Family Values

James Watt’s son, also called James, did everything he could to honour his father after his death. He created an impressive memorial, had a book written about him and even designed a family crest that reflected the values of his father.

Each part of the crest has a symbolic meaning:

The elephant is for **strength**
The snakes round a staff are for **wisdom**
The club is for **special enterprise**
The motto translates to: 

*by industry and ingenuity*

Consider the values that matter to you and design your own coat of arms.