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**DECISIVE MOMENT** INCORPORATED

INTEGRATED  
DESIGN  
SOLUTIONS

**CLIENT** **Julia & Company**

**OBJECTIVE** To develop an identity for an author and life coach working with high performers in transition.

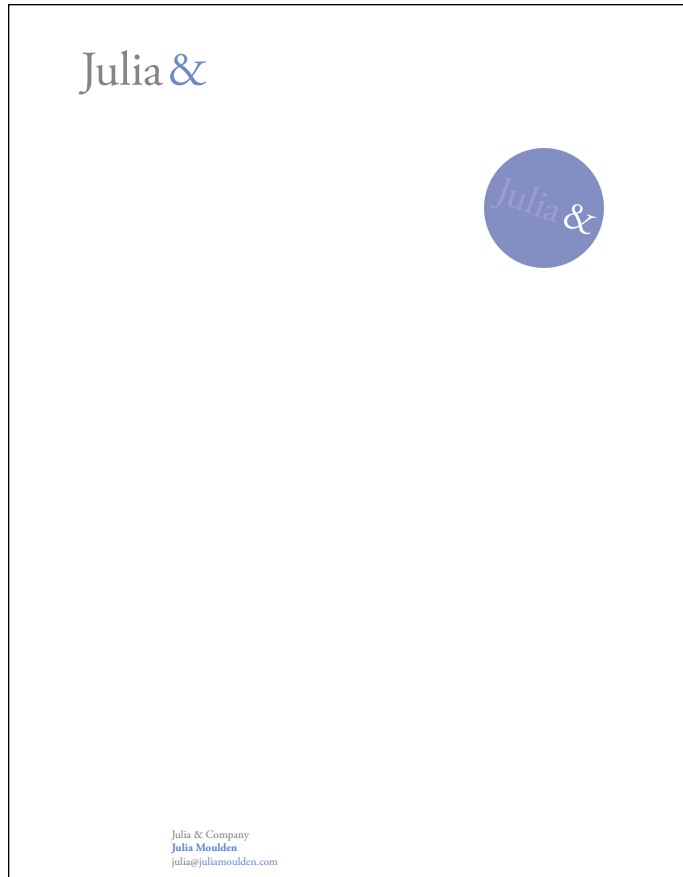
**SOLUTION** A elegant, fresh wordmark that allows the viewer to insert themselves into the company name.

**PRAISE** *"The first thing people say when I hand them my new card is 'I love the blue!' And the second thing they say is 'Julia & me.' Chris has created numerous identities for me over the years, each one brilliantly relevant to the work I am doing at that particular moment. Bravo!"*

**Julia Moulden, Principal**



Business Card (Front & Back)



Letterhead & Sticker



Note Card (Front & Back)