MINISTRY OF EDUCATION, YOUTH & INFORMATION
Every Child Can Learn, Every Child Must Learn

Jamaica Library Service
An Agency of the Ministry of Education, Youth & Information

JAMAICA LIBRARY SERVICE
JLS
Transforming Lives, Empowering Communities!

JLS Global Libraries Initiative Project
JLS: Using Technology to Empower Individuals and Communities for Development

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Jamaica Library Service News

JLS Unveils New Logo

Transforming Lives, Empowering Communities!

The Jamaica Library Service (JLS), an Agency of the Ministry of Education, Youth & Information has recently unveiled its new colourful logo as part of a new rebranding strategy.

The new logo captures the transformation of the JLS into a modern educational research and recreational centre as well as its transformative effect on lives. The design depicts a repositioning of the JLS brand through technology, to its various target audiences, set in a colour scheme of canary yellow, violet purple and lime green that captures the dynamic spheres of the JLS.

Director General, Karen Barton indicated that it is important to strengthen the JLS as a brand that appeals to all citizens and to create greater awareness of the value of public libraries to communities. She also stated that the JLS has been transforming lives through advance technologies and the offering of a range of programmes and services for adults and children.

Marketing & Communications Manager for the Global Libraries ICT Project, Andrea C. Whyte also emphasized that the overall rebranding exercise serves as a means of projecting the JLS as outstanding with a positive brand identity within the marketplace. She also indicated that varied advertisements in the form of print, radio, television as well as digital billboards will be rolled-out in order to reinforce the new identity of the JLS.

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