



## ***Security Communications Center***

# Corporate Identity Report

## Team 3

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## Introduction

Every successful technological company knows what deficiencies of their market are. For Apple, lack of mobility in music players was striking deficiency to snatch the large market share. Our company mainly concurred with this logic as well and determined to satisfy the deficiency of security in the trendy market smartphones' accessories specifically in messaging and location tracking system.

Secure Communications Center (SCC) Associates has been founded by 6 shareholders in order to provide secure messaging on mobile phones and location tracking. Dynamism and youth are the defining characteristic of us. The main aim of the company is to produce innovative and secure messenger program being run on smart phones (Android operating systems) and having the feature of enabling users to see the positions of each other on a map. All the information shared within the group is encrypted.

Aim of the Secure Communications Center (SCC) Associates is to have the most of the share in the secure communication system on smart phones market in Turkey. The product we produce helps to military and police service via both secure messaging and location tracking. Any other companies who care about security are potential customers as well. Via this product, providing secure communication to the users is the main target. The benefits of the product are known but security problem hadn't been considered by any other producers. That differentiates us from others.

The power of innovative thinking and serious research of the market is done by the establishers of the company to establish Secure Communications Center (SCC) Associates. Considering the capabilities of the company, the innovative product that is designed, Secure Communications Center (SCC) Associates aims to dedicate itself to serve for the military and police service according to their needs. According to demands of companies, customers or institutions, the needs may differ like more powerful encrypting system or any other features which can be implemented on our product. Basically, our product is flexible to any further development since the codes and design are completely controlled by our engineers. Product development is inevitably reflection of our target.

## Company Mission

Our main ambition is to satisfy the needs of security of messaging and location tracking by using cryptographic device with reasonable cost. It is important to be useful and to ease customer's security concerns for us. In the light of this vision we want to become indispensable company in this sector.

## Company Vision

Our firm aims to improve military and police service by increasing their security level while communicating. The product has many useful properties that have benefits for both military and police service even for civil use. We try to produce and universalize our product in principles of quality, reliability and business ethics.

## Company Name

“Secure Communications Center”

Our company is named “Secure Communications Center” shortly SCC. The name inspired by our distinctive characteristic secure. Since we are in communication sector and emphasizing security, the name should be firm and faithful. Initials type is considered as appropriate for the name.

## Product Name

“Cher Ami”

Our product is named “Cher Ami” bird accepted as fourth heroic animal in history which has remarkable story behind it. Also, metaphorical features exist between the heroic bird and our product.

During World War I, On October 3, 1918, Charles Whittlesey and more than 500 men were trapped in a small depression on the side of the hill behind enemy lines without food or ammunition. They were also beginning to receive friendly fire from allied troops who did not know their location. Surrounded by the Germans, many were killed and wounded in the first day and by the second day; just more than 200 men were still alive. Whittlesey dispatched messages by pigeon. The pigeon carrying the first message "Many wounded. We cannot evacuate." was shot down. A second bird was sent with the message, "Men are suffering. Can support be sent?" That pigeon also was shot down. Only one homing pigeon was left: 'Cher Ami'. He was dispatched with a note in a canister on his left leg, “We are along the road parallel to 276.4. Our own artillery is dropping a barrage directly on us. For heaven's sake, stop it!” He arrived back at his loft at division headquarters 25 miles to the rear in just 65 minutes, helping to save the lives of the 194 survivors.

First of all, both our product and Cher Ami bird used for communication even high level secure chips symbolize the distinguishing of Cher Ami’s security. As Cher Ami accomplished to provide communication between two groups, our Cher Ami aims to connect even more

people to each other as well. If Cher Ami could not be secure enough, most probably 200 hundred people would die just because of lack of secure messaging. Similarly, as Cher Ami proved to be trustworthy, our product's one of the main characteristics put forward is trustworthiness. Since Cher Ami died and cannot be cloned, for secure messaging SCC's Cher Ami is the only option that is available for everyone. Additionally, Pigeon was very trendy and portable during World War I just as smart phones are in the same conditions today.

## Company Logotype

The logo of our company is designed as shown on Figure 1, 2 and 3. We aimed to design a company logo which is simple and manages to display the main features of the company. It is obvious that we combined smart phone, key and key hole which symbolizes security. The name of the company is also drawn on the screen. The blue is the prominent feature of logo because this color implies the security. Rectangle shape means safety and technology as well. We have designed three different types of logo in order to be used on letterhead, business cards and envelopes. These logos are displayed on the following pages.

## References

Information related with Cher Ami history is taken from the Wikipedia page given below.

"Cher Ami" [http://en.wikipedia.org/wiki/Cher\\_Ami](http://en.wikipedia.org/wiki/Cher_Ami) Last Accessed: 08.12.2011



Figure 1 – Logo Type 1



***Security***  
***Communications***  
***Center***

Figure 2 – Logo Type 2



***Security Communications Center***

Figure 3 – Logo Type 3

Figure 4 - Envelope





**Security**  
*Communications*  
**Center**

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Figure 5 – Business Letter Example



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Figure 6 - Letterhead