

BEAUTY IN **BRANDING.**  
BRAINS IN **WEB.**  
REAL IN **RESULTS.**



BRANDING & DESIGN



WEB SOLUTIONS



ONLINE MARKETING



PROPRIETARY SOFTWARE

# THE HTC TOUCH

## YOUR END-TO-END SINGLE SOURCE SUPPLIER

Strategy. Execution. Simple & Sophisticated Solutions.

## TRULY UNMATCHED SERVICE

Professional. Responsive. Committed.

## EXPERIENCE & EXPERTISE YOU CAN TRUST

Diverse Team. Developed Strengths. Proven Results since 1982.

## CUSTOM DEVELOPMENT & SEAMLESS INTEGRATION

Systems that Work Alone and with Others. Properly. Reliably. Always.

## PROPRIETARY SOFTWARE

Standards-based. Cost-effective. Enterprise-level Solutions.

## REAL RESULTS

Build Awareness. Drive Targeted Traffic. Increase Sales.

## OUR VALUES

### EXCELLENCE

in everything we do

### COMMITMENT

to our clients, brands,  
projects and industry

### HONOUR

in dealing with clients,  
suppliers and colleagues



# BRANDING & DESIGN

Building brands that stand apart and stand strong.

From analysis and strategy, to captivating content, to creative design, our full-service approach lets you reinforce, reposition or revitalize your brand.

## BRANDING & DESIGN SERVICES

- Brand Strategy & Positioning
- Brand & Corporate Visual Identity
- Messaging & Copywriting
- Graphic Design
- Information Architecture
- Interface, Web & Usability Design

**PORTFOLIO** A selection of the many brands we've empowered:





# WEB SOLUTIONS

Leading-edge solutions combining elegant form and user-friendly function.

Feature-rich, easy-to-use solutions that maximize your ability to inform, promote and transact online. Expertly optimized, completely customized and seamlessly integrated.

## WEB SERVICES

- E-Commerce
- Web Content Management Systems
- Blog & Social Media Platforms
- Web Software Development
- 3rd-party Integrations
- Intranets & Extranets
- Hosting & Backups
- Time, Expense & Project Tracking
- IgnitionWeb™ & HourGlass™ Proprietary Software

**PORTFOLIO** Selected websites designed by HTC and integrated with IgnitionWeb:



Unisource



Gildan



Danson



LEESTA



Milgram



Velan



BioAmber



# ONLINE MARKETING

Social, search and email marketing that drives brand buzz.

From strategy to execution to ongoing management, our expert Online Marketing team works closely with you and your organization to build awareness, generate traffic and drive conversions.

- Content Marketing
- Social Media Management
- Blog Management
- Email Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Promotional Campaigns
- Analytics & Business Intelligence
- Monthly Managed Content Services



# OUR WORK

Since 1982, HTC has pioneered the modern movement of fusing Branding and Web. Our left-brain meets right-brain approach lets us create powerful strategies, stories and experiences that deliver value for your business.

## END-TO-END SOLUTIONS

### BioAmber



### Milgram



### Gildan



**BRANDING. WEB. RESULTS.**

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