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: #FBAF2C  
  CMYK: 0/35/95/0  
  RGB: 252/175/46  
  PANTONE: 143C

- **BLAZE**  
  HEX: #FF7B00  
  CMYK: 0/64/100/0  
  RGB: 255/123/0  
  PANTONE: 2018C

- **PASTEL**  
  HEX: #14ADC6  
  CMYK: 74/10/20/0  
  RGB: 20/173/198  
  PANTONE: 3125C

- **JAVA SEA**  
  HEX: #FBAF2C  
  CMYK: 74/10/20/0  
  RGB: 20/173/198  
  PANTONE: 3125C

- **SEA BREEZE**  
  HEX: #14ADC6  
  CMYK: 74/10/20/0  
  RGB: 20/173/198  
  PANTONE: 3125C

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

- **LIGHT SLATE**  
  HEX: #E6EBEE  
  CMYK: 5/3/2/0  
  RGB: 231/235/237  
  PANTONE: 5455C

- **MEDIUM SLATE**  
  HEX: #C1CCD3  
  CMYK: 24/13/13/0  
  RGB: 193/204/211  
  PANTONE: 7699C

- **DARK SLATE**  
  HEX: #46687E  
  CMYK: 77/52/38/13  
  RGB: 70/104/126  
  PANTONE: 9460C

DeepIntent Logo and Graphics

**Tagline**

**INNOVATING AT THE HEART OF Healthcare and Advertising™**