

DeepIntent Brand Overview






Our Core Belief:

DeepIntent® believes marketing technology can measurably improve the lives of patients. That is our core belief and 100% of our focus. Our mission is to improve patient outcomes through the artful use of advertising, data science, and real-world clinical data. DeepIntent is where business goals meet real-world healthcare outcomes.

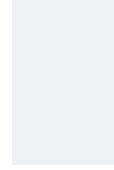


Here are the key highlights:

Color Palette

Core Color Palette

| | | | | |
|--|--|--|--|--|
|  |  |  |  |  |
| Dark Blue | Buckthorn | Blaze | Pastel Green | Java Sea |
| HEX #0E3551 | HEX #FBAF2C | HEX #FF7B00 | HEX #81d361 | HEX #14ADC6 |
| CMYK 100/77/44/38 | CMYK 0/35/95/0 | CMYK 0/64/100/0 | CMYK 52/0/82/0 | CMYK 74/10/20/0 |
| RGB 14/53/81 | RGB 252/175/46 | RGB 255/123/0 | RGB 129/211/97 | RGB 20/173/198 |
| PANTONE 302C | PANTONE 143C | PANTONE 2018C | PANTONE 2269C | PANTONE 3125C |

Secondary Color Palette

| | | | |
|---|--|--|--|
|  |  |  |  |
| Sea Breeze | Light Slate | Medium Slate | Dark Slate |
| HEX #C7F2F9 | HEX #E6EBEE | HEX #C1CCD3 | HEX #46687E |
| CMYK 20/3/0/2 | CMYK 5/3/2/0 | CMYK 21/13/13/0 | CMYK 77/52/38/13 |
| RGB 199/242/249 | RGB 231/235/237 | RGB 193/204/211 | RGB 70/104/126 |
| PANTONE 9460C | PANTONE 656C | PANTONE 5455C | PANTONE 7699C |

DeepIntent Logo and Graphics

deepintent⁺



deepintent⁺

Tagline

The Power of Positive Outcomes™

Image Tone

Our photography choices are human, warm, diverse and inclusive, underlining our belief in changing the world of healthcare marketing and improving lives for everyone.

EXAMPLES



Specific Lines of Business and Colors

To elevate storytelling and simplify sales presentations, we've updated our iconography and refreshed our color palette to be just as warm as our photography. We've even selected four different bold color combinations to better tell our story visually as we distinguish each aspect of our business across all sales and marketing materials:

DeepIntent Master Brand

HCPs

Patients

Publishers

EXAMPLE



HCPs

Blaze + Dark Blue



Patients

Java Sea + Dark Slate



Publishers

Pastel Green + Dark Slate