

Athens Technology Center (ATC) introduces a new corporate identity

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Athens Technology Center (ATC), a Greek company with a long-standing presence and experience in the software development market, launched a renewed corporate identity.

Based on the company's core business values (agility, trust, commitment), ATC updates its promise to supply and manage the most innovative technology to support the entrepreneurial spirit and profitable growth of companies and Government entities around the globe, as a **Smart Business Enabler**. ATC welcomes Industry's 4.0 challenges with end-to-end solutions in Media, Manufacturing, and Banking, as well as industry-agnostic solutions for Human Capital Management, Corporate Newsroom, Big Data Analytics, and Custom Software Development.

It is reminded that for over 30 years, ATC has been planning, developing, implementing, and supporting cutting-edge technology in 16 different markets in the EU, the USA, East Asia, and the wider Eastern Mediterranean region, and is also a strategic partner of the European Commission in Research and Development projects.



To capture the above, ATC entrusted Designature. According to **Mr. Augustinos Parianos, Creative Director**, *'we were invited to work for a tech company with extensive know-how. The new ATC logo is inspired by the links of a chain, in order to represent **the successful coverage of both private and public sector organizations' digital transformation needs**, through interconnected, stable, and diverse software solutions'.*

At the same time, ATC launched its new website, designed and developed by specialized in-house executives, combining high level aesthetics with the principles of UX Design. According to Ms. Margarita Koromila, CMO at ATC, *'our goal was to present all our offerings targeting private companies and public bodies in a direct, friendly and modern way. We focused on being lean, yet fresh, while also using a modern and timeless typography, inspired by ATC's core; drawing strength from the past, while maintaining a youthful spirit'.*

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