

# ITEA 4 styling

Fresh,  
flexible, global  
and dynamic

In front of you is the ITEA Magazine, which we proudly present in a newly upgraded style. As you may expect from ITEA, this new style comes with a personal story and we'd love to take you down this road.

In the design, ITEA's ambitions – innovation, business impact, customer engagement, open collaboration and happiness – were translated into a set of characteristics which could be linked to each of the following ambitions: connection, movement, energy, transformation and dynamism. By also taking into account the symbiosis of the technological and human character of ITEA and its strong Community, as well as the 'happiness factor' that clearly differentiates ITEA from other innovation programmes, a completely new style was born which nevertheless respects the strong and successful track record of ITEA.

### Fresh & sustainable

Despite being based on a very strong legacy, ITEA 4 is a new beginning. The ITEA colours have therefore been refreshed. A fresh green colour reminds one of spring – the 'breeding ground' for new life representing the many new innovations (but also new ecosystems, business relations, partnerships and even friendships) that have their origins in ITEA.

Alongside new, ground-breaking innovations, ITEA 4 also focuses on *sustainable growth*. The daily life of every human is becoming more connected and digitalised but the resources of our planet are scarce and must be used with great care. These are challenges that we all face and can only be overcome by the continuous and sustainable improvement of each process through collaboration between diverse industrial members. ITEA 4 will master the new major trends in the market that help create wellbeing and sustainability in society. *ITEA 4 Sustainability.*

The stronger contrast with the new black boosts both colours, like ITEA boosts innovations and the projects boost happiness and impact for both the economy and society.

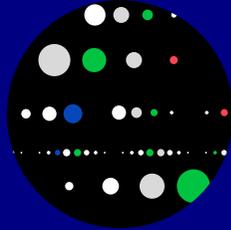
### Open to global collaboration

Since its origin, ITEA had stood for Information Technology for European Advancement. ITEA now stands for its strong and innovative Community from Europe and beyond. As 'the Masters of Digital Transformation', ITEA is the home for software innovations and a 'family' that brings happiness to the world with its game-changing solutions. And innovation doesn't stop at the border. ITEA encourages global collaboration, e.g. with our strong Canadian and Korean partners, and is also inviting new countries like Singapore to participate in our projects.

This is why ITEA's 'E', originally for 'European', is no longer highlighted in our new style, giving ITEA a strong brand and indicating openness to all interested parties worldwide.

### Dynamic environment

We live in a rapidly changing environment. What was ground-breaking yesterday is outdated tomorrow and adaption is needed constantly. In this world, where standing still actually means moving backwards, ITEA is also evolving and innovating itself continuously. Within the new Eureka Clusters Programme, there is no longer an eight-year mandate for the Clusters to execute their programmes. A four-year

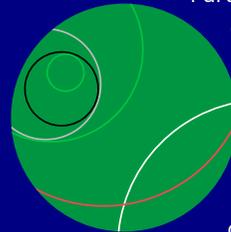


Multi-Annual Plan (MAP) is submitted in which a strategic approach on topics which are of common interest between Public Authorities and industry are developed and implemented. Each year, an Annual Operating Plan (AOP) is updated, enabling an adjustment of the programmes to current priorities in order to remain at the forefront of innovation.

Our new identity shows movement in this dynamic environment. Each design is changing, demonstrating transformation and dynamism. None of the designs use an element that stays the same; there are all evolving.

### Flexible

The ITEA 4 Programme will be even more flexible than its predecessors, easily adapting to urgent needs. It will be a toolbox for Public Authorities and industry and enables the possibility to design new Call type(s) or new events in order to take action if desired by our stakeholders. For example, there will be cross-domain Calls together with other Eureka Clusters on important current challenges like AI, the green transition and sustainability.



Furthermore, we will focus even more on customer orientation and involvement to make sure that innovations are based on actual needs and to stay close to the market. ITEA will ensure participation in customer-oriented events in order to prepare the market for upcoming cutting-edge products and services and thereby accelerate market acceptance.

In addition, Customer Advisory Boards will be set up for a set of key challenges of ITEA, to create a continuous dialogue between the customers and the ITEA Community.

Like the ITEA 4 Programme, the ITEA 4 style is flexible as well. Taking the main set of characteristics into account, the style elements leave plenty of room for adaptations while still remaining recognisable as ITEA 4. This way, we can adjust each means of communication to support (y)our message in the best possible way.

### ITEA 4 the future

ITEA is ready for the future and so is our identity. Of course, the 4 stands for the successor of ITEA 3, but it is much more than that. This is why the 4 in ITEA 4 is different. ITEA stands for innovation, digital transformation, happiness, impact, customer involvement, flexibility, etc. ITEA 4 software innovation, ITEA 4 digital transformation, ITEA 4 happiness...in other words: ITEA 4 the future!

