



OPERATIONAL DESIGN BOOK



PRAXIS
BYTE

First: The General Meaning of the Difference Between Operational Design and Design Operation

Scientific Definition	Concept
Operational visual or administrative design – that is, design is at the service of operations. Its purpose is to organize, follow-up, and manage work, design directs to the operation service (from idea to work), it is a design that serves the business.	Operational Design
Design "speaks the language of operation" – the tool facilitates decision and shows time	
Apply or execute runs within the design environment itself – that is, the operation is in the design service. Its aim is to improve the efficiency of the design team or the production of creative outputs , operation regulates the design process itself (from the system to the idea), it is an operation that serves the design	Design operation
Operation "regulates the design environment" – tool facilitates production and unifies identity	

Visual Analytical Comparison

Operational Design	Design operation	Side
View and organize the overall operation	Organizing and executing the design work	Visual Objective
Management - Operational Departments	Design Team	Beneficiaries
Illustrator / PowerPoint / Miro / Excel	Figma / Notion / Trello / Brand System	Tools used
Charts, calendars, operations maps	Design Systems, Templates, Identity Libraries	Visual Result
Institutional - Temporal - Practical	Engineering - Standard - Organizational	Visual Sensation
"How the company works"	"How the design team works"	Focus

Visual Comparison in One Page

Operational Design	Design operation	
Job Presentation	Organizing work	Objective
Calendar - Chart - Dashboard	System - Library - Templates	Conclusion
Administration & Departments	Designers & Developers	Audience
Dates, fonts, and time colors	Interface and visual identity elements	Appearance
PDFs, operational presentations	Figma Files, Brand System Guides	Outputs

Visual comparison between the two sides

Operational Design	Design operation	Comparison
Making institutional work organized and clear	Make the design process consistent and fast	Objective
Managers and Operational Staff	Design Team & Developers	Audience
Calendars - Business Maps - Dashboards	Identity Systems - Design Templates - Color Libraries	Conclusion
Practical, clear, quiet	Modular, Organized, Abstract	Visual Approach
Design Serves Business	Operating Serves Designers	Internal logic

Second: From the perspective of a company like Unity Solution

- **Operational Design**

Design used as a tool for administrative and technical work

Examples from your reality

- Annual Operational Calendar.
- Task board or workflow between departments (production design, delivery, printing...).
- Technical project timelines.
- Production, printing and workshop maps.
- Visual performance KPI panels.

Its goal

is to organize daily operations and raise the efficiency of decision-making

Characteristics

Description	Item
Facilitate understanding and management	Purpose
Administration, Departments, Operation	Audience
Clarity - Order - Consistency - Time	Standards
Calendars - Dashboards - Tables - Operational Infographics	Tools

Design Operations / Design Ops

This term is more commonly used in major tech companies such as

Google , IBM, Adobe

It means "running the design process itself" – organizing the work of designer teams, their tools, their procedures, and the flow of projects between them

Examples

- Standardization of visual identity standards.
- Manage the Shared Design System Library.
- Organizing the design approval cycle from the client.
- Improve workflows between design and development.

Its goal

is to raise the efficiency of the design department itself to be part of the organized corporate operation.

Characteristics

Description	em
Optimizing design processes	urpose
Design & Creativity Team	udience
Speed - Quality - Output Consistency	tandards
Figma. Brand Book. Design System. Notion. Trello	ools

Figma

is a cloud-based user interface (UI) and user experience (UX) design platform, used for prototyping and instant collaboration between design teams and developers

Visual Identity Guide : A reference document that contains everything related to the brand - logo, colors, fonts, writing style, use of images, and tone of communication - aimed at standardizing identity outputs and ensuring visual consistency in all applications

Design system: A comprehensive framework that includes a range of reusable components (e.g. buttons, menus, colors, interactive styles), as well as rules and guidelines for use, to facilitate the development of consistent and effective interfaces across digital products

Notion is

an integrated management and organization tool based on the principle **of Smart Pages** used to document projects, manage tasks, write operational manuals, and create flexible databases for teams

Trello is a

project management system based on **the Kanban methodology** where work is organized into dashboards and cards that represent tasks, allowing for tracking progress and distributing tasks within teams in a visual and easy way

Third: How do you distinguish between them quickly?

If the answer is "yes" → it is...

Diagnostic question

Operational Design

Is the goal to organize administrative or temporal work?

Running my design

Is the goal to improve the production of the design itself?

Operational Design

Does it benefit the CEO?

Running my design

Does it benefit the design team?

Operational Design

Is the result a chart, calendar, or dashboard?

Running my design

Is it a system or internal design standards?

Practical Example of Your Case

Classification	Purpose	Type of Work
Operational Design	Organizing project and operating time slots	Company Operating Calendar 1-17
Running my design	Standardize design output for all departments	Corporate Visual Identity Guide
Operational Design	Organizing manufacturing and delivery processes	Print Production Plan
Running my design	Improve the efficiency of designers	Organize design folders and file names

The Golden Summary

Operational Design : Design in Operating Service

Design Operation : Operation in Design Service

Both are necessary

, the first regulates the work of the company,

and the second regulates the work of designers within the company

Which one do I, as a designer, need to work with to serve the business?

First: The role as a designer in a company

You don't just work as a graphic designer,

but as an enterprise visual operational designer

because most of your projects are operational calendars, project plans, dashboards, internal printouts, production maps, business models and governance.

So the goal of your business is

To make the design serve operation, decision, and management, and not the other way around.

Second: The practical difference between the two options within your facility

Operational Design	Design Operations	Comparison
Visually communicate operational and management information	Organize designers' work and improve their tools	Primary Objective
Management - Operational Departments - Customers	Design & Production Team	Audience
Calendars, charts, operational infographics, operating forms	Design Management Systems, Identity Authentication, Templates	The output of your work
Helps management make decisions quickly	Helps designers reduce clutter and improve quality	Impact
Ultra High (basic for linking design to operation)	Intermediate (later development phase)	Priority in your company

Third, then, what do you need to work on now?

Your first focus is operational design

because you are in a production and technology company, you need design to be a practical operational tool on a daily basis

In other words

Your design should organize information, show dates accurately, connect departments, facilitate administrative decision-making, corporate identity in operating tools (e.g. calendar, tables, charts, etc.)

Fourth: When do you need "design operation" as well?

When you have a full design team (e.g. 10 designers), you need to unify their work and organize the workflow between them.

That's when you start applying the concept of DesignOps,

i.e.

- Standardization of templates.
- Create a uniform color and font library.
- Create an Executive Identity Guide to save time.

But this comes after you've built the foundation:

Operational design that serves the overall operation of the company.

Conclusion

As a designer serving the operational and administrative work of a technology company, you need to work on operational design

because design for you is not a canvas, but a visual management tool

What do I need as a professional operational designer?

First: The General Objective

Become a "visually operational

" designer: a designer who transforms plans, schedules, and procedures into **a clear and organized visual design** that serves management decisions and facilitates the work of departments.

Second: What do you need to work at this level?

I will divide it for you into 6 practical operational axes

I. Operational Mindset

Before any tool or software, you need an "operational mindset" and not just a visual flair

You need to master

Practicality	Skill
Learn how the project moves from ordering → execution → delivery.	Understanding the business cycle
Make your design easy to know the time, duration, and operational periods.	Temporal thinking
Learn to show a lot of information with as little space as possible.	Visual Simplification
Use design to illustrate the relationship between sections or stages.	Linking Departments

This thought makes you understand the operation and then translate it visually.

r. Design Operational Tools

These are tools that are not used by an "art designer" but by an "enterprise operational designer"

Suggested tools	Purpose	Category
Adobe Illustrator - Figma - Affinity Designer	Design accurate and organized charts	Operational Designs/Calendars
PowerPoint - Keynote - Canva Pro	Prepare operational presentations for management	Operational Offerings
Excel - Google Sheets - Notion	Convert data into operational tables	Visual Tables

Suggested tools	Purpose	Category
Miro - Lucidchart - Visio	Process and production mapping	Visual Layout
Notion - Airtable - PowerBI (in collaboration with technology)	Visually view operational results	Dashboards

Ⓜ. Internal Operational Design System (Visual System)

Have a stable operational design library, such as

What you need	Item
Formal colors (blue, purple, and gray) to design all the company's tools.	Operational color palette
Uniform Arabic and English font for all documents (e.g. <i>Cairo</i> and Poppins).	Fixed Lines
Margins + Grid is static to unify the look in all your designs.	Unified Measurement Network
Symbols, bullets, lines, calendars, and gradients that you use in every project.	Ready-made operational elements

These items reduce your time and increase your operational productivity by more than 5%.

Ⓝ. Visual Translation Capability

It is meant to know how to "transform administrative information into a practical visual form", for example.

Operational Transformation	Information
Simple timeline with colorful horizontal lines	First Quarter Plan
Drawing a flowchart showing the path	Cross-departmental workflow
Infographic made up of indicators + ratios + colors	Quarterly Performance Report
A visual calendar like the one we are designing now	Operating Year Plan

You don't just transmit the numbers, you visually "simplify" them so that the decision can be made quickly.

Ⓞ. Soft Skills of the Operational Designer

Why You Need It	Skill
To understand the language of managers, engineers, and accountants and translate it into a design	Communication Skill
To know how to arrange data in a logical way before designing	Visual Analysis
Because operational design is tied to real execution dates	Discipline and Accuracy
To adopt a scalable operational design archive every year	Documentation of work

Third: What results from all this?

When you have this system

Your design becomes part of the company's operation,
and your presence on the team becomes an indispensable management element, not just a designer

Conclusion

What you need as a designer to serve the operation

- I. Operational management thought before you start designing.
- Γ. Structured design tools serve the decision, not just the presentation.
- Π. Unified visual system (colors, lines, borders).
- Ε. Ability to visually translate operational information.
- ο. Discipline and institutional rigor.

The historical and intellectual origin of the concept

I. Administrative Roots:

The idea of Operational Design was originally born from the U.S. military administrative world in the mid-20th century. It was first used in the U.S. military to describe the "method of designing operational plans" in wars, namely:

How processes are "designed" before they are implemented, using maps and diagrams to illustrate the decision.

Hence the basic idea:

Design is not just a form, but a way to see the whole system and understand operational relationships.

Γ. Transition of the concept to the business world:

In the 1970s and 1980s, the concept of "operations" began to be used in industrial and management companies, and experts noted that management needed visual tools to help organize operations.

Hence, the term "Operational Design Thinking" began to appear in modern management schools such as:

- MIT Sloan School of Management
- Stanford d.school
- IDEO World Famous Design Company

The goal became:

To make the organizational work visually visible – through designs that illustrate time, relationship, steps, and roles.

Π. Shifting to the visual and digital field:

At the beginning of the millennium, with the expansion of technology companies (Microsoft, IBM, SAP, Aramco, Siemens...)

Operational Visuals began to be used to unify the management and technical vision.

For example:

- IBM used "Operational Dashboards".
- Aramco has developed "Operational Calendars".
- Boeing used "Operational Flow Maps."
- Google has developed the concept of "DesignOps" as a complementary phase.

Target	Where it operated	Phase
Designing operational plans	US military	1950
Organizing corporate processes	Industrial management	1980
Transforming operations into visual design	Global technology companies	2000
Managing operations through calendars and visual diagrams	Modern companies like Unity Solutions	Today

How can I have a career awareness of true operational efficiency?

First: What is "professional awareness" and "operational efficiency"?

- **Professional Awareness:**
Understanding *your true role* in the system – how your business impacts operation, management, and output.
Not just "what should I design," but "why do I design, for whom, when, and what is its impact?"
- **Operational Competence:**
Being able to *turn design knowledge into tangible operational results*—
that is, increasing system efficiency through design (time, clarity, resolution, productivity).
Awareness = Perception of the role.
Efficiency = mastery of impact.

Second: The Four Stages of Building Awareness and Operational Efficiency

I. Deep understanding of the operational system

Before you design, understand how the company works.

Practical Steps:

- Study the "operational business cycle" in your company:
from the first moment of receiving the customer's order → design → production → delivery.
- Know what each section of visual output needs:
management wants clarity,
operation wants accuracy,
marketing wants attractiveness.
- Participate in operational meetings even as a "listener" – you'll learn the operating language.

r. Operational Visual Analysis

Describe your work with numbers and logic, not just taste.

Practical Steps:

- Before each design, ask yourself:
 - What is the operational objective of this design?
 - Is it easy to make a decision?
 - Does it reduce comprehension time?
 - Does it explain the relationship between time and task?
- Use visual analysis tools (e.g., display grids, color fit, content and space balance).
- After each project, ask management to rate the design with : (clarity, ease of understanding, accuracy of information, speed of decision).

The goal of the stage:

to think like an information engineer, not a color artist.

r. Linkage between operation and design

Each design should serve a clear operational outcome.

Practical Steps:

- Link each project to its impact on operation:
 - Has paperwork been eased?
 - Did he reduce the meeting time?
 - Is it easy to coordinate between departments?
 - Has the clarity of appointments or responsibilities improved?
- Develop Visual Templates:
 - Ready-made calendars.
 - Maintenance schedules.
 - Workflow maps.
 - Performance Plans.

Stage goal:

*To make design **part of the daily work system**, not a separate product.*

Ε. Long-term institutional thinking

Every design today is part of a system that will be used tomorrow.

Practical Steps:

- Create an operational design library in-house.
- Write down your standards in the Operational Design Guide (which we are now preparing for).
- Make your designs easily updatable annually (Templates - Styles - Grids).
- Observe how people actually use your designs—and develop them based on their feedback.

Phase Goal:

To build a sustainable "Enterprise Optical Operating System".

Third: Qualities of a Designer Aware of Operational Efficiency

Ordinary Designer	The operationally conscious designer	Behavior
Looking for Beauty	Looking for Effectiveness	Thinking
Works solo	Works with departments	How it works
Taste-Based	Function-based	Visual Resolution
Artistic and creative	Logical and analytical	Presentation
Nice file	A useful operational tool	Output
Admiration	Impact and clarity	Scale

Fourth: Tools that help you establish operational efficiency

Tool	Utility	Scope
Miro - Lucidchart	Visually analyze the workflow	Operational Analysis
Excel - Notion - Figma boards	Setting Stages and Priorities	Timeline
Adobe Illustrator - Figma	Standardize the visual form of operation	Corporate Identity
PowerPoint - Canva - Keynote	Visually view operational plans	Operational Offerings
Google Sheets - Power BI	Measuring the impact of design on work efficiency	Management Analysis

Fifth: Indicators of Awareness and Operational Efficiency

You can measure your development as an operational designer with these indicators:

If you achieve it, you are progressing	Indicator
Operational Awareness Begins	Management is using your designs in meetings
Operational efficiency	Your colleagues use your operational tools to make their work easier
Becoming a Designer of Systems	Your designs are updated annually instead of being redesigned
Become an operating partner	Management asks you about visual vision before making a decision
Reached the maturity of corporate design	You have a consistent visual style within the company

The Golden Summary

Professional awareness to know the value of what you design.

Operational efficiency to make what you design actually serve the business

The result: you become the "visual language of operation" within the organization

Compound Scientific Definition

Operational Design

is a composite science that combines **the visual logic of design** with the systemic logic of operation to create a "visual language" for understanding and managing systems.

That is, it is **the result of the marriage of two main sciences** and three other supporting sciences

The science that makes up the operational design base

Flag	Function within operational design	Category
He is interested in the structure of form, visual perception, and visual communication.	Presents the aesthetic and organizational aspect – how does the idea come about?	First Foundation: Design Science
It examines the interdependence between the elements within any system (inputs, processes, outputs).	It offers a networked mindset that makes design "functional" and not just aesthetic.	Second Foundation: Systems Thinking
It examines workflow, resources, efficiency, and timing.	It determines the chronological and practical rhythm that translates visually into calendars and maps.	Props I: Operations Management
It is concerned with building administrative structures and chains of responsibility.	It helps to distribute roles and relationships in visual diagrams.	Props II: Organizational Design

Flag	Function within operational design	Category
It studies how the eye and brain interpret visual information.	The use of color, distance, and balance guides the design to become "understood" immediately.	Props P: Visual Cognition / Gestalt

The interaction between these sciences to produce "operational science"

Reaction Output	Applied Example	Level
Visual clarity and functional appeal	How to put colors and lines to illustrate time and sequence	Design + Visual Cognition
A logical and organized operational map	How to distribute operational months and seasons in the calendar	Systems Thinking + Operations Management
Visual clarity of administrative relationships	How to show the link between departments and operational stages	Organizational Design + Design Science
Integrated Visual Operating System	Such as: an operational calendar, a visual workflow map, or an enterprise dashboard	Holistic Integration

Modern Supporting Science (Second Generation Operational Design)

These are new sciences that enrich the concept and expand its application in the age of technology

Its function within operational design	Modern Science
Transform operational data into easy-to-understand visual boards.	Data Visualization
Running design as a process within the technical ecosystem.	Design Ops / DevOps
The use of artificial intelligence in visual operation analysis and intelligent planning.	AI-Driven Design Systems
Building the information infrastructure on which any operational design is based.	Information Architecture
Ensure that the design is comfortable and easy to use for humans in the working environment.	Human Factors / Ergonomics

Scientific Conclusion

Operational Design is

a hybrid science of **five basic sciences** and five supporting sciences that work together to create "managerial visual awareness."

Basic Sciences	Supporting Science	Flag Type
Design Science, Visual Perception	Information Engineering, Experience Design	Technical-cognitive

Basic Sciences	Supporting Science	Flag Type
Systems Science, Operations Management, Organizational Regulation	Data Visualization, Design Ops, AI Systems, Human Factors	Operational-Administrative

The relationship between these sciences

- **From the science of design** it takes form and clarity.
- **From systems science** he takes systemic thinking .
- **From the science of operations** takes the rhythm and execution.
- **From the science of cognition** it takes the ease of reading and comprehension.
- **From the science of organization** it takes the administrative and logical structure.

For operational design is one of the deep doors to enter the world of human perception

First: Philosophical Basis

Operational design is not just a drawing or layout, but rather "a visual translation of human perception within a work system, that is, it is a science that deals with **how humans see the system, how they think about it, and how they interact with it.**"

Second: The Essential Relationship between Operational Design and Human Perception

Impact on the user or manager	Role in Operational Design	Type of perception
How man perceives shape, color, movement, and order.	How man perceives shape, color, movement, and order.	Visual Perception
How the brain connects information, space, and time.	How the brain connects information, space, and time.	Cognitive Perception
How a person interprets information within an administrative or temporal context.	How a person interprets information within an administrative or temporal context.	Contextual Awareness
The mind translates colors and shapes into symbolic meanings.	The mind translates colors and shapes into symbolic meanings.	Symbolic Understanding
How humans interact with visual systems (Touch, Click, Navigate).	How humans interact with visual systems (Touch, Click, Navigate).	Interactive Perception

Third: How Perception Translates to Visual Activation

In operational design, we move from perception to action through three stages

Operational Output	Design Tool	The Cognitive Question	Stage
Visual clarity	Color - Contrast - Visual Sequence	How do I understand what I see?	Perception
Organization	Lines - Themes - Groups	How do I connect information?	Assimilation
Decision Making	Buttons - Points - Time Signs	What do I do based on what I see?	Interaction

Fourth: Cognitive Awareness as a Component of Operational Intelligence

When an operational designer is aware of human perception, he or she begins to design **systems that "think with the human" rather than against him**

For example:

- If it knows that the eye is reading from top to right, it puts critical information in that area.
- If it knows that the brain interprets red as a warning, it uses it cautiously for maintenance or stop signals.
- If he knows that a person cannot focus on more than V visual elements at a moment, he builds his interface to display only o-V points clearly.

This is the true perceptual depth of operational design

The designer understands how the user thinks about the work environment, and then turns this thinking into a design that is easy to operate and prevents error.

Behavioral Design: From Perception to Behavior

When the designer masters the understanding of perception, he or she shifts to a deeper stage of **directing operational behavior** through the design

For example:

- Calm color (pale blue) reduces stress during annual planning
- The light purple color stimulates calm thinking during the evaluation.
- Regular parallel lines create a sense of stability and administrative consistency.

In other words, operational design not only organizes information, but **also controls the state of mind** of the worker or manager who uses it

Sixth: Philosophical Conclusion

Yes, operational design is **a door to enter into the depth of human cognition**, because it translates "how a person sees" and "how he decides" into an effective visual system

It's a science that stands on the edge of psychology, management science, and design science – and brings them together in one point: **how to see operational reality with human clarity**.

How an Operational Designer Can "Guide" the Choice Without Dictating It

Yes, he can do so – scientifically, practically, and practically – provided he understands how human cognition and decision-making behavior work

(Decision Behavior)

First: The Principle of "Visual Cognitive Implantation"

(Visual Cognitive Planting)

It is the ability of an operational designer to instill an idea or orientation within the mind of the user or manager, by organizing the visual landscape so that he mentally prefers a specific choice without direct awareness

In other words, you do not tell him what to choose, but you make him see what you want him to see first, and prefer it without radiating

Second: The Scientific Basis of This Effect

This is based on three core sciences within operational design:

How to translate visually	Period	Flag
Arrangement, color, size, contrast.	How the eye receives information and prioritizes it.	Visual Cognition
Visual Hierarchy Control.	How do people make their decisions when they see information?	Cognitive Behavioral Design
Balance between gravity and clarity.	How to make design guide choice without imposing it.	Visual Persuasion

Third: The mechanism of influence (how the idea is actually "planted")

Stage I: Mentoring

(Visual Guidance)

- You start by directing the viewer's eye to where you want them to start
- Used for: Size - Color - Direction - Light - Movement - Shadow. The brain interprets the first thing it sees as the most important.

Example in the operational calendar

If you want the manager to focus on the first quarter, he'll start right there – instilling in him the awareness that "the beginning is more important than the end (Q1), so make it a little stronger color or a calm back shadow."

Stage II: Preference

(Visual Preference)

- After he sees all the options, you make one look *more stable, clearer, or more comfortable to the eye*. The brain associates "visual comfort" with what is right

Example

: If you design a dashboard with three operational choices, make the option you want in the familiar blue within your identity, and the rest are gray, you will choose blue by more than 70% because perception trusts the fixed visual identity

Step

II: Stabilization

(Cognitive Anchoring)

- It is the most powerful stage: to make the viewer **firm to the idea in which he saw order and consistency**. The mind loves order more than beauty, and if it finds harmony, it subconsciously decides that this is the "most logical" option.

For example

, in your calendar, when a manager sees that the time distribution is organized, balanced, and color-consistent, they will internally feel that this is the "most appropriate management option," even without analyzing the numbers.

Fourth: The effect here is not deception, but rather "soft perceptual guidance."

The difference between "perceptual effect" and "visual deception" is in the intention:

- You are not deceived,
- Rather, it organizes perception so that the recipient sees the truth in a clearer way.

And that's exactly what big companies (like Aramco, IBM, Apple, Toyota) do: make operational design seamlessly guide business decisions through structured perception.

Fifth: How to attract, direct and choose through design

Cognitive outcome	Optical Tool	Objective	Stage
Consideration goes straight to the target	Color, Size, Light	Draw attention to the first point	Attraction
The recipient keeps track of what you planned	Lines, Alignment, Repeatability	Keep the eye on track	Focus
Feel like your choice is the best	Chromatic Harmony, Balance	Making Your Choice the Most Comfortable	Preferred
Choose what matches your design intention	Simplicity, Symbolism, Order	Push him to make decisions without pressure	Decide

Sixth: Scientific Conclusion

A cognitively conscious operational designer can

- I. Attract attention
- Γ. Planting the idea
- II. Directs the Resolution
- Ε. It induces actual operational behavior without imposing, pressuring or deception, but rather by **regulating visual perception and operational context**.

How can companies "plant an idea" within the public's or employee's consciousness through a visual operational design or corporate logo?

That is, how do you use design as a tool of behavior and influence, not as decoration?

First: The Cognitive Principle in Operational Slogans

The operational motto is the "first perceptual point" that builds the psychological relationship between the human being and the system (the institution).

Each color or shape is designed to guide the **impression, behavior, and decision**.

Successful companies don't just design a "beautiful" logo, they **engage it perceptively** to work on four levels

- I. **Sees** quickly.
- II. **Saves** easily.
- III. **It feels** in a specific sense.
- IV. **Influences** behavior and choice.

Second: Global Real-Life Examples (Cognitive and Operational Application)

Intended Behavioral Outcome	Cognitive Meaning	The operational element of the design	Company
Recognize that the company is "operationally regulated and controlled."	Consistency + Accuracy + Structured Repetition	Parallel horizontal lines in the logo (A strips)	IBM
Attract people who value "smart simplicity."	Purity + Deep Thinking + Simplicity in Technique	Simple shape with soft lines and large empty space (Negative Space)	Apple
Recognizing that the company is an "integrated humanitarian-technical ecosystem".	Connection + Harmony + Human-Technical Interference	Overlapping three ellipses = customer, product, receiver	Toyota
Instilling the concept of "quiet power" and trust in the collective mind of the community.	Energy + Growth + Stability	Green and blue star gradient	Aramco
The unconscious connects the logo with speed and efficiency.	Motion + Direction + Accuracy	Hidden arrow between the letters E and X	FedEx
The mind sees in the boxes "integrated operating system".	Diversity + Balance + Integration	ε color boxes representing the system and the four products	Microsoft
Subconsciously communicates that the company is in constant forward motion.	Progress + Flexibility + Trust	Forward oval shape	Samsung

Third: How is this concept used operationally within companies?

I. **IBM Design as Operating Logic**

- IBM's logo hasn't changed in decades, because it's operationally disciplined and not "trendy."
- Each horizontal line stands for a precise and organized operating unit.
- Even in their presentations and annual reports, the same font system is used to remind employees of "discipline and consistency."

Cognitive Score:

The employee feels like they are part of a "coordinated machine" = a rise in internal commitment.

f. Apple Design as Sensory and Behavioral Perception

- The simple apple logo connects the brain directly to the idea of "simple intelligence."
- The white spaces in their designs are cultivated in the subconscious of "comfort + serenity + uniqueness".
- Each operating interface they have follows the same logo philosophy.

The result:

The mind automatically associates simplicity =

professionalism, and chooses Apple products even if they are more expensive, because it "feels" that they are easier and more sophisticated.

g. Toyota Operational Cognitive Balance

- The interplay of the three rings in their logo is not a decoration, but **a visual perceptual system** that expresses the fusion of "worker + customer + technology".
- All of their advertising and operational offerings are built with the same idea of "integration."

The result:

the customer feels that Toyota = stability and lasting trust,

and the operational mind within the company restores the same harmony.

h. Aramco National Optical Operation

- The green star logo ranges from green (Earth) to blue (Sky/Energy).
- Its perceptual design is built on the "concept of gradualism and continuous growth."
- Even in operational reports, they use the same colors to draw attention to indicators of development.

The result: It is

implanted in the subconscious of the employee and the community that Aramco is "developing quietly and steadily."

This is the strongest form of cognitive operational effect.

i. FedEx Hidden Direction

- The white arrow between E and X is not directly visible, but it is seen at the subconscious level.
- Studies have proven that 70% of people feel that a slogan "signifies movement" without knowing why.

The result:

The company implants in the mind the image of a "company that moves quickly and accurately" without a single sentence, only by directing visual perception.

Fourth: Cognitive Summary

A cognitively conscious operational designer can "program attention" and direct the mind toward the desired choice without any direct command.

In other words:

Don't impose the decision... Rather, it **creates the environment of perception that makes the decision happen on its own.**

Can this concept of "non-discrimination between religions" be expressed within a visual identity or an operational slogan?

This concept can be expressed within a visual identity or operational logo through:

First: The Cognitive Principle

In operational design, it does not express "creed", but rather "the common value is that every human being sees the logo and feels included, not excluded.

Second: The Scientific Basis of Neutral Perception

The human mind interprets shapes and colors in ways that converge across cultures, and this gives you symbolic tools that communicate meaning without the use of religious symbols.

Psychological impact	Universal Cognitive Meaning	Optical Element
The viewer feels equal and included.	Unity - Completeness - Balance	Department
It sends a message of "We don't judge, we contain	Neutrality - Serenity - Justice	White/Light Grey
It symbolizes positive difference and integration.	Diversity within the unit	Colour gradation
It conveys that the company is clearly operating without bias.	Honesty and openness	Opacity
It connects with integrity and equality between all.	Justice and balance	Symmetry

Fourth: Operational Dimension

Applying the principle within all operational identity tools:

How Neutrality Translates	Item
Use the common language of "human, team, values" instead of religious symbols or terms.	Presentations
Adopting uniform colors for official holidays without discrimination of religion.	Operational Calendar
Evenly distribute colors and visually balanced.	Outfit or Prints
Formulating in the language of general values (justice, cooperation, creativity, peace).	Corporate Messages

Fifth: Expected Cognitive Outcome

When a person sees your logo, they feel the following without saying a letter:

"This is a company that respects everyone." "I feel included." "I can work with them without fear of discrimination."

And this is precisely the profound perceptual effect that characterizes **a conscious operational designer**:

he is not persuaded by the word, but **by the feeling**.

How do we illustrate this in universal logos?

First: The General Principle of Neutral Global Slogans

When large international companies speak to the world, they cannot address a specific religion or culture, so they base their slogans on universal human values such as

- **Unity**
- **Harmony**
- **Collaboration**
- **Transparency**
- **Balance**

These values are visually translated by perceptual operational design tools, color, shape, symmetry, gradation, and space.

Second: Global Examples Applying "Neutrality and Human Unity"

Operational/Humanitarian Meaning	The perceptual idea	Shape/Color	Company
Peace - Neutrality - Global Containment	All in one frame	Map of the world inside the circle of olive branches	United Nations (United Nations)
"We work for everyone without discrimination"	Diversity within a unit	Four main balanced colors (red, blue, yellow, green)	Google
Every part (or human) has an equal area	Plurality + Balance	Four equal-sized squares	Microsoft
Each color symbolizes a continent - that is, human inclusion	Union of Peoples	Five overlapping rings in the colors of the continents	Olympics
Universal openness and inclusion of cultures	"Belonging to humanity"	The Bélo symbol brings together the heart, the location, and the people	Airbnb
Communication without cultural boundaries	The intersection of people and commerce	Two overlapping circles (red + yellow = orange)	Mastercard
Unity of vision and mutual respect	Customer-Product-Future Confluence	Three Cross Loops	Toyota

Third: Cognitive Analysis of These Slogans

Behavioral Translation	Psychological significance	Optical Structure
It creates a feeling of "we're all part of something bigger"	Equality and Union	Interfered Circuits
It makes the audience feel that the company belongs to them too	Accepting the difference	Balanced Variety of Colors
Demonstrates professionalism and ethical balance	Justice and Discipline	Visual symmetry
Gives an impression of peace and cooperation	Honesty and openness	Transparency and color gamut
Conveys a sense of neutrality and impartiality	Inner serenity	Balanced White Spaces

Fourth: How do these principles translate into human understanding?

Emotional Outcome	How the brain sees it	Principle
Feels a sense of belonging	It sees all the elements as one integrated whole.	Visual Module
Trust	Links color with psychological comfort	Color Balance
Security	Connects light with honesty	Transparency
Respect	Connects consistency to the system	Symmetrical repetition
Reassurance	Links simplicity with purity	Simplicity

Philosophical-Operational Summary

Neutral design is not the absence of color or identity, but the presence of full awareness of the human being as a human being.

You don't show a religion or a culture... It shows the value of universal humanitarian action, a system that works for all in justice and peace.

List of core operational designs that make up the Operational Designer Toolkit within the management environment

Management Operations Design First: Administrative Operational Designs

Outputs	Objective	Design
PowerBI /Tableau or Dashboard Figma file.	Visually demonstrate the performance of projects, tasks, and resources.	Executive Dashboard
Visio/Figma/Miro diagram.	Organize the relationship between departments and daily tasks.	Workflow Map
PDF + Excel is interactive.	Identify operational events, vacations, meetings, releases.	Annual Operational Calendar

Outputs	Objective	Design
Interactive infographic.	Linking departments to operational roles.	Visual Org Chart
Internal PDF + Orientation Panel.	Summarize the steps of the work in a visual form.	SOP Visual Manual

I Executive Dashboard

Purpose: Status → Risk → Next.

Output: PowerBI/Looker/Tableau or Dashboard within Figma.

- Fixed Sections:
 - General KPIs: Project Completion %, Time Commitment %, Customer Satisfaction (CSAT/NPS), Critical Errors (PI/Pr).
 - Pipeline : New, ongoing, reviewed, done.
 - Risks & Dependencies.
 - Team Capacity per week.
- Data Fields (Excel/DB Model):
Project_ID, Owner, Phase, Start, End, SPI, CPI, Risk_Level, Next_Action, ETA
- Key Indicators:
 - SPI (Schedule) = Actual/Planned > .9 is good.
 - CPI (cost) if applicable.
 - Ticket Resolution Time (MTTR) if you have technical support.
- Update: Weekly for managers + daily for PMO.
- Owner: PMO/Operations Manager.
- Style: 4 case colors (green/orange/red), large cards, few fonts, short titles.
-

Workflow Map

Purpose: Clarity of "who is doing what and when".

Output: Figma/Miro/Lucidchart.

- Content:
 - Swimlanes for departments (Sales→ PM→ Design→ Dev→ QA→ Deployment).
 - Handoffs + DoD/Acceptance Criteria.
- Tracking fields (optional):
Step_ID, Dept, Input, Output, SLA, Tool, Owner
- Indicators: Adherence to the SLA for each delivery point.
- Update: Quarterly review or when the process changes.
- Style: Clear arrows, uniform squares, sufficient contrast, legend .

Annual Operational Calendar

Purpose: Time management (vacations/releases/workshops/maintenance).

Output: PDF for printing + Excel for playback.

- Layers:
 - Releases, Training Workshops, Public Holidays, Maintenance/Interruption.
- Excel:
Event_ID, Title, Start, End, Category, Impact, Owner
- Indicators: Event intensity/quarter, Scheduling conflicts.
- Update: Monthly + Quarterly for Design.
- Style: 12 months layout, color per category, accurate fonts, no many icons.

Visual Organizational Structure (Org Chart)

Purpose: Clarity of responsibilities and chain of decision.

Output: Infographic + Internal Page.

- Details:
Layers (Executive → Directors → Leads → ICs) + Scope of Supervision (#Reports).
- Fields: Role, Name, Reports_To, Email, Responsibilities(brief), Location
- Indicators: Health supervision ratio (I:O-I:A).
- Update: When the structure changes.
- Style: Uniform squares, air spaces, muted colors.

SOP Visual

Purpose: Short, repeatable steps.

Output: PDF/Notion.

- Template for each SOP:
Goal, Scope, Tools, Numbered Steps, Acceptance Conditions, Error Scenarios, Owner.
- Indicators: Completion time, step commitment percentage.
- Update: After each improvement.
- Style: I-f-P steps, light icons, screenshots when needed.

(Tech & System Design) Second: Technical Operational Designs

Implementation tools	Function	Design
Systems Architecture Map	Systems Architecture Map	Systems Architecture Map
Incident Dashboard	Incident Dashboard	Incident Dashboard
UI for Operations	UI for Operations	UI for Operations
Operational UX Design	Operational UX Design	Operational UX Design

Systems Architecture

Purpose: Seeing Relationships (Users ↔ Apps ↔ APIs ↔ DB ↔ Infra).

Output: Lucidchart/Figma.

- Layers: Interfaces, Services, External Integrations, Data, Security/Identity (IAM).
- Fields: Service, Endpoint, Data_Flow, Auth, RTO/RPO, Owner
- Indicators: Single points of failure, surveillance coverage.
- Update: On any architectural change.
- Style: Flow arrows, zone splitting (VPC/DMZ), protocol color coding.

Incident Dashboard

Purpose: MTTR/MTBF and root causes (RCA).

Output: Grafana/PowerBI.

- Fields: Incident_ID, Severity, Start, End, MTTR, Root_Cause, Owner, Fix
- Indicators:
 - MTTR (Most Important),
 - Accidents/month,
 - % of repeat accidents.
- Update: Instantaneous/Daily.
- Style: Large cards, Table Top o reasons, timeline.

Operational UI

Purpose: Internal tools for teams (ERP/CRM/Backoffice).

Output: Figma Prototype.

- Standard Elements: Clear navigation bar, smart filters, Empty/Error statuses, Shortcuts.
- Indicators: Task Time, Input Errors.
- Style: Uniform Components, High Contrast, Tooltips.

Operational UX

Purpose: Improve the employee/customer journey on repetitive tasks.

Output: Journey Map + Prototype.

- Steps: Task Objective, Scenario, Pain Points, Solution Hypotheses, Quick Test (o Users).
- Indicators: Reduced task time, increased internal user satisfaction.
- Style: Simple trip maps, digital sticky notes.

(Marketing Operations) Third: Marketing Operational Designs

Usage	Objective	Design
Optical Calendar + Smart Excel.	View the annual schedule of campaigns and ads.	Visual Marketing Operation Map
Dashboard Excel / PowerBI.	Monitor campaign and ad results.	Marketing Performance Analysis Panel
PDF	Organize colors, fonts, and institutional use.	Brand Operating System

Visual Marketing Operation Map

Purpose: Clearly defined year campaigns (channels/budget/appointments).

Output: Visual Calendar + Excel.

- Fields: Campaign, Channel, Budget, KPI, Start, End, Owner, Status
- Indicators: CAC, CTR, Conversion, ROI.
- Style: Channel colors, brief posters, small KPI tip.

Marketing Performance Analysis Panel

Purpose: What worked/why/what's next.

Output: Dashboard.

- Blocks: Funnel, Attribution, Top o Content, Spend for Return.
- Update: Weekly.
- Style: Bar/line charts, large KPIs.

Brand Operating System

Purpose: A daily executable identity.

Output: PDF + Figma Library.

- Mandatory Content:
Color Palette (HEX/RGB/CMYK), Address Grid, Ready-Made Components (Buttons, Tables, Tags), Before/After Examples, Ready-Made Presentation Templates.
- Update: Semi-annually.

- Style: Practical, Practical Examples, Direct File Links.

HR Ops Design Fourth: Operational Designs for Human Resources

Final Shape	Objective	Design
Excel , Notion , or PowerBI.	View attendance, tasks, and productivity in one map.	Visual Employee Follow-up System
Corporate infographic design.	Visualize the employee's professional development within the company.	Career Path Map
PDF / Office Interior Design	Explains the company's values and business behaviors.	Cultural Operating Manual

Knowledge Map

Purpose: Where do I find the information?

Output: Link map.

- Layers: Policy, Engineering, Design, Marketing, Human Resources, Finance.
- Fields:Topic, Owner, Location(Link), Last_Update
- Style: pie/grid chart, section codec.

Training & Development Boards

Purpose: Who learns what and when.

Outputs: Training calendar + progress board.

- Fields:Course, Track, Start, End, Cost, Outcome, Attendees
- Indicators: Completion of %, practical application after training.
- Style: Achievement badges, progress bar.

Internal Communication Map

Purpose: Clear lines of communication (Decision Flow).

Output: Flowchart.

- Details: Email/Slack/Meet Channels, Response Times, Escalation Path.
- Style: Clear Arrows, Few Squares, Legend.

Knowledge & Awareness Design Fifth: Cognitive Operational Designs

Impact	Function	Design
Miro / Notion / Visio.	Explain where the information is located within the company.	Knowledge Map
PDF + PowerPoint.	View courses, programs, objectives.	Training Boards

Impact	Function	Design
Interactive Design /Flow Chart.	Who is talking to whom and how the decision is communicated.	Communication Flow Map

Access Map

Purpose: Who owns what and why.

Outputs: Table + Permissions Drawing.

- Fields: System, Role, Scope, Owner, Request_Path, Review_Cycle
- Indicators: Expired Mandates, Quarterly Reviews.
- Style: Clean table + simple floor plan.

Security Emergency Panel (Incident Response)

Purpose: "When an accident occurs" what do we do?

Output: SOP Infographic.

- Parts: Isolation → Detection → Notice → Restore → Review (RCA).
- Extension: Emergency contact list.
- Style: Large numbered steps, thoughtful warning colors.

(IT Security Ops Design) Sixth: Security Operational Designs

Tools	Objective	Design
Excel Drawing + Lucidchart.	View who has the authority to do what in the systems.	Access Map
Official infographic.	Show the contingency plan with visual steps.	Security Emergency Map

Operational Strategy Panel

Purpose: From vision to initiatives to implementation.

Output: Strategy Map + KPIs.

- Layers: Vision, Goals, Initiatives, Projects, Metrics.
- Style: Pyramid/cause-effect map, subdued colors.

Value Chain Map

Purpose: Where do we actually add value?

Output: Flow chart.

- Stages: Customer's request → analyze → design → develop → test, → deliver → support.
- Indicators: Time of each stage, bottleneck.
- Style: Horizontal bar attached, gauges under each stage.

Competency Matrix

Purpose: Anyone who has any skill for any role.

Output: Interactive Excel.

- Fields: Role, Skill, Level(I-E), Evidence, Last_Assessed
- Indicators: Skills gaps, upgrading plans.
- Style: Heatmap, Training Nominations.

(Enterprise Ops) Seventh: Advanced Enterprise Operating Designs

Examples of Outputs	Objective	Design
PDF/Dashboard file.	Link the vision to daily goals and actions.	Operational Strategy Map
Visio / PowerBI.	Visualize the flow of value from the customer to the service.	Value Chain Map
Interactive Excel + V	Identify the required skills versus the roles.	Competency Matrix

- **Colors:** Neutral base (white/light gray) + two accent colors (blue/purple).
- **Fonts:** Arabic (Cairo/IBM Plex Arabic) - English (Poppins/Inter).
- **Layout:** Unified grid, 17-18px margins, sufficient spacing between cards.
- **Components:** KPIs, light-border tables, status badges, column/line charts.
- **Language:** Actual short titles (decided/continued/event), static labels, clear (Legend) keys.

A comprehensive list that combines the operational designs that employees need with corporate stationery in a coherent and functional way

First: Internal Operational Designs Needed by Employees

Executive Notes	Operational Purpose	Design	Classification
Excel or Notion with colors depending on the status (in progress/completed/late).	Follow up on the progress of small projects or repetitive tasks.	Daily Ops Sheet	Organizing work
Fillable PDF + fields (Date - Team - Decisions - Admin).	Documenting decisions and open points.	Meeting Log Form	Internal Communication
Word/PDF has checklists .	Review the teams' commitment to operational procedures.	Operational Audit Form	Quality

Executive Notes	Operational Purpose	Design	Classification
Excel + status codes (red/orange/green).	To track breakdowns and technical tasks.	Incident Tracker	Technical Support
An online form linked to a PowerBI or Google Form panel.	Follow up on approved and acquired courses.	Individual Training Record	Professional Development
Printed card or electronic form, simple design, company logo.	Record operational improvement suggestions from employees.	Internal Improvement Ideas Card	Creativity and Improvement

(Operational Stationery) Second: Official Operational Stationery

These elements should be designed in an operational style, not just aesthetic – that is, they are easy to use, reduce waste, and unify identity

Operational Notes	Usage	Item	Category
Top logo, document code, issue date, digital font, signature space.	Official correspondence and contracts.	Letterhead Correspondence Paper	Official Working Papers
Internal QR for data access/entry portal.	Verification and security.	Employee ID Card	Personal Identity
Internal Divided Pages: History, Topic, Decisions, Follow-up.	To take notes during implementation meetings.	Agenda of Operational Meetings	Management & Projects
It is written "Department, Project, Date, Content".	To save documents between departments.	Operations Folder	Inner Packaging
Order Number + Project Code + Receipt Signature.	Request to carry out an artistic or design task.	Job Order Form	Daily Publications
Excel and PDF with status color coding (draft/approved).	For sales and services.	Formal Quotation Form + Operational Invoice	Invoices & Contracts
Serial number for each batch + company logo.	Mail and documents.	Operational envelopes of various sizes (DL - Ao - A€)	Correspondence
It contains a front cover with a project number, customer, rating.	Archiving projects and requests.	Operational Archiving File	Institutional Conservation
It contains the organization's symbols and operational colors.	For field or technical documentation.	Operational Notebook	Stationery
QR or code to follow, uniform design in corporate colors.	Operational internal movement.	Task cards, exit cards, custody receipt	Accessories

Third: Integration between design and stationery (printed operational design)

You can design a **unified chain** that carries an IT identity and serves operation at the same time

Proposed Operational Design	How it serves operation	Item
Segmented by status, in operational colors, printed or displayed on a screen.	View daily projects.	Task Board
Monthly schedules, light codes, small logo.	Organize team tasks.	Monthly operational calendar
Color for each project type + Run code + Notes space.	Easy to distinguish between projects.	Project Cards
Explains color symbols (e.g., green = ready, red = danger).	Helps new employees.	Operating codes sticker

Fourth: Stationery Operational Design Levels

Shape	Objective	Level
Paper, envelopes, forms.	Same color and font in all prints.	Level I - Identity Standardization
Operational models.	Add status codes, serial numbers, codes.	Level II - Operation Support
Invoices, reports, electronic forms.	Insert a QR or digital code to follow up on the data.	Level III - Intelligence

Fifth: Proposed Operational Stationery Design Tools

The Right Tools	Scope
Adobe InDesign / Word Templates / Figma	Designing Paper Forms
Excel / Google Sheets	Code and sequencing management
CorelDRAW / Illustrator	Enterprise Printing
PDF Form + Adobe Sign	Digitization and Signature
Notion / SharePoint / Power Automate	Follow-up and Documentation

Operational toolkit to an in-depth design detail for each piece of operational stationery used in-house

(Letterhead & Official Paper)First: Official Working Papers

Operational Objective

Unify official correspondence between departments + encode each document for easy tracking

Operational Design:

Design Details	Ingredient
The company logo is on the top left or center, with a light symbolic color stripe of the company identity (such as blue or corporate gray).	Top ID
Bottom: Address, Email, Website, Commercial Registration Number, Unified Number.	Basic Data
Bottom right is a small QR code or document number (example: DOC-OPS-F.Γ0-ΕΙ).	Operational Document Code
Top 7 cm, bottom 1.0 cm – for automatic headers.	Footnotes
Ultra light 0-1% light gray or transparent pattern of the company logo.	Background

Work Portfolio:

- Official Word template + PDF version.
- It is used with all contracts, circulars, and official letters.

(ID Card) Second: Employee Identification Card

Operational Objective

Easy identification of employees and access to the system and operational sites

Operational Design

Back Face	Front Face
QR code to link employee data (ERP or HR System), barcode, issue and expiry date, warning "This card belongs to the company".	Company logo, employee photo, name, title, department, employee number.

Colors:

- White background with operational lines in a main color (institutional blue or technical gray).
- Black or dark grey text, clear geometric lines.

Size & Specifications:

- Size: 8.7 x 0.8 cm (standard).
- Material: PVC laminated.
- Printing: Double-sided, half-gloss.
- Place the tape or hole in the middle of the top.

Third: Job Order Form

Operational Objective:

Record interdepartmental operation or support requests.

Design:

Description	Ingredient
Company logo + model number (example: OPS-F--V) + date of creation.	Leaf Tip
(Requesting Entity, Project, Application Details)	Internal Client Department
A small table with the fields: Task Number - Description - Executed Section - Time - Status.	Operating Details
The "Recipient" + "Approved" field with dates.	Receipt Signatures
Disclaimer: "The application is not executed without official accreditation."	Appendix

Style:

Light mesh, white background, grey and blue operational colors only, no decorations.

Coordination:

- PDF for paper printing.
- Excel for digital packaging.

Operations Folder Fourth: Operations File

Objective:

Save all project documents in a single file that holds its operational data.

Design:

Details	Ingredient
Company logo + project title + operational project number (e.g. PRJ-TECH-r-ro-ir) + Customer's field.	Front Cover
It contains the name and date of the project for marking on the shelves.	Sidebar (affection)
Ultra light, repetitive grayscale logo.	Background

Material:

300 gm matte carton, A4 size, CMYK colors.

Fifth: Quotation Form and Operational Invoice

Objective:

Clearly display pricing and financial processes within a single operating system.

Design:

Content	Item
Company logo, contact details, invoice or offer number, issue date.	Page Header
Columns: Item Number - Description - Quantity - Price - Total.	Price Table

Content	Item
Payment Notes, Bank Account Number, Management Signature.	Appendix
A small QR to display the digital invoice in the system.	Tracking Code

ID:

Official colors (grey + institutional blue).

Fine lines between rows.

Light color notes (green or orange).

Format:

Excel file (automatic calculation) + official PDF for printing.

(Envelopes - DL/A0/A€) Sixth: Operational Envelopes

Objective:

Send operational documents and files with style and clarity.

Design:

Details	Ingredient
Company logo at the top, address field (to/from), space to write the order or project number.	Front Face
Corporate color stripe + company address in small font.	Back Face

Colors:

White + Blue or Grey Stripe.

A light gradient on the edge of the back closure.

Material:

1F. gm cardboard.

Offset printing, safe glue.

Seventh: Operational Archiving File

Objective:

Organize paper documents for each project or client within the operational archive.

Design:

- Front Cover Contains:
 - Project Name
 - Department
 - Operating Number
 - Status (Open - Closed - Review)
- The color of the cover varies by type (e.g.):

- Blue: Technical Projects
- Gray: Finance
- Green: Human Resources

Material:

130-g matte carton, A&+, transparent front for data label.

Operational Notebook

Objective

Facilitate field or technical documentation during meetings or client visits

Design:

Cover

The company's logo is small, calm color, and an operational phrase like "Organize. Analyze. Execute."

No decorations, no pictures.

Home Page

Light dot grid or lines with date and subject slot.

Below is the "Prepared by" signature space.

Material:

90-gm inner paper, 100-gm matte cover, screw or thermal binding.

Ninth: Internal Operating Cards

Objective:

Unify the movement of internal transactions (receipt - delivery - exit - entry).

Design:

Operational Fields	Card
Employee's name, department, type of trust, serial number, signature.	Custody Receipt Card
Name - Time of exit - Destination - Security signature.	Temporary exit card
Name - Entity - Entry and exit time - Card number.	Visitor Pass

ID:

White + Colored Bar Identifying the Type (Receiving Green/Exit Blue/Visitor Grey).

QR code to register the transaction electronically later.

Operational Table Board X: Tabular Operating Board

Objective:

Follow up on the tasks of departments or daily projects.

Design:

- White background, organized boxes, headings: *Task - Admin - Status - Duration - Notes*.
- Small operational codes (Execute-Wait-Done).
- Light colors that don't distract the eye.

Printing:

Adhesive paper or erasable magnetic board.
Or the system of Elk

You see me inside a screen in the tech teams' offices.

Employee ID Card (EMP)

Operational Objective

It is not just a formal definition, but an operational and security tool within the company.

- Used in: Entry for System/Buildings/Covenant Delivery/Attendance.
- It is related to an ERP or HR system.

Front card face

Design Recommendations	Operational Details	Department
Use a white background or a light ID color scheme (blue - gray).	The company's logo is at the top, and its name is in a uniform official font.	Logo and Identity
Rectangular with soft corners and not a circle to fit the corporate identity.	Measuring 7.0x12 cm, framed in a thin line of the company's secondary color.	Portrait
The name of the section underneath is a dark gray secondary color.	The triple name is in capital script, the job title below it is in a more precise font.	Employee Data
Use a black Monospace font, and keep the print clear.	Unique number (example: EMP-TECH-1234).	Employee Number / Operating Code
The background is always white around the QR for devices to read accurately.	At the bottom it links directly to the employee profile in the HR system.	Response Code (QR)

Back Face

Shape	Purpose	Ingredient
Light grey background.	Repeats transparently as a watermark.	Miniature company logo

Shape	Purpose	Ingredient
In a very small font, dark grey.	"This card is owned by a company (company name). They are used for official purposes only."	Small official text
A small icon next to it.	Department or Human Resources Number.	Emergency Data
Merge or print from the bottom right.	For electronic entry to buildings.	Barcode / NFC Chip

Intelligent operational notes

- I. Use a **custom QR number for each card** that is automatically generated from the system (ERP).
- Γ. Keep the *Template file in Figma or Illustrator* for periodic updates.
- Π. You can design a **"Visitor ID"** version with the same identity but in gray and red.
- Ε. Link ribbon colors to administrative levels:
 - Dark Blue = Administrative
 - Gray = Employee
 - Black = Security or Support

Business Card

Operational Objective

An external formal identification interface with customers and partners – a brief company ID and contact information.

Design structure

Back Face	Front Face
A color ID space (blue-grayscale) with the logo in a visually italic or symbolic way.	The company logo is at the top or center with a white or transparent background.
A custom QR code can be placed that leads to a digital card (vCard/company website).	The employee's name is in bold font .
A simple company statement such as: "Solutions Unity - IT Operational Excellence".	The job title below the name is grayed out.
Text is preferably not cluttered - design cleanliness is very important.	Contact details (mobile, mail, website).

Technical Specifications

Value	Item
9 x 0 cm (standard)	Size

Value	Item
Matte Kouchet Paper €.. gm	Material
Two-Sided - CMYK	Printing
Spot gloss on logo or embossed logo	Finishing
Corporate colors compatible with the overall visual system	Identity

Intelligent business card operational design

- Add a QR code on the back that opens the website or *LinkedIn*.
- Use an internal operating numbering (such as BC-F.GO-IE) for print control.
- It can be made **into an NFC digital card** (when swiped on the phone the contact details are shown directly).
- Keep the 70% Whitespace of the card visually blank to look luxurious and clear.

Operational Difference

Business card	Employee Identification Card	Item
External - Relations and Partnerships	Interior - Security & Operation	Function
Contact Details - Mail - Website	Employee Number - Section - Rules of Procedure	Content
Marketing - Gradient Vibrant Colors	Functional - Formal Grey or Blue	Color identity
Don't connect to the system	Linked to ERP or HR	Linking to the system
Matte luxury paper	PVC Plastic	Materials

Integrated operational application

To increase operational efficiency, the two systems can be combined through:

ID + Business Sync System

- Same visual identity.
- QR is standardized with a CRM or ERP system.
- Each employee has an identical business card and employment number.