

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.

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## 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 Clostridium difficile (a bacterial infection of the gastrointestinal tract known to occur after taking antibiotics). There may be a potential 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

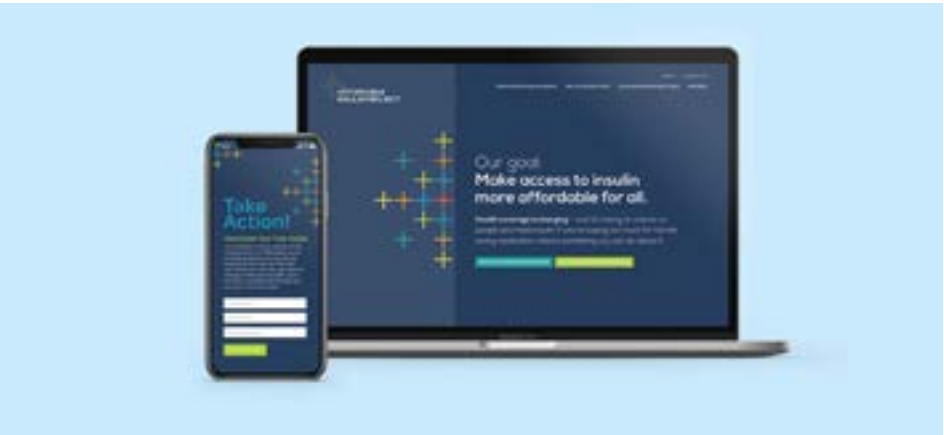






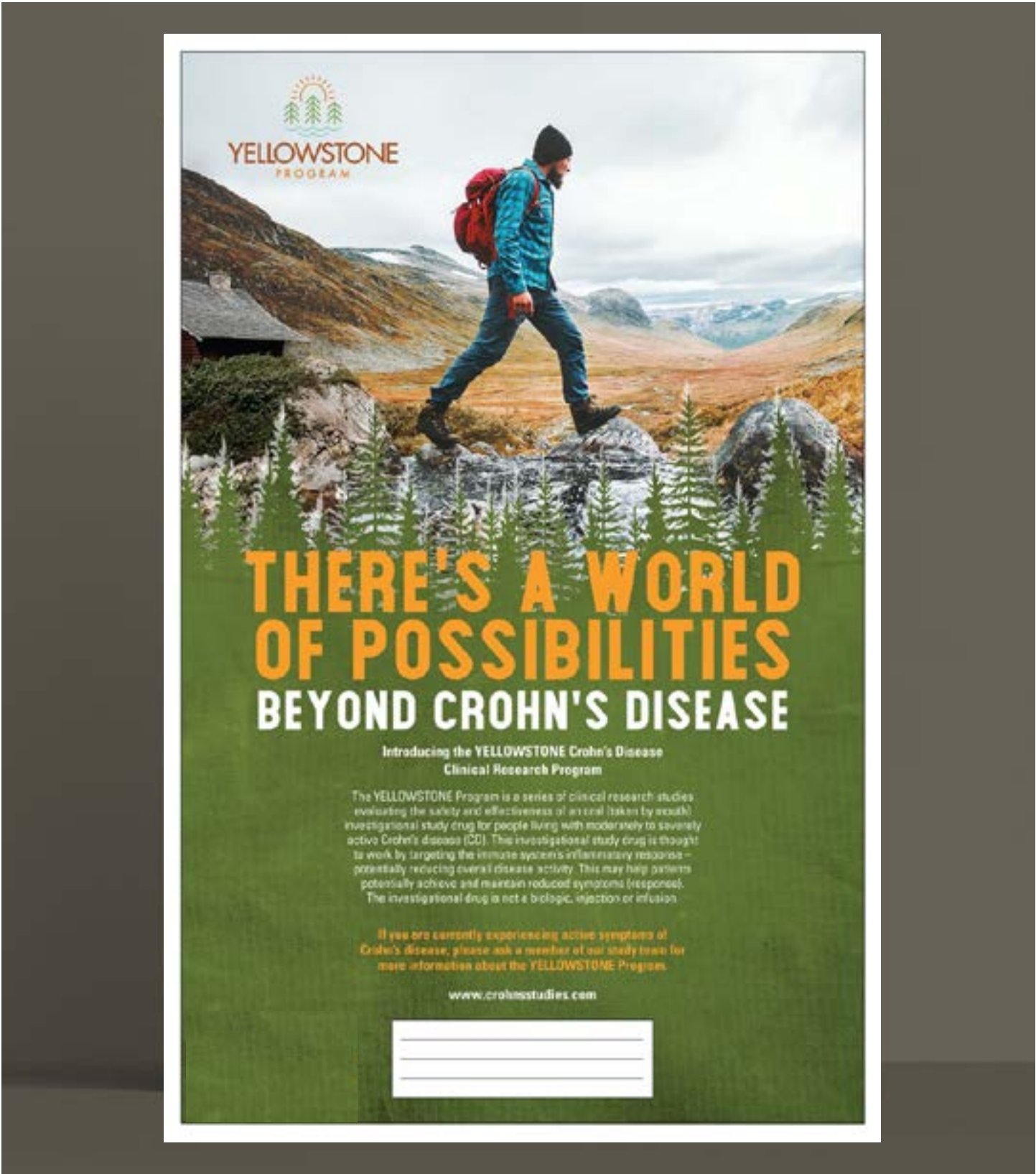
Study Name: Red-C 3131 / 3132 Studies  
Indication: Hepatic Encephalopathy





**Study Name:** Affordable Insulin Project  
**Indication:** Type I + Type 2 Diabetes





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



# NANORAY<sup>312</sup>

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

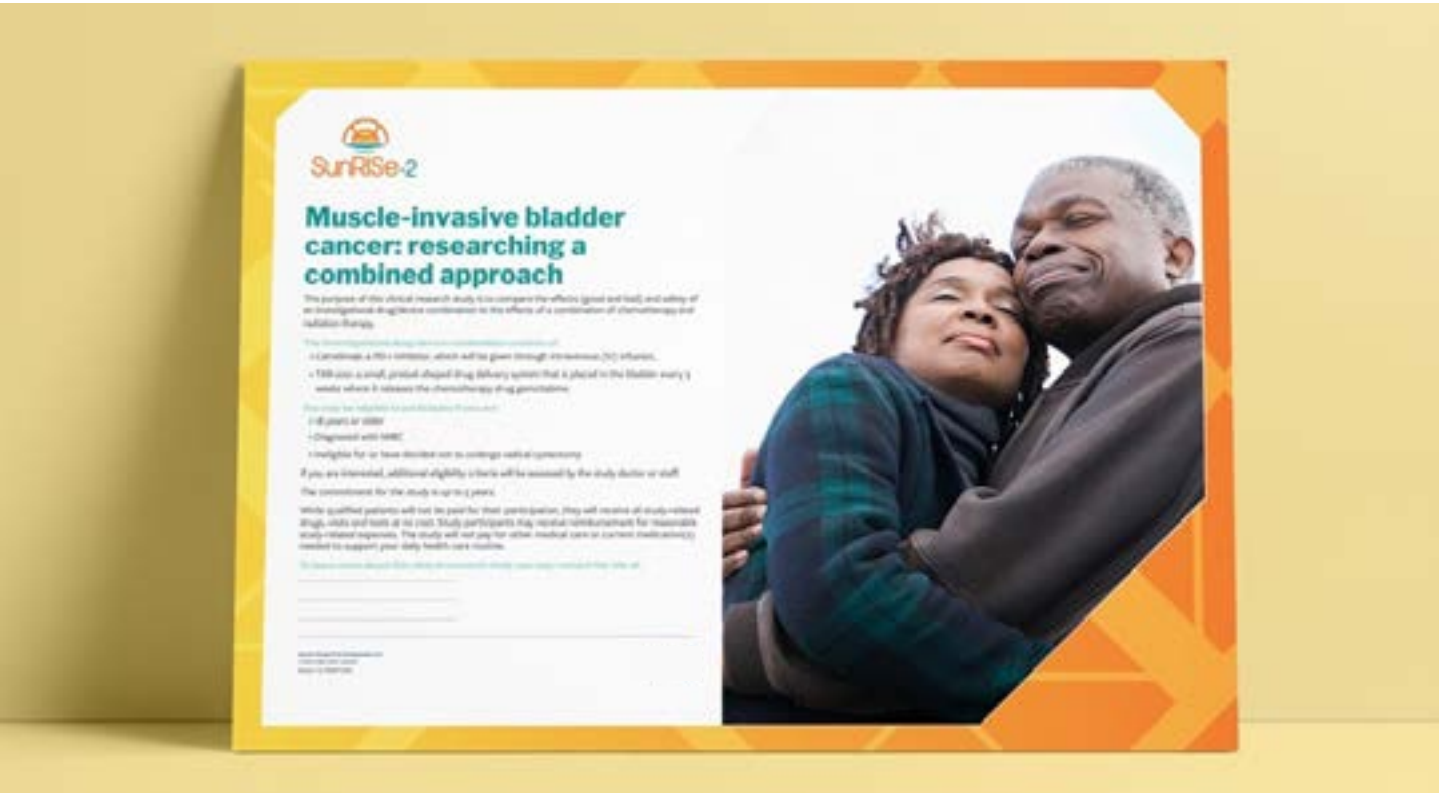
Are interested in participating in this clinical trial

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

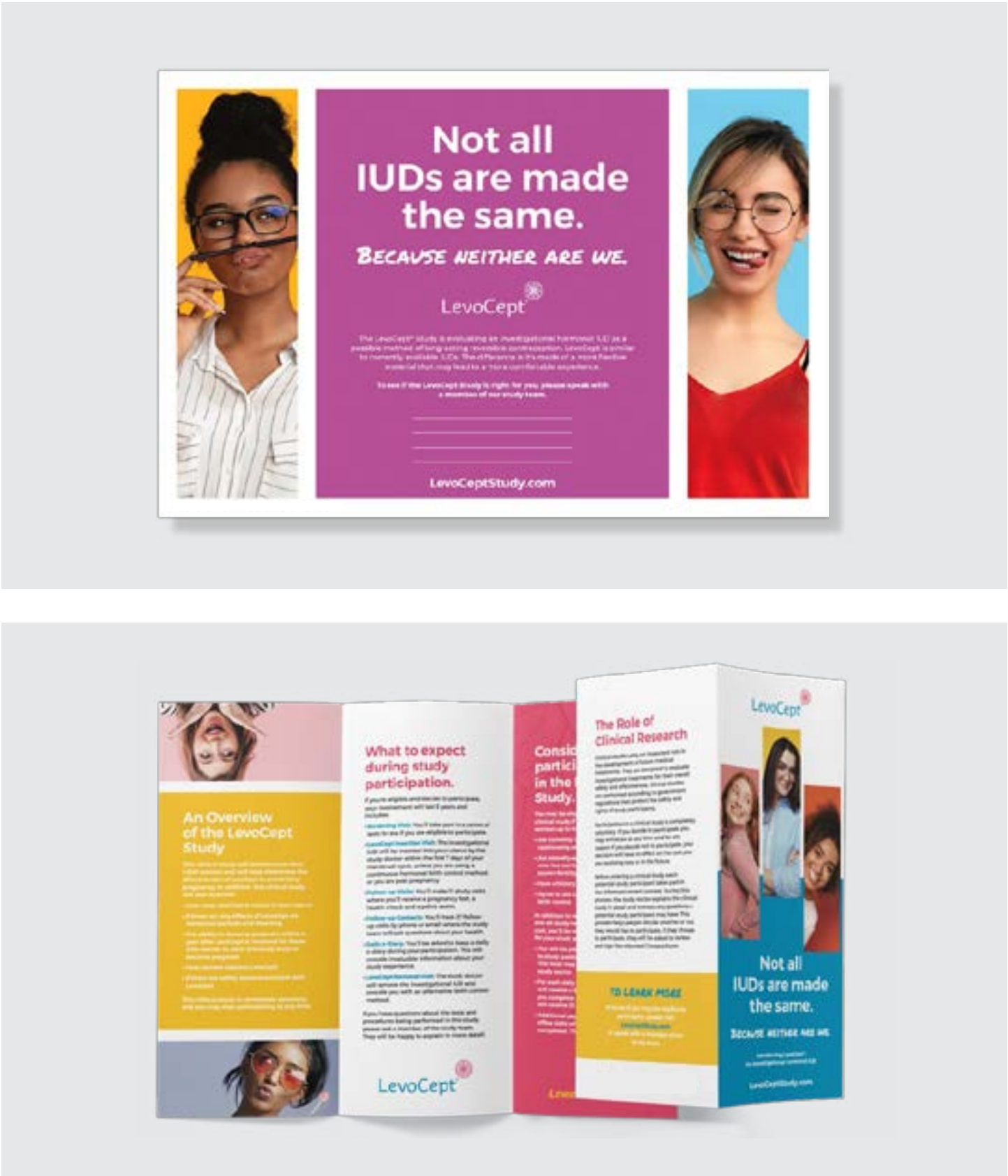
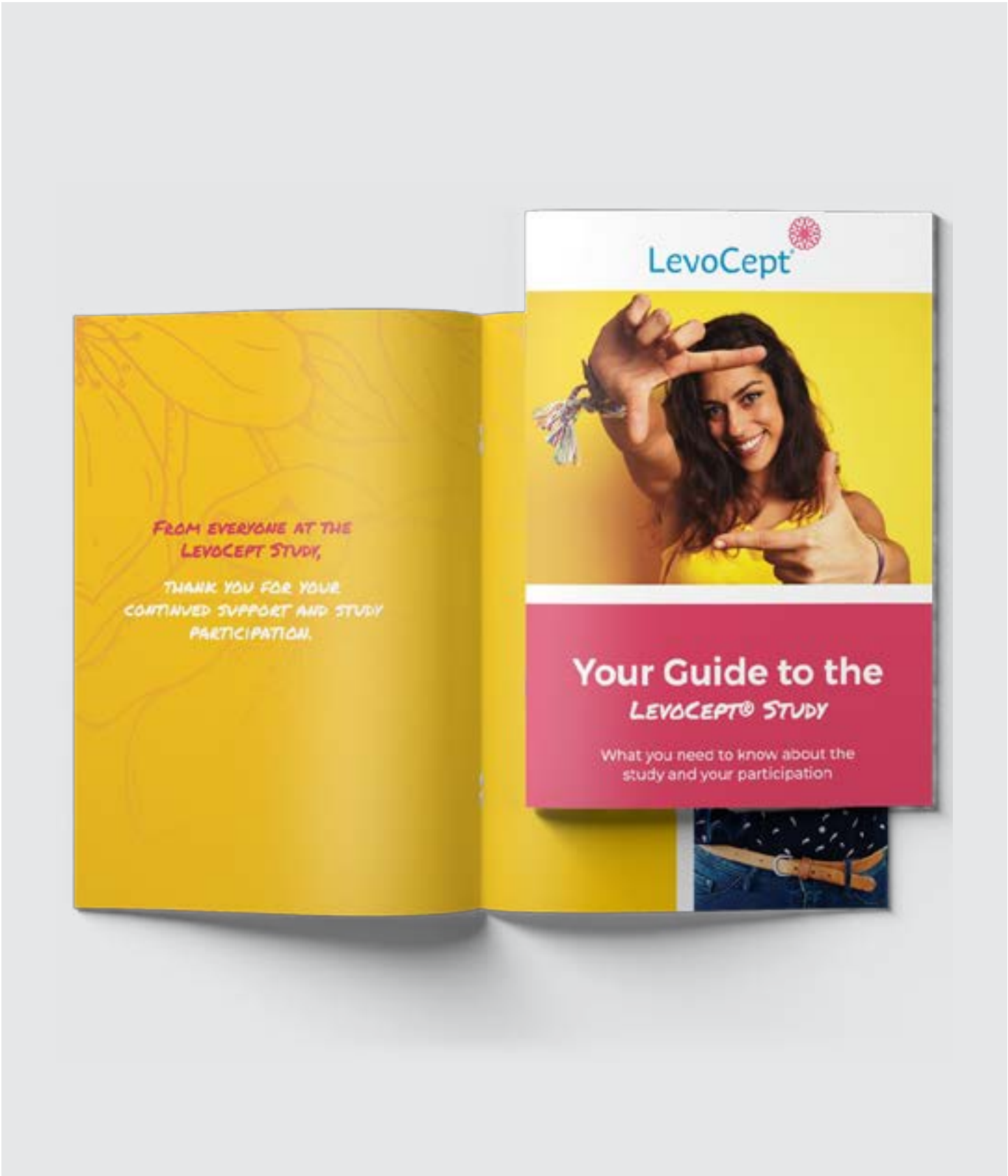
Study Name: NANORAY 312 Study  
Indication: Head and Neck Cancer

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**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





skylight

# HOT FLASHES NIGHT SWEATS

Introducing a clinical study evaluating the safety and effectiveness of a non-hormonal investigational drug for hot flashes.

If you are a woman between the ages of 40-65 and are experiencing moderate to severe hot flashes associated with menopause, please speak with a member of the Skylight Study team to see if this clinical study may be an option for you.

**Study Name:** SKYLIGHT Studies  
**Indication:** Vasomotor Symptoms (VMS)





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



Study Name: Imagine Study  
Indication: Migraine





**Study Name:** Forte and Ardent Studies  
**Indication:** Sickle Cell Disease and Beta-thalassemia

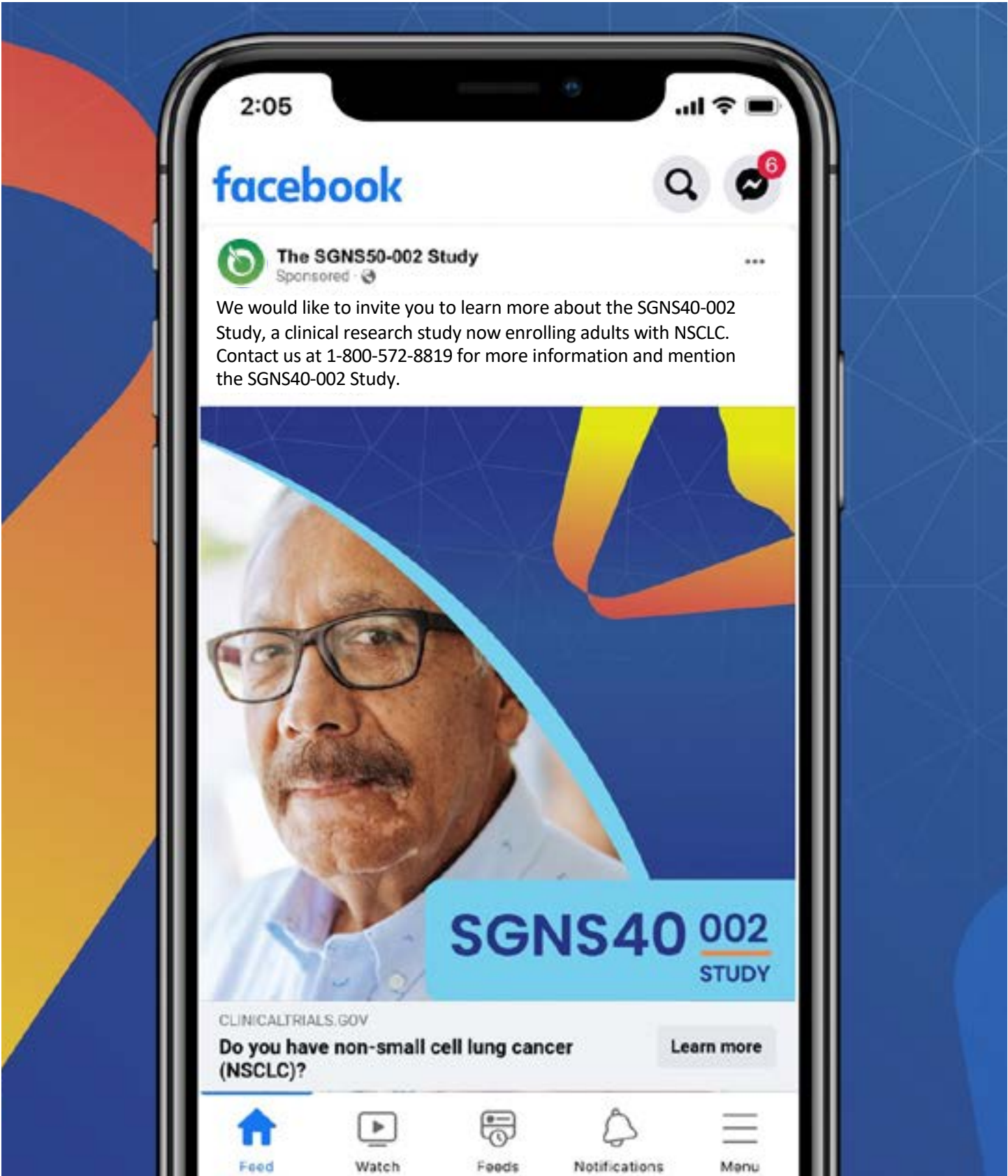


**Study Name:** Emerald Study  
**Indication:** Macrophage Activation Syndrome (MAS)

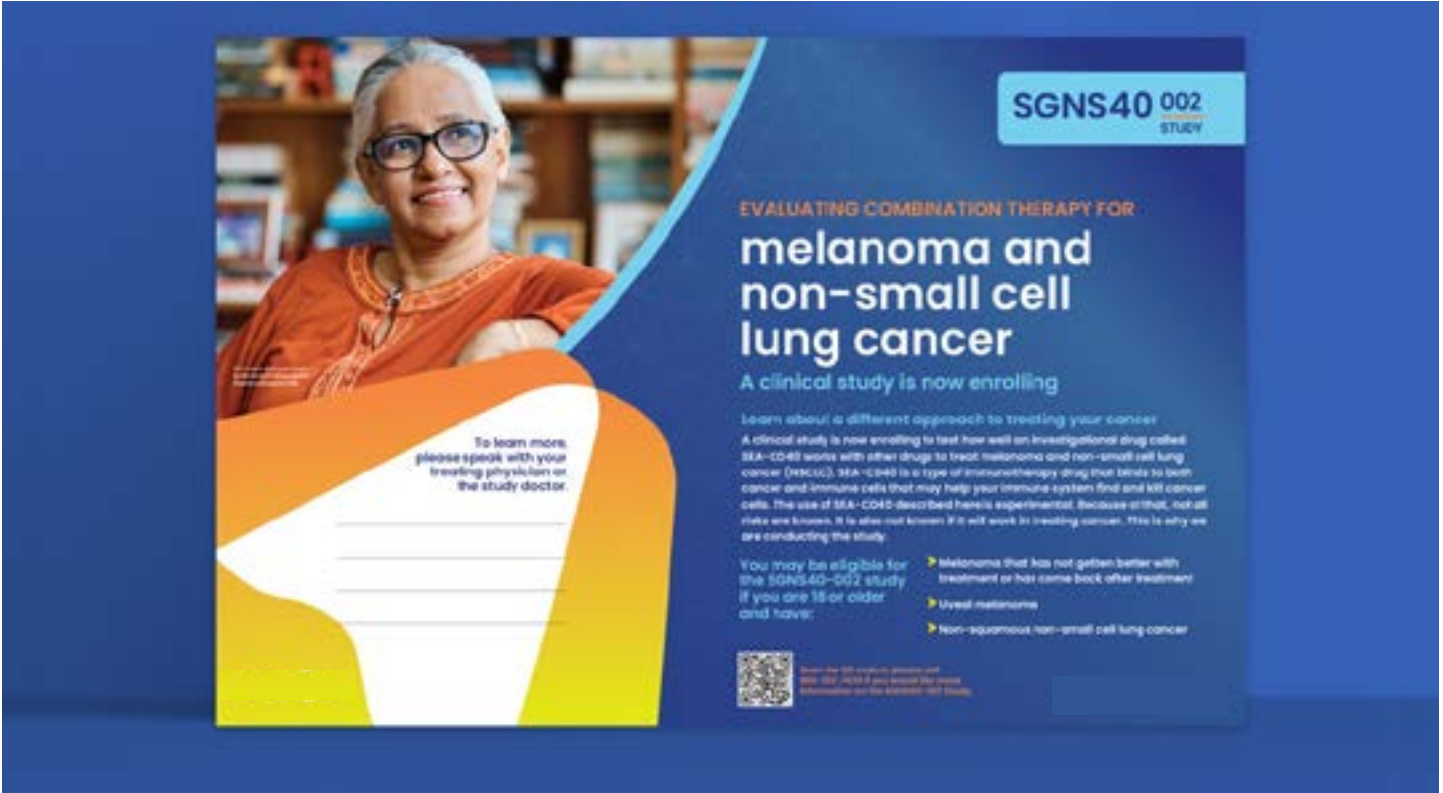








**Study Name:** SGNS40-002 Study  
**Indication:** Melanoma and Non-Small Cell Lung Cancer











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



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