



Bridge Concussion

**Brand
Guidelines**
2026

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**Bridge
Concussion**

**Brand
Strategy**

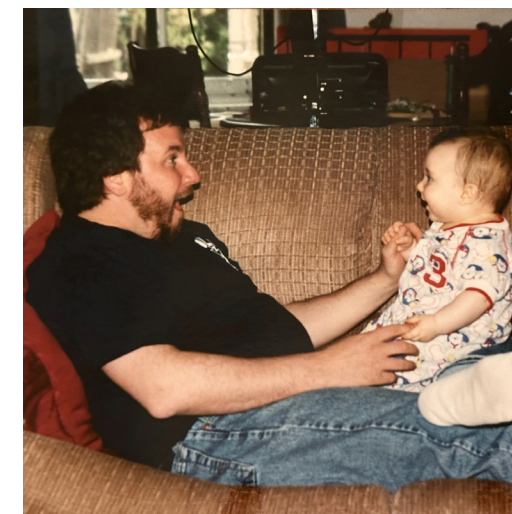


Our Story

Chris Fiegel's father's untimely passing in early 2024 was marred by the experiences of traumatic brain injury and the difficulty in developing credible, efficient resources to help care for him throughout his medical journey.

This profound personal challenge continues to be the impetus for building a well-designed, intentionally accessible tool that can improve the lives of those experiencing the pain found in the decades-long rippling effects of traumatic brain injury and concussion. While institutions provide extensive digital resources, their navigation structures often result in information overload or fragmented access.

Bridge Concussion was developed to bridge the gaps in accessibility, comprehension, and care that currently exist between major institutions, advocacy organizations, and the individuals most affected by traumatic brain injury.



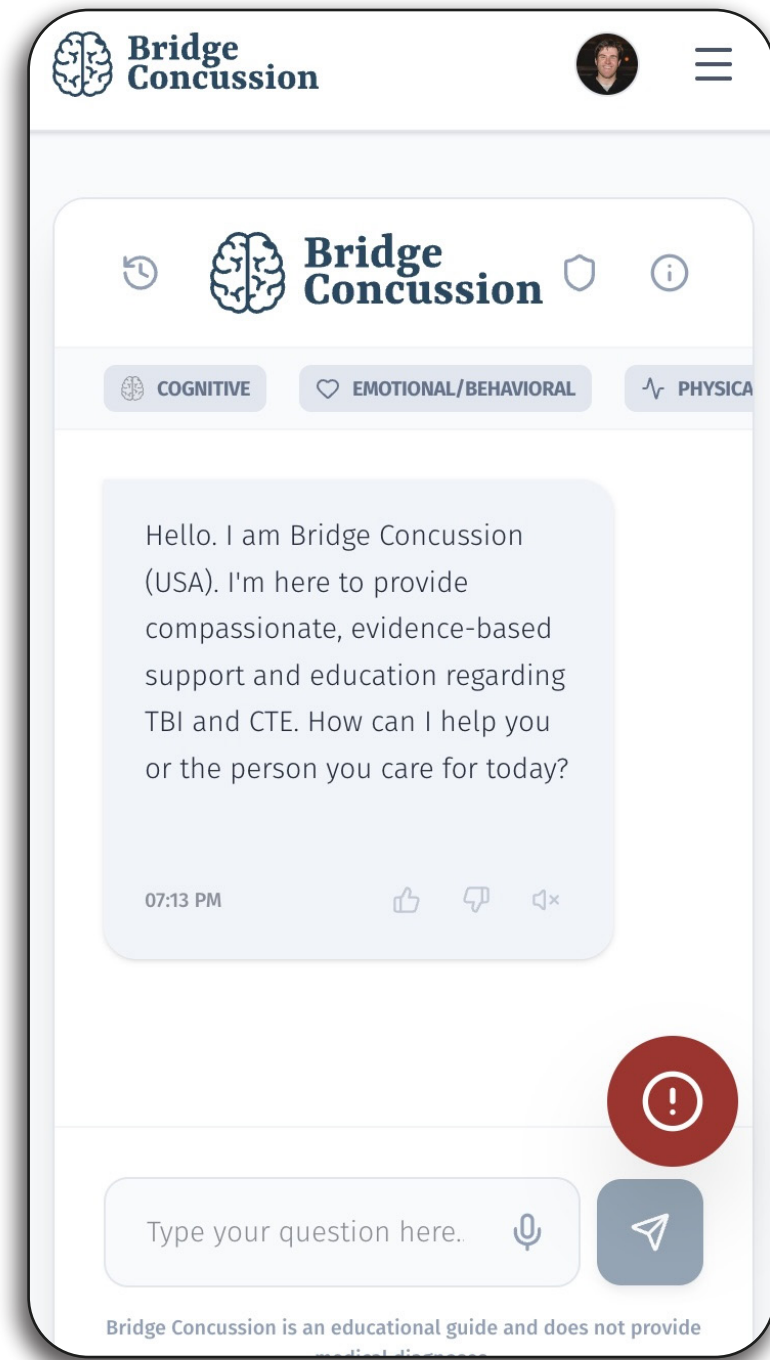


Our Mission

Bridge Concussion's mission is to serve as an AI-assisted information and resource dashboard designed to help users more easily navigate the complex landscape of concussion and chronic traumatic encephalopathy (CTE) awareness, diagnosis, and support.

We respond to the need for credible, empathetic guidance by applying principles of visual communication, health literacy, and user-centered design to simplify how individuals discover and interact with critical medical information.

By integrating artificial intelligence, we assist users with up-to-date access, curating tailored resource recommendations, support links, and educational materials based on personalized needs.



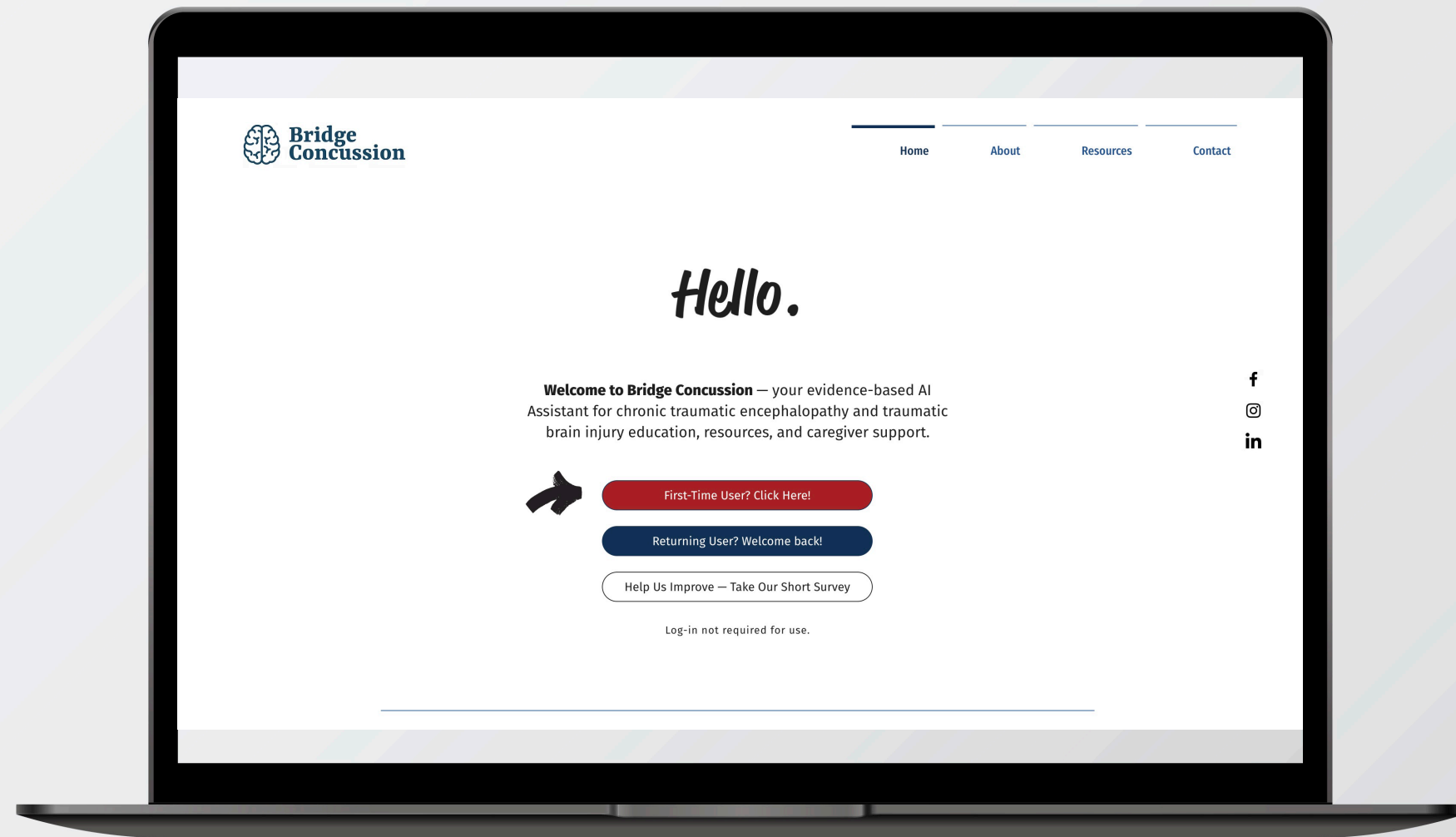
Our Vision

Our vision is to act not only as a search tool but as an intimate resource bridging human care with innovative technologies and accessible, impactful design.

We envision a digital landscape where the discovery of brain health information prioritizes clarity, accessibility, and emotional sensitivity, ensuring that digital platforms are easily usable by individuals experiencing cognitive fatigue or sensory challenges following brain injury.



Brand Marks



Logomarks

The Bridge Concussion logomark strives to effectively unite structure and simplicity.

The visual identity reflects the relationship to the brain and the need for simplicity in iconography to tailor to the design of the widget, GPT, and other reduced-size formats.

Overall, the typography and logo continue to convey balance and trust with the stacked logomark.





Symbol

The Bridge Concussion symbol features a minimalist, line-art illustration of a human brain.

This simplified iconography was intentionally designed to maintain pristine legibility across various digital environments, specifically tailoring to the reduced-size formats required for web widgets and GPT interfaces.

The symmetrical, two-hemisphere structure of the brain unites structure and simplicity, reflecting the platform's core mission to organize complex neurological data into clear, manageable guidance.



Smooth curves for simplicity and replicability to scale.

Asymmetrical accents to highlight natural differences

Symmetrical structure provides trusting, balanced iconography



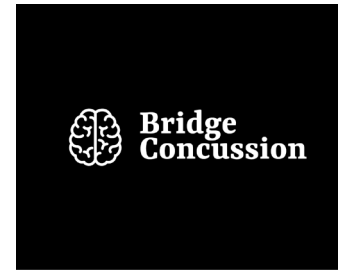
Use and Misuse

To preserve the brand's integrity and ensure strict adherence to our accessibility standards, the Bridge Concussion logo must be applied thoughtfully across all touchpoints.

Because our audience may be experiencing cognitive fatigue or sensory challenges following a brain injury, visual clarity is not just a design preference but a core value.



Do not stretch or skew the logomark in any instance.



Do not use the logo with any non-brand color schemes.



Do not alter the layout of the logomark or change its design.

For official licensing use and inquiries, please contact Chris Fiegel at chris@chrisfiegel.com.



**Bridge
Concussion**

Typography

Logomark (Single Use)
Yrsa
48 pt.

Heading 1
Fira Sans Condensed Heavy
36 pt.

Subheading 1
Fira Sans Light
24 pt.

Body Text
Fira Sans Light
12 pt.

Bridge Concussion

Heading

Subheading

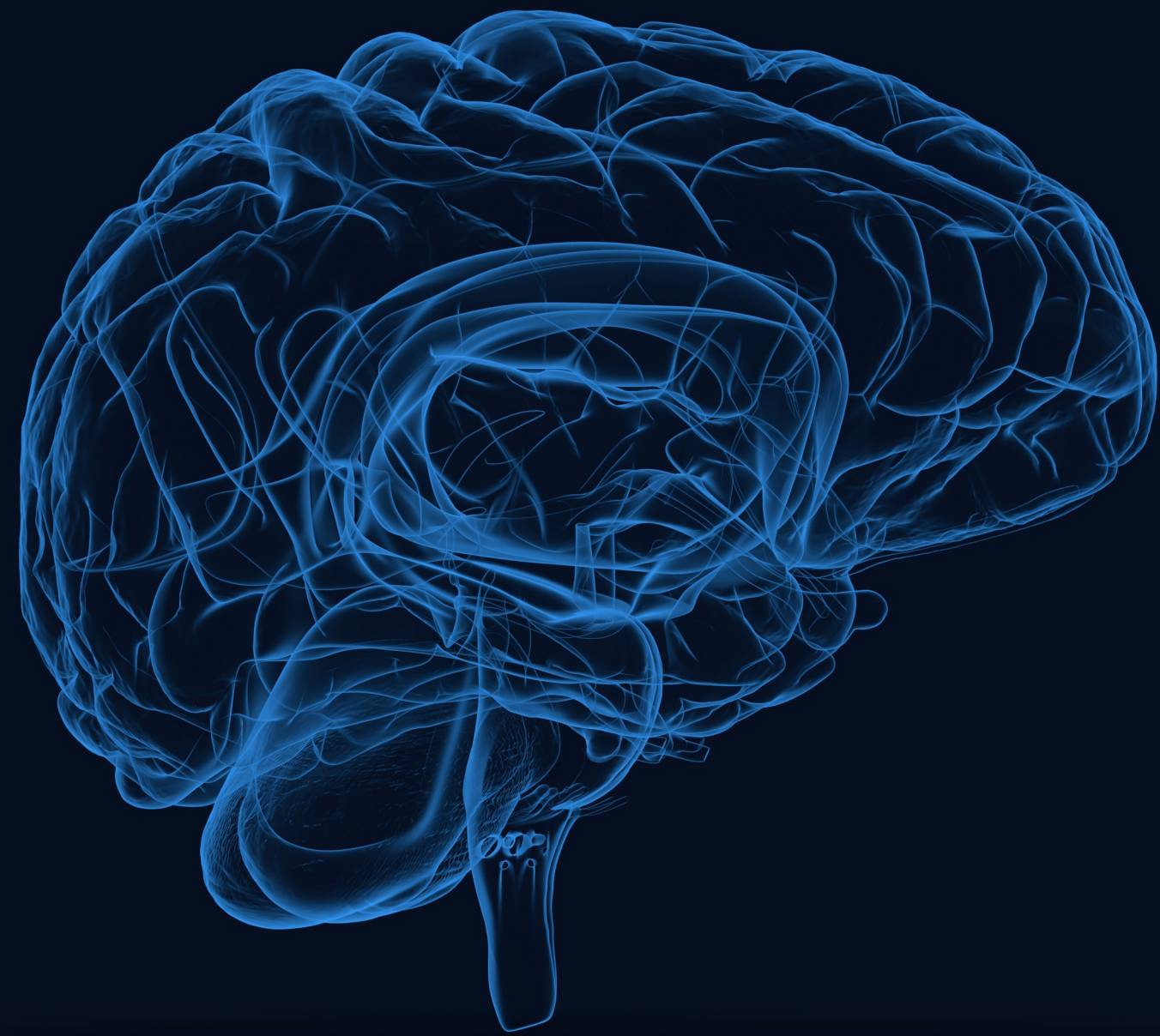
Finding solutions to the ongoing questions of the links between neurodegenerative disease and athletes, veterans and other communities is a necessary endeavor.

Typography

Our typography aims to demonstrate accessibility and clarity through a deliberate pairing of the Yrsa and Fira Sans font families.

Yrsa's bold serif anchors titles with warmth and authority, while Fira Sans' clean, condensed structure enhances readability across digital and print contexts.

The contrasting weights and sizes deliberately establish clear visual hierarchy, heavily supporting cognitive accessibility for users recovering from brain injury.



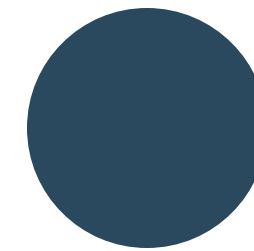
**Bridge
Concussion**

Color

Primary and Secondary Colors

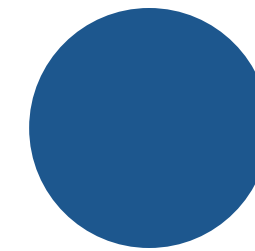
The Bridge Concussion color system relies on calm and cool blues to project a trustworthy and sleek identity.

Our colors are explicitly chosen to be high contrast and accessible, ensuring that users navigating digital interfaces with visual or cognitive strain can engage comfortably and safely.



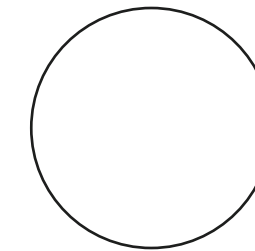
Deep Dive

HEX: #2B4A5F
RGB: 43, 74, 95
CMYK: 87, 65, 43, 29
PMS: 19-4126 TCX



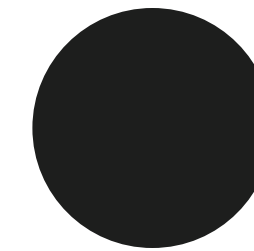
Nautical Blue

HEX: #24568E
RGB: 36, 86, 142
CMYK: 93, 71, 19, 4
PMS: 19-4050 TCX



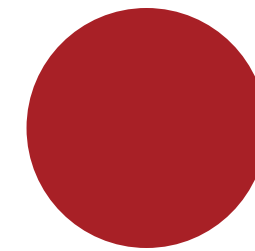
Bright White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: 11-0601 TCX



Black Beauty

HEX: #20201F
RGB: 32, 32, 31
CMYK: 72, 66, 65, 74
PMS: 19-3911 TCX



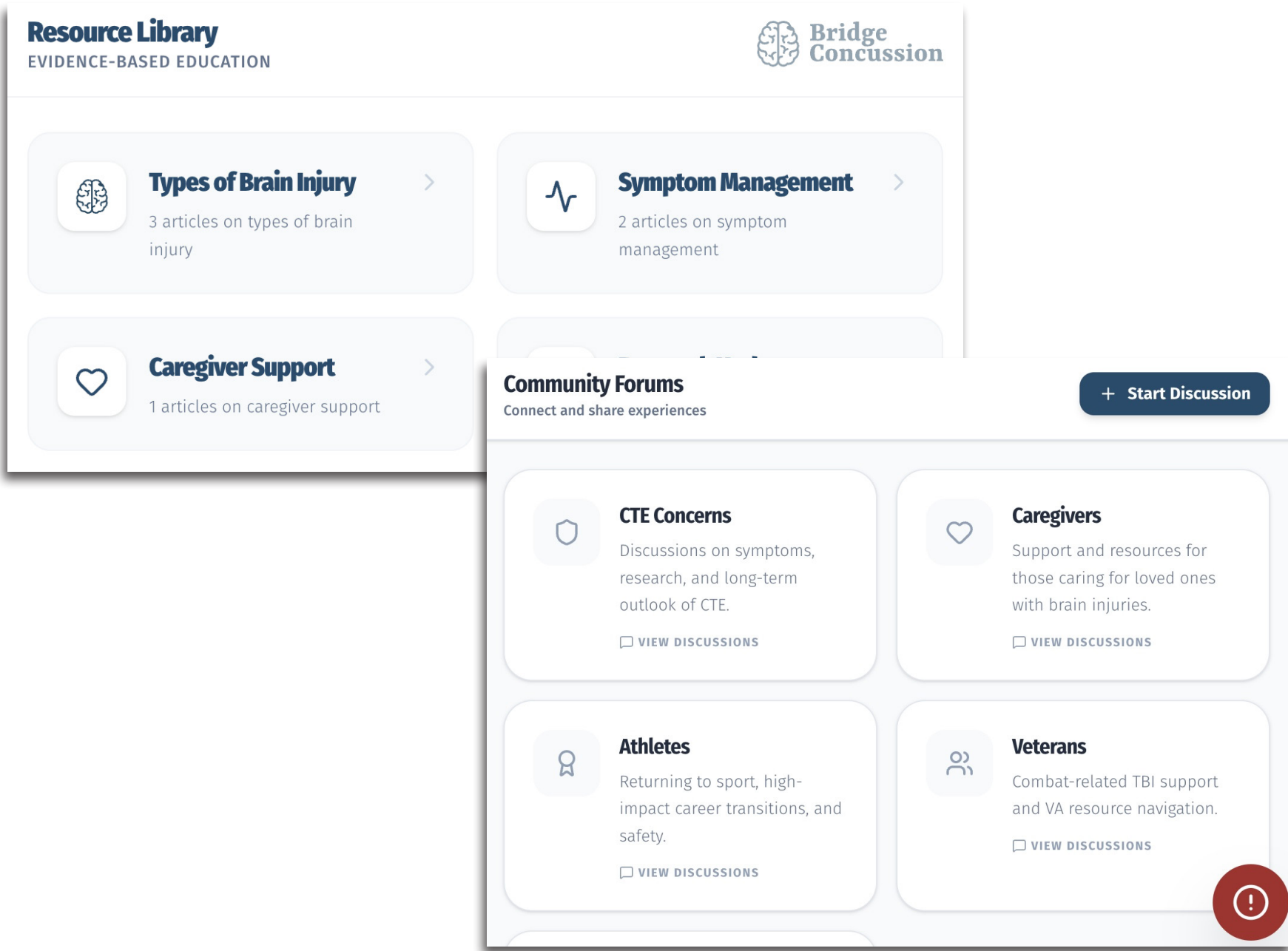
Salsa

HEX: #A92227
RGB: 169, 34, 39
CMYK: 23, 99, 95, 16
PMS: 18-1657 TCX



**Bridge
Concussion**

**Assets &
Collateral**



Assets & Collateral

Our digital assets and marketing collateral are intentionally built for comprehensive UI development for easy integration into third-party systems.

By leveraging cross-platform (mobile, desktop) and systems optimization, our assets are designed to seamlessly embed lightweight, conversational agents directly into partner sites — so users stay within familiar environments while accessing AI-driven guidance.



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