



DEPARTMENT OF JUSTICE

Designing a logo to market library services

Dept. of Justice law library

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Library services – the environment

- Reorganization of library services. Currently under guise of IMS (IM/IT) services
- Regional integration - key words, key policy
- Finding “self” with in a multiple personality entity.





How to integrate and define

- Maintain regional image under the banner of a “united information management systems”
- Library services are consistent across the Prairie Region
- Library services are unique in IMS concept
- Library services are well respected





Designing identity and compromise

- Proofs proofs and more proofs
- Integrating the larger group but identifying “library”
- Realizing there is NO budget for graphic design
- Looking at services and publications
- Branding the website





Roadblocks and Learning curves

Issues

- Group identity
- Fear of identity
- Regional identity

Solutions

- Simple plans
- Small steps
- Compromise



**Justice Canada
Prairie Region**

**Library
Services**



Winnipeg Office





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Questions?

Comments?

