

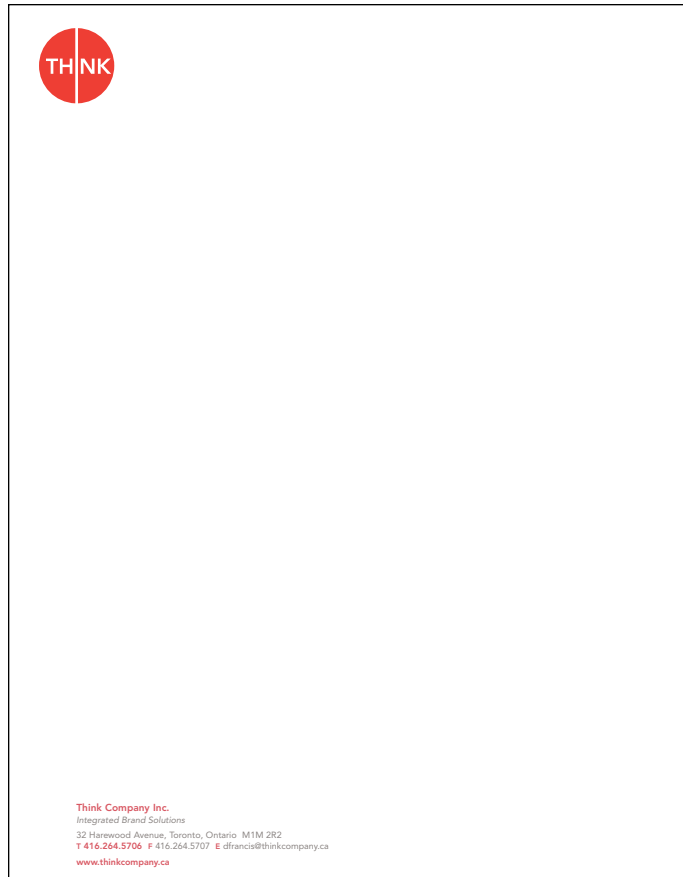
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DECISIVE MOMENT INCORPORATED

INTEGRATED  
DESIGN  
SOLUTIONS

- CLIENT** Think Company Inc.
- OBJECTIVE** To create a new identity and stationery package for a retail and interactive designer focussed on converting business strategy into customer experiences and integrated brand solutions through research.
- SOLUTION** A strong, engaging mark that hints at the process by illustrating the concept behind the name of the brand.
- PRAISE** *"With over twenty years experience in retail branding I knew that I needed an expert to help me differentiate myself. Chris and I collaborated together and he created an identity that reflects my design philosophy. Mission accomplished."*

**Derrick Francis, Principal - Think Company Inc.**



Letterhead



Business Card (Front & Back)



No. 10 Envelope (Front)