





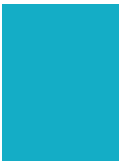
BRAND OVERVIEW

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	BUCKTHORN	BLAZE	PASTEL	JAVA SEA
HEX #0E3551	HEX #FBAF2C	HEX #FF7B00	HEX #14ADC6	HEX #81d361
CMYK #0E3551	CMYK 0/35/95/0	CMYK 0/64/100/0	CMYK 74/10/20/0	CMYK 52/0/82/0
RGB #0E3551	RGB 252/175/46	RGB 255/123/0	RGB 10/173/198	RGB 129/211/97
PANTONE #0E3551	PANTONE 143C	PANTONE 2018C	PANTONE 3125C	PANTONE 2269C

SECONDARY COLORS

USAGE: LOGO, ICONS, BACKGROUND COLORS

			
SEA BREEZE	LIGHT SLATE	MEDIUM SLATE	DARK SLATE
HEX #C7F2F9	HEX #E6EBEE	HEX #C1CCD3	HEX #46687E
CMYK 20/3/02	CMYK 5/3/2/0	CMYK 24/13/13/0	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⁺



Tagline

INNOVATING AT THE HEART OF
Healthcare and Advertising™

deepintent⁺