



• **Jewish Children's Learning Lab** •

• **Corporate Identity** •

Jewish Children's Learning Lab creates interactive exhibitions on Jewish culture. The graphic identity represents the organization in its diverse aspects; while it conveys the image of a serious, specialized entity, it also conveys its commitment to children. The puzzle pattern (concept of Carolyn Ehrlich) is used as a recurring, underlying theme in graphic communications materials. The theme is infinitely versatile and is a constant visual reminder of the organization. The website for JCLL can be found at: www.jcllcm.org

