

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.

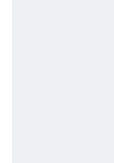

Here are the key highlights:

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