

# Fans of the Louisville Cardinals® Will Love This New Design from Identity Checks



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**Identity Checks** truly has the ability to appeal to every customer that comes to the website. With over ten different design categories to choose from, each consumer's favorite interest, hobby, breed of dog, or university can be featured on his personal checks and other personal or banking accessories. The addition of the "**University of Louisville®**" product suite will not only expand the Universities category, but it will also give Cardinals™ fans one more way to show their Louisville pride.

## Louisville® Logo Checks



On February 9, 2009, **Identity Checks** released the new "University of Louisville" design onto its website, [www.IdentityChecks.com](http://www.IdentityChecks.com). The personal checks along with the self-adhesive address labels feature a grey background with the intimidating Cardinal logo framing all personal information. Against a black background, the

Louisville Address Labels



Louisville Checkbook Cover



Louisville Debit Wallet



Cardinal stands out on the checkbook cover, debit wallet, and CD

cover. Made of genuine leather, the CD cover and debit wallet are great gifts for students and supporters of the University of Louisville. Also, the stickers are a fun twist to the product suite. Portraying five rotating designs, these stickers are a way for fans, especially students, to show their pride to be a Louisville Cardinal at sporting events or just around the campus.

If you are not a **Louisville™** fan or a college fan in general, then do not panic. Identity has a wide selection of designs that you are sure to love. Browse through categories like "Special Interests," "Dog Lovers," "Destinations," and more to find one that speaks to you. Visit the site today and make paying bills more exciting!

### **About**

### **Identity**

### **Checks:**

Since its beginning, Identity Checks has grown tremendously to include many different designs and products. The main focus has been to give supporters of various interests one more way to show their pride for something they believe in. From sportsman's organizations to patriotic themes, from the NHL to more than fifty collegiate teams, Identity Checks has something for everyone. Browse through the site and you are sure to find something you love!

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