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
  - HEX: #0E3551
  - CMYK: 100/77 /44/38
  - RGB: 14/53/81
  - PANTONE: 302C
- Buckthorn
  - HEX: #FFB412
  - CMYK: 0/35/95/0
  - RGB: 235/175/46
  - PANTONE: 143C
- Blaze
  - HEX: #FF7B00
  - CMYK: 0/64/100/0
  - RGB: 255/123/0
  - PANTONE: 2018C
- Pastel Green
  - HEX: #81d361
  - CMYK: 52/0/82/0
  - RGB: 129/211/97
  - PANTONE: 2269C
- Java Sea
  - HEX: #14ADC6
  - CMYK: 74/10/20/0
  - RGB: 20/173/198
  - PANTONE: 3125C

Secondary Color Palette
- Sea Breeze
  - HEX: #C7F2F9
  - CMYK: 20/3/0/2
  - RGB: 199/242/249
  - PANTONE: 9460C
- Light Slate
  - HEX: #65687E
  - CMYK: 77 /52/38/13
  - RGB: 70/104/126
  - PANTONE: 7699C
- Medium Slate
  - HEX: #C1CCD3
  - CMYK: 21/13/13/0
  - RGB: 193/204/211
  - PANTONE: 5455C
- Dark Slate
  - HEX: #303030
  - CMYK: 100/100/100/100
  - RGB: 48/48/48
  - PANTONE: 1725C

DeepIntent Logo and Graphics

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.

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: