

— Corporate portfolio, for review

Design direction & portfolio structure.

Proposed structure, layout and initial design direction for the OKELIS company portfolio, submitted for review prior to development of the complete document.

PREPARED FOR

OKELIS Engineering
Consultancy L.L.C. S.P.C.

PREPARED BY

DVPL

REVISION

Draft v1 · 30 Aug 2026

Premium, minimal, technical, contemporary.

The portfolio is designed to sit comfortably alongside international engineering and architectural consultancies rather than alongside environmental campaigning material. Sustainability is communicated through building geometry, technical drawing, simulation output and data, rather than through conventional environmental imagery.

The design does this

- ◇ Architecture, façades and building geometry as the primary visual subject
- ◇ Custom technical infographics for energy, carbon, daylight and life cycle
- ◇ Strong twelve-column grid with generous white space
- ◇ Large numerical statistics used as typographic elements
- ◇ Restrained colour, with the accent reserved for signal and emphasis
- ◇ Diagrams in place of paragraphs wherever a concept can be drawn

And deliberately avoids

- ◇ Leaves, trees, wind turbines and green gradients
- ◇ Hands holding plants, light bulbs with seedlings, green globes
- ◇ Tracked all-capital kicker labels sitting above every headline
- ◇ Em dashes in body copy, and two-beat slogan constructions
- ◇ Coloured accent bars down the left edge of callout boxes
- ◇ Grids of identical rounded cards with a line icon at the top
- ◇ Generic stock photography and decoration that carries no information

Colour, derived from the OKELIS mark

					
#021849	#1B5AA8	#7BA3D6	#B9CDE8	#E1330F	#F6F7F9
Navy Primary. Ink, dark pages, chart base.	Blue Secondary. Data, section marks.	Mid blue Chart ramp, reversed captions.	Sky Chart ramp, fills, area shading.	Accent red Signal only. Emphasis, key data.	Paper tint Alternating page ground.

The palette is taken directly from the logo gradient. There is deliberately no green in the system. That decision separates OKELIS from the visual convention of the sector and follows §8 of the brief.

The graphic device

The möbius triangle from the mark recurs as a structural motif: the LCA loop, as the ecosystem hub, and as a large low-opacity watermark on dark pages.

The framework rail

Certify → Measure → Optimize → Decarbonize runs along the foot of every service page with the active stages lit, giving the document a spine.

Extensibility

The same tokens, grid and components carry directly into proposals, presentations, social graphics and the OKELIS website.

One typeface. Used precisely.

DISPLAY FACE

Measurable performance

TEXT FACE

OKELIS integrates sustainability certification, ESG, carbon accounting and advanced building-performance analysis. Body copy is set at 9.1 pt on a 1.58 line height for comfortable reading at A4, with headings tracked tightly for a contemporary, engineered feel.

118

Numerals, Display Thin

–32%

Accent numerals

Why this typeface

SF Pro is Apple's system typeface, a contemporary neo-grotesque with exceptionally clean numerals and a wide optical-size range. It reads as modern and engineered rather than corporate or generic, and it holds up at both 6 pt caption and 40 pt display.

Two optical variants are used: **SF Pro Display** for headings, numerals and short labels; **SF Pro Text** for body copy, where its wider spacing and taller apertures improve legibility at small sizes.

Section labels are set in **sentence case with no added tracking**, marked by a short accent rule. The wide-tracked capital kicker above a headline, and the coloured left border on callouts, have both been designed out.

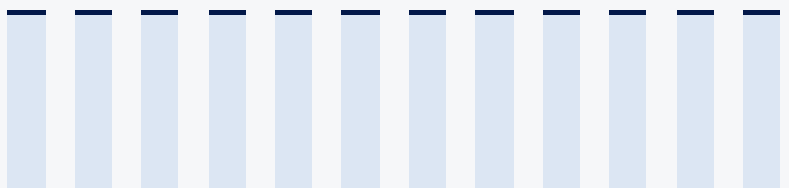
Type scale

Display	31–39 pt · Light / Semibold · –0.028 em
Section head	18 pt · Semibold · –0.022 em
Sub head	11.4 pt · Semibold
Lead	11.8 pt · Light · –0.016 em
Body	9.1 pt / 1.58
Statistics	29 pt · Thin · –0.038 em

Page geometry

Format	A4 portrait, 210 × 297 mm
Margins	16 mm sides · 15 mm head · 14 mm foot
Grid	12 columns · 4 mm gutter

Twelve-column grid



Standard layouts use 6 + 6, 7 + 5, 5 + 7 and 4 + 4 + 4 divisions. Statistics and icon sets run on 3 + 3 + 3 + 3.

The system is built on tokens, so an alternative licensed typeface can be substituted without redrawing any layout. Four pairings can be compared live in the review link.

Twenty-eight pages.

The structure follows §5 of the brief. Each core service occupies a two-page spread: an opener carrying the proposition, scope and headline infographic, and a second page carrying method and deliverables.

Opening		
01	Cover	Logo, façade graphic, brand statement, framework rail
02	About OKELIS	Introduction, philosophy, core message, credentials
03	Vision & Mission	Purpose, vision, mission, values
04	Why OKELIS	Six differentiators, AI-assisted approach, client value
05	Sustainability Ecosystem	Single infographic connecting all six disciplines
Core services		
06–07	A · Green Building Certification	Rating systems, lifecycle rail, credit method
08–09	B · ESG Reporting & Advisory	E/S/G pillars, dashboard, frameworks, methodology
10–11	C · GHG & Carbon Accounting	Scope waterfall, three scopes, reduction hierarchy
12–13	D · Life Cycle Assessment & EPD	Hotspot analysis, EN 15978 life cycle loop
14–15	E · Life Cycle Costing	Whole-life cost split, crossover curves, method
16–17	F · Building Energy Modelling	Baseline vs proposed, end-use split, ECM matrix
18–19	G · Daylighting Assessment	Floor-plate heat map, section study, façade variables
Integration & evidence		
20	Integrated Approach	Service × project-stage matrix, service interactions
21	Project Lifecycle	Concept → Operation, influence vs cost of change
22	Sectors We Serve	Ten custom sector icons with sector-specific issues
23	Standards & Frameworks	Rating systems, carbon, ESG, energy and comfort standards
24	Project Experience	Register of the 25 Estidama projects, scope and rating per entry
25	Case Study template	Reusable one-page project template
Closing		
26	Our Approach	Six-step engagement methodology
27	Why Work With OKELIS	Value by audience, closing statement
28	Contact / Back cover	Contact block, framework rail

Page rhythm

Dark navy pages carry the service openers, vision, lifecycle and contact; tinted and white pages carry the detail. The alternation separates each service spread from the next.

Extent

28 pages, within the 20–28 range set by the brief. The case-study pages can be removed for a shorter capability version without redesign.

Every technical concept drawn, not described.

All infographics are custom-drawn vector, built on the brand palette and typeface. None are stock or templated. Every figure in the draft carries illustrative data. Final figures will be replaced with OKELIS project values on issue.

01 · PAGE 05 Sustainability Ecosystem Six disciplines orbiting a single outcome, with integration chords showing how each informs the others.	02 · PAGE 10 Carbon Accounting Scope 1 + 2 + 3 waterfall to corporate footprint, then reduction, residual and net zero.	03 · PAGE 13 Life Cycle Thinking EN 15978 cradle-to-grave loop with the Module D circularity return arc.
04 · PAGES 14–15 Whole-Life Cost Cost composition bar plus the crossover curve showing where low capex stops being cheaper.	05 · PAGES 16–17 Building Performance Baseline versus proposed end-use stack, end-use donut, and the inputs → simulation → outputs model.	06 · PAGE 18 Daylight Analysis Floor-plate autonomy heat map and a section study showing shading, penetration and falloff.
07 · PAGE 08 ESG Dashboard Emissions intensity trend against target, with operational KPI bars.	08 · PAGE 20 Integration Matrix Service against project stage, showing where each discipline holds most influence.	09 · PAGE 22 Sector Icon Set Ten custom line icons drawn on a single 48 × 48 grid with a consistent stroke grammar.

— Case study template

Two reusable formats are provided: a full page and a two-per-page compact variant. Both carry project name, location, building type, area, client, services, certification target, challenge, solution and a four-metric results band.

— Data and imagery required from OKELIS

Project photography, simulation screen captures from IES and eQuest, real project metrics, final contact details and the registered address. All figures in this draft are placeholders.

What is complete, and what we need from OKELIS.

— Delivered in this draft

- ◇ Complete 28-page portfolio design, A4
- ◇ Digital PDF, screen-optimized
- ◇ Editable source in HTML and CSS, on a token-based design system
- ◇ Individual service-page templates (opener + method)
- ◇ Two reusable case-study templates
- ◇ Custom icon set: seven service marks and ten sector marks
- ◇ Nine custom technical infographics, all vector
- ◇ Chart and data-visualization style, applied throughout
- ◇ Cover and back-cover design

— To follow on approval

- ◇ Print-ready PDF with 3 mm bleed and crop marks
- ◇ Real project photography placed into the designed image slots
- ◇ Actual project data and case-study content
- ◇ Certification-body marks, following trademark review
- ◇ Final contact block and registered address
- ◇ Layered design source in the client's preferred editor, if required

— A note on the draft content

All narrative copy is written to the brief and is offered as a proposed voice: direct, technical and confident. It is expected that OKELIS will review, correct and approve it. All statistics, project details and results shown are illustrative placeholders and are marked as such in the document.

— Next steps

