



S.I.G.T.

English

APPTec

Role	Last name	Name	DNI	Mail	Phone
Coordinador	Pereyra	Emiliano	4.774.396-6	epereyra@apptecuy.com	092324130
Sub-Coordinador	Varela	Michael	4.543.461-8	mvarela@apptecuy.com	099297255
Integrante 1	González	Mauro	5.251.060-7	mgonzalez@apptecuy.com	094866094
Integrante 2	Otero	Gonzalo	5.014.881-8	gotero@apptecuy.com	094762305

Teacher: Lissardy, Santiago

Final date

13/11/2023

THIRD INSTALLMENT

I.S.B.O.

3BH

INDEX:

COMPANY NAME, LOGO AND JUSTIFICATION.	3
VISION.	4
MISSION.	4
SWOT ANALYSIS.	5
SPOT	6

COMPANY NAME, LOGO Y JUSTIFICATION.



As a technology company in a constantly changing and advancing world, both the selected logo and the name should convey security, trust, and a sense of innovation to our clients. Based on these points, we carefully chose the colors and logo for our company.

The predominant blue color in our logo is commonly associated with technology and innovation. This color conveys a sense of modernity and cutting-edge, which is important for companies focusing on such a competitive market.

The use of white color helps to keep the logo clean, which is significant in an industry that values simplicity and clarity. Additionally, this color helps to emphasize elements in blue, such as our company name.

The combination of these colors is a classic and timeless choice that can be easily recognized and remembered by potential clients, thereby improving our company's visibility and recognition.

Our logo references the < and > symbols, which are used as tags in HTML code. This directly relates to the field in which we work. The inversion of these symbols was purely an aesthetic consideration. The incorporation of our company name within the formed symbol aims to directly associate the logo with the company name. We based the name on two keywords: application and technology.

VISION.

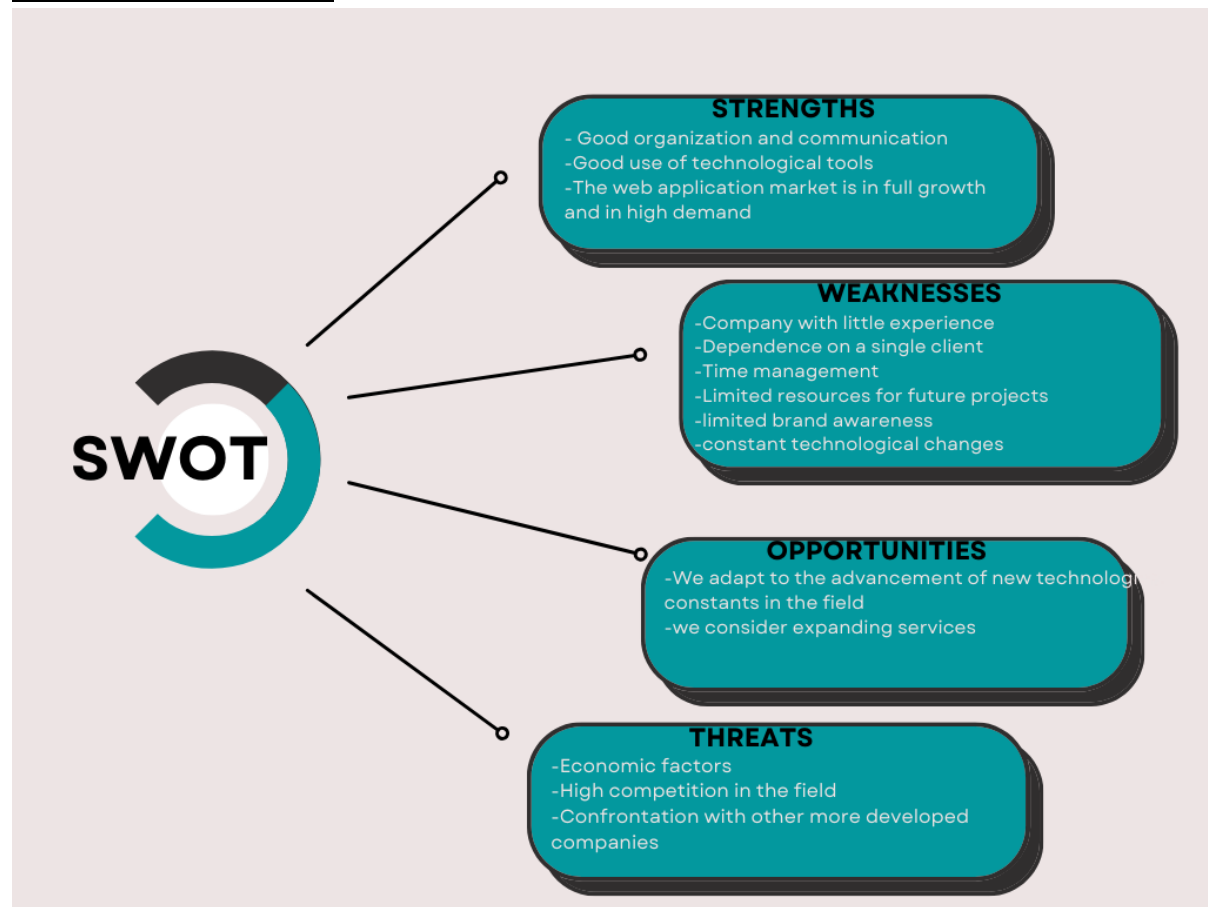
The future of our company is to, fulfill in an efficient way the client's needs, with high standardized products, modern and with stability.

To achieve safety for our customers, faithfulness in its own daily work and to be an outstanding company worldwide because of commitment and ethics.

MISSION.

Our mission is to provide web solutions that streamline work processes and enhance productivity and efficiency for organizations of all types and sizes.

SWOT ANALYSIS.



SPOT.

