

2025

Clinical Trial Branding Guide

Ignite your creativity and elevate your clinical trial's visibility among patients, caregivers, site staff, and healthcare professionals.

STARK/RAVING

Stark / Raving Health is a clinical trial marketing agency specializing in accelerating patient recruitment using a strategic mix of creative study branding and materials, engaging websites, and targeted media outreach campaigns. Our method is built on 25+ years of successfully delivering hundreds of global patient recruitment campaigns across a range of therapeutic areas in more than 50 countries and over 70 languages. Our team's unique ability to tailor our approach by protocol and successfully deliver highly qualified referrals has made us a go-to resource for the world's leading biotechs, pharmaceutical companies, and CROs.

starkravinghealth.com

Clinical trial branding: An investment that pays dividends

Clinical trials are the cornerstone of medical research, driving innovation and shaping the future of healthcare. Amidst the intricacies of trial design and protocol adherence, a pivotal yet often overlooked element emerges as integral to the success of any clinical trial: the development of a robust brand identity. Comparable to any other industry, the influence of a compelling brand on the success of a clinical trial is profound.

A clinical trial brand identity extends beyond logos and colors; it delves into the essence of study participant engagement, trust, and the broader impact on the medical community. A strong brand identity becomes paramount in establishing a distinctive and recognizable presence within a competitive clinical landscape, playing a pivotal role in patient recruitment and retention. Clinical trial branding is not a luxury, it is a strategic investment that pays dividends. Its impact extends to effective communication, fostering collaboration with healthcare professionals, and ultimately enhancing media outreach to deliver potential participants who meet the criteria for study participation. It stands as an indispensable asset, shaping the success and impact of a clinical trial in today's dynamic and competitive research environment.

Defining the Elements of a Clinical Trial Brand

At its core, clinical trial branding is about creating a narrative that resonates with the target audience – both potential study participants and key stakeholders. This narrative goes beyond the scientific details of the study and delves into the human aspects, emphasizing the potential benefits to study participants and the broader impact on healthcare. By strategically shaping this narrative, clinical trial branding establishes an emotional connection with the audience, fostering a sense of purpose and relevance. In an era where patient-centricity is increasingly emphasized, a strong clinical trial brand positions the study as not just a scientific endeavor but a shared journey toward advancing medical understanding and improving patient outcomes.



MATTHEW STUMM
PRESIDENT AND FOUNDER

"A clinical trial's brand is the force that drives the strategy and execution of any successful patient recruitment campaign."

It silently shapes how your audience "feels" about your program. It's the key to making a lasting impact that sparks a connection and empowers people to take action. Your clinical trial brand is the compass that guides your campaign's performance, transforming ordinary efforts into rapid enrollment."

A brand framework is a structured and comprehensive system that defines and guides the development, communication, and management of a clinical study's brand. It serves as a strategic blueprint for creating a consistent and cohesive identity that resonates with your target audiences collectively and individually.

Key Elements of a Clinical Trial Brand Framework

Clinical Trial Name: Memorable, distinctive, and reflective of the brand's personality and values. Careful consideration is essential to ensure it stands out among competing trials.

Clinical Trial Logo: A unique and visually appealing symbol or graphic mark that connects with potential participants and the study community, often the most recognizable visual component.

Tagline: Often overlooked, it should be a concise and memorable phrase encapsulating the trial's essence, mission, or value proposition, complementing the logo and reinforcing the brand message.

Color Palette: Visually representing the brand, consistent use across materials creates a unified and recognizable visual identity setting your materials apart.

Typography: Selecting specific fonts and typefaces conveying the trial's personality, contributing to visual coherence across different communication channels, with special consideration for the audience you are trying to engage.

Imagery and Photography Style: A deep understanding of the target audience ensures the right collection, accounting for diverse patient populations and avoiding over-promising.

Voice and Tone: The style of communication, extending to written content, advertising copy, and other channels, adjusted to engage patients, study participants, and site staff.

A strong brand becomes crucial in establishing a distinctive presence in a competitive clinical landscape, significantly affecting patient recruitment and retention. Clinical trial branding is not a luxury but a strategic investment with far-reaching impacts on communication, collaboration, and media outreach. Defining the elements of a clinical trial brand involves creating a narrative that resonates with both participants and stakeholders, emphasizing human aspects and potential benefits. The brand framework serves as a strategic blueprint, encompassing key elements such as the trial name, logo, tagline, color palette, typography, imagery style, and voice. These elements collectively create a consistent and cohesive identity, fostering an emotional connection and positioning the trial as a shared journey toward advancing medical understanding and improving patient outcomes.

Get inspired for your next clinical trial.

This creative resource has been curated to ignite your creativity and elevate your clinical trial's visibility among patients, caregivers, site staff, and healthcare professionals. This resource is not just a guide; it's a roadmap to crafting a distinct and impactful identity for your clinical trial. Unleash the power of effective branding, from logo development to patient communication, and see the difference it makes in attracting potential study participants. Elevate your clinical trial's narrative, make a lasting impression, and stand out from the crowd. Let the 2025 Clinical Trial Branding Guide be your catalyst for success – because every clinical trial deserves to be remembered.

STARK / RAVING



Be proactive about your liver cirrhosis

Take steps now to potentially prevent hepatic encephalopathy

Nearly half of people living with cirrhosis get hepatic encephalopathy (HE). One of the liver's many jobs is to filter toxins out of your blood. But if you have cirrhosis (liver damage), your liver isn't working as well as it should be, and some toxins stay in your body. HE occurs when too many toxins build up in your bloodstream and reach the brain.

HE can cause symptoms like:

- Confusion
- Personality changes
- Loss of small hand movements
- Tremors in hands and arms
- Sleep problems

Please note: Rifaximin is currently approved by the FDA as an antibiotic. If you take antibiotics, there is a chance you could get an infection with Clostridioides difficile (a bacterial infection of the gastrointestinal tract known to occur after receiving antibiotics). There may be a increased risk for development of antibiotic resistance.

To learn more about this clinical study, please contact:

RED-C 3131

A clinical study is evaluating the effectiveness and safety of a study medicine, rifaximin, in delaying or preventing HE in adults with advanced liver cirrhosis.

You may be eligible to participate if you:

Are between the ages of 18 and 70	Have been diagnosed with advanced liver cirrhosis	Have not been diagnosed with overt HE (a severe form of HE)	Do not have an active COVID-19 infection
-----------------------------------	---	---	--





Study Name: Red-C 3131 / 3132 Studies
Indication: Hepatic Encephalopathy

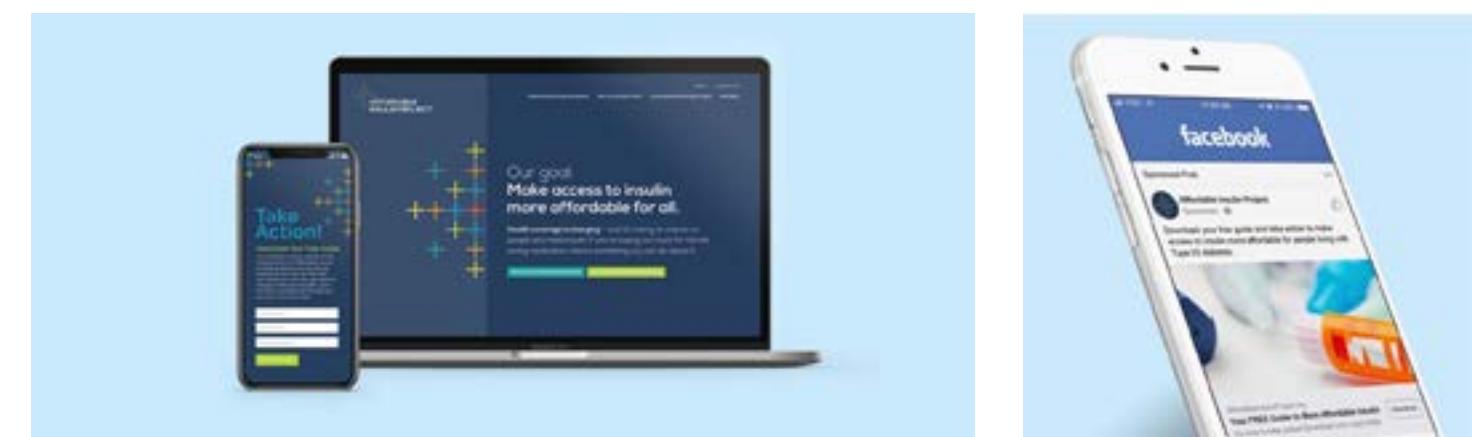


Your liver has many jobs—one of which is to filter toxins out of your body.



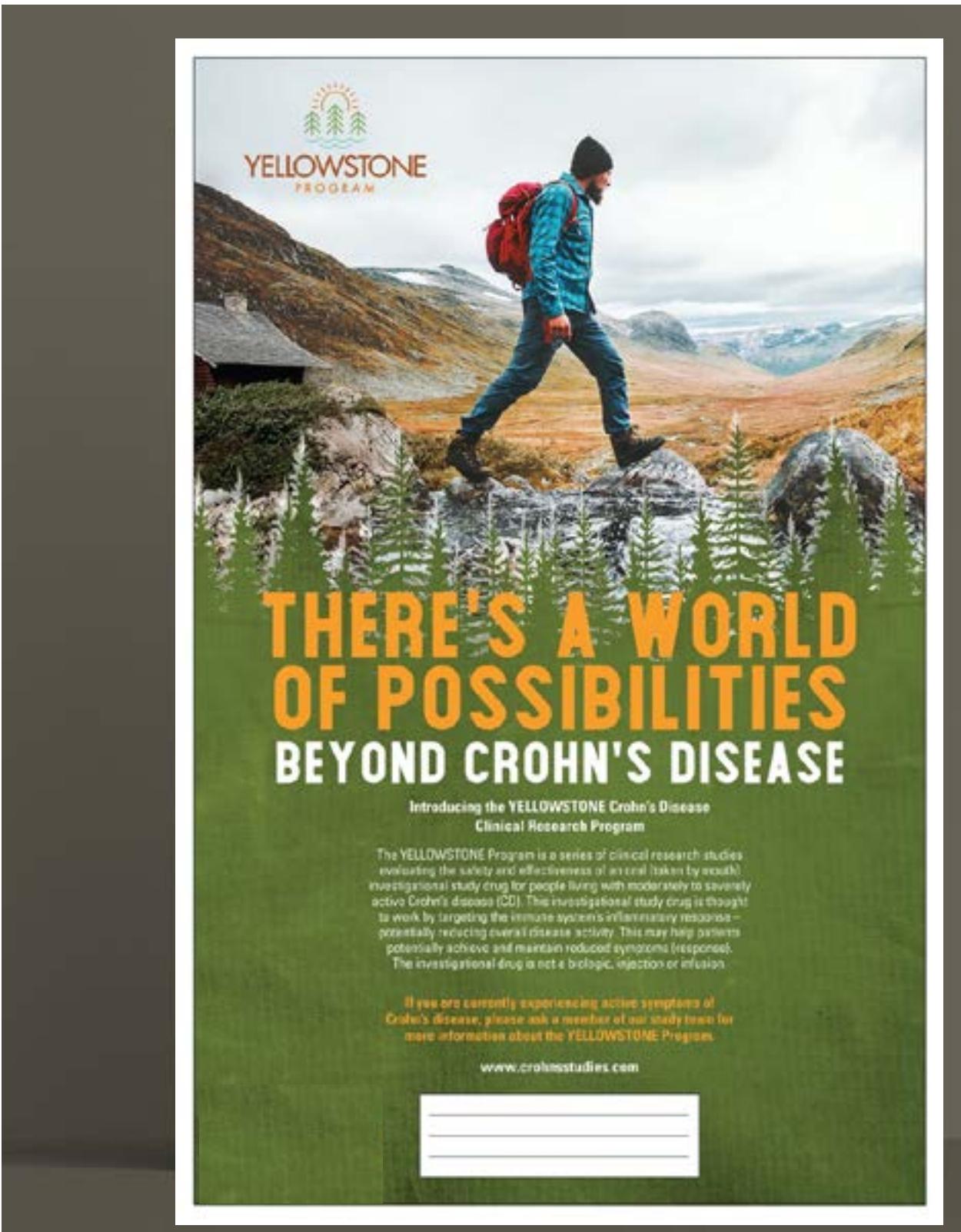


Study Name: Affordable Insulin Project
Indication: Type 1 + Type 2 Diabetes





Study Name: The Yellowstone Program
Indication: Crohn's Disease



NANORAY³¹²

HEAD AND NECK CANCER TRIAL

LOCALLY ADVANCED HEAD AND NECK CANCER

Introducing a clinical study evaluating a novel approach to potentially enhance the effectiveness of radiation therapy

NANORAY-312 is a phase 3 clinical study evaluating a potential first-in-class radioenhancer for people with locally advanced head and neck cancer. The investigational product is designed to increase the ability of radiation to kill cancer cells without increasing damage to surrounding healthy tissues.

Please speak with the
study doctor if you:

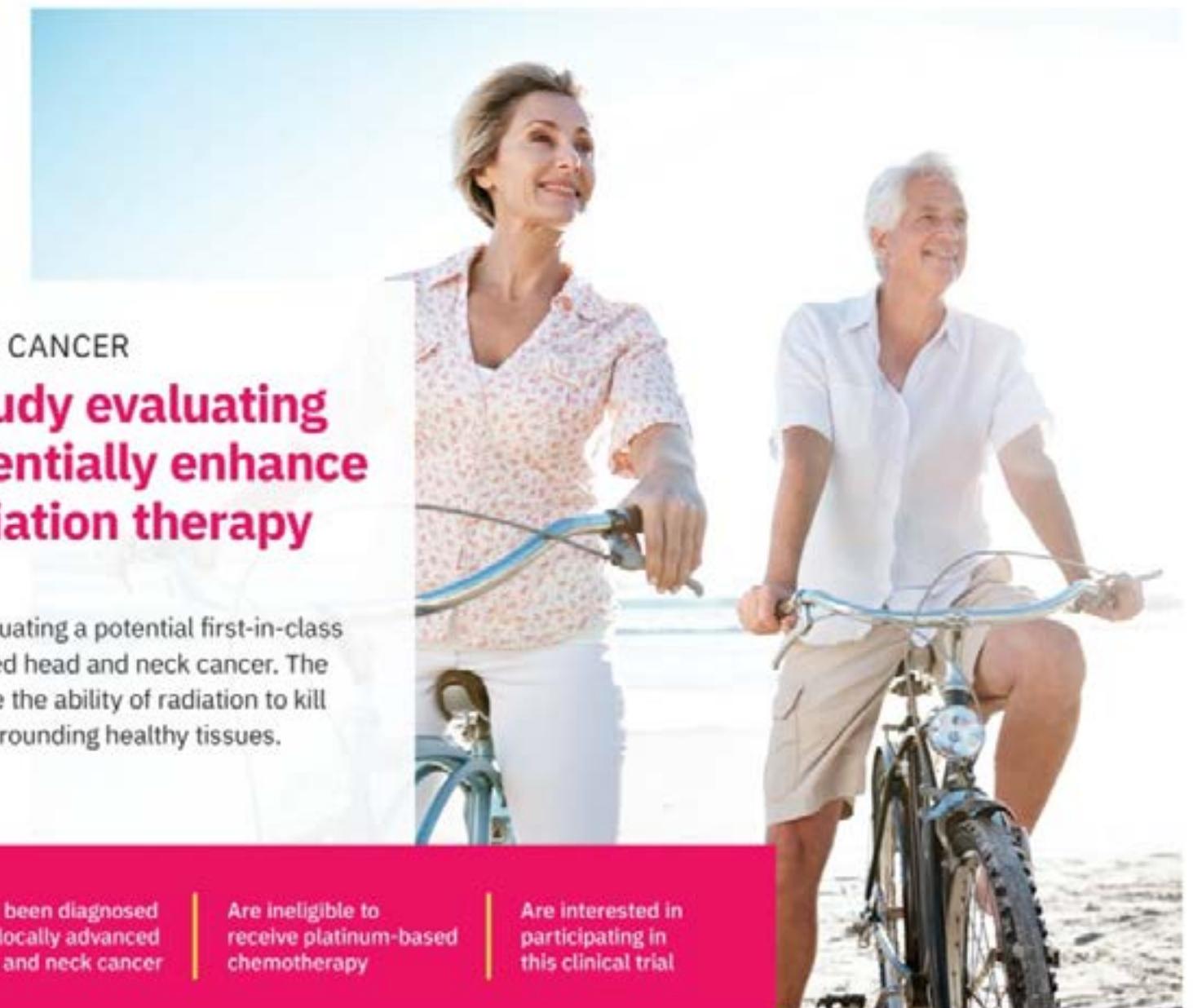
Are over
the age
of 65

Have been diagnosed
with locally advanced
head and neck cancer

Are ineligible to
receive platinum-based
chemotherapy

Are interested in
participating in
this clinical trial

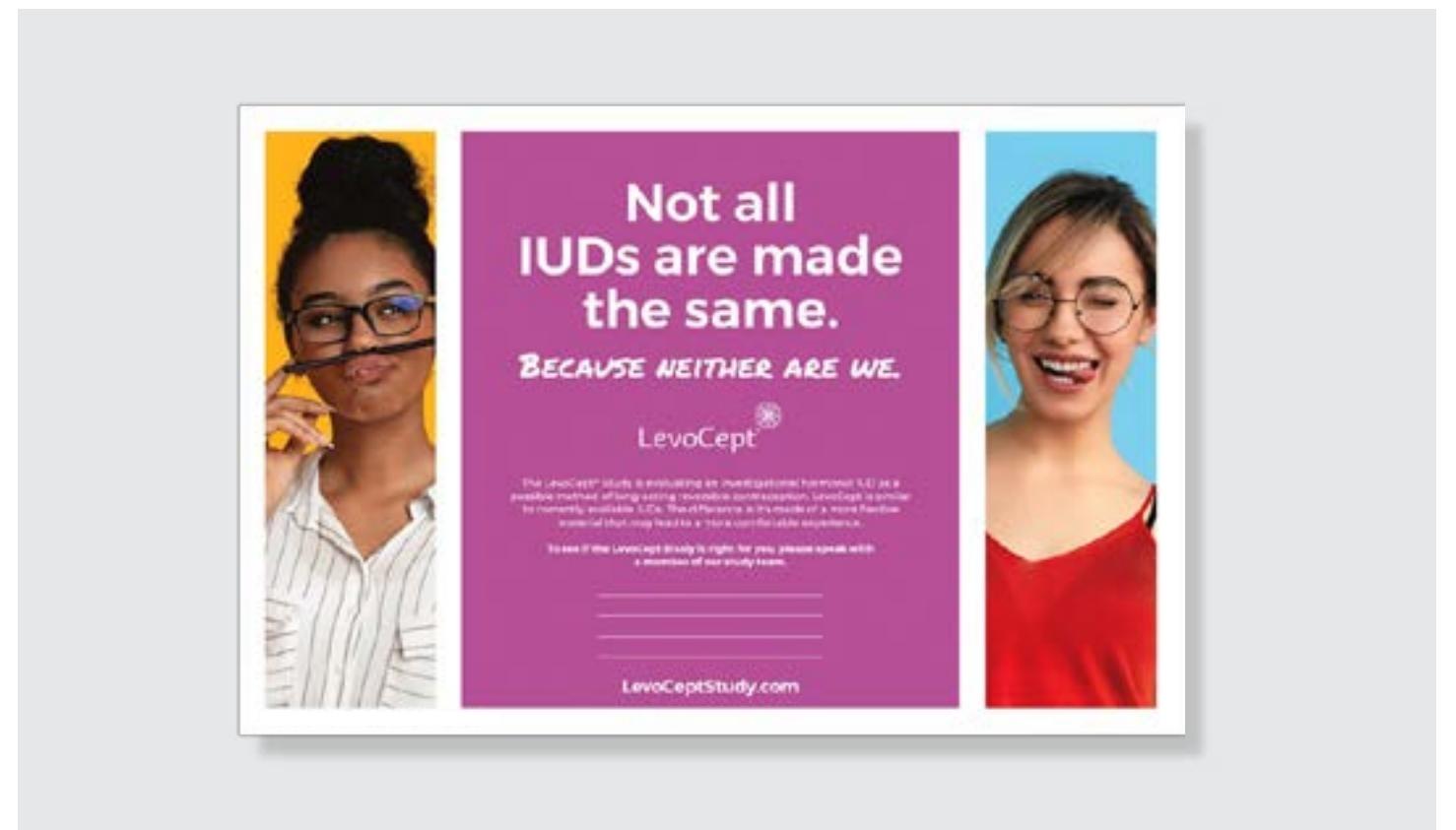
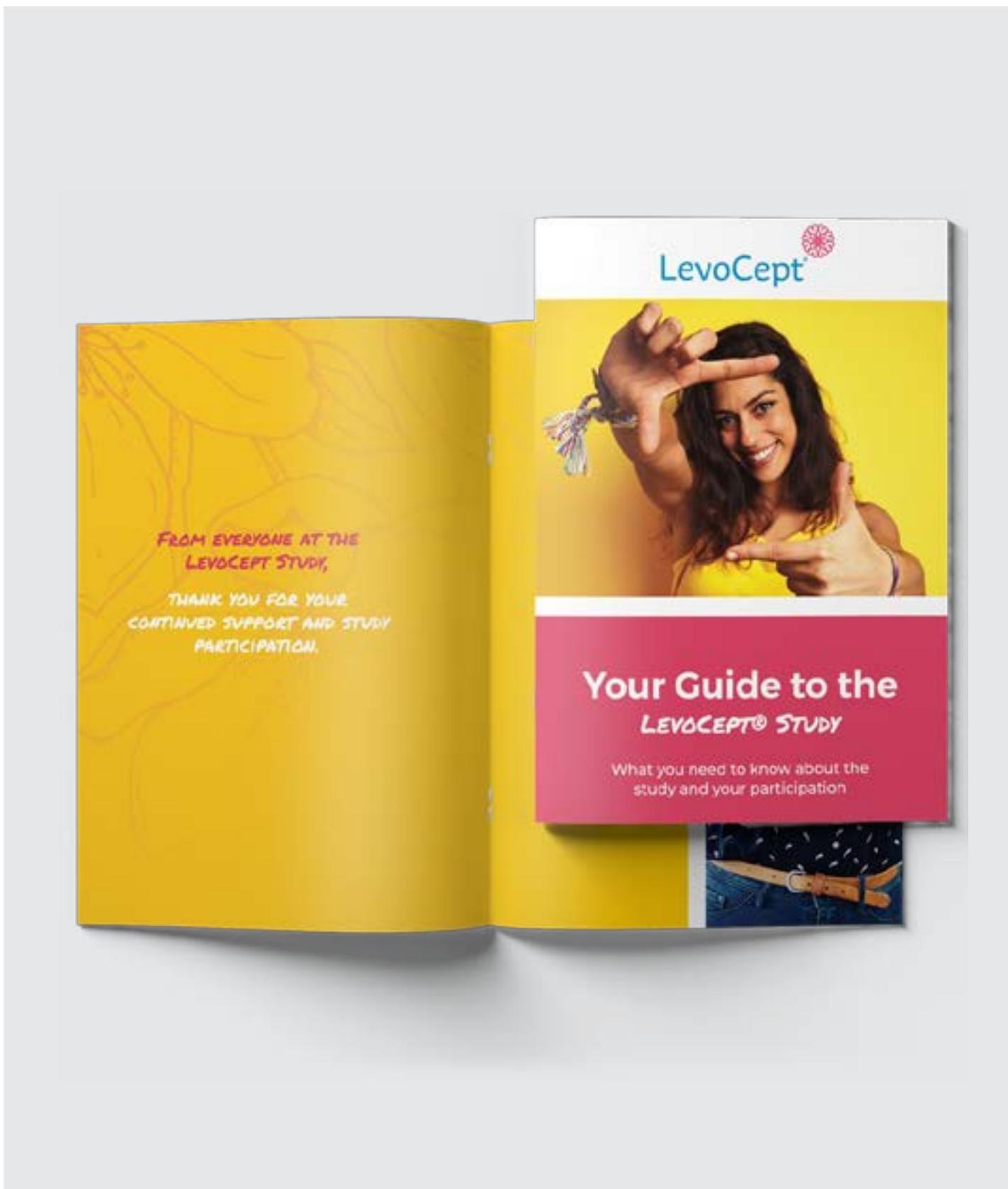
To learn more about the
NANORAY-312 Clinical Study and
see if it's right for you, please
speak with the study doctor.





Study Name: SunRISe Studies

Indication: Muscle-Invasive Bladder Cancer



Study Name: LevoCept® Study

Indication: Intrauterine Device for Long-Acting Reversible Contraception



Study Name: ZUMA-12 Study
Indication: Large B-cell Lymphoma



We're evaluating ways to help your body fight large B-cell lymphoma.

ZUMA-12 STUDY

Driven by science. Inspired by you.

A clinical study evaluating the safety and effectiveness of an investigational immunotherapy for high-risk large B-cell lymphoma.

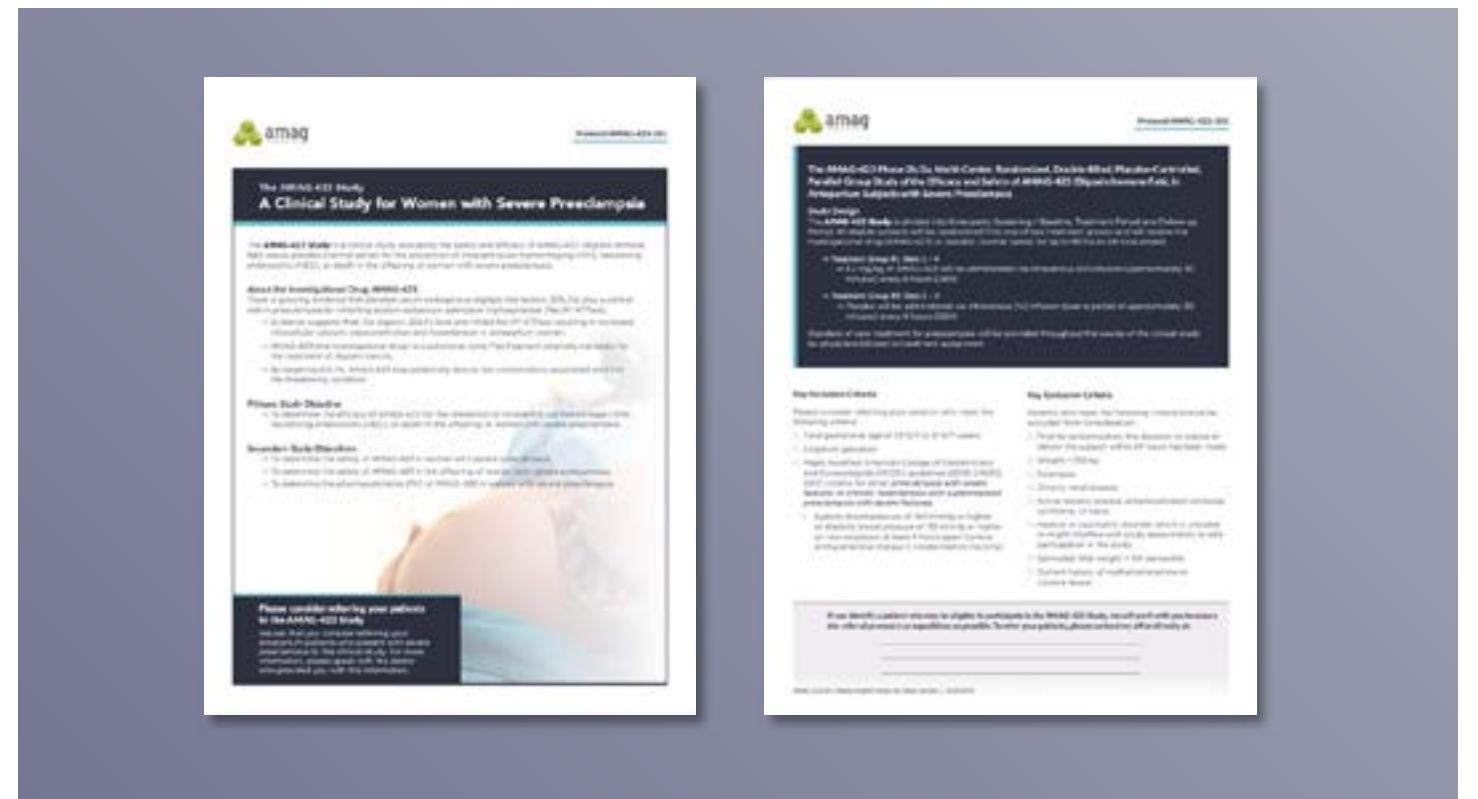
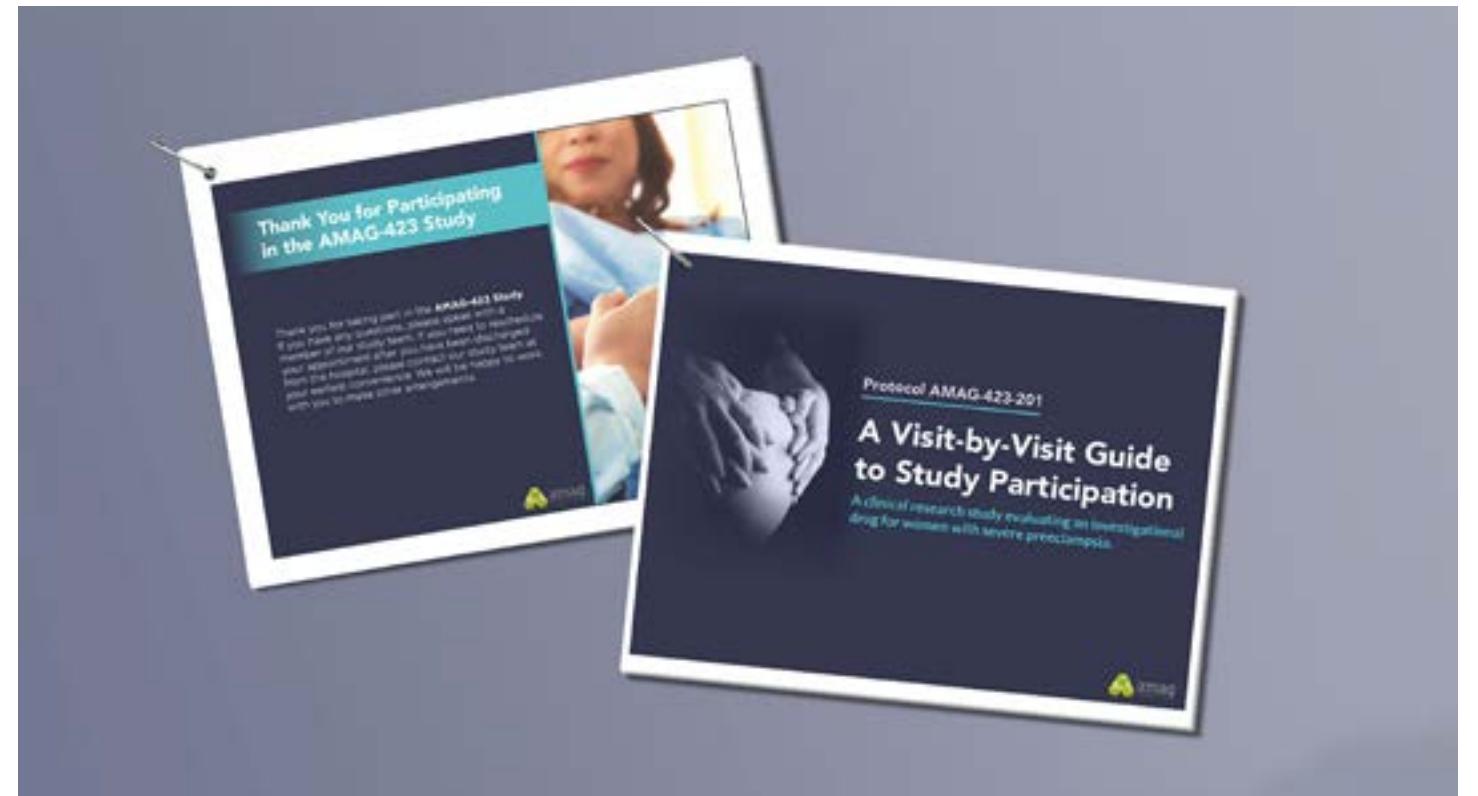
The ZUMA-12 Study is a clinical study evaluating an investigational immunotherapy. It's designed to use your own modified immune cells to potentially treat certain types of large B-cell lymphoma.

To learn more and to see if you may be eligible to participate, please speak with a member of our study team.

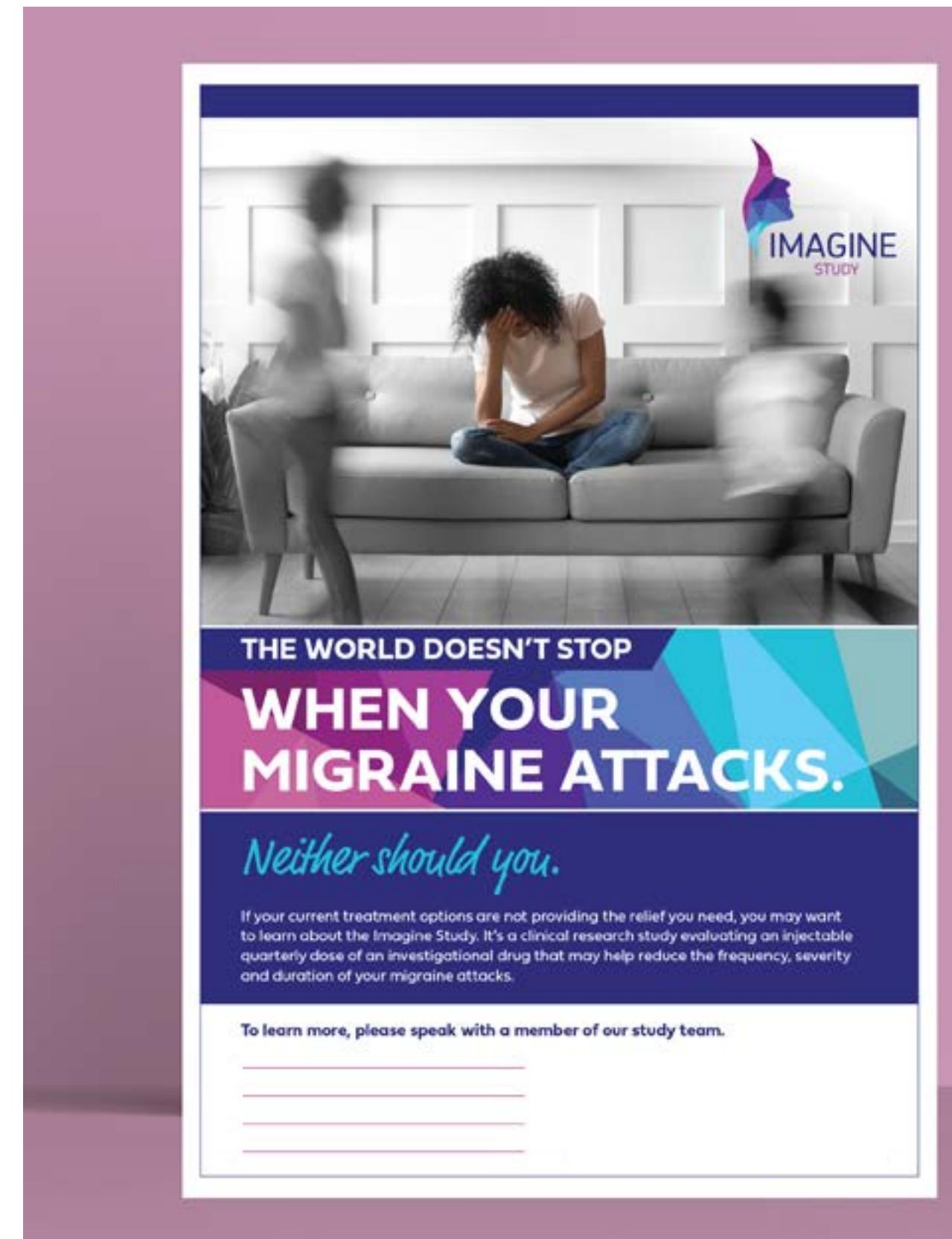


Study Name: SKYLIGHT Studies

Indication: Vasomotor Symptoms (VMS)



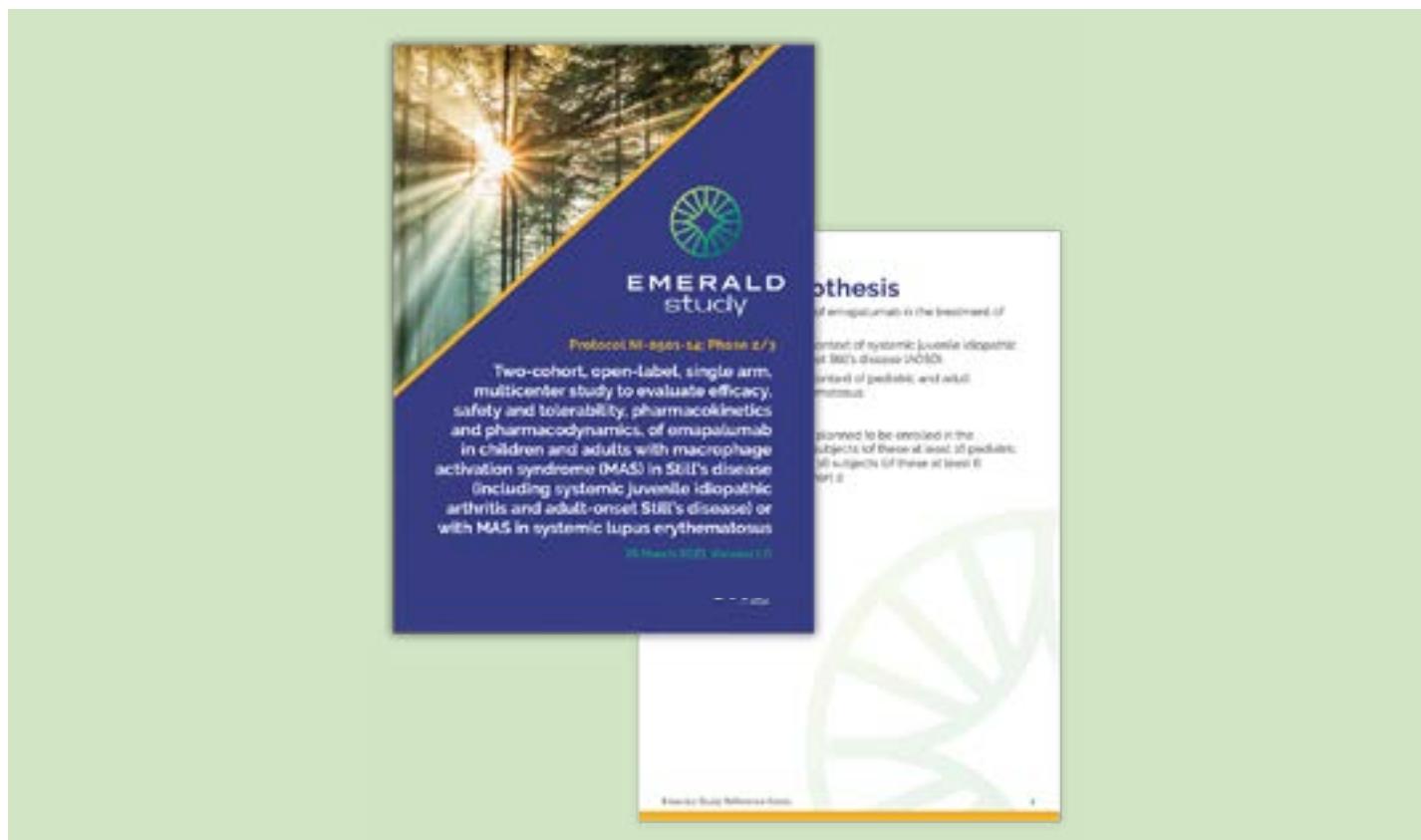
Study Name: Protocol AMAG-423-201
Indication: Severe Preeclampsia





Study Name: Forte and Ardent Studies

Indication: Sickle Cell Disease and Beta-thalassemia

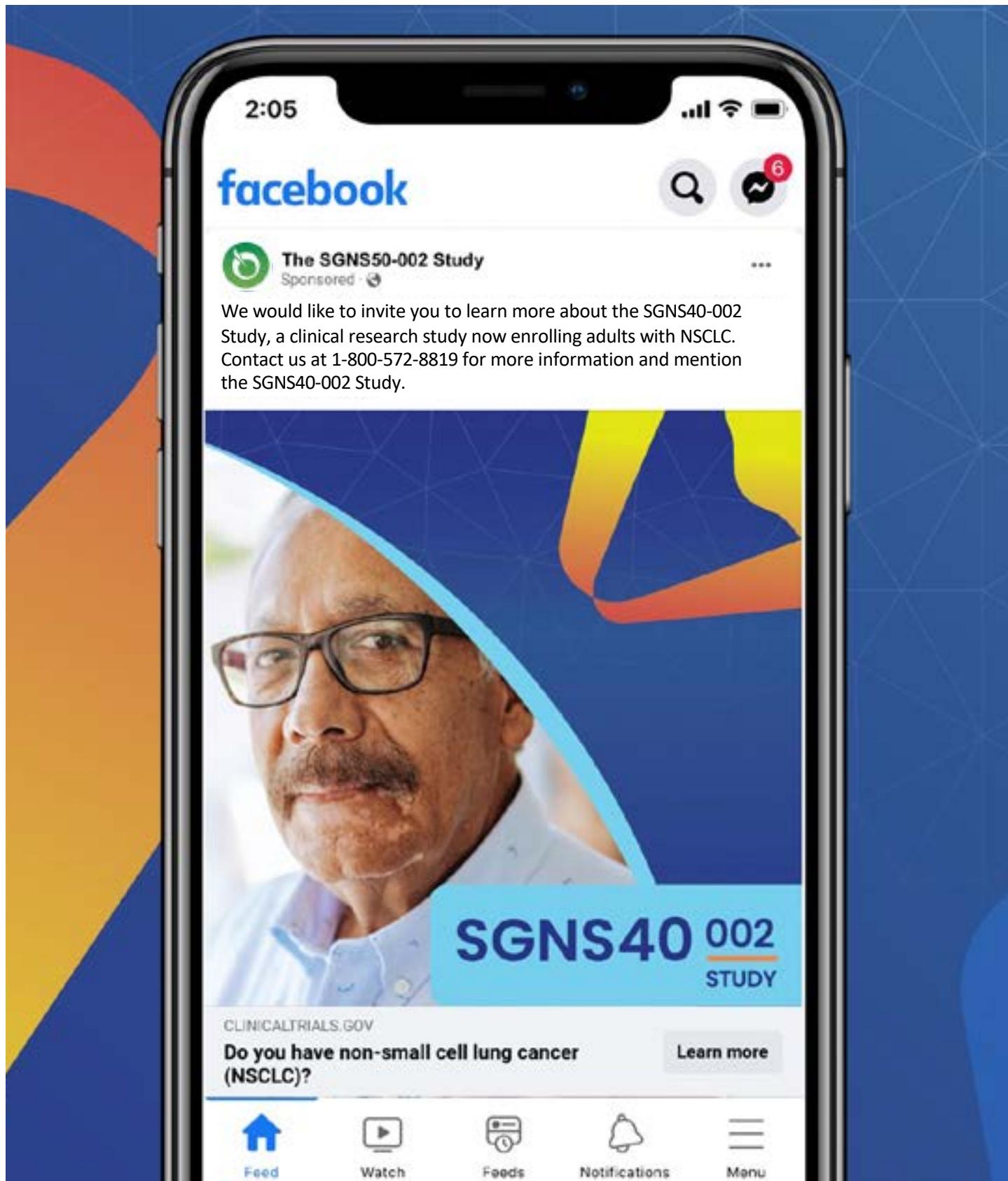


Study Name: Emerald Study

Indication: Macrophage Activation Syndrome (MAS)

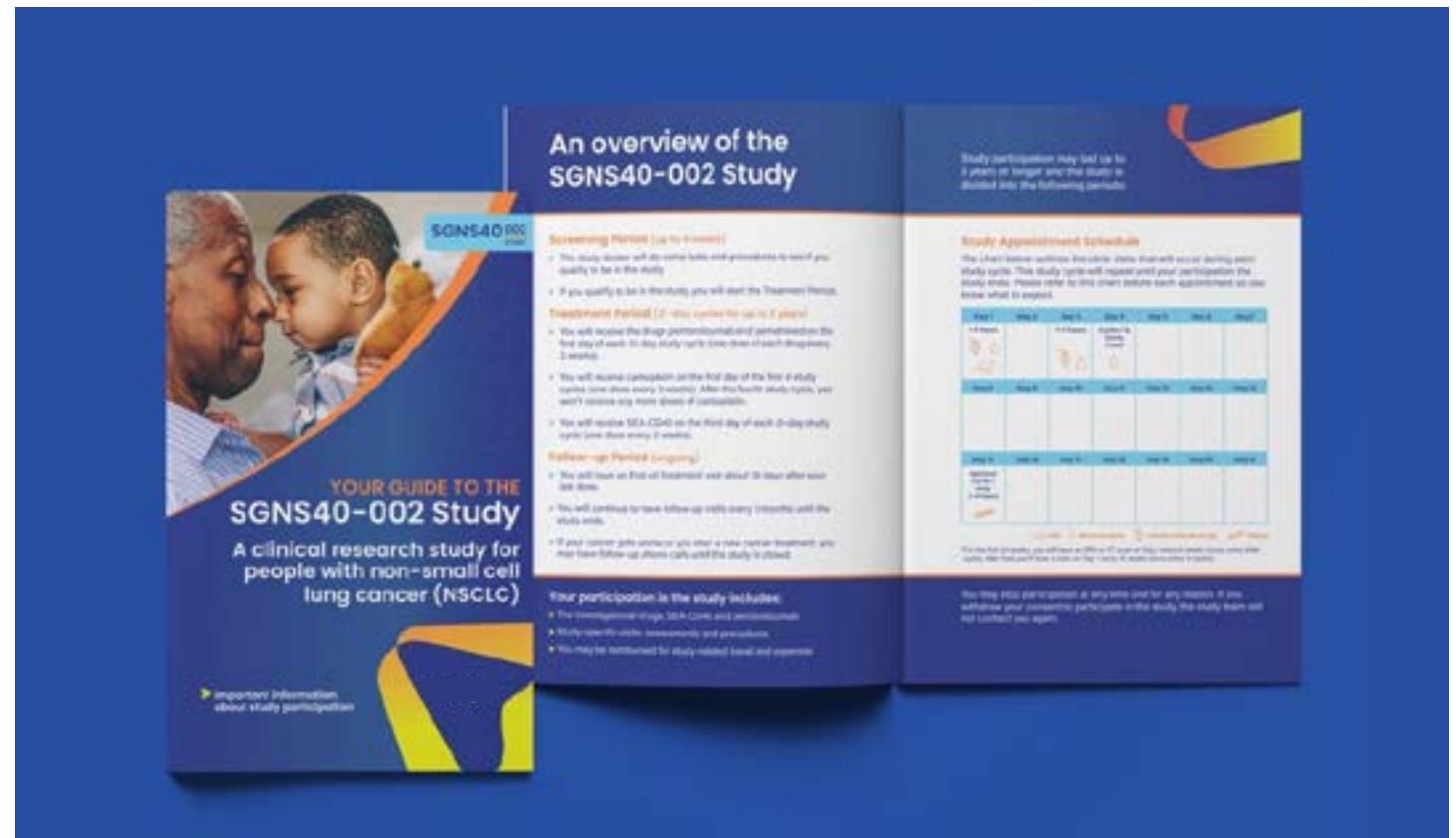


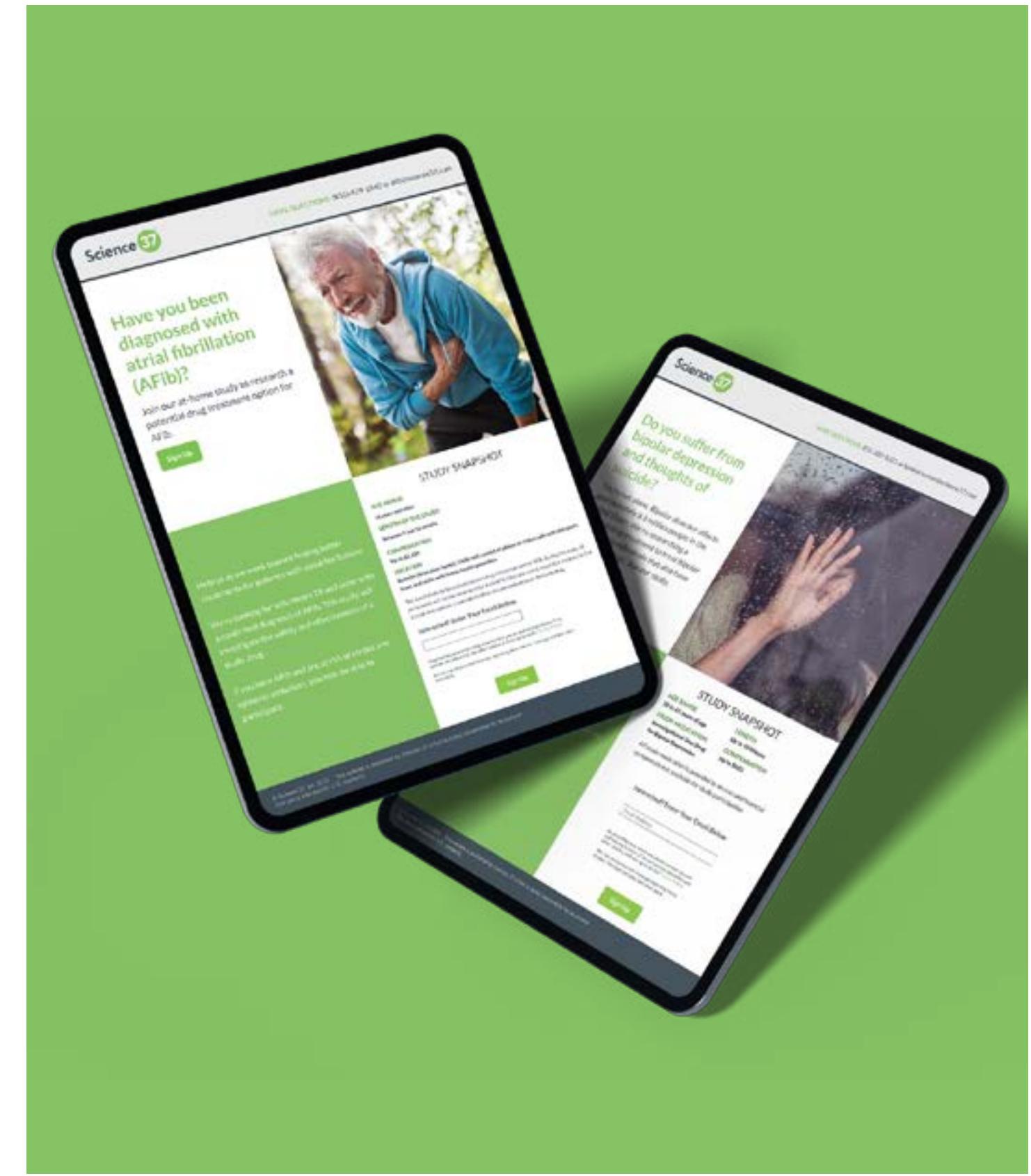
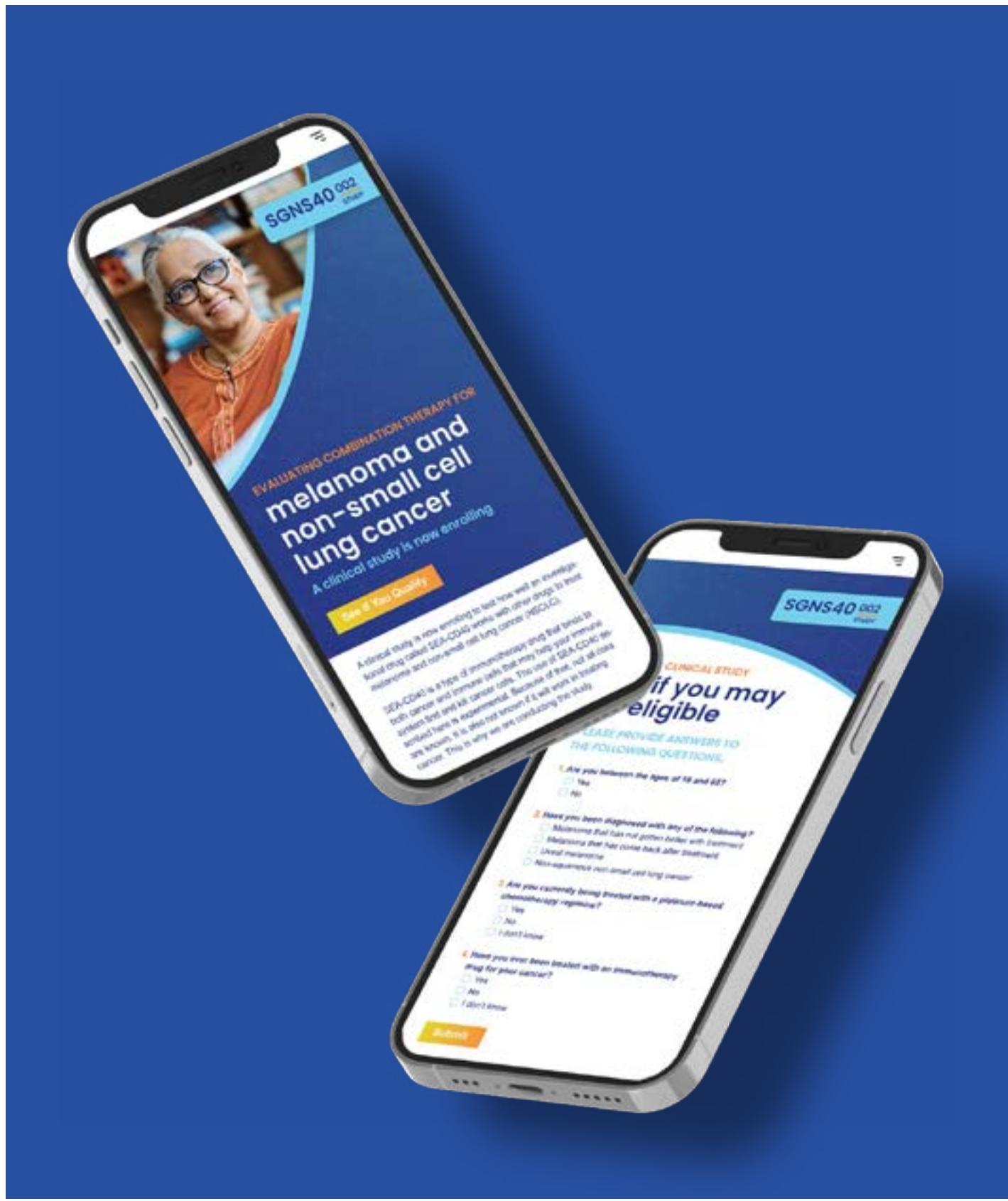




Study Name: SGNS40-002 Study

Indication: Melanoma and Non-Small Cell Lung Cancer







Study Name: Mountaineer-02 Study
Indication: HER2+ Gastric Cancer

STARK/RAVING

Stark / Raving Health is a clinical trial marketing agency specializing in accelerating patient recruitment using a strategic mix of creative study branding and materials, engaging websites, and targeted media outreach campaigns. Our method is built on 25+ years of successfully delivering hundreds of global patient recruitment campaigns across a range of therapeutic areas in more than 50 countries and over 70 languages. Our team's unique ability to tailor our approach by protocol and successfully deliver highly qualified referrals has made us a go-to resource for the world's leading biotechs, pharmaceutical companies, and CROs.

starkravinghealth.com