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**DECISIVE MOMENT** INCORPORATED

INTEGRATED  
DESIGN  
SOLUTIONS

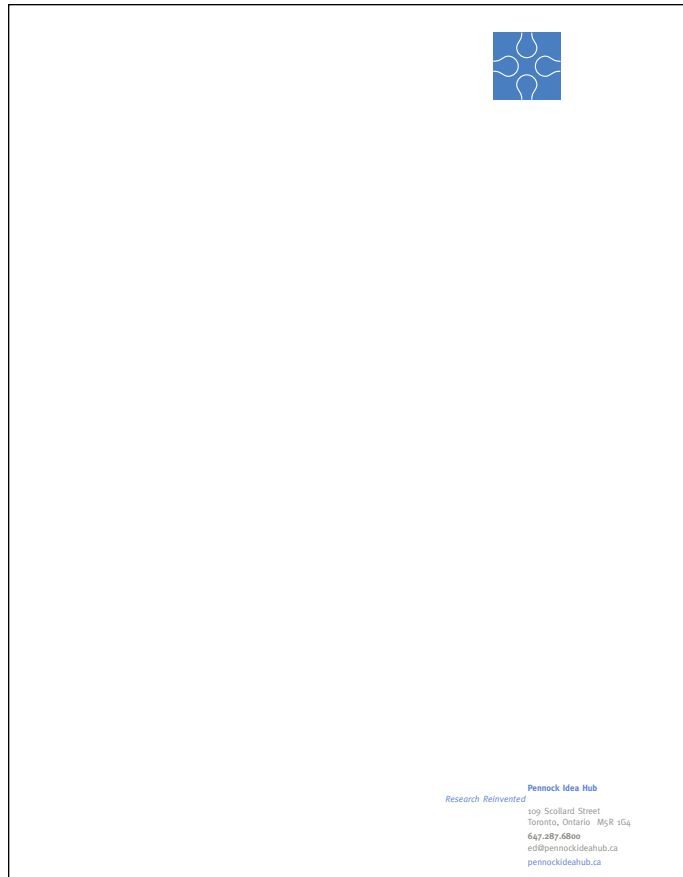
**CLIENT** Pennock Idea Hub

**OBJECTIVE** To create a new identity and stationery package for a market analyst assembling a team of independent sector specialists to provide market analysis in a new way.

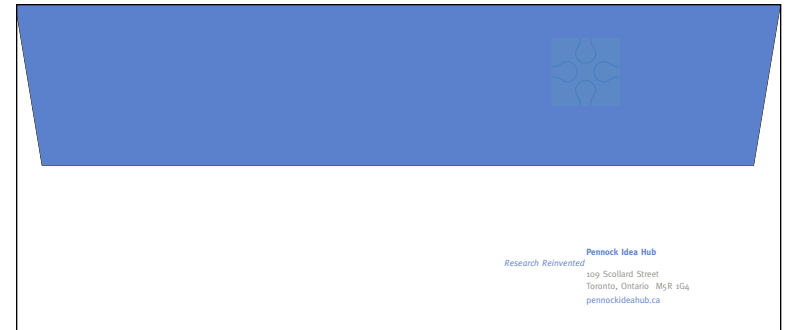
**SOLUTION** An intriguing mark that illuminates the idea behind the name of the brand and the working process.

**PRAISE** *"I really appreciated Chris' input. He gave the project new meaning and impetus. I look forward to a continued association."*

**Ed Pennock, President & Founder - Pennock Idea Hub**



Letterhead



No. 10 Envelope (Front)



Business Card (Front & Back)