

SELECTED WORK / i-LINK SOLUTIONS

Building the brand behind the business.

Brand identity, digital experience,
communications and business development,
brought together.

THE ENGAGEMENT

We worked across i-Link Solutions' brand identity, website, content, social media, public relations and contract proposals to help the company present its capabilities with greater clarity and consistency.

Our contribution extended from the logo to the materials used to communicate expertise and pursue new opportunities.

CLIENT

i-Link Solutions

FOCUS

Brand + communications

THE CONTEXT

Making expertise easier to understand.

i-Link Solutions provides software engineering, cloud, cybersecurity, software testing and data analytics services for government and commercial customers. The communication challenge was to bring the company's capabilities, voice and visual presence into a coherent story.

01

Brand identity

We created the i-Link Solutions logo and developed a visual direction that provided a recognizable foundation across digital, marketing and corporate communications.

Our contribution

Logo design and visual identity; consistent brand presentation across company touchpoints.

02

Website + digital experience

We shaped the company's website and content to connect its capabilities, expertise and opportunities within a cohesive digital experience. The work supported how customers, partners and prospective employees encountered the company.

Our contribution

Website design and content; service presentation; alignment of the digital experience with the company's brand.

THE SCOPE OF OUR CONTRIBUTION

A consistent voice. A stronger business story.

03

Social media + public relations

We managed social media and developed press releases and public relations communications. This work connected company announcements, news and ongoing outreach through a consistent voice and visual presentation.

Our contribution

Social media management; content writing and editing; press releases; public relations communications.

04

Contract proposals + business development

We wrote contract proposals and developed supporting communications that articulated i-Link's capabilities for prospective opportunities. This connected the company's external positioning with the materials used to pursue business.

Our contribution

Contract proposal writing; capability narratives; supporting business-development communications.

THE STORY TOGETHER

One company. Connected touchpoints.

Visual Room's contribution spanned the ways i-Link introduced itself, communicated its expertise and pursued new opportunities. Brand, digital experience and business communications were treated as parts of the same company story.

Brand identity

A recognizable visual foundation.

Digital experience

A clearer presentation of capabilities and expertise.

Communications

A consistent voice across news, social media and PR.

Business development

Proposal narratives aligned with company capabilities.

The engagement brought design, writing and communications together to support the company's next stage of development.

Ready to make your story clearer?

Start a conversation: info@visualroom.com

visualroom.com

Visit i-Link Solutions: ilinksolutions.com

Company context: ilinksolutions.com, reviewed October 6, 2026. Engagement scope: supplied by Visual Room. This overview makes no quantitative performance or contract-award claims.