

decisivemoment.com
647 985 2351
chris@decisivemoment.com

DECISIVE MOMENT INCORPORATED

INTEGRATED
DESIGN
SOLUTIONS

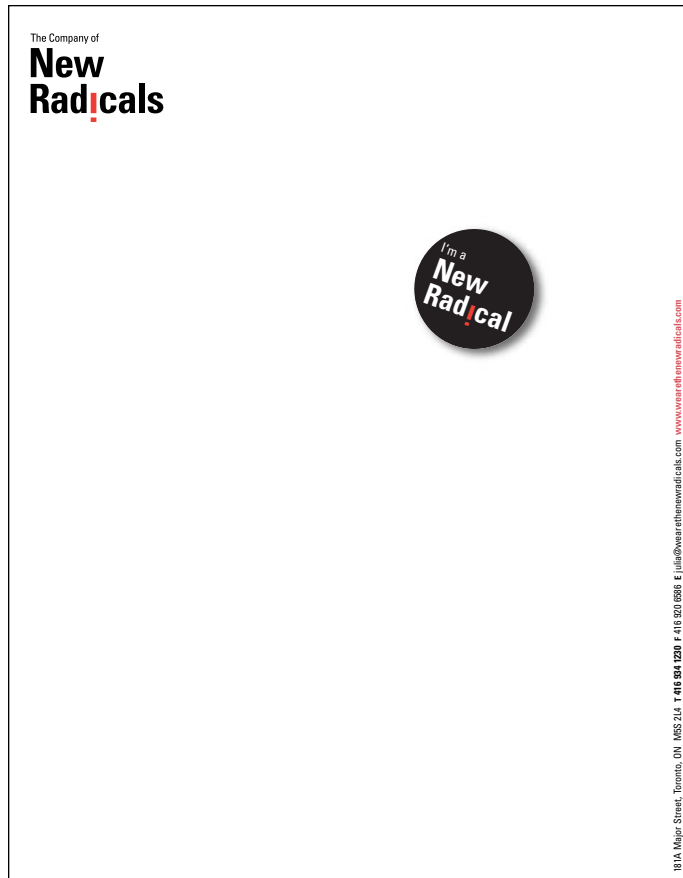
CLIENT The Company of New Radicals

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!"

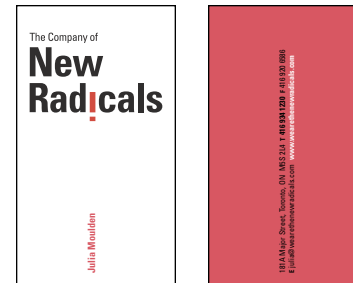
SOLUTION A retro wordmark that illustrates the idea behind the name.

PRAISE "People always comment on the clever, playful design. And the button really pops – everyone wants one!"

Julia Moulden, Founder



Letterhead & Button



Business Card (Front & Back)



No. 10 Envelope (Front)