



MARKER TRAX®

MARKER TRAX B2B BRANDBOOK

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MARKER TRAX | BRAND COLOR REFRESH

Original Brand Color

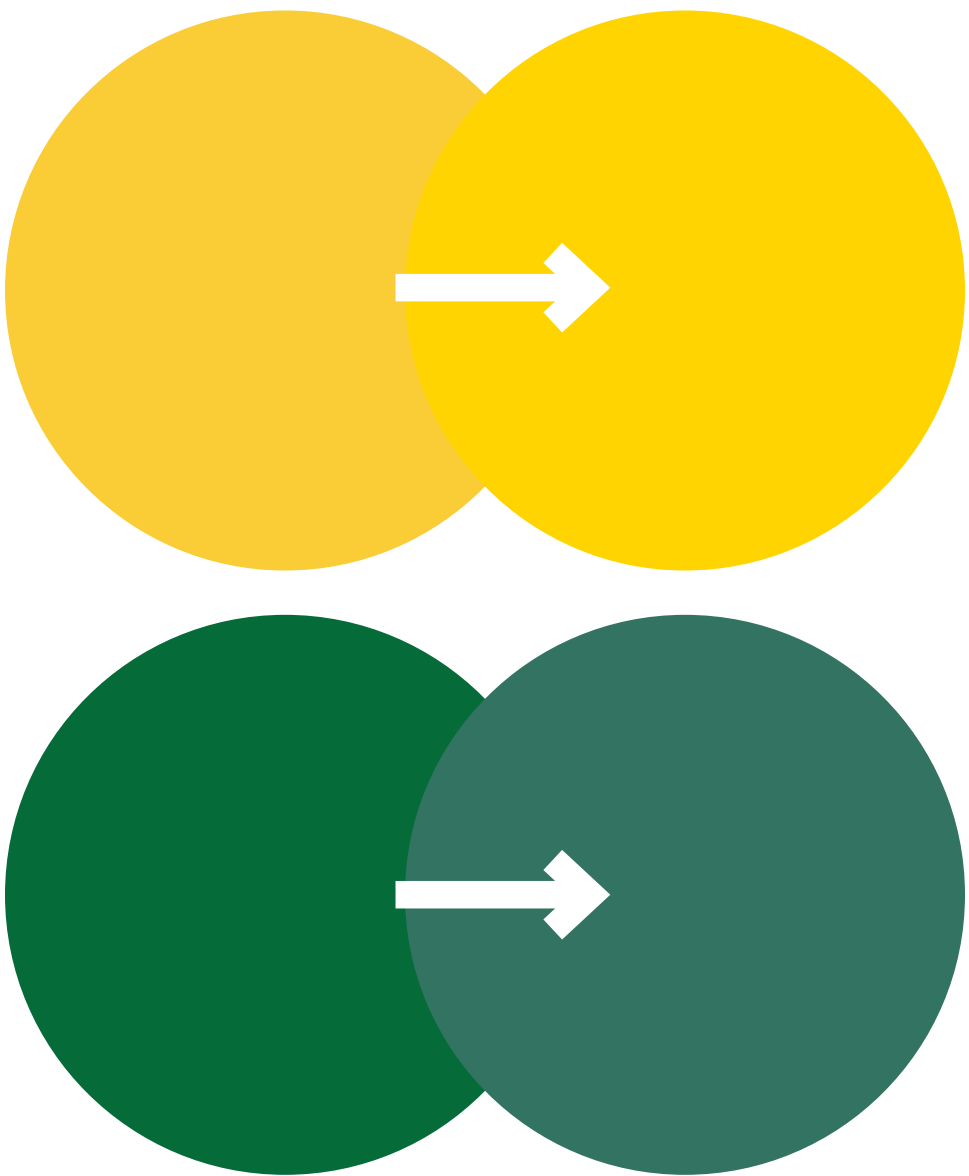


Updated Brand Color



Original

Updated



Note:

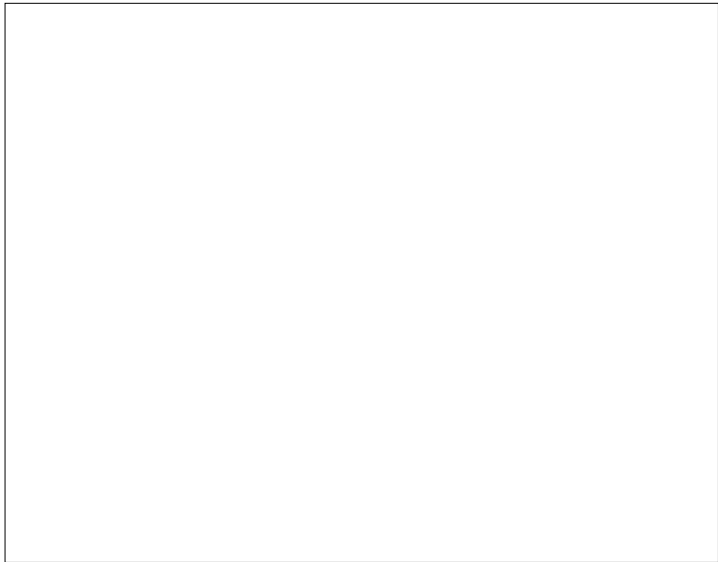
Evolution, not revolution. The updated Marker Trax Colors slightly shift in hue and saturation to create a more contemporary, future-forward focus that works to compliment the Moolah Play color palette while maintaining it's secure and trusted tone and appearance.

MARKER TRAX | COLOR PALETTE

Note:

Moolah Play and Marker Trax speak a similar language visually. By sharing the same yellow and keeping the greens as shades within the same family, we are able to maintain a consistency through the brand hierarchy while also creating distinction.

White



CMYK: 00 00 00 00
PMS: White
RGB: 255/255/255
HEX: ffffff

Marker Trax Green



CMYK: 80/35/65/18
PMS: 7724C
RGB: 51/115/97
HEX: 337361

Marker Dark Green



CMYK: 83/51/72/57
PMS: 17735C
RGB: 26/59/48
HEX: 1a3b30

Yellow



CMYK: 1/14/100/0
PMS: 116C
RGB: 225/212/0
HEX: ffd400

AaBbCcDd
123!@#\$

HEADLINES: AVENTA BLACK

AaBbCcDdEe
FfGg123!@#\$

SUB HEAD: AVENTA SEMI BOLD

AaBbCcDdEe
FfGg123!@#\$

BODY COPY: AVENTA LIGHT

Our brand is built on the foundation of innovation, reliability, and fun. We're here to create a digital haven for players, providing them with the freedom to explore a variety of casinos and games, all within a single platform. We believe that entertainment should be accessible, immersive, and hassle-free.

AD SET FOR CDC GAMING EMAILS

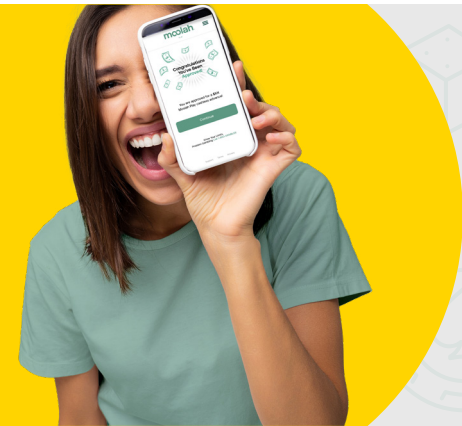
Marker Our Words!

Cashless Advance Made Easy

Operator Benefits: Improved Data Analysis







Next Level Funding

Cashless Advance Made Easy

Operator Benefits: Improved Data Analysis

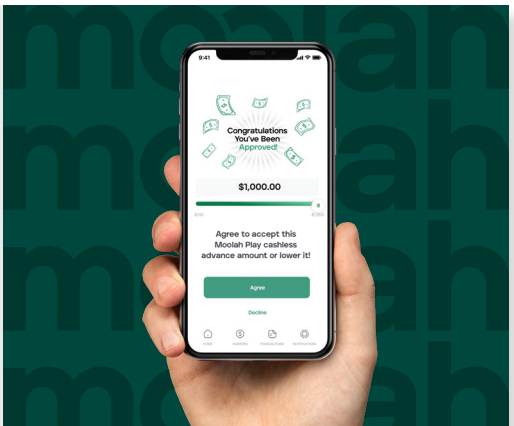


Win Win Technology

Cashless Advance Made Easy

Operator Benefits: Improved Data Analysis







CDC Gaming Reports’ “Social media influencers” article discussed on Gaming News Canada podcast

Steve McAllister, the Editor-In-Chief of the Gaming News Canada newsletter, hosted CDC Gaming Reports lead contributor Rege Behe and schoolteacher-turned-social media influencer Kelly Koffler spoke about the growing role of influencers in the casino business. Listen to the March 26 Gaming News Canada podcast on LinkedIn Audio. The segment is first in the podcast, starting at about 1 minute and 30 seconds. Also discussed is a US igaming update courtesy of SBC Americas Editor Jessica Welman.

Read more: [CDC Gaming Reports](#)

Marker Our Words!

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QCI releases QCI Enterprise Platform version 5.2

Quick Custom Intelligence (QCI) today announced the launch of version 5.2 of its flagship product, the QCI Enterprise Platform. This release includes more than 200 new features and enhancements, making it the most significant update in the company’s history. Andrew Cardno, CTO of QCI, said, “Version 5.2 of our Quick Custom Intelligence software reflects our commitment to continuous innovation and providing our clients with the most advanced and efficient solutions in the market.

Read more: [CDC Gaming Reports](#)





Next Level Funding

Cashless Advance Made Easy

Operator Benefits: Improved Data Analysis





Virginia: Bristol casino looks for growth outside of construction

The footprint of the Bristol Casino might not appear to have changed too much over the past nine months. Machinery continues to pull pieces of the former Sears and JCPenney buildings as guests travel to the back of the building where the temporary casino lures curious gamers, anxious to see what slots and table games await them at

Virginia’s first casino. But soon, the building will look less like a former mall and more like a signature Hard Rock building. “Because we demoed the Sears and JCPenney building, we gained a lot of parking space,” said Allie Evangelista, the president of the upcoming Hard Rock Hotel and Casino Bristol.

Read more: [Marina Waters, Bristol TimesNews](#)

AD SET FOR CDC GAMING EMAILS

 MARKER TRAX[®]

Reimagining
Casino Markers

Upgrade
Your
Casino
Credit
Process.





Reimagining Casino Markers

Upgrade Your
Casino Credit Process.



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