







**Design uses a straightforward typographical design using font Lato which is clean, modern, no fuss and has great legibility. Widely available for both Mac and PC users**

**This option focuses on initials EMB which is currently how people refer to the organisation. Focusing on initials gives logo more of an identity rather than just being a sentence (as it’s quite a long name). Design works as a horizontal and also a stacked option which gives flexibility in how it could be used.**

**Dark blue seems obvious choice of colour to reflect Scotland, trustworthiness and again great for legibility.**