

[www.decisivemoment.com](http://www.decisivemoment.com)  
647 985 2351  
chris@decisivemoment.com

DECISIVE MOMENT INCORPORATED

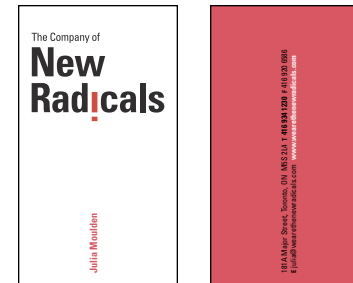
INTEGRATED  
DESIGN  
SOLUTIONS

- CLIENT** The Company of New Radicals
- OBJECTIVE** To develop an identity for an author and her new venture: helping people make a difference through their work. The campaign included a button because, as she put it, "every movement needs a button!"
- SOLUTION** A retro wordmark that illustrates the idea behind the name.
- PRAISE** "People always comment on the clever, playful design. And the button really pops – everyone wants one!"

**Julia Moulden**, Founder - The Company of New Radicals



Letterhead & Button



Business Card (Front & Back)



No. 10 Envelope (Front)