



Jayva launches American office and new brand identity

Jayva UK Limited, specialist consultancy and training provider to the legal sector, today announced its rebrand from Jaeva Management Services Limited and launch of its American division, called Jayva US. Jayva's rebrand includes a new logo and positioning statement.

The slight name change and refreshed visual identity are the positive result of an extensive rebranding process whereby Jayva redefined its core values, determined its corporate strategy for America and applied the same naming convention for both the UK and US markets.

Managing Director, Nicola Moore-Miller, remains at the helm of Jayva and new employees are currently being recruited for its American team.

"First and foremost, these changes are about establishing our American presence," explains Nicola. "We were the first consultancy in the UK to become certified by LEAP Legal Software, suppliers of case management and legal accounts software for small law firms. Following huge success in the UK, LEAP has expanded into America, asked us to join them and scale our operations up ready for the assured success in that marketplace.

"We're now supporting LEAP's entry into the US. Our partnership role is assisting the implementation of LEAP with services encompassing installation, data entry, configuration, precedent creation, end user

training, legal accounts training, follow-up training, project management and change management. We're delighted to have been given the opportunity to back LEAP in this way. Being instructed by LEAP is testament to the company's unwavering commitment to Jayva as a long-term business partner and absolute faith in the quality of our services.

"The name change represents our mission towards simplification. Where our services are concerned, our aim is to simplify the process of migrating from one software platform to another or better utilise existing systems. We applied this same ethos to our name. Jayva is simpler, albeit with the same pronunciation as Jaeva, so we've made a minor but important adjustment to the spelling.

"We took the chance to rethink not just our name but our entire brand. Our new logo depicts sophistication, boldness and professionalism; three personality traits which characterise our company and employees. Our redesigned logo demonstrates how we're constantly evolving and keeping ahead of the curve in a rapidly evolving industry, plus that we've come a long way thus far and have ambitions to go even further over the years to come."

Jayva's new American website can be found at www.jayva.us and its refreshed branding can be seen on its UK website at www.jayva.co.uk. To contact the Jayva team, please email consulting@jayva.co.uk or call 0333 20 20 995. The contact details for its American office are admin@jayva.us and +1 857 206 2113.