

Fintech Meetup 2027

# Visual Identity Deck

# Objective

Develop conceptually strong and dynamic 2027 Campaign/theme for Fintech Meetup

Ensure theme can be adapted through various use case applications (digital media, print signage, branded docs, etc.)

Carry concept into language/copy used (taglines, social media, email statement of purpose, website, etc)

Push the brand to be industry leading from a creative perspective with real in-depth thinking, taking attendees through a journey pre, during & post-event

Incorporate photography, animation, and illustration into concept deliverables for digital and print

Accessible and Inclusive (colors, font, diverse photography, communication style/tone, etc)

Be unique and maintain high level of execution with brand visuals

# Shine at the most valuable event in fintech

In today's fintech landscape that is defined by rapid innovation, tech disruption, AI, privacy concerns, and shifting consumer confidence, trust has never been more essential. It is the force that guides decisions, enables partnerships, and moves the industry forward. Fintech Meetup is the trusted space where the people shaping fintech's future come together to navigate complexity, build meaningful relationships, and unlock real business opportunity.

Our 2027 visual theme brings this to life by positioning our attendees as individual sources of radiating light: brilliant innovators moving through an increasingly dark, fragmented, and uncertain market. Through Fintech Meetup's industry-leading platform, those individual lights are guided and transformed into inspiring streams of spectral hue, representing the invaluable connections, conversations, and momentum created through every meeting and deal closed. As those streams converge, they become something greater: a unified beam of saturated color that serves as a force of possibility, confidence, and community. That beam is Fintech Meetup, an event dedicated to delivering a one-of-a-kind experience that reimagines how our attendees do business.

Our attendees trust in Fintech Meetup to continue providing curated resources and the opportunity to develop lasting business connections. Our visual theme is a celebration of this trust we have earned, as we continue to help shape the bright future of fintech and deliver a platform designed for connection, innovation, and success.

# Why “Trust?”

**Highlights the importance of innovation.** Trust captures the essence of what topics are most pertinent to the fintech industry. Maintaining focus and collaborating on new solutions that shift user perspective.

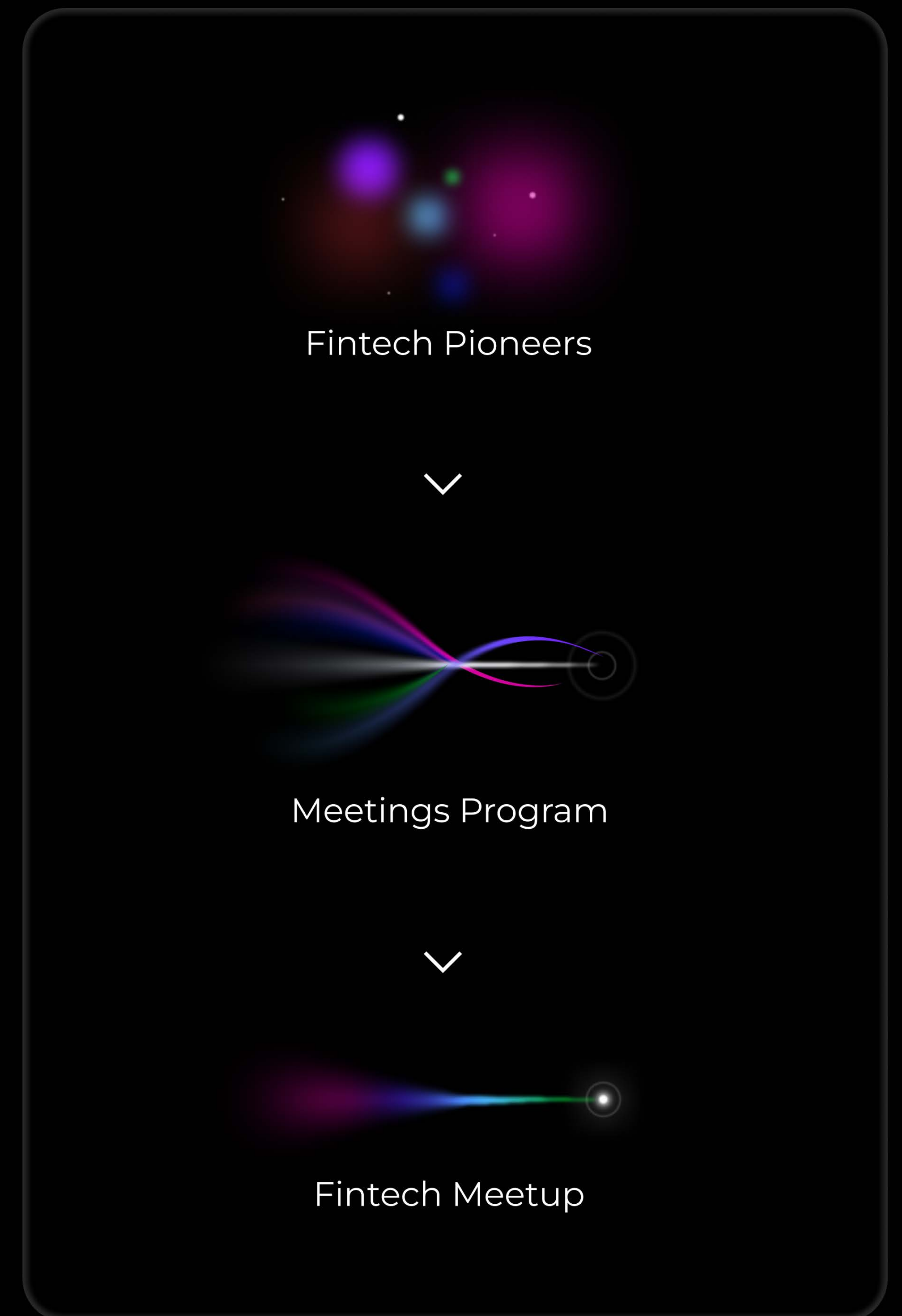
**Creates a unique visual identity.** The spectral light motif creates a bold, adaptable design language that sets Fintech Meetup apart in a crowded event landscape.

**Reinforces our brand proposition.** We deliver real, tangible ROI that attendees and sponsors trust in.

**Works across every channel.** This theme translates seamlessly to digital campaigns, on-site experiences, and promotional content.

**Matches the mindset of our audience.** The topic of trust is top of mind for our industry leaders who depend on Fintech Meetup to reflect relevant concerns and new ideas that impact their work on a daily basis. Fintech Meetup is where ideas converge and solutions shine bright.

**Aligns with the 2027 content theme.** “Built on Trust” aligns perfectly with the “light” motif. The visuals reinforce the idea that our attendees trust in Fintech Meetup to shape the innovative light within each of them through our industry-leading services and products.



# Fintech Meetup 2027 Key Visual

FINTECHMeetup | VENETIAN, LAS VEGAS  
● A Hyve Event | February 22 - 24, 2027

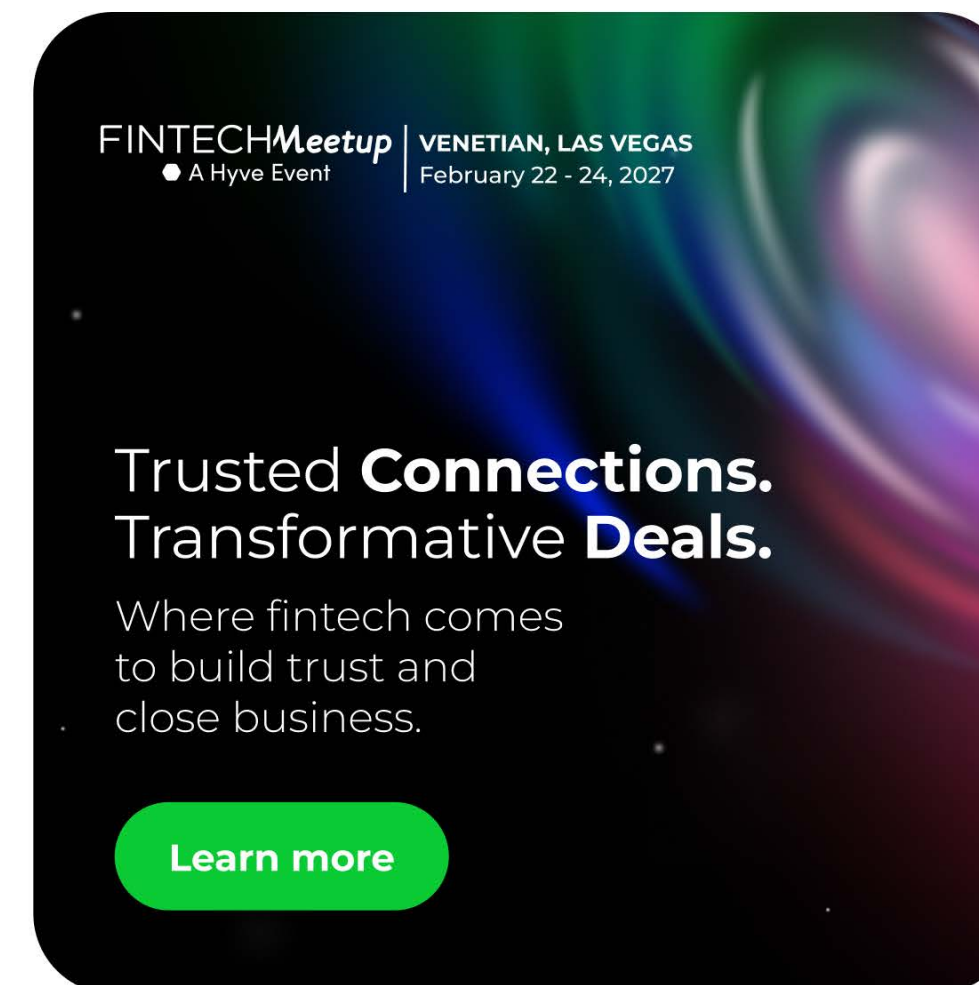
Our event is  
built on *trust*

Fintech Meetup is where the entire fintech ecosystem comes to connect, collaborate, and discover what's next. Every meeting is a chance to spark growth and find the people who move your business forward.

[Learn more](#)



# Fintech Meetup 2027 Marketing Collateral



## ◀ LinkedIn Post

Marketing collateral for the event posted to LinkedIn will feature the 2027 event theme and encourage users to learn more about Fintech Meetup. These posts will feature the same color/materiality treatment as other graphics for the event.

## Email >

Fintech Meetup marketing emails will utilize the 2027 event theme and target industry leaders, general attendees, sponsors, etc. who would like to be apart of the upcoming event.



# Fintech Meetup 2027 Social Branding



Youtube Channel Banner



Ingo Myshare Template



Ingo Myshare Template

# Fintech Meetup 2027 Event Signage



# Brand Colors

The spectrum of various colors remain consistent with the Fintech Meetup brand, maintaining brand familiarity and ensuring consistency with past marketing materials. Incorporating black as a primary color provides additional contrast against the bright vivid colors, and elevates the Fintech meetup brand as polished, professional, and industry leading.

## Primary

Malachite  
2271 C

RGB (0, 187, 51)  
CMYK (74, 0, 99, 0)  
#00BB33

Glacier  
298 C

RGB (68, 184, 243)  
CMYK (65, 3, 0, 0)  
#44B8F3

Turquoise  
327 C

RGB (0, 150, 128)  
CMYK (100, 0, 59, 13)  
#009680

Violet  
327 C

RGB (115, 72, 198)  
CMYK (71, 80, 0, 0)  
#7348C6

Fuchsia  
1915 C

RGB (239, 75, 139)  
CMYK (0, 81, 16, 0)  
#EF4B8B

Colbalt Blue

RGB (0, 34, 255)  
CMYK (87, 75, 0, 0)  
#0022FF

White

RGB (255, 255, 255)  
CMYK (0, 0, 0, 0)  
#FFFFFF

Ink

RGB (0, 0, 0)  
CMYK (0, 0, 0, 100)  
#000000

## Secondary

Cornflower

RGB (0, 183, 255)  
CMYK (64, 12, 0, 0)  
#00B7FF

Slate  
547 C

RGB (0, 51, 64)  
CMYK (100, 11, 20, 64)  
#003340

Forest  
2426 C

RGB (0, 140, 19)  
CMYK (92, 0, 100, 7)  
#008C13

Vermilion

RGB (255, 60, 67)  
CMYK (0, 90, 72, 0)  
#FF3C43

## Tertiary

Evergreen  
3537 C

RGB (0, 73, 31)  
CMYK (100, 0, 100, 69)  
#00491F

Midnight  
296 C

RGB (5,29,46)  
CMYK (100, 46, 0, 89)  
#051D2E

Powder Blue  
656 C

RGB (221, 229, 253)  
CMYK (10, 2, 0, 0)  
#DDE5FD

Sage  
7485 C

RGB (208, 224, 201)  
CMYK (16, 0, 25, 0)  
#DCDBCC

# Typography

Montserrat maintains a modern, clear, and minimal aesthetic that must be present in the Fintech Meetup brand moving forward. It is highly adaptable, with several text treatments that will allow for subtle emphasis in copy or taglines that does not distract from messaging. It is highly accessible as a Google font and available in many languages.

New

## Montserrat

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**Lorem ipsum dolor sit amet.**

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Discover the future of fintech.  
Descubre el futuro de las fintech.

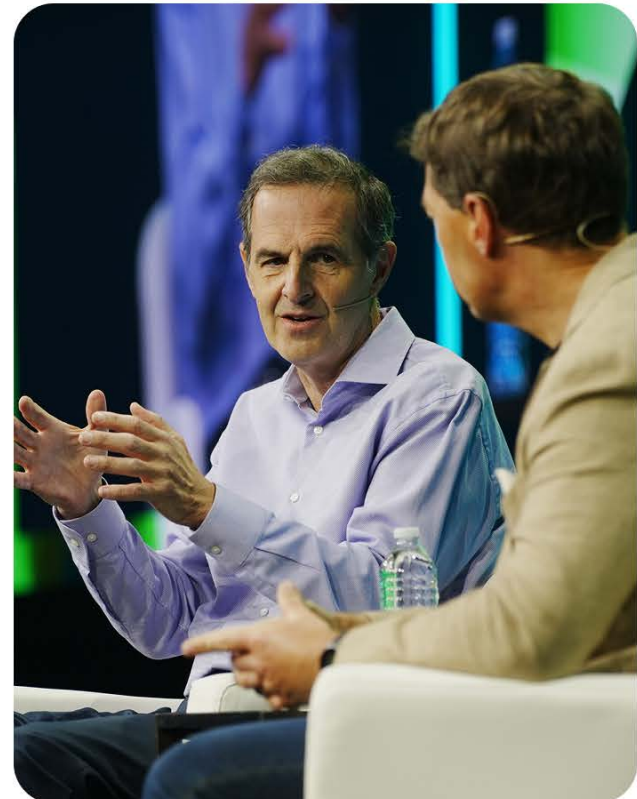
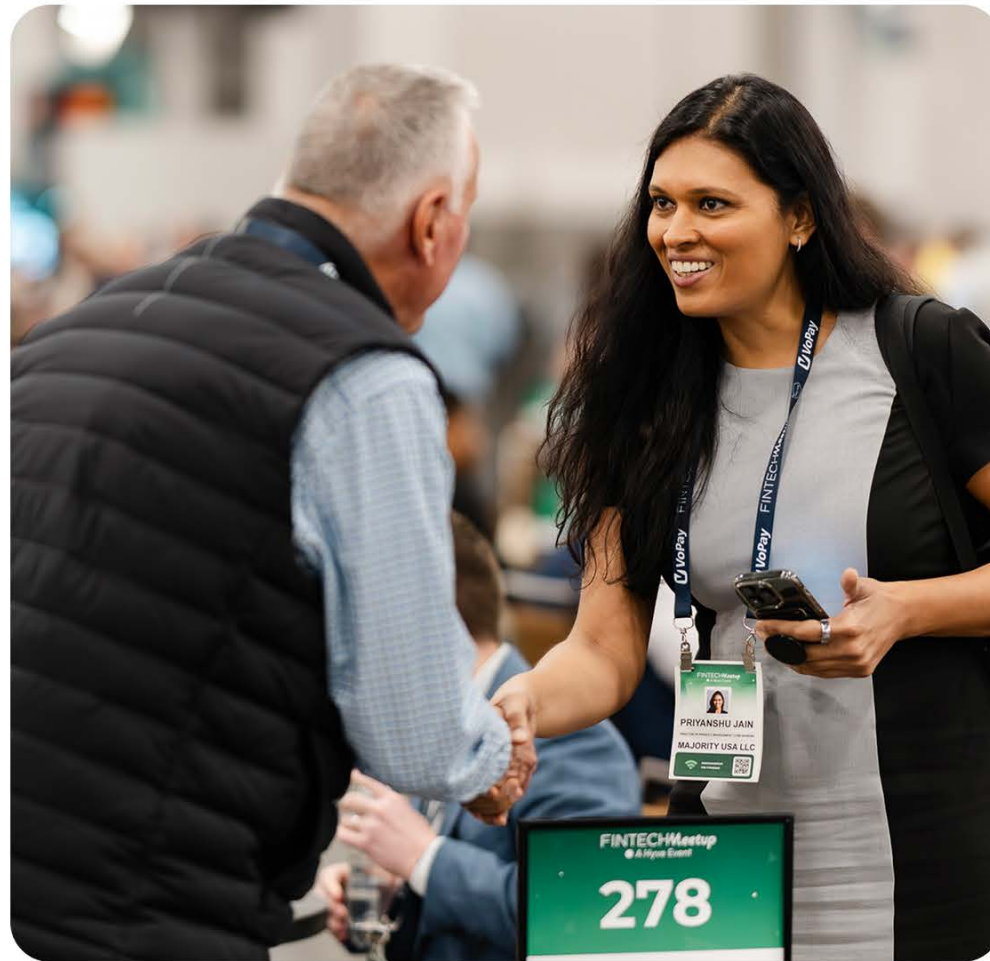
探索金融科技的未来。

핀테크의 미래에 대해 알아보세요.

اكتشف مستقبل التكنولوجيا المالية.

# Photography

This event will feature an array of hand picked images from the 2026 event that best highlight the event. These images do not conflict with the 2027 theme, often featuring shades of turquoise, fuchsia, violet, and green behind speakers and attendees. This pairs well with the light beam concept, which overlays colors around and on top of an image.



# Photography Treatment



FINTECH*Meetup*  
● A Hyve Event

Thank you