



PATIENT RECRUITMENT

Design Services

Lookbook



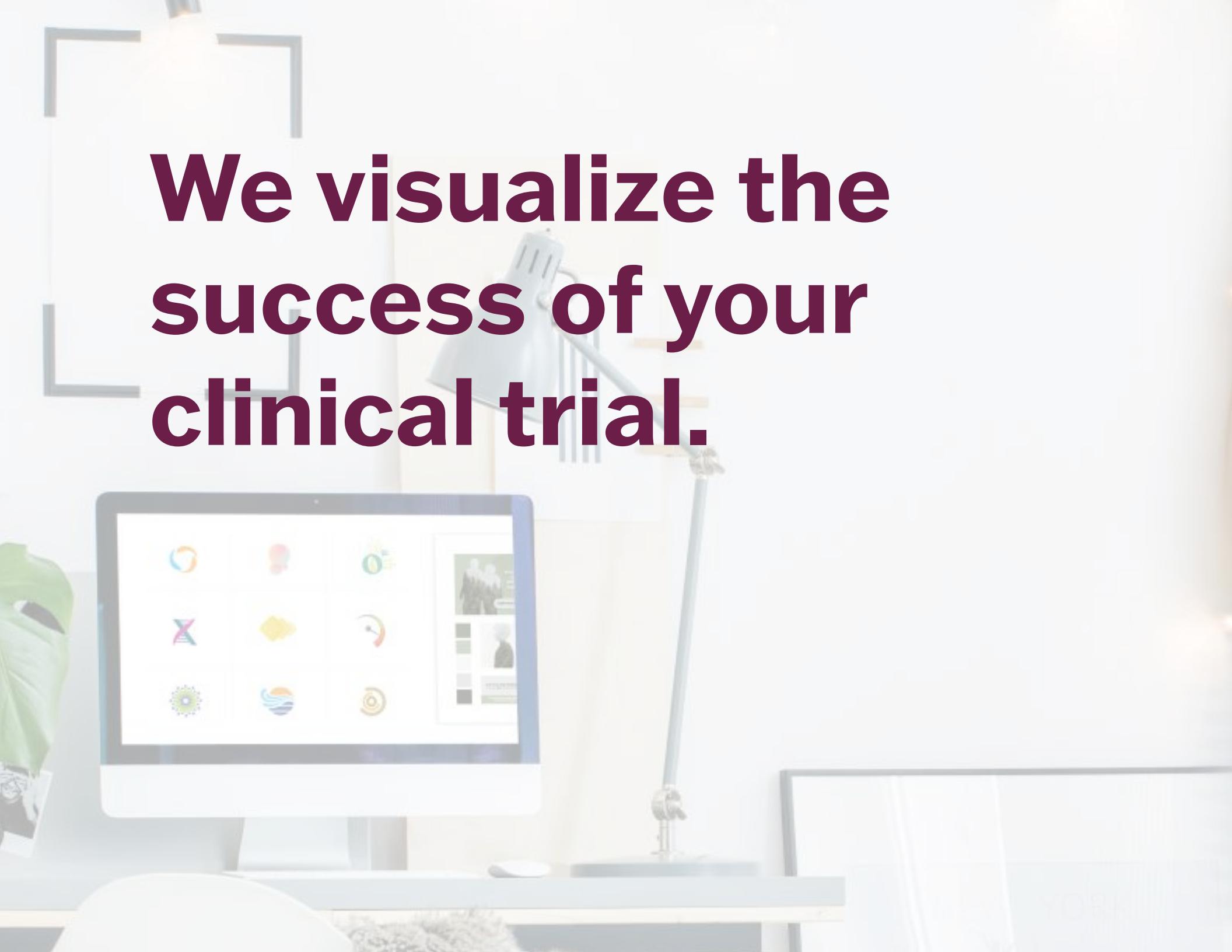
We are design specialists.

Collaborating closely with our clients and our in-house patient recruitment team, Elligo's design services focus on reaching your target patient population through meaningful and impactful design.

Contents

- 06** Branding
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- 38** Web

We visualize the success of your clinical trial.





Creative Sponsor Solutions for Enhanced Recruitment & Retention

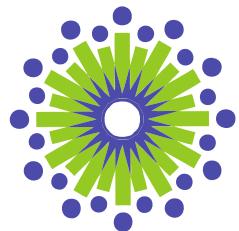
Whether it's crafting a distinct trial identity, developing patient resources, or building a study website, at Elligo our design team knows how to engage with patients through innovative design. By carefully considering the condition, target audience, and protocol of each study, the resulting recruitment tools actively drive patient enrollment.

Branding.

Positive Impression + Unique Design =
Brand Success.

OUR BRANDING PACKAGE FEATURES:

- ☑ Name Development
- ☑ Differentiation from Competitors
- ☑ Consistent & Recognizable
- ☑ Patient-Friendly Brand Perception
- ☑ Optimized to Audience
- ☑ Brand Stories that Build Lasting Patient Relationships







LAUREL

MAJOR DEPRESSIVE DISORDER

Three concepts were developed for the LAUREL MDD Study based on an initial period of research and strategy discussions. To help convey the overall look and feel of the study brand, these “mood boards” are created to showcase the use of color palettes, graphic themes, or elements that could be used in the final materials.



COMPLETED RECRUITMENT & RETENTION
MATERIALS FOR PHYSICIANS & PARTICIPANTS



lightbeam

NON-FUNCTIONING PITUITARY ADENOMA

Non-functioning pituitary adenomas are tumors that form in and around the pituitary gland which can often lead to a decrease in eye function. We developed a visual identity incorporating this detail, starting with the name LIGHTBEAM. The designs emphasize the region around the eyes and use graphics layered with vibrant light-leak effects. The featured images chosen for the brand campaign were abstract depictions of people as the study materials would be used globally.



WELCOME TO THE Lightbeam Study!

A Phase 2 clinical trial investigating the safety and tolerability of an investigational medication in adult patients with a non-functioning pituitary adenoma (NFPA).

A close-up, abstract photograph of a person's eye. The image is heavily saturated with warm colors like orange, yellow, and red, creating a dramatic, glowing effect around the eye. The background is a soft, out-of-focus blue and white.

ASK YOUR DOCTOR ABOUT THE LIGHTBEAM STUDY!

**Clinical Research
Study for Patients with
Non-Functioning
Pituitary Adenoma
(NFPA)**

Consider participating in a clinical research trial and help to advance medical options for patients with NFPA.



INITIAL LOGO CONCEPTS



FINAL LOGO



Frequently Asked Questions

What is a clinical study?
A clinical study tests an investigational medication or treatment in a population of qualified volunteers. All new drugs or medical treatments and devices must go through the clinical study process, so participants like you play a very important role to help further medical care and treatment of NFPA for present and future generations.

How are my rights and safety protected as a patient during a clinical study?
Protecting the rights, wellbeing, and safety of clinical study patients is a top priority for clinical researchers and physicians throughout the clinical study process. Clinical studies follow strict guidelines regarding the treatment of volunteers, and all processes and materials must be investigated by an independent ethics committee. All aspects of the study will be explained to you by the study personnel, and you will have the opportunity to ask questions or voice concerns.

How does a clinical study evaluate an investigational medicine?
Clinical studies have a structured process for visits, medical assessments, and a dosing schedule the patient must follow. Information about how you feel and how you are reacting to the study treatment is collected.

Can I leave the clinical study before it ends?
You have the right to leave a clinical study at any time. If you decide to leave, talk to your doctor first. You will want to know how leaving the study might affect your health.

WELCOME TO THE LIGHTBEAM STUDY

The purpose of this diary is for you to record your weekly injection information. If you have any questions or concerns, please contact your study doctor or study team.

YOU SHOULD USE THIS DIARY TO:

- Prepare for upcoming injections
- Keep contact information for study staff in a convenient place
- Record details surrounding your weekly injection which includes the injection site, dosage, any changes to your health, and any missed doses

THINGS TO REMEMBER:

- Write down the date, time, dosage, and location of your injection in the space provided. Use the note space to record any instructions and information the study staff gives you. If you miss a dose, record the reason why in the notes section. You may want to write down any questions you have for the study staff.
- It is very important that you keep your study appointments. If you cannot keep an appointment, contact your study doctor or the study team to reschedule.
- At each visit, tell the study doctor or study team about any doctor visits, trips to the hospital, changes in medication, or any other changes in your health since your last study visit.
- All shots should be made to administer injections weekly on the same day of the week. If you have missed a dose, you have three days to take the injection. Injections should be made to the abdomen, thigh, upper buttock, or upper arm (see Diagram 1). Use a different site for each injection and document on the diary where the injection was made.

Diagram 1

Diagram 2

Your Site Information

Doctor's Name: _____

Study Site Name: _____

Study Site Address: _____

Study Site Phone Number: _____

After Hours or Emergency Contact Number: _____

Dial Down

CANCER PAIN

For the Dial Down Cancer Pain Trial we were scoped to design and manage the study website, online advertising campaigns, and collateral designs.

The bold brand palette is a call to action, using eye-catching colors aimed at eliciting a robust reaction from prospective patients. The advertising campaign's high-contrast visuals captivated our audience and effectively communicated the objective of the study: investigating a therapy to alleviate cancer-induced pain.

DIAL DOWN
CLINICAL STUDY FOR CANCER PAIN

Are you experiencing moderate to severe pain due to cancer?

You may be eligible for a clinical research study and receive study related care at no cost!

Battling cancer is a challenge on its own and fighting chronic or continuing pain associated with cancer, can be overwhelming and burdensome.

YOU OR A LOVED ONE MAY QUALIFY IF YOU:

- ARE AT LEAST 18 YEARS OLD
- HAVE BEEN DIAGNOSED WITH CANCER AND HAVE NOT RESPONDED TO TREATMENT
- HAVE MODERATE TO SEVERE PAIN DUE TO CANCER OR CANCER TREATMENT

Additional study requirements will be discussed with a study representative.

ABOUT THE STUDY:

This study is testing the safety and effectiveness of an investigational medication. Qualified individuals will receive a single dose of the study medication and participate for approximately 90 days, which will include 8 study visits. Additional follow-up visits may be required.

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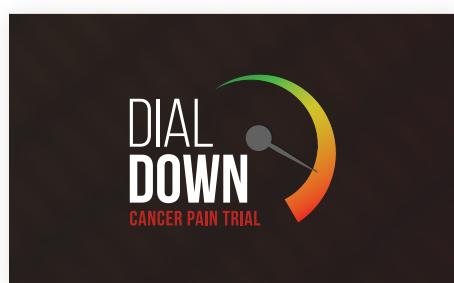
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DIAL DOWN
CANCER PAIN TRIAL

TO SEE IF YOU OR A LOVED ONE QUALIFY
Call us at xxx-xxx-xxxx or visit dialdowncancerpaintrial.com



The image shows two mobile phone screens. The larger screen on the left displays the full website for the 'DIAL DOWN CANCER PAIN TRIAL'. The header features the trial's logo and name. Below this is a large image of a woman in profile, looking towards the right. Text on the screen asks if the user is experiencing moderate to severe pain associated with cancer or cancer treatment, and mentions that they may be eligible for a clinical research study. A section titled 'See if you qualify!' contains a form with fields for 'Full Name', 'Email', 'Phone Number', 'Zip Code', and 'Best time to contact you'. It also includes a checkbox for agreeing to privacy policy and a 'SUBMIT' button. The smaller screen on the right shows a Facebook-style post for the trial. The post includes the trial's logo, a question about pain levels, and a preview image of the trial's website.

DIAL DOWN CANCER PAIN TRIAL

Are you experiencing moderate to severe pain associated with cancer or cancer treatment?

You may be eligible for a clinical research study and receive study-related care at no-cost.

Battling cancer is a challenge on its own and fighting pain or continuing pain associated with cancer can be overwhelming and burdensome. Consider volunteering and contributing to cancer research.

See if you qualify!

Are you the caregiver or patient?

Caregiver

Patient

Full Name *

Email *

Phone Number *

Zip Code *

Best time to contact you *

Morning

Afternoon

Evening

By submitting this form I agree to the privacy policy and to be contacted via phone, text or email.

I agree

SUBMIT

For more info

You or a loved one may qualify if you:

- Are at least 18 years old
- Have been diagnosed with cancer and have not responded to treatment
- Have moderate to severe pain due to cancer or cancer treatment

Additional eligibility requirements will be discussed with a study investigator.

About the Study

This study is testing the safety of an investigational medical product.

DIAL DOWN CANCER PAIN TRIAL

Are you experiencing moderate to severe pain due to cancer?

Your Headline Here

Your Description Here

Your Callout Here

Learn More

Care Packs.

Personalized Care + Personalized Items =
Patient Centricity.

OUR PROMOTIONAL & ENGAGEMENT PACKAGE FEATURES:

- ☑ Foster Loyalty & Retention
- ☑ Managed Fulfillment & Distribution
- ☑ Cost-Effective Exposure
- ☑ Indication & Population Customization
- ☑ Study Treatment & Travel Consideration
- ☑ Lasting Impact on Your Study Team





TOTE • OSTEOARTHRITIS
OF THE KNEE
Phase 2 OA Study





GIFT CARD (MCDONALD'S) • SCHIZOPHRENIA

We found that providing McDonald's gift cards were a great option for a study opportunity due to its visit setup and the involvement of an extra study partner. To improve retention in the trial, we also provided branded cookies to participants and their partners at important visits.

GIFT CARD (ROBLOX) • DUCHENNE MUSCULAR DYSTROPHY

To shed light on every step of the patient and caregiver journey, Elligo organized a collaborative effort to source the most appropriate engagement items in a Phase 1/2 trial evaluating an investigational treatment for participants with DMD.⁴⁴

A gift card to the popular online game platform ROBLOX was an especially exciting and appreciated



TOTE • OSTEOARTHRITIS OF THE KNEE

Elligo coordinated creative initiatives for the Phase 2 STEP OA Study and its subsequent Phase 3 PIVOT OA Study

COMFORT • PEDIATRIC • ADULT • RARE DISEASE • MOBILITY AIDS • CONVENIENCE • STUDY DRUG STORAGE • VISIT TRAVEL • PPE • HYGIENE



Full Service Promotional Management Process

Redefine what it means to show we care.

Creating branded items for trial locations, patients, and their families is a meaningful and reliable method to acknowledge their dedication to clinical research. We carefully select items that have diverse uses, aiming to support both patients and sites.

We anticipate the participants' needs and preferences to bring value to their daily lives during and after the study. Our items are always developed in compliance with regulatory standards and global distribution guidelines.



COOLER BAG
FOR STUDY DRUG
TRANSPORT



EMBROIDERED NECK
PILLOW



LIGHT-UP BLUETOOTH
HEADPHONES



METAL WATER
BOTTLE



TRAVEL-SIZE
HAND SANITIZER

Recruitment Materials.

Tailor. Target. Recruit.

OUR RECRUITMENT MATERIAL FEATURES:

☑ Qualified Leads

☑ Tailored Message to Your Audience

☑ Traditional Print Collateral

☑ Designed for Mandatory IRB & Ethics Committee Requirements

☑ Digital Ad Campaigns

☑ Higher Enrollment



SOCIAL CAMPAIGN • COVID-19 VACCINE



FLYER • WET AMD

Reflect

ICHTHYOSIS

The Reflect Study was a full brand development project that included naming, logo design, website and collateral pieces. The name “Reflect” was inspired by the reflective nature of water, as many patients with this skin condition use water to soothe their symptoms. The imagery chosen for the brand included watercolor marks and photography of lakes, with abstracted portraits and reflections.

Reflect
A Clinical Trial for Ichthyosis

Testing the safety and effectiveness of a topical cream for adults and adolescents living with Ichthyosis.

The Reflect Study is testing the safety and effectiveness of a topical cream for adults and adolescents living with Lamellar Ichthyosis (LI). This investigational cream is applied to the surface of the skin in an effort to reduce LI symptoms such as dry and cracked skin. The Reflect Study aims to help improve symptoms of LI for current and future generations.

THOSE WHO QUALIFY FOR STUDY PARTICIPATION CAN EXPECT THE FOLLOWING:

Study Duration:
12 weeks, with the option to continue for another 12 weeks (up to 24 weeks)

Treatment Received:
All study participants will randomly receive either the study medication with the active ingredient or placebo for the first 12 weeks (2/3 likelihood of receiving study medication with active ingredient). Those study participants who complete the first 12 weeks of the study and wish to continue for another 12 weeks will receive study medication with the active ingredient (no one will receive placebo).

Treatment Frequency:
Twice weekly.

YOU MAY QUALIFY FOR THE REFLECT STUDY IF YOU:

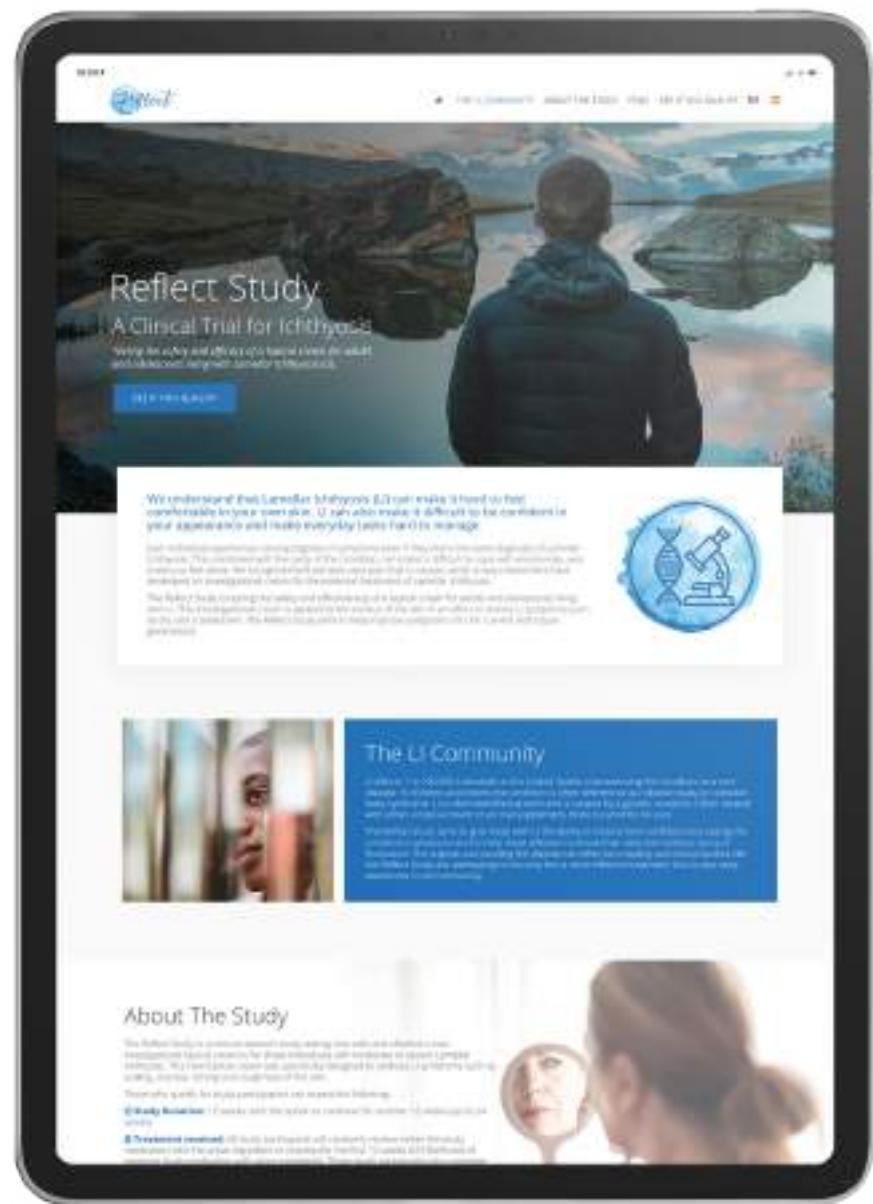
- Are 12 years of age or older
- Have been Diagnosed with Lamellar Ichthyosis
- Have Moderate to Severe Lamellar Ichthyosis

SEE IF YOU QUALIFY

Additional study details, frequently asked questions, and contact information are available on the study website:

ICHTHYOSISTUDY.COM

Reflect
A Clinical Trial for Ichthyosis



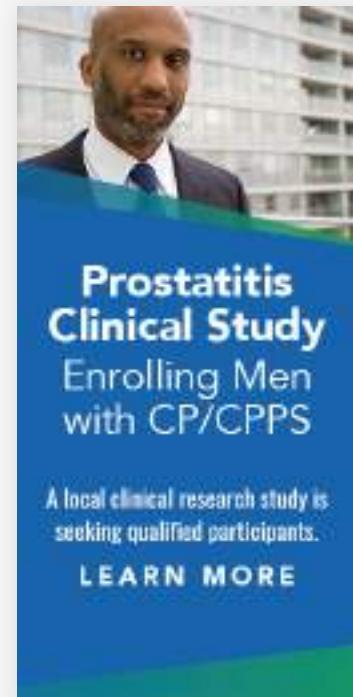


PROSHIP

THE PROSHIP STUDY

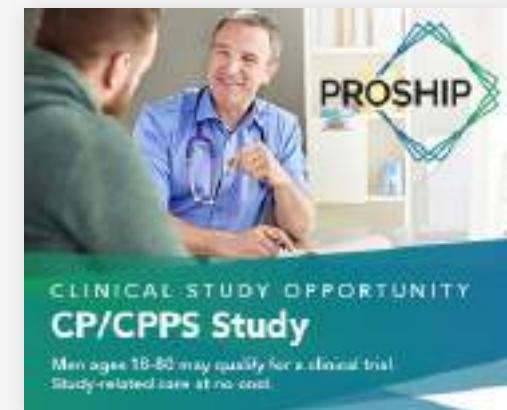
Clinical Research Opportunity for
Men with Chronic Prostatitis/
Chronic Pelvic Pain Syndrome

E TODAY
P205.COM



Prostatitis
Clinical Study
Enrolling Men
with CP/CPPS

A local clinical research study is
seeking qualified participants.
[LEARN MORE](#)



CLINICAL STUDY OPPORTUNITY
CP/CPPS Study

Men ages 18-80 may qualify for a clinical trial.
Study-related care at no cost.

PROSHIP



Clinical Research Study

PROSHIP



You may qualify for this study if you:

- ▶ Are male between the ages of 18-80 years
- ▶ Have experienced pain or discomfort in the pelvic area for at least 3 out of the last 6 months not caused by any other condition such as a urinary tract infection or bladder stone
- ▶ Do not have bacterial prostatitis

If qualified, participants will receive at no cost:

- ▶ Investigational study drug or placebo
- ▶ Study-related care from a local doctor

PROSHIP

PROSHIP

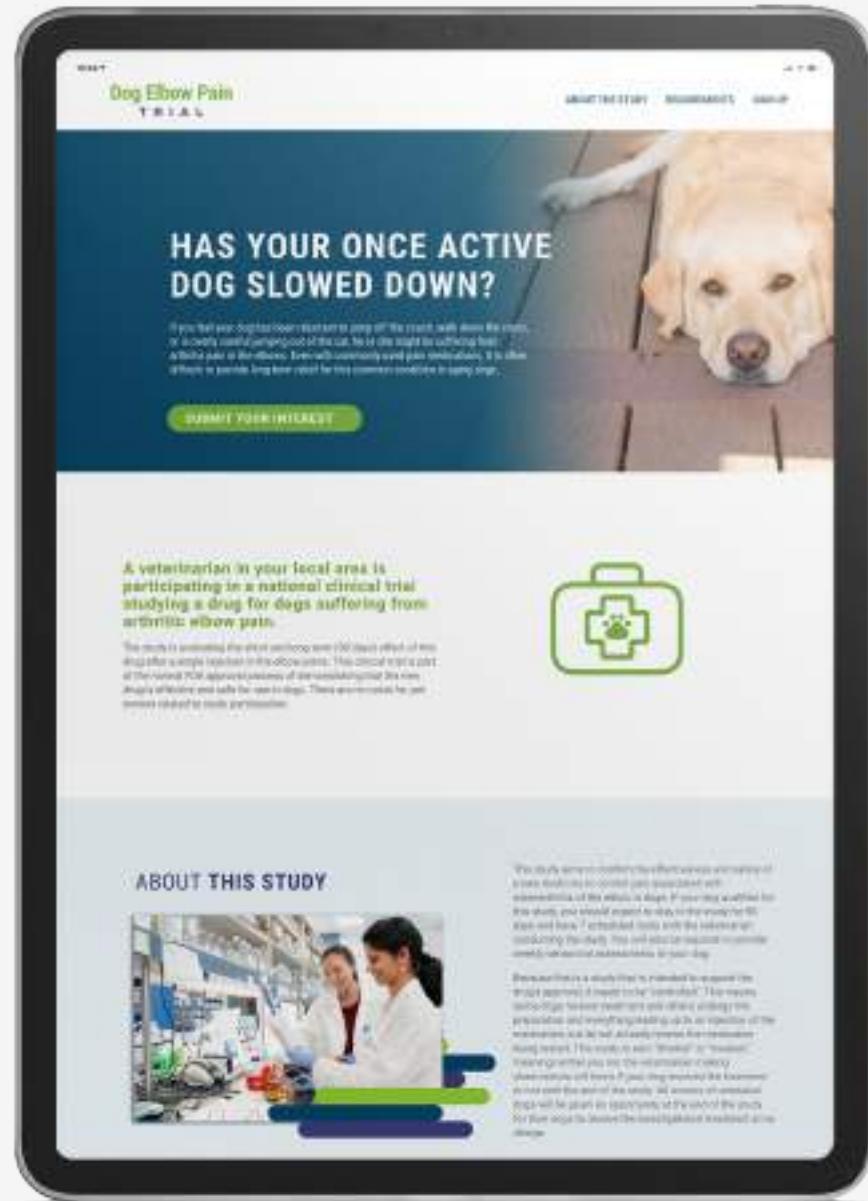
PROSTATITIS

For the PROSHIP prostatitis study we focused on a bold geometric logo design that translated into the rest of the study materials. Items created included online ads, patient collateral, and physician brochures to help display study information. The strong royal blue and deep green color scheme was pulled through the study materials creating a cohesive and recognizable brand.

Dog Elbow Pain

ARTHRITIS IN CANINES

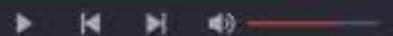
This recruitment video was one of several featured through our Facebook advertising efforts. Each video and piece our recruitment campaigns are tracked to see which preform best. Our marketing team can then strategically push the most engaging videos to the right audience, at the right time, on the right platforms.





Check if your dog qualifies!

dogelbowpain.com



A NO-COST ARTHRITIS STUDY FOR DOGS

Consider participating in a local
clinical trial for an investigational
elbow pain medication.

Pediatric Materials.

We Support Patients, Loved Ones & Study Teams for Every Type of Participant.

OUR PEDIATRIC-ORIENTED RETENTION & RECRUITMENT FEATURES:

- Enriched Patient Experience
- Tools for Caregivers
- Instructional Videos
- Family-Friendly Care Packages
- Digital & Traditional Resources
- Visual Guide Through the Patient's Journey





THANK YOU CARD • DRAVET SYNDROME

BROCHURE • INFANT RSV VACCINE



VIBRATING ICE PACK
FOR STUDY DRUG
ADMINISTRATION •
DUCHENNE MUSCULAR
DYSTROPHY

Materials created for pediatric clinical trials take into account their unique medical requirements, preferences, and ethical considerations.

They are enhanced with visual elements such as pictures, videos, and games to make the explanation of clinical trials enjoyable and easy to understand for both young patients and their caregivers.

PLUSH ANIMALS



APPOINTMENT CARD & COLORING PAGE



STICKER BOOKS



ADDITIONAL STICKERS
FOR EVERYDAY USE





ENDEAVOR + ENVISION

DRAVET SYNDROME

Dravet syndrome is a rare, lifelong condition requiring ongoing care and support from a multidisciplinary team, with the onset of their seizures typically occurring within the first year of life. Considering these clinical trials may be an individual's first introduction to many years of medical interactions, designing these materials to balance sensitivity and clarity was crucial. The retention-centered materials empowered caregivers and loved ones by providing informative content on the disease, the potential role of gene regulation therapy, and the sponsors who are working in the field.

Participants in these matching studies were supported throughout their many years of participation with yearly branded calendars, thank you notes, appointment reminders, baby blankets for infants, and stuffed plush animals for older participants.



EMBARK

BILIARY ATRESIA

Biliary atresia is a rare disease that begins in infancy. Given the sensitive age of the participants, the content and design of materials focused on education to comfort loved ones, ensuring they were provided all the information they could need regarding the trial and the safety of their child.



EMBARK | Biliary Atresia & The EMBARK Study

What is the EMBARK study?

The EMBARK study will assess the safety and effectiveness of the study medicine in infants with biliary atresia.

The aim is to improve the liver health of children with biliary atresia. The study medicine has been studied in over 120 children with other liver diseases.

Biliary atresia affects 1 in 10,000 newborns worldwide

Diagnosed in infants less than 3-4 months of age

Likely caused by many different factors

Around 50% of children with biliary atresia need a liver transplant by age 2

7 yellow duck icons representing children

Your child may be able to join if they:

- Have been diagnosed with biliary atresia
- Are able to start the study within 3 weeks of the Kasai Procedure
- Do not urgently need liver transplant surgery
- Are younger than 90 days old at the time of the Kasai Procedure

For more information, visit our study website www.BASstudy.com. You can also visit www.clinicaltrials.gov using the study identifier: MRX-701.

HOW CAN I LEARN MORE?

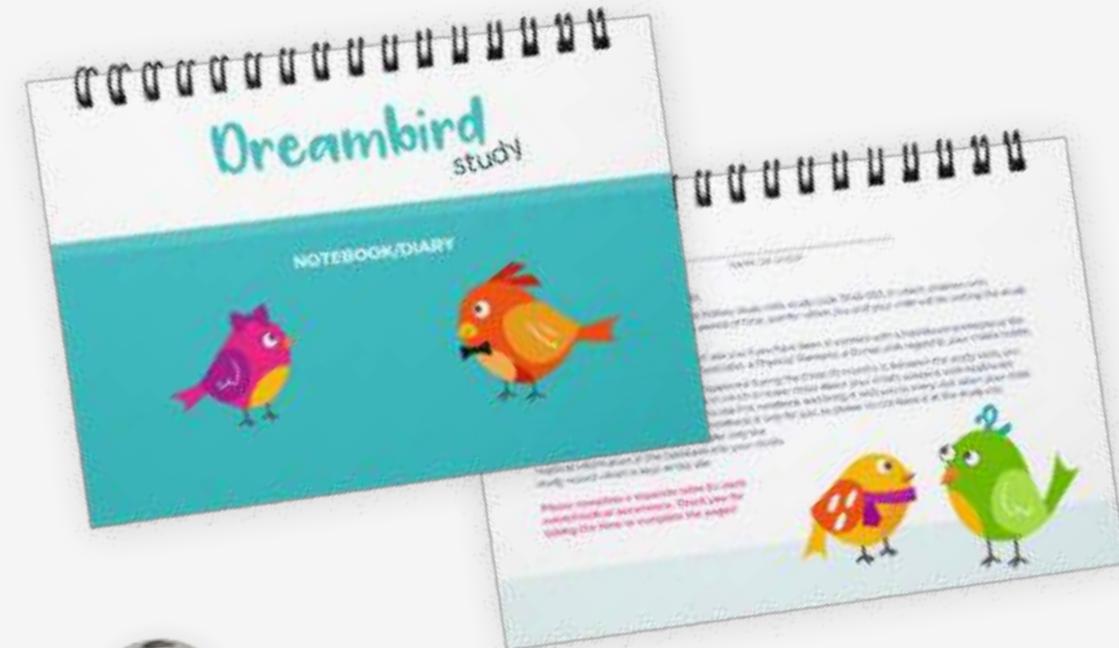
FACT SHEET

EMBARK
Evaluation of Maribav in Biliary Atresia Response post-Kasai

FACT SHEET

TRAVEL ASSISTANCE CONTACT CARD

BROCHURE (ABOVE); TRAVEL ASSISTANCE CONTACT CARD (LEFT)



NOTEBOOK/DIARY



CERTIFICATE OF
COMPLETION



Dreambird

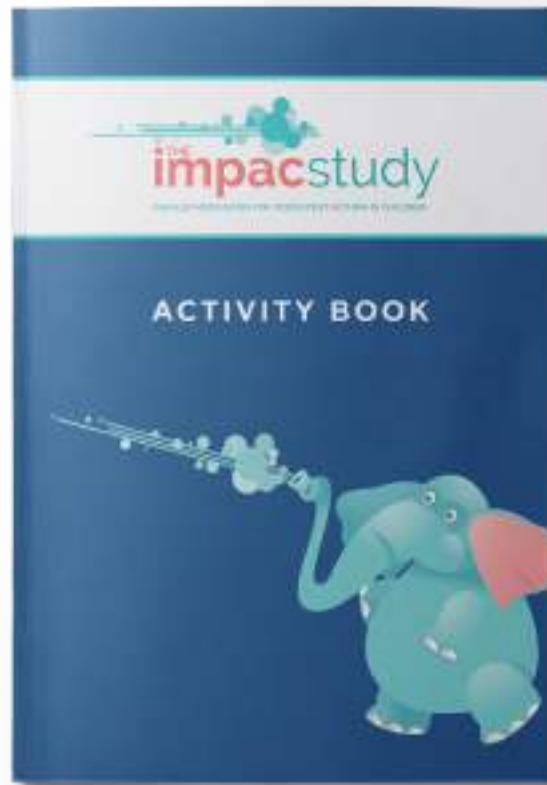
ACHONDROPLASIA

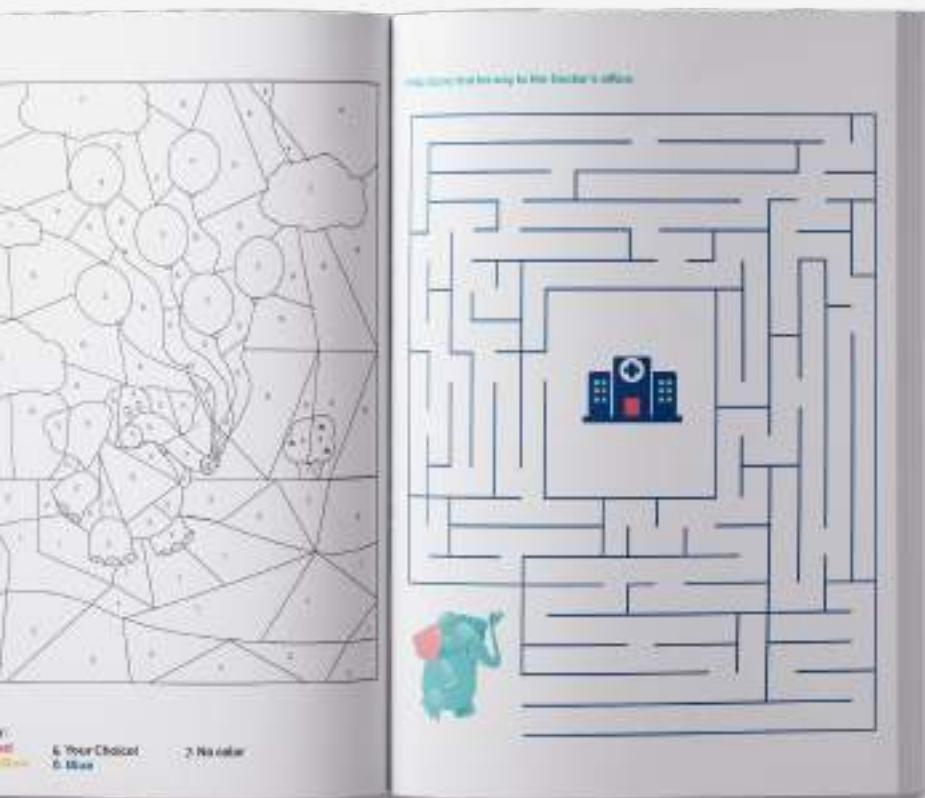
The intention behind branding the Dreambird project was to infuse it with a sense of whimsical enjoyment and a lighthearted perspective. The team designed a uniquely original set of bird characters to be featured throughout the retention materials. Each with their own style and personality, the birds were brought to life as custom stuffed toys that the participating children received. The positive and illustration-based materials were relatable and allowed for a diverse audience so that children around the world could feel involved. Considering the burden of several visits and milestones to reach within the trial, the distribution of each bird was spaced out over a period of time, along with certificates for completing those milestones.

impac

PERSISTENT ASTHMA IN CHILDREN

For a pediatric asthma study, the design team developed a logo and mascot that was friendly and eye-catching for the young patient population and their caregivers. The mascot was used on all of the trial materials, ranging from recruitment items such as posters and informational brochures, to patient-facing activity books and stickers given out after enrollment. These retention materials were used for the duration of the study, as participants were required to stay at study sites for extended periods of time, and were pre-packaged inside activity baskets for easy distribution by site staff. These care packs also included study-branded iPads, puzzles, dominoes, and crayons to keep the patients engaged during these long visits.





Website Design.

Sleek, Functional & Informative Websites
Built for Clinical Research.

OUR WEBSITE FEATURES:

☑ GDPR Compliant

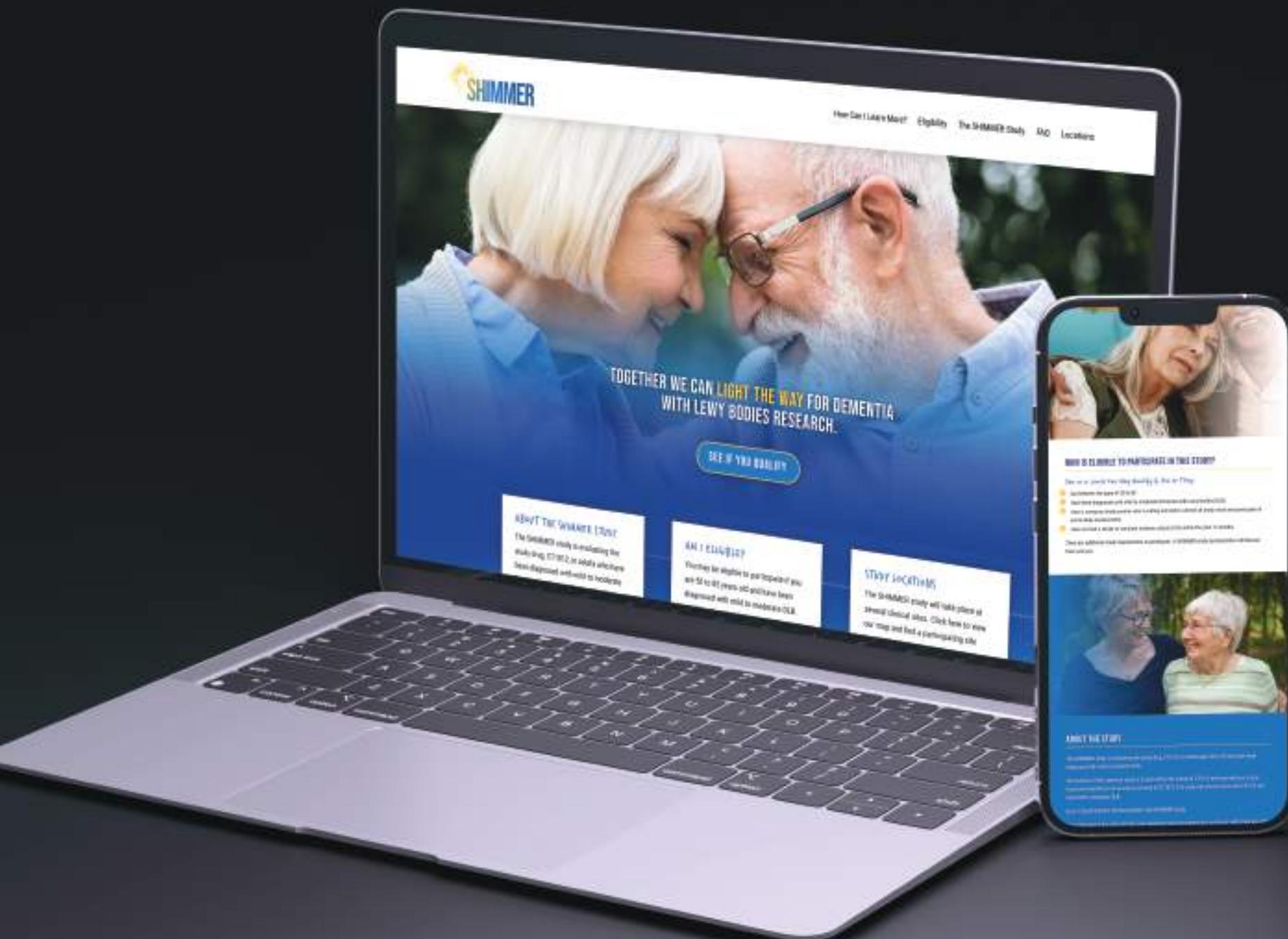
☑ Seamless Integration into Secure CTMS

☑ Responsive & Mobile Friendly

☑ Centralized Study Information for Patients & Investigators

☑ Optimized for Speed

☑ Password Protection Where You Need It



How Can I Learn More? Eligibility The SHIMMER Study FAQ Locations

TOGETHER WE CAN LIGHT THE WAY FOR DEMENTIA
WITH LEWY BODIES RESEARCH.

SEE IF YOU QUALIFY

ABOUT THE SHIMMER STUDY

The SHIMMER study is evaluating the study drug, CT7802, in adults who have been diagnosed with mild to moderate LBD.

AM I ELIGIBLE?

You may be eligible to participate if you are 55 to 85 years old and have been diagnosed with mild to moderate LBD.

STUDY LOCATIONS

The SHIMMER study will take place at several clinical sites. Click here to view our map and find a participating site.

HOW CAN I LEARN TO PARTICIPATE IN THIS STUDY?

Click on or scroll the following links to learn more:

- Eligibility: The study is open to adults 55 to 85 years old who have been diagnosed with mild to moderate Lewy bodies dementia.
- Study Locations: The SHIMMER study will take place at several clinical sites. Click here to view our map and find a participating site.
- What to Expect: You may qualify to receive study drug, CT7802, or a placebo.

Click on or scroll the following links to learn more:

- Eligibility: The study is open to adults 55 to 85 years old who have been diagnosed with mild to moderate Lewy bodies dementia.

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- Eligibility: The study is open to adults 55 to 85 years old who have been diagnosed with mild to moderate Lewy bodies dementia.

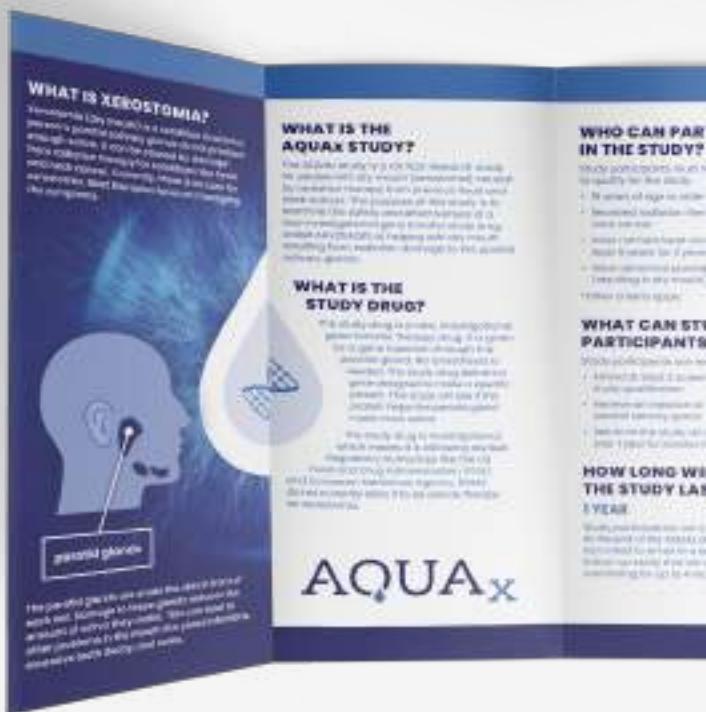
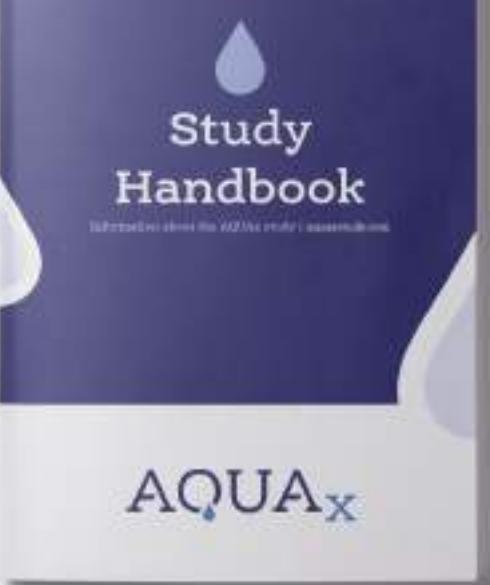
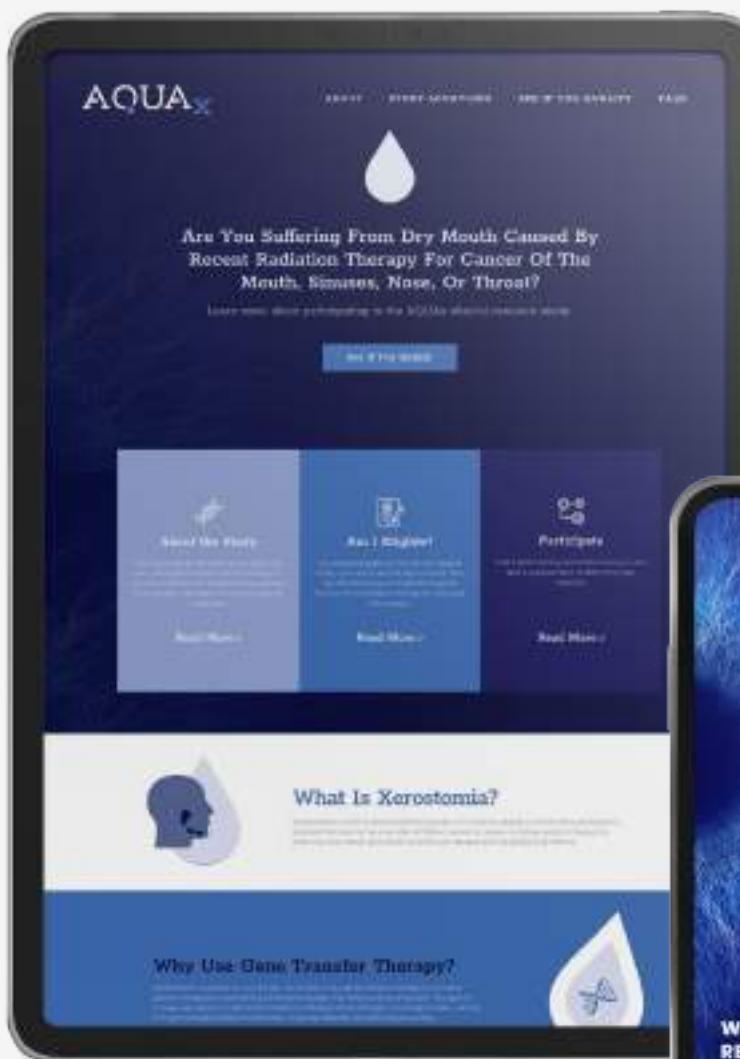
ABOUT THE STUDY

Discover the SHIMMER study and learn how it may help people with Lewy bodies dementia.

Eligibility: The study is open to adults 55 to 85 years old who have been diagnosed with mild to moderate Lewy bodies dementia.

What to Expect: You may qualify to receive study drug, CT7802, or a placebo.

Study Locations: The SHIMMER study will take place at several clinical sites. Click here to view our map and find a participating site.





AQUAx

AQUAx

XEROSTOMIA (DRY MOUTH)

The AQUAx study website for dry mouth focused on a simplistic graphic approach instead of using photography or other imagery. The light blue color palette matched the client's corporate brand and also played well with the water-focused "wet" theme of the study brand. This one-page web design included high-level study information and a simple contact form for patients to submit inquiries.







lavender + lilac

RETT SYNDROME

Rett syndrome is a neurodevelopmental disorder that occurs primarily in female children. A range of websites were developed in this project, some of which are shown here. The Phase 3 Lavender Study is followed by the Lilac Study, an open label extension study, therefore both logos were used in the design of this landing page. The bright imagery and soothing tones of lilac and lavender shades connect back to the study names and overall brand.

MOMENTUM

MYELOFIBROSIS

The MOMENTUM Clinical Trial for Myelofibrosis concentrated on a high-contrast color scheme and circular repeating patterns to convey a vibrant sense of movement. The website is easy-to-navigate and highly informative with pages for participants and healthcare professionals, with translations in over 20 languages.



TRIDENT-1

TRIDENT-1 Study

TRIDENT-1 is enrolling participants in a Phase 2 multi-center study evaluating an investigational drug repotrectinib for the treatment of individuals with ROS1+ advanced non-small cell lung cancer (NSCLC) as well as individuals with NTRK+ advanced solid tumors.

WHAT DOES IT MEAN TO BE RDEH in TRIDENT-1?

As a cancer diagnosis is made based on genetic testing, the test should be repeated prior to study enrollment. Identifying these different genetic mutations, known as biomarkers, is important to determine your place in the study.

Learn more about how genetic biomarkers are used in cancer treatment and how repotrectinib (TRIDENT-1) gene biomarker testing may affect your treatment.

TRIDENT-1 is a study designed to evaluate a new drug, repotrectinib, in individuals with advanced solid tumors that have been identified as ROS1+ or NTRK+.

[Learn more about TRIDENT-1](#)

About the Investigational Drug

Repotrectinib (Elligo TRIDENT-1) is a targeted kinase inhibitor that blocks the receptor tyrosine kinase (RTK) signaling pathway. It is designed to target the ROS1 gene, which is mutated in approximately 1 in 1000 lung cancer patients. This drug is currently being studied in other cancer types, including breast, ovarian, and prostate cancer. It is also being studied in combination with other treatments to improve its effectiveness.

[Learn more](#)

What Does Taking Part in the TRIDENT-1 Clinical Study Involve?

INVESTIGATOR

As a cancer patient, you will be asked to undergo genetic testing to confirm ROS1 or NTRK mutations. Once test results are available, the investigator will contact you to explain the study.

STUDY

If you are eligible for this study, you will receive the investigational drug, repotrectinib, as part of your cancer treatment. This study includes a 12-week treatment period followed by a 12-week follow-up period. During treatment, you will receive regular checkups to monitor the safety and effectiveness of the drug. You may also receive other treatments as part of your cancer care.

TRAILER

After you stop taking the investigational drug, we recommend you continue to take your cancer treatments. This study includes a 12-week follow-up period to monitor the safety and effectiveness of the drug, as well as any side effects.

How Can I Learn More About TRIDENT-1?

If you are interested in learning more about the TRIDENT-1 study, please

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TRIDENT-1

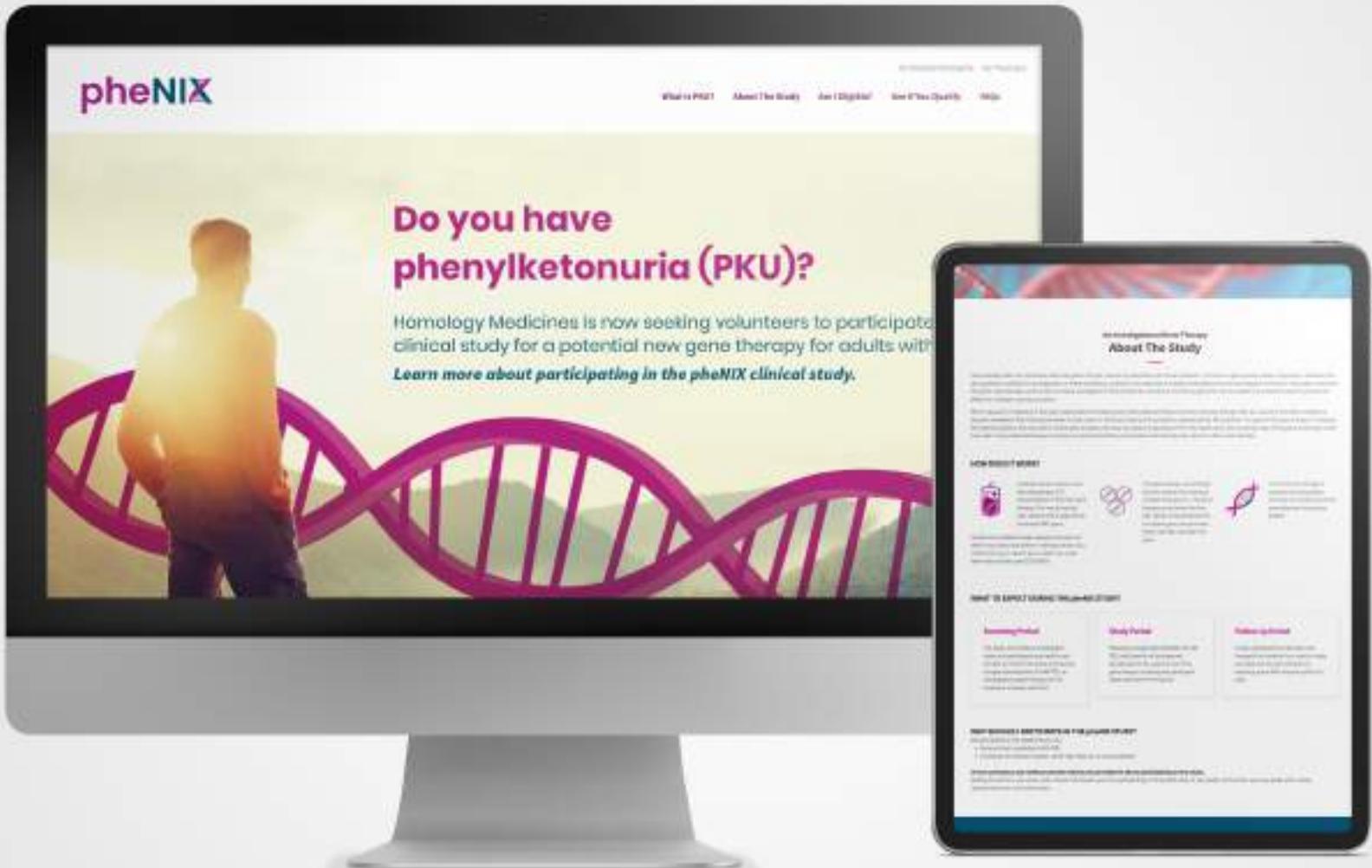
NON-SMALL CELL LUNG CANCER

We took a nautical approach for the overall theme of this study to pair with the coastline-inspired logo. For imagery we edited photographs to appear as watercolor paintings, and used bright, positive blues throughout the print collateral and digital campaigns. The color scheme matched the sponsor's established corporate identity and coastal headquarters, creating brand continuity and recognition.

pheNIX

PHENYLKETONURIA

We developed the following website for the pheNIX gene therapy study addressing phenylketonuria, an inherited condition caused by a defect in the PAH gene. Clean, bright, and simple visuals formed a refined aesthetic that matched the helix elements found in the study logo. In addition to the home landing page, password-protected pages for physicians and enrolled participants provided a platform to share even more information about the study.



The image shows a computer monitor and a tablet displaying the pheNIX clinical study website. The website features a large background image of a person standing next to a large DNA double helix. The text on the page includes:

pheNIX

Do you have phenylketonuria (PKU)?

Homology Medicines is now seeking volunteers to participate in a clinical study for a potential new gene therapy for adults with PKU. [Learn more about participating in the pheNIX clinical study.](#)

The website layout includes a navigation bar with links to "What is PKU?", "About The Study", "Join Our Registry", "Give Feedback", and "Help". Below the main image, there are sections for "About The Study", "How Does It Work?", "What Is Involved During Enrollment?", and "What Happens After You Complete The Study?".



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