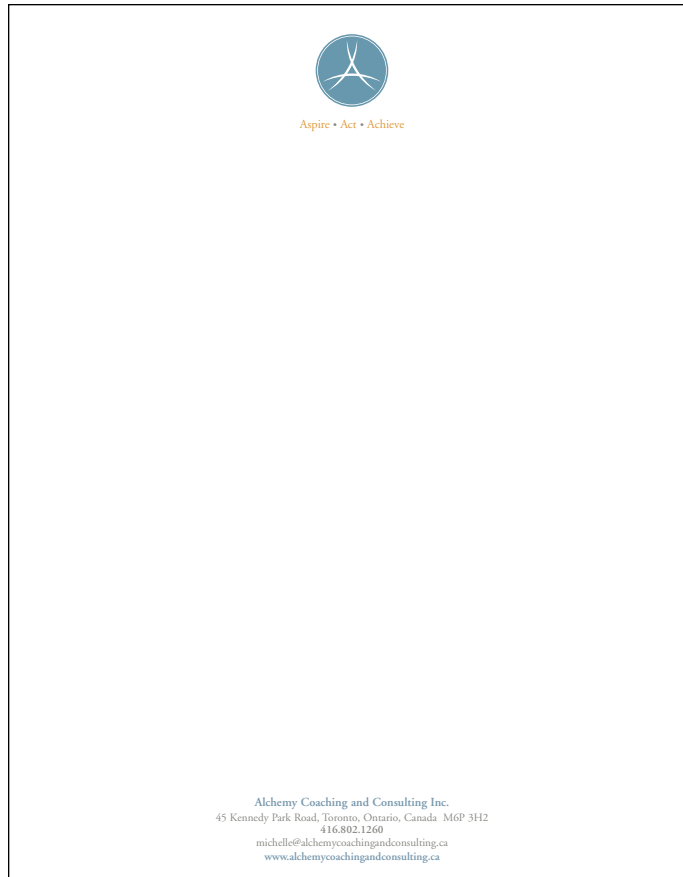


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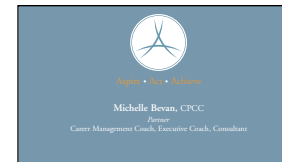
DECISIVE MOMENT INCORPORATED

INTEGRATED
DESIGN
SOLUTIONS

- CLIENT** **Alchemy Coaching and Consulting Inc.**
- OBJECTIVE** To create an identity, stationery package, and web site for a husband and wife team launching a new practice focussed on Management Consulting, Sales Effectiveness Coaching, Career Management, and Executive Coaching.
- SOLUTION** A dynamic yet solid mark that captures the symbolism of the firm's name.
- PRAISE** *"The new Alchemy Coaching and Consulting identity received rave reviews... lots of great comments on the symbol, the colour, and the style. I was honoured to be represented by it!"*
- Michelle Bevan, Partner**



Letterhead



Business Card (Front & Back)



No. 10 Envelope (Back)