SOLINK®

Brand guide

Contents

About Solink

Solink is a cloud video security and analytics platform that transforms existing cameras, access controls, and operational technologies—such as POS and labor management—into powerful tools for security, loss prevention, and business intelligence.

Trusted by leading brands across 30,000+ locations in more than 50 countries, Solink has built a reputation as a trusted partner that will go above and beyond to help customers succeed.

Learn more at www.solink.com.

Solink mission, vision, and values

Our mission

Solink's mission is to **safeguard** what matters most.

Our vision

To give visibility to organizations around the world, allowing them to **know sooner** and **act faster**.

Our values

We do things the Solink way:
- Act with **URGENCY**
- Deliver with **QUALITY**
- Win with **TEAM**
- Lead with **TRUST**

Product overview

Key benefits of the Solink platform

See and solve security issues faster – with less manual work

Cut time-sucking video reviews, onsite audits and manual report building. Solink's intuitive cloud VMS will make it easy for your team to spot issues and take action.

Combine video with data to improve security and operations

Turn video and data into actionable insights. Spot trends and analyze anomalies with AI. Track operational metrics your way with custom alerts, reports and dashboards – accessible on any device.

Use Solink with the cameras and tech you have today, and whatever you choose in the future

With compatibility for 99% of business-grade cameras, Solink helps you maximize the value of existing hardware and unify every location under one pane of glass. Our open API and growing library of 350+ integrations make it easy to connect with the evolving tools and apps that power your business. Scale with ease, adapt on the fly, and manage everything remotely from any device or location.

Writing guidelines

Writing style

Personality

- We're agile, but not reckless.
- We're energetic, but focused.
- We're approachable, but professional.
- We're easy to talk to, but not too casual.
- We're mature, but fast and on the move.
- We're modern, but in touch with the old ways.
- We're strong and bold, but not arrogant or aggressive.

Approach

- **Use the active voice** (vs. passive) where possible.
- **Be conversational** to encourage an easy read.
- **Never use tech jargon** if you can think of an everyday English equivalent.

Tone of voice

Our writing has an approachable tone, reassuring readers from all types/sizes of businesses and levels of technological expertise that we understand their needs and will make sure they get value from our platform. We encourage readers to think about the "smart business" concept as connected systems leading to a more user-friendly experience. Our content reflects a self-assured confidence in our quality, security, and future plans.

Language

Referring to the company and product

Solink and its software share a brand and are spoken of as one entity.

- E.g. "The Solink team loves pizza", "The Solink platform is great".

The company's offerings (software, services) may be referred to using possessive language; this is common when adding descriptors in front of the noun.

- E.g. "Solink's all-in-one cloud video platform is great"; "Solink's fully managed service includes health alerts".

Lexicon

- Use UK English in communications catered to UK clientele, otherwise default to US English.

✓ **Keywords and phrases to use**

- Cloud video management system
- Cloud video security platform
- All-in-one cloud video platform
- Fully managed service
- Video AI
- Video security and analytics platform

🚫 **Keywords and phrases to avoid**

- Surveillance
- People tracking
- Product (when referring to Solink as a whole; use "platform" instead)
- All-in-one physical security platform

Formatting

Headings

- Headings are written in sentence case (only the first word and proper nouns are capitalized).
- All-caps headings may be used in long-form documents, but we limit this style to avoid an industrial tone.

Subheadings

- Subheadings are written in sentence case (only the first word and proper nouns are capitalized).
- Full sentences end with a period. Non-sentences may end with a colon, depending on circumstance.

Lists

- Lists use a simple bullet point icon.
- The first word of the bullet is capitalized.
- Full sentences end with a period; non-sentences do not.

Solink heading

Solink subheading

- Solink example list item

Formatting

Numbering

- Numbers are written numerically (17,350) in most circumstances. Large numbers may use abbreviations (17K) if it aids in ease of reading.
- Monetary amounts are written with a dollar sign and round numbers. (E.g. "We charge $100 for errors.")

Chapter, figure, and table headings

- Chapter headings are left-aligned, bold, or colored, and may be sentence case or all-caps.
- Table headings are bold and sentence case.
- Figures use standard numerals (1,2,3).

Text alignment

- Heading copy can be **left** or **center aligned**.
- Body copy is **always left aligned**.
- No right aligned or justified text blocks.

17,350 | 17k | $100

Table heading

Figure 1	

Visual guidelines

Logo usage

Solink logo

Don'ts

Do not use the light logo on light backgrounds, or the dark logo on dark backgrounds.

Do not change the colors or integrity of the logo.

Colors

Primary

These are Solink's anchor colors. They should be present in all graphic elements in order to establish Solink's brand identity across platforms.

HEX #0dbebb
RGB 13, 190, 187
CMYK 71, 0, 33, 0
PANTONE® 7467 C

HEX #00404c
RGB 0, 64, 76
CMYK 94, 62, 52, 41
PANTONE® 309 C

Secondary

These colors may be used as accents and other minor graphical elements.

HEX #eef3f4
RGB 238, 243, 244
CMYK 5, 2, 2, 0

HEX #99b4cf
RGB 153, 180, 207
CMYK 40, 21, 8, 0

HEX #25486d
RGB 37, 72, 109
CMYK 93, 73, 34, 19

Typography

H1: Poppins semi-bold 32–50px

Font fallback: Tahoma, sans-serif

H2: Poppins semi-bold 24–32px

P: Inter 14–18px

Font fallback: Arial, sans-serif

H3: Poppins semi-bold 18–24px

H4: Poppins semi-bold 16–18px

Guidelines apply to web. For all other font applications, designers should adhere to these general size ratios and use discretion.

Modern video security, zero camera overhaul

Why choose Solink?

Protect your business and boost your bottom line with a cloud video security and analytics platform that works with all your cameras.
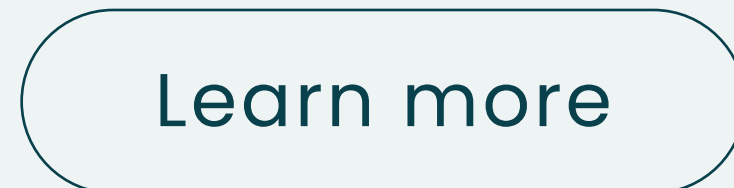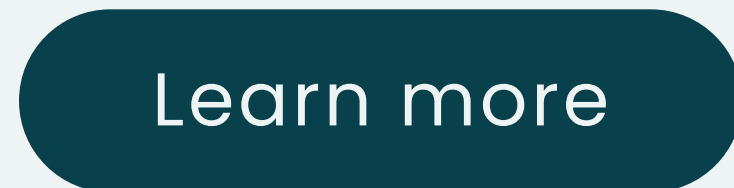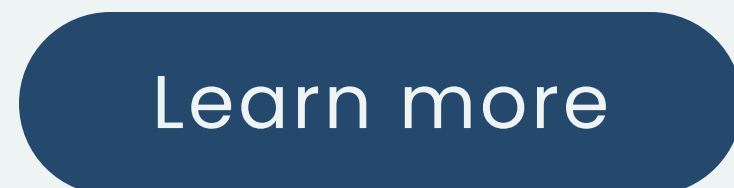
Learn more

CTAs
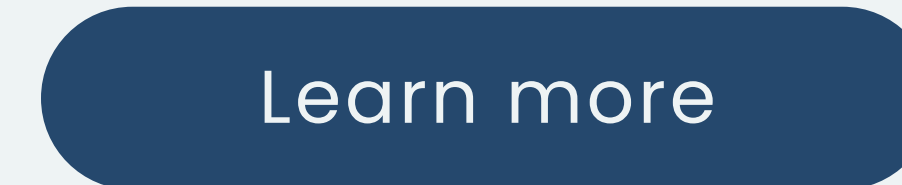
Buttons

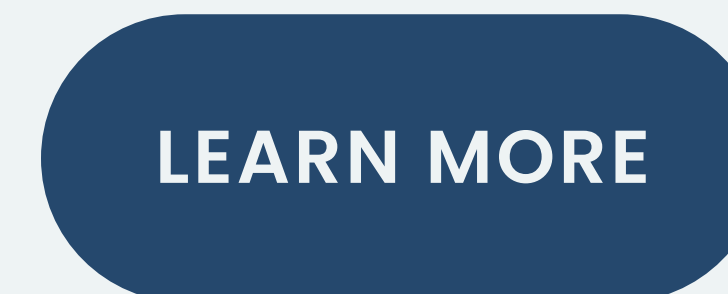**Font:** Poppins, sentence case, tracking: 50

Stroke: 1px (2px if gradient)

Learn more

Learn more

Learn more

Learn more

Learn more

Learn more

Dont's ✕

Learn more
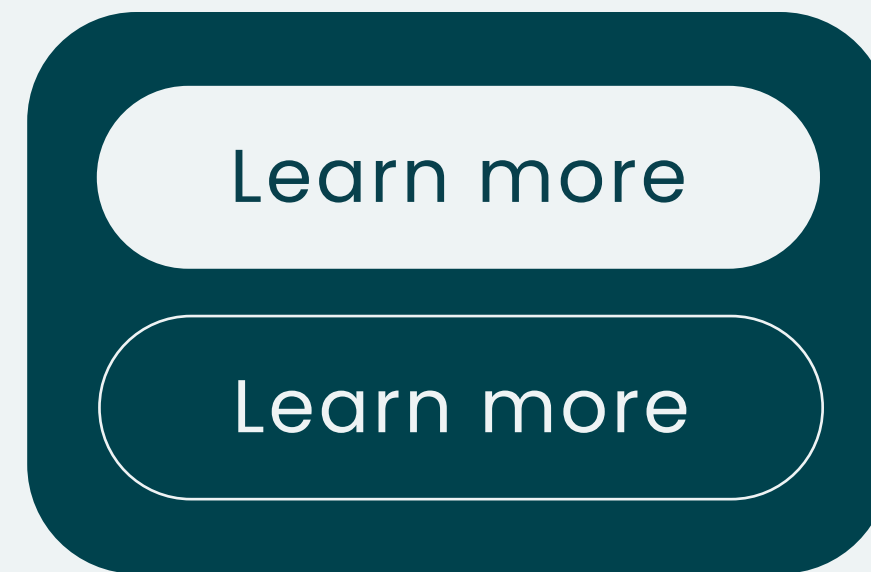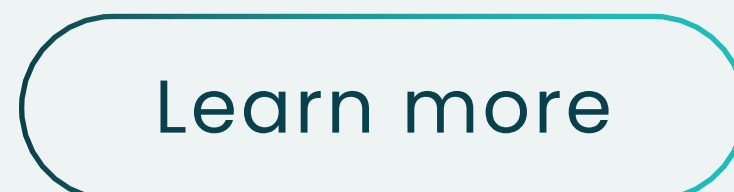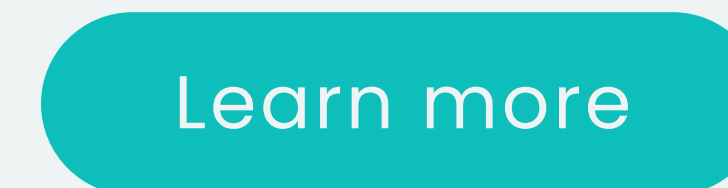
Unapproved background color; does not meet accessibility standards

Learn more

Button too wide

LEARN MORE

Button too tall, unapproved font styling

Design elements

Icons

Solink icons should include a combination of strokes and fill for contrast and visual interest. When placing icons on a background of any kind, choose color combinations that ensure good contrast and visibility.

Anatomy of a Solink icon

Solid fill gives contrast and depth

Lines are legible at all sizes

Rounded corners and caps
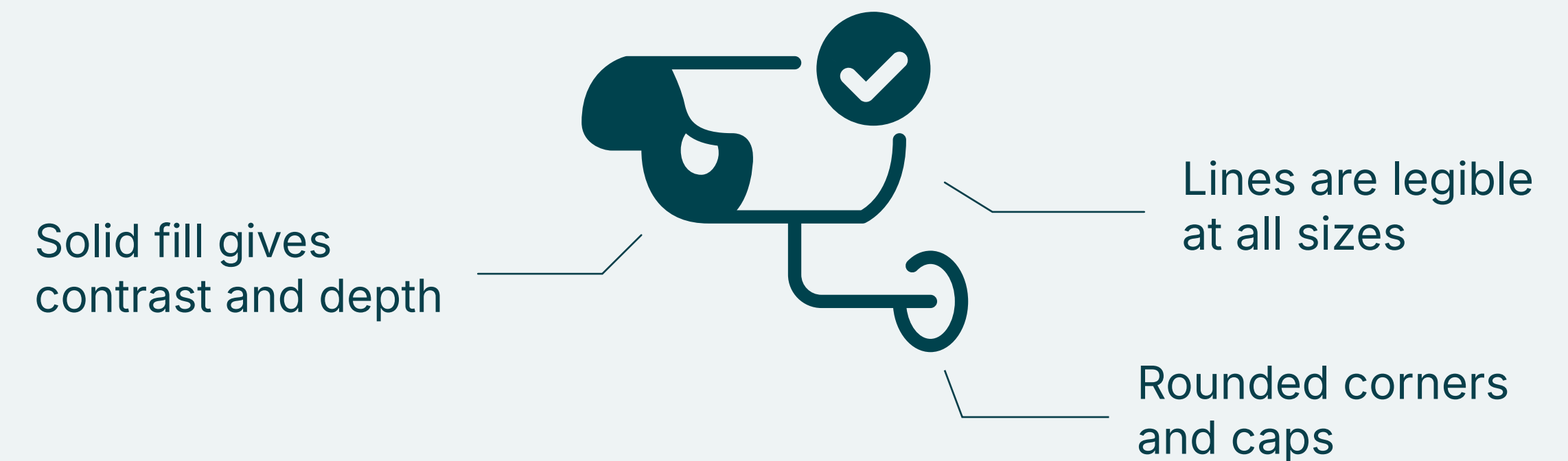
Design elements

Photography

Photography should be high quality and professional. Imagery should be crisp and clear, without unnecessary visual noise or stylizing. A gradient overlay can be used to enhance imagery and make a good background for copy.

Design elements

Photography don'ts

Avoid imagery that depicts successful break-ins, as Solink's aim is to *prevent* such situations. Also avoid imagery that clashes with Solink's color palette, i.e. very warm colors.

Design elements

Decorative elements

Elements such as underlines, decorative quotation marks, and line breaks are commonly used in Solink branding to help certain words and passages of text stand out in a graphic. Textures can be used in backgrounds to add visual interest.