DEEPINTENT

Brand Guidelines

deepintent[+]®

About Us

With a core belief that advertising technology can measurably improve the lives of patients, DeepIntent is leading the healthcare advertising industry into the future. Built purposefully for the healthcare industry, the DeepIntent Healthcare Advertising Platform is proven to drive higher audience quality and script performance with patented technology and the industry's most comprehensive health data. DeepIntent is trusted by 600+ pharmaceutical brands and all the leading healthcare agencies to reach the most relevant healthcare provider and patient audiences across all channels and devices.

deepintent.®

Color Palette

PRIMARY	PRIMARY	PRIMARY	PRIMARY	PRIMARY
HEX #0E3551	HEX #FF7B00	HEX #FBAF2C	HEX #81d361	HEX #14ADC6
CMYK 100/77/44/38	CMYK 0/64/100/0	CMYK 0/35/95/0	CMYK 52/0/82/0	CMYK 74/10/20/0
RGB 14/53/81	RGB 255/123/0	RGB 252/175/46	RGB 129/211/97	RGB 20/173/198
PANTONE 302C	PANTONE 2018C	PANTONE 143C	PANTONE 2269C	PANTONE 3125C

Additional Colors
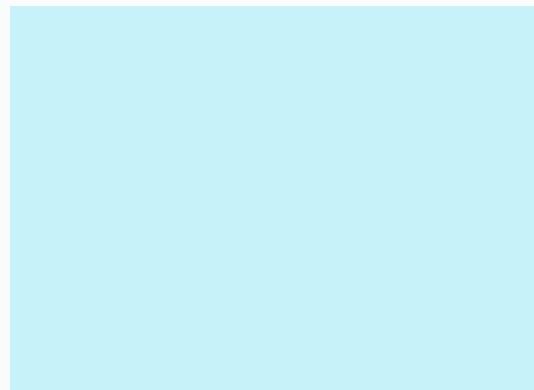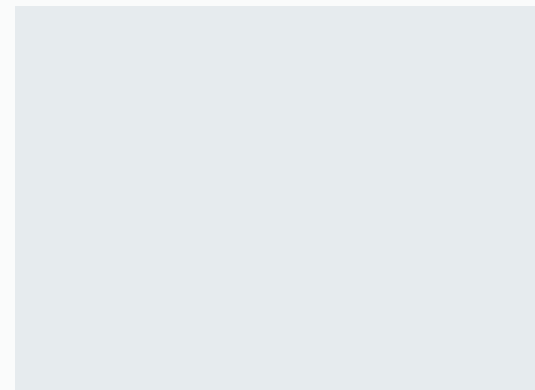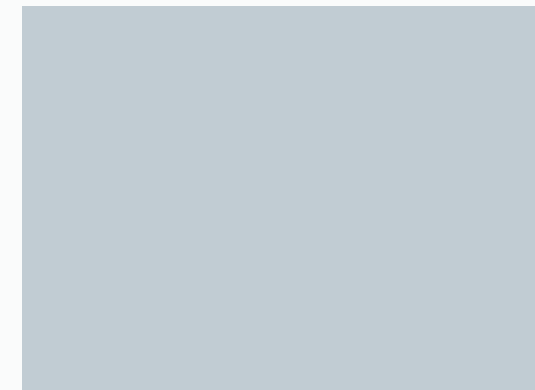
SECONDARY	SECONDARY	SECONDARY	SECONDARY
HEX #C7F2F9	HEX #E6EBEE	HEX #C1CCD3	HEX #46687E
CMYK 20/3/0/2	CMYK 5/3/2/0	CMYK 24/13/13/0	CMYK 77/52/38/13
RGB 199/242/249	RGB 231/235/237	RGB 193/204/211	RGB 70/104/126
PANTONE 9460C	PANTONE 656C	PANTONE 5455C	PANTONE 7699C

Logo Design

This is the main logo that will be used across primary brand applications. The primary DeepIntent logo uses two colors: dark blue and blaze orange. Primarily, the logo should be used on a white or dark background for maximum impact and clarity.

Always use logo with registration mark.

Don't modify the logo in any way.

deepintent⁺

PRIMARY

deepintent⁺

PRIMARY LOGO REVERSE

Logo Design

Alternative use-case: in cases where the color primary logo is not appropriate, the following one-color versions are available for use.

Use cases: vendor request of one-color logo or if the orange "+" lacks visibility upon placement.

deepintent+®

deepintent+®

Logo Design

DeepIntent minimum size of the logo is 105px on screen, or 1.4in (36mm) in print, measured logo width.

d+ symbol minimum size of the logo is 26px on screen, or 0.3in (9mm) in print, measured logo width

The minimum clear space is defined by the height of the lowercase d in the logo. Try to maximize clear space whenever possible.

deepintent ⁺

d ⁺

105PX
1.4IN
36MM

26PX
0.3IN
9MM

deepintent ⁺

Additional Logo Assets

LOGO ICON:

PIXEL:

TAGLINE:

INNOVATING AT THE HEART OF
Healthcare and Advertising™

d⁺ | **INNOVATING** AT THE HEART OF
Healthcare and Advertising

Positioning Statement

The Most Powerful Healthcare Advertising Platform

DeepIntent is a healthcare demand side platform that empowers marketers to plan, activate, measure, and optimize patient and HCP programmatic campaigns toward audience quality and script performance, all within a single platform.

Contacts

For questions regarding the brand
or any creative assets, please contact
Lana Fox or Jacklyn Alford.
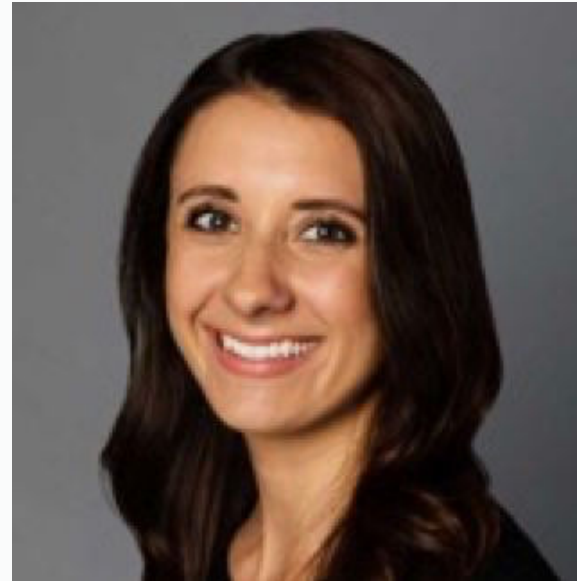
Lana Fox
Sr. Brand Marketing Manager
lana.fox@deepintent.com

Jacklyn Alford
Lead Brand Designer
jacklyn.alford@deepintent.com