

## VISION STATEMENT

For Henri Cartier-Bresson, one of the 20<sup>th</sup> century's most influential photographers, a decisive moment is, "The point at which a subject stands revealed in its most significant aspect and most evocative form."

As designers, we believe that a decisive moment exists in every project we undertake. And finding the point where content and form are in perfect balance – so that maximum impact is achieved – is what our company is all about.

Decisive Moment Incorporated is an award-winning design studio. Our clients look to us for engaging and enduring solutions. We work for organizations – both large and small – in the corporate, public, and arts sectors. We have ongoing relationships with, for example, Canadian Retransmission Collective, Rogers Group of Funds, Canadian Media Production Association (formerly Canadian Film and Television Production Association) and Solarfective Products Limited. Freelance projects include assignments for Fleishman-Hillard Canada Inc., Ramsay Inc. and Mamone & Partners Inc. on behalf of their clients.

Decisive Moment is a small firm, and we intend to stay this way. Our clients appreciate the advantages this offers, such as a one-on-one relationship, fast turn-around time, and low overhead. And they know that we have a network of communications professionals and technicians who can deliver additional services, as needed.

Chris Oliver founded Decisive Moment in 1989. Before this, he worked with Canada's leading design firms, such as Tudhope Associates, Tim Forbes Design, and Saturday Night Publishing Services. Chris is a graduate of the Ontario College of Art (now OCADU) and is a recognized member of The Association of Registered Graphic Designers of Ontario.

We would be pleased to show you the decisive moments we've created for our clients. A portfolio of our work is only a phone call away.