BRAND OVERVIEW

DeepIntent is leading the healthcare advertising industry with data-driven solutions built for the future. Built purposefully for healthcare marketers, DeepIntent’s platform is proven to drive higher audience quality and script performance, and enables marketers to plan, activate, measure, and optimize their campaigns all within a single platform. Conceived by former Memorial Sloan Kettering data scientists, DeepIntent empowers nine of the top ten pharmaceutical companies and the leading healthcare advertising agencies to improve patient outcomes through the artful use of advertising, data science, and real-world health data.

Color Palette

**PRIMARY COLORS**
*USAGE: LOGO, ICONS, BACKGROUND COLORS*

- **DARK BLUE**
  - **HEX**: #0E3551
  - **CMYK**: 100/77/44/38
  - **RGB**: 14/53/81
  - **PANTONE**: 302C

- **BUCKTHORN**
  - **HEX**: #FBAB2C
  - **CMYK**: 0/35/95/0
  - **RGB**: 252/175/46
  - **PANTONE**: 143C

- **BLAZE**
  - **HEX**: #FF7B00
  - **CMYK**: 100/0/64/0
  - **RGB**: 255/123/0
  - **PANTONE**: 2269C

- **PASTEL**
  - **HEX**: #81d361
  - **CMYK**: 74/10/20/0
  - **RGB**: 20/173/198
  - **PANTONE**: 3125C

- **JAVA SEA**
  - **HEX**: #14adc6
  - **CMYK**: 74/10/20/0
  - **RGB**: 20/173/198
  - **PANTONE**: 3125C

**SECONDARY COLORS**
*USAGE: LOGO, ICONS, BACKGROUND COLORS*

- **SEA BREEZE**
  - **HEX**: #E6EBEE
  - **CMYK**: 5/3/13/0
  - **RGB**: 231/235/237
  - **PANTONE**: 5455C

- **LIGHT SLATE**
  - **HEX**: #E6EBEE
  - **CMYK**: 5/3/13/0
  - **RGB**: 231/235/237
  - **PANTONE**: 5455C

- **MEDIUM SLATE**
  - **HEX**: #E6EBEE
  - **CMYK**: 5/3/13/0
  - **RGB**: 231/235/237
  - **PANTONE**: 5455C

- **DARK SLATE**
  - **HEX**: #46687E
  - **CMYK**: 77/52/38/13
  - **RGB**: 70/104/126
  - **PANTONE**: 7699C

DeepIntent Logo and Graphics

**Tagline**

INNOVATING AT THE HEART OF Healthcare and Advertising™