

Our New Branding

At our AGM in October 2024, we undertook some research on our branding and invited our members and friends to tell us what our logo and branding told them about In Control Scotland and who we were. We asked the following questions:

- Who do you think In Control Scotland are, what is our purpose and what do we do?
- How do people feel when they have interacted with In Control Scotland?
- Is there anything that stands out for you after you have been involved with In Control Scotland?

We wanted to make sure we were getting our message right!

As part of this process we also wanted to know:

- **What our logo says to our friends and members?**
- **Does it tell people who we are?**

Following all the feedback we received, there was a consensus that our current branding no longer reflected who we were as an organisation. So we got to work looking to change this! Using engagement and research to uncover what In Control Scotland meant to our different audiences, and looking at creating a distinctive brand that will empower the organisation to express how we look, speak and behave, we engaged with Davinder Samrai from Freight Design to work up a proposal for our re-branding project. After many months and many different designs, we were delighted to launch our new branding and logo at our AGM on 30th October 2025. The feedback we have had is fantastic! We will be updating our website with our new branding soon!