



THE IDENTITY GROUP

Your Image Is Our Business.
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ABOUT US: The Identity Group is a marketing communications company specializing in the creation and distribution of your company's branded merchandise and apparel. Through our promotional products, creative services, and on-line company store offerings, we provide a greater dollar-for-dollar value for your marketing budget.

SERVICES WE OFFER: Promotional products – Apparel and Merchandise, on-line company stores, campaign management and distribution, promotional product marketing, enforcement of corporate brand standards, complete inventory management and warehouse fulfillment of your branded promotional materials, creative solutions including; print collateral, event signage, website development, corporate identity products and materials.

CLIENTS WE SERVE: Businesses small to large who need assistance managing branded products and campaigns for their clients, associates and employees. Schools and Teams who want to develop a brand standard among the items offered through their boosters and fundraisers. Entrepreneur who may need assistance maintaining a consistent brand message across the scope of marketing materials utilized.

Office and Show Room: 4,000 square feet
Warehouse: 7,000 square feet
Employees: 9 full-time / 3 part-time

Founded: 2002
Ownership: Privately owned
President: Scott Alberts
Vice President: DJ Van Wyk
Location: Pella, Iowa (centrally located)



THE IDENTITY GROUP / STUDIO 104

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studio 104

CREATIVE SOLUTIONS: Studio 104 is a graphic design company specializing in your company's image. Our passion is to meet and exceed your expectations. We continue to build client relationships with unique ideas and efficient timelines.

No client is too big or too small.