay your balance, you're all set for next time.

Access Your Account



by YOUR NAME HERE

Game Easier With Moolah Play.



Play Now Pay Later



Safer Than Cash



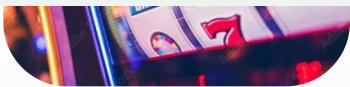
Keeps You In Action

To unsubscribe from Moolah Play emails, [click here](#)

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Track. Pay Back. All-In-One App.



You're in control with a casino cashless advance from Moolah Play by CASINO NAME. Once approved, you decide how much to play, track your balance, and repay all within the app. How easy is that?

Here's how to manage your Moolah Play account:

- When it's time to game, set your play amount
- Track your balance and repayment date in the app
- Repay funds easily right within the app too

Moolah Play, IYKYK. The app makes it easy to track, manage and enjoy!

Manage Your Account



by YOUR NAME HERE

One Advance, So Many Plays.



Winnings Settle the Balance



Extras Can Be Cashed Out



Your Advance Is Reset For Next Time

To unsubscribe from Moolah Play emails, [click here](#)

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Index

Brand Communications

Awareness

Introduce the brand and make sure it sticks with our audience, so they recognize it next time!

Media Channels:

- Posters
- Digital out-of-home
- Paid media

Headlines

- Cash Is Out. Moolah Is In.
- The New Way To Play.
- The New Way To Gamble.
- Why Cash When You Can Moolah?
- Stay In The Game.
- Keep On Playing.
- Moolah When You Want It.
- Moolah Lah!
- Leave Your Cash At Home.
- Play Today. Pay Tomorrow.

Brand Communications

Engagement

Encourage interaction, interest, or deeper emotional connection with the brand.

Media Channels:

- Digital ads targeting casino visitors.
- Social media ads
- Mobile ads

Headlines

- The Cashless Way To Keep Playing.
- Get More Play Before The Show.
- Bet On Convenience, Not Cash.
- Skip The ATM Line & Fees.
- Keep The Game Going.
- Play Longer.
- Real Fast, Reel Easy.
- Track Your Advance. Pay It Back On Time.
- More Play, No Hassle.
- Because You Came To Win, Not Wait!
- Play On With Moolah Play.
- Play. Pay. Repeat.
- Perks On Perks.
- Moolah Play Unlocks Extra Funds for Members.
- Members Get More With Moolah Play.
- Elevate Your Experience With Moolah Play.

Brand Communications

Consideration

Persuade the audience to evaluate or try Moolah Play as a viable solution.

Media Channels:

- In Casino brochure
- Dedicated landing pages
- Email campaigns

Headlines

- The Cashless Advance That Keeps on Giving.
- Moolah Play Perks: No ATM Lines, No Cash Worries.
- Get it. Play it. Repay it. Play it Again.
- Stash Thy Cash.
- Game Freer With Moolah Play.
- "My Favorite Part Is The ATM Fees." - No One Ever.
- Moolah Play Is Your Fast, Cashless Casino Advance.

Brand Communications

Conversion

Drive specific actions.

Media Channels:

- App and direct digital CTAs
- Retargeting ads

Headlines

- Take A Chance on Moolah Play.
- Moolah Play Is A Safe Bet.
- Get An Approval Decision in Minutes
- Get The App And Get Playing.
- Download The App And Apply Today. Only Takes Minutes!

Brand Communications

Retention

Build loyalty by encouraging repeat use and continued engagement.

Media Channels:

- In-App notifications
- Emails

Headlines

- **Members Get VIP Access To Extra Funds!**
- **Keep Your Moolah In Play.**
- **Don't Forget! Your Moolah Is Waiting For You.**

Messaging To Combat Drop-Off

Don't give up before the good stuff.

- Get Funds In Minutes
- Secure & Simple To Do
- Applying Won't Impact Your Credit

Download & Apply – only takes minutes!

- Secure Way To Get Funds
- Applying Won't Impact Your Credit
- 100% Worth It!

Tap into your Moolah Play.

- Extra Funds For Now
- Easy Payback Later
- A Cashless Advance That Lasts

Moolah Lah!

moolah™
PLAY