



MARKETING MEETING 2025

INSPIRING TOMORROW

October 8–16, 2025
Westin Kierland Resort & Spa
Scottsdale, AZ

2025 Style Guide

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Theme

INSPIRING TOMORROW

In an evolving and increasingly complex marketplace, the value of community is more important than ever. Marketing Meeting harnesses the specialized resources, diverse, real-world experiences, and unique insights and perspectives of a vast network of M professionals and experts. This forum draws on the extraordinary power of relationships and the foundation on which M was built—empowering professionals to embrace connectivity, exchange knowledge, and secure a bright future for our clients and M Financial.

Logos

Primary Logo

Choose whichever format best fits the space you need to fill.



App Logo

To be used in smaller applications where the tagline is too small when reduced.



Badge Logo

No limitations on use, however the primary logos are preferred for their versatility.



Tagline

Not to be used as the main logo; instead, it should be used as a supplement on a piece that already displays the primary logo.

Reverse Logos

Primary Logo

Choose whichever format best fits the space you need to fill.



App Logo

To be used in smaller applications where the tagline is too small when reduced.



Badge Logo

No limitations on use, however the primary logos are preferred for their versatility.



Tagline

Not to be used as the main logo; instead, it should be used as a supplement on a piece that already displays the primary logo.

Clear Space

When placing the logo next to another logo, please allow two A's worth of space between them (two TT's for the slogan).



Logo Don'ts



Do not flatten the gradient colors in the icon



Do not change the colors within the logo



Do not stretch the logo

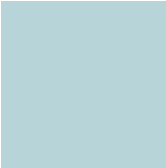





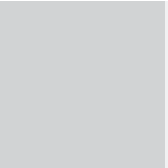
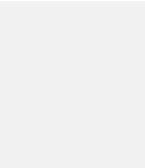





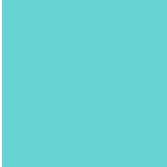
Do not put any of the logos on top of the Turquoise or Patina backgrounds.



Do not put any of the logos on top of the Sunrise background.

Color Palette

	SKY	TURQUOISE	TEAL	DARK TEAL	MIDNIGHT	SHADOW	CLOUD	FOG
								
HEX:	#B7D5D8	#1DA4B2	#01555E	#0D373C	#002A2D	#A7A9AC	#D1D3D4	#F1F2F2
RGB:	183/213/216	29/164/178	1/85/94	13/55/60	0/42/45	167/169/172	209/211/212	241/242/242
CMYK:	27/6/13/0	76/15/29/0	93/52/51/29	91/60/59/53	91/62/62/65	0/0/0/40	0/0/0/20	0/0/0/5
PANTONE:	628 C	319 C	323 C	316 C	5463 C	Cool Gray 6 C	Cool Gray 4 C	Cool Gray 1 C

	BURGUNDY	SUNRISE	ADOBE	PATINA (tagline color for reverse logo)
				
HEX:	#6C1D00	#DB782B	#E7A572	#67D3D3
RGB:	108/29/0	210/120/43	231/165/114	103/211/211
CMYK:	33/90/100/48	11/63/97/1	8/39/60/0	53/0/22/0
PANTONE:	202 C	158 C	7411 C	7411 C



Fonts

H1: Quinn Text Semibold

H2: QUINN TEXT SEMIBOLD, ALL CAPS

Callout text: Quinn Text Semibold Italic

Body text: New Atten Regular

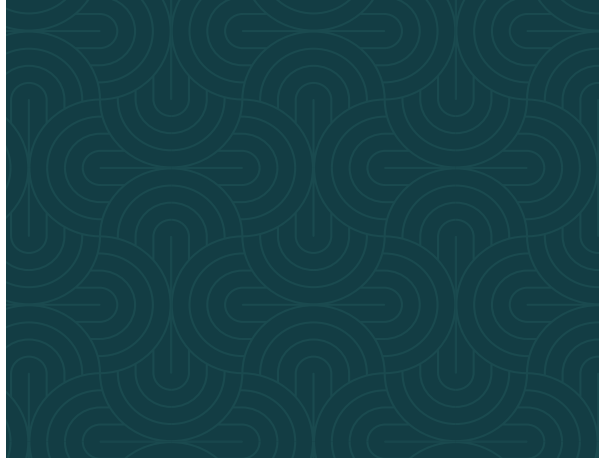
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

.....

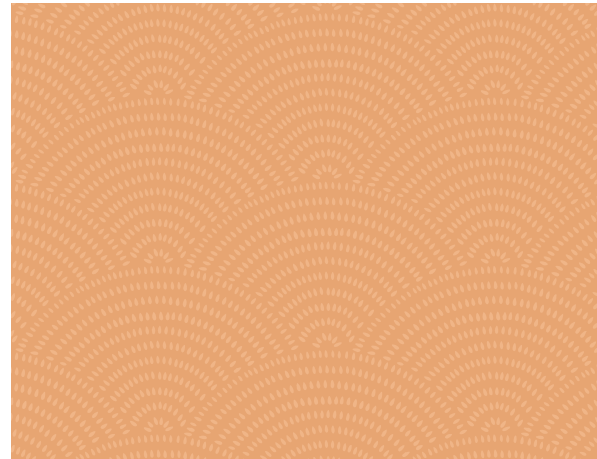
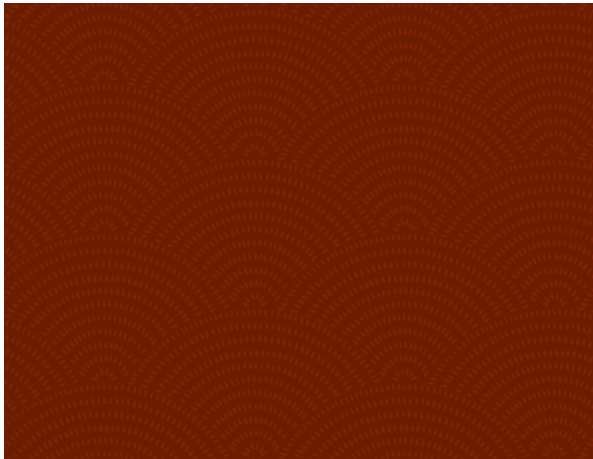
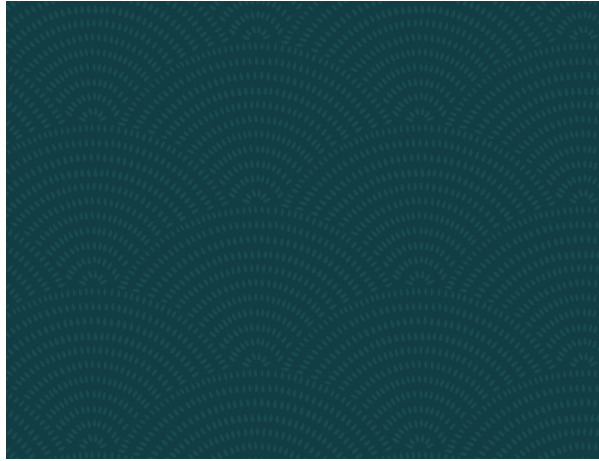
Button text should be in sentence case.

Register Now >

Pattern 1: Basket Weave



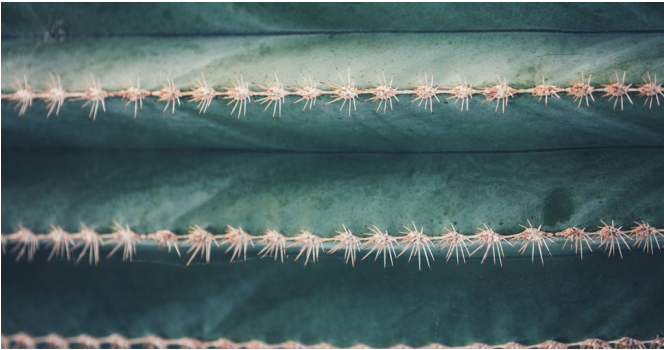
Pattern 2: Organic Arches



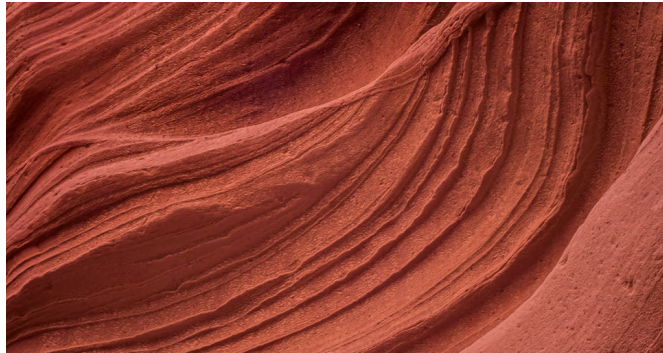
Photos – Landscape

Close-up nature imagery portraying the theme of duality: Wet vs. dry, fertile vs. barren, blue vs. red. Here are a few favorites that we are not limited to. Ideal for header or image backgrounds. Top two of each category are the primary images, and work well together.

Water / Fertility / Blue images

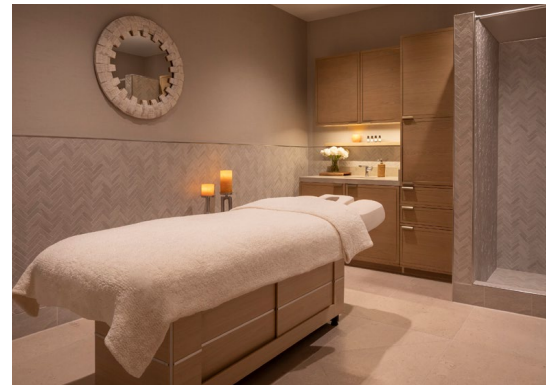


Earth / Dry / Red images



Photos – Hotel

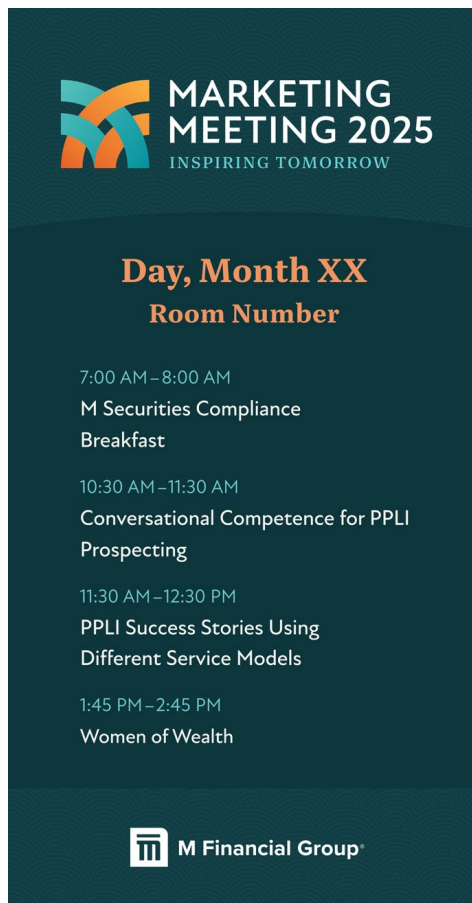
To be used on website or other promotional materials before actual conference.



Edge Treatments

Curved & Straight Edges

As seen here, horizontal curves can be used on their own or in conjunction with straight edges. Both are acceptable.



Wavy Vertical Edge

This shape to be kept around the same scale and wave height as the edge on the right. To only be used vertically, not horizontally.



Dotted Line

To be used under headers or as dividers. Keep the line short—not to go across the page. Preferred in **Sunrise** or **Adobe** colors.



Buttons

A pill-style button with curved edges, the primary button color is **Sunrise** with white text. All other colors within the palette are allowed for buttons, except **Patina** should only be used in a design where the reverse logo has been used (since Patina is a color unique to the reverse logo's tagline). Lighter buttons should use black text.

Primary Button:



Register Now >

Secondary Buttons (all colors acceptable):



Register Now >



Register Now >



Register Now >



Register Now >



Register Now >



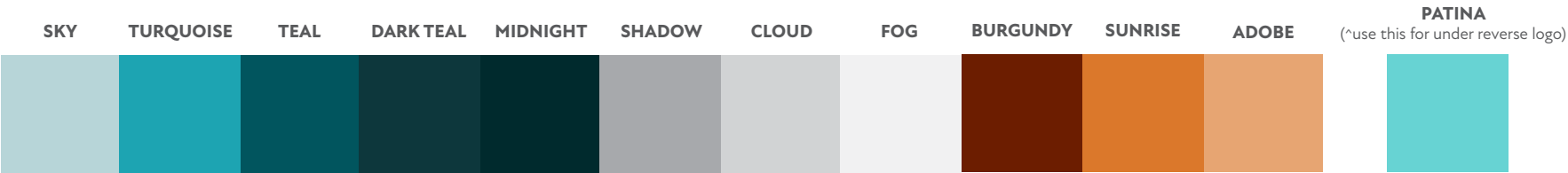
Register Now >



Register Now >

Color Combinations

LIGHT BACKGROUNDS (WITH RECOMMENDED HEADER & BUTTON COLORS)



*Do not use this color combination for on-screen layouts, as it doesn't meet the minimum accessible contrast requirement.

Color Combinations

MEDIUM BACKGROUNDS (WITH RECOMMENDED HEADER & BUTTON COLORS)

Header
Header
Header

ADOBE

Header
Header*
Header

SUNRISE (use sparingly as background)

Header
Header
Header

TURQUOISE

Header*
Header
Header
Header

PATINA (sparingly in layouts w/ reverse logo)

SKY

TURQUOISE

TEAL

DARK TEAL

MIDNIGHT

SHADOW

CLOUD

FOG

BURGUNDY

SUNRISE

ADOBE

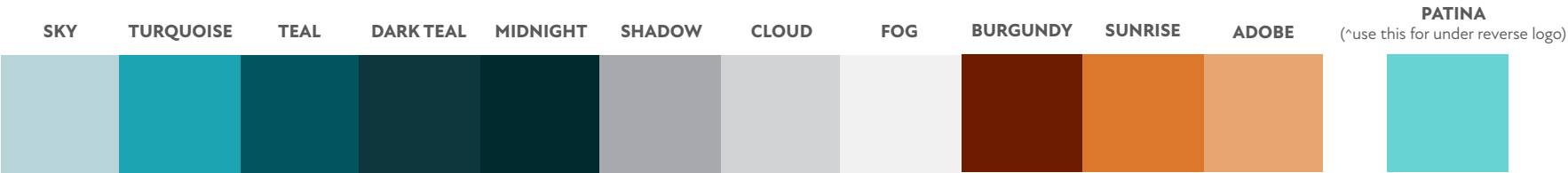
PATINA
(^use this for under reverse logo)

*Do not use this color combination for on-screen layouts, as it doesn't meet the minimum accessible contrast requirement.

Color Combinations

DARK BACKGROUNDS (WITH RECOMMENDED HEADER & BUTTON COLORS)

- In layouts using the reverse logo, please use the Patina color instead of Turquoise (the reverse logo's tagline is in Patina for greater contrast^).



*Do not use this color combination for on-screen layouts, as it doesn't meet the minimum accessible contrast requirement.

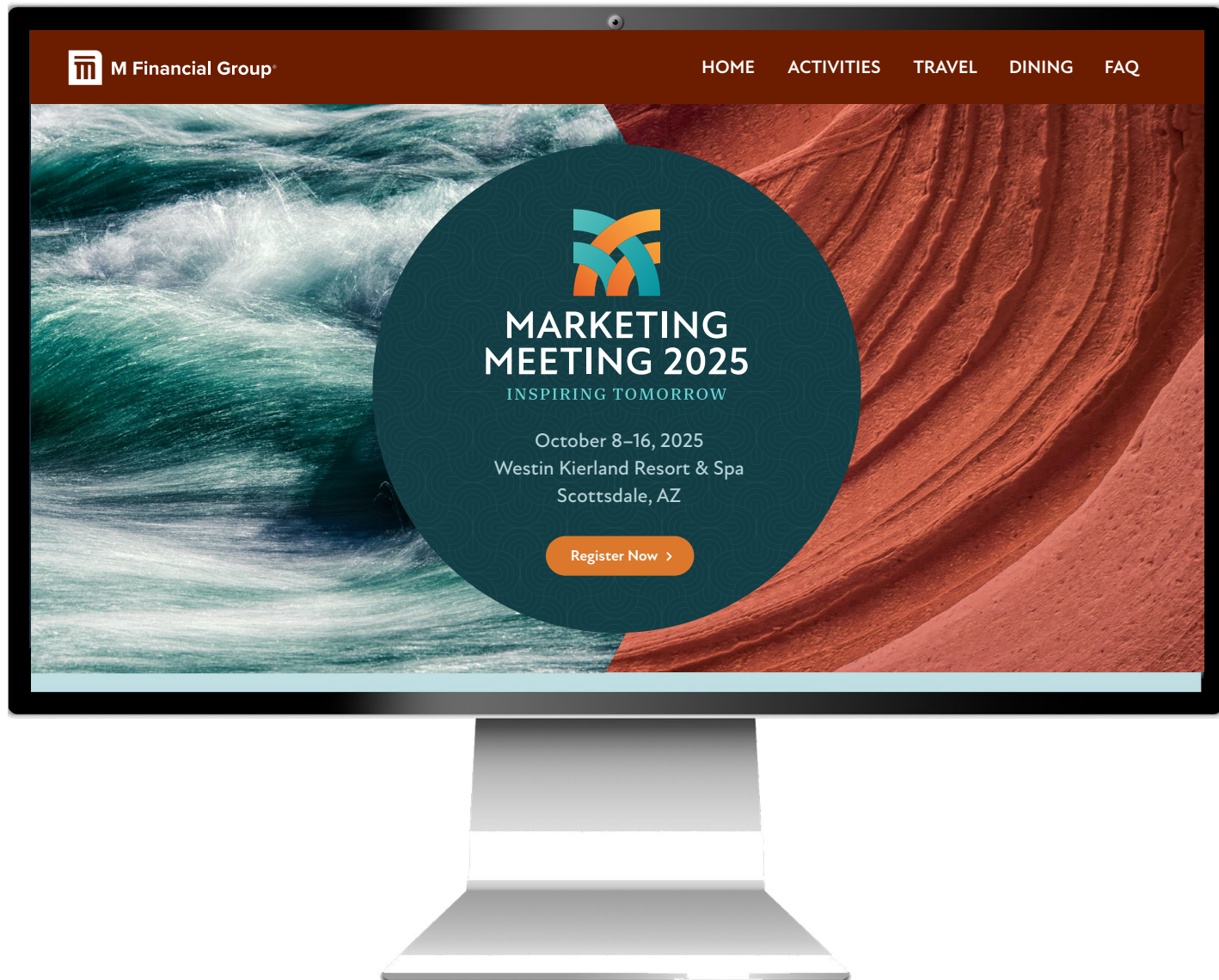
Signage

Meter board designs are brand style suggestions and do not represent the final, selected sign design, which will be based on the room decor and coloring they are placed in.




Website

This is a brand style suggestion and does not necessarily represent the final, selected home page design.



Email Sample

[View in browser](#)



MARKETING MEETING 2025
INSPIRING TOMORROW

Headline Lorem Ipsum

Subhead Dolor Sit


Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut sollicitudin arcu dui, et lacinia felis sagittis a. Maecenas finibus ex et justo accumsan condictet pellentesque metus id hendrerit.

[Call To Action >](#)

FEATURED SESSION SPEAKER

Name FirstLast
Title

Day | Date




Session Name Duis Aut Irure Dolor In Reprehenderit


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip consequat.

[Save The Date >](#)


Speakers




Andrew Reich
Partner
McKinsey & Company




Andrew Reich
Partner
McKinsey & Company




Andrew Reich
Partner
McKinsey & Company




Andrew Reich
Partner
McKinsey & Company



Andrew Reich
Partner
McKinsey & Company




Andrew Reich
Partner
McKinsey & Company



Feature Graphic Section


Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut sollicitudin arcu dui, et lacinia felis sagittis a. Maecenas finibus ex et justo accumsan condictet pellentesque metus id hendrerit.

[Call To Action >](#)



Secondary Graphic Section

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut sollicitudin arcu dui, et lacinia felis sagittis a. Maecenas finibus ex et justo accumsan condictet pellentesque metus id hendrerit.




Tertiary Section

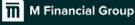
Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut sollicitudin arcu dui, et lacinia felis sagittis a. Maecenas finibus ex et justo accumsan ergo sum bene molto asclupias pisces conjunct vesta arum simvolipa acontias alla verdata condictet pellentesque metus id hendrerit.

CONTACT US

If you have any questions or need assistance, please email NAC@mfin.com.



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
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