



BOS

BE THE BOS OF YOUR BUSINESS

كُن ال BOS لأعمالك

The all-in-one cloud ERP that lets every business owner run sales, money, people and operations from one place, in Arabic and English.

A BLACK ORCHID PRODUCT | IDEAS THAT MOVE MARKETS ·
blackorchidegy.com



We make you the BOS.

BOS stands for **Business Operating System**. It also means you are in charge. BOS turns the daily chaos of invoices, stock, staff and spreadsheets into one calm system, so the owner can lead instead of chase.

Smart

Automates the boring parts: stock, entries, reminders, reports.

Reliable

Cloud-safe data, clear numbers, no surprises.

Friendly

Arabic-first, plain words, Robo always ready to help.

Bold

Built for owners who move markets, like our mother brand.

Slogan

**Be the BOS of your
business**

كُنْ ال BOS لأعمالك

Voice

- ✓ Short, confident, helpful: "Create an invoice in 10 seconds."
- ✓ Talk to owners like a trusted partner.
- × No jargon, no hype, no invented numbers or promises.

The shutter mark

Four blades (**sales, finance, people, operations**) turn around a hexagon core: **your business**. Together they form an open shutter, the moment a business comes into focus.



BOS

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BUSINESS

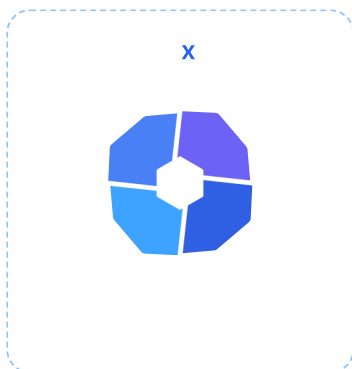


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Clear space



Keep empty space around the mark equal to the width of the hexagon (x).

Minimum size



Mark ≥ 24 px. Horizontal logo ≥ 120 px wide. Drop the slogan below 160 px.

Endorsement



BLACK ORCHID
IDEAS THAT MOVE MARKETS
blackorchidegy.com

Use with the mother brand: BOS left, a thin divider, BLACK ORCHID | IDEAS THAT MOVE MARKETS right.

Don't



Stretch or squash



Change the colours



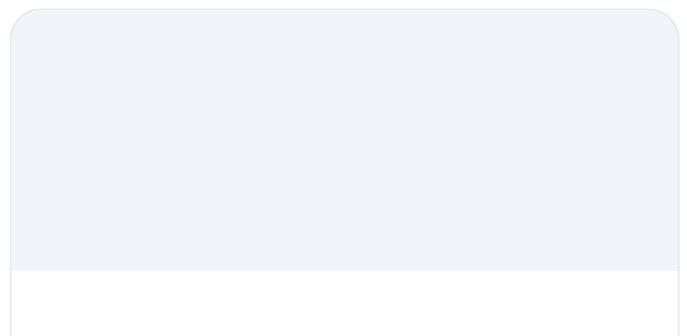
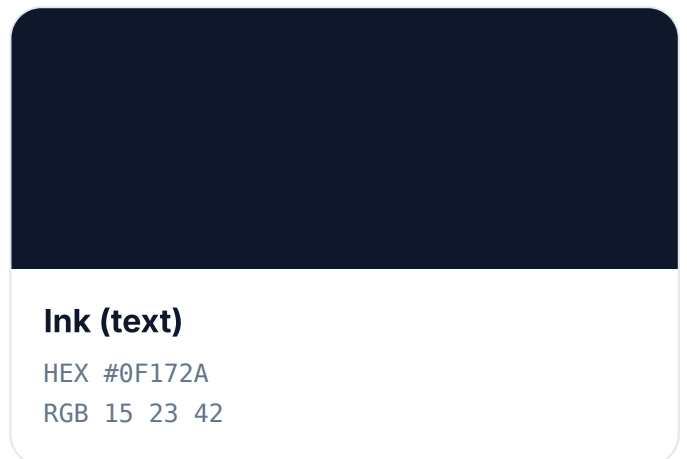
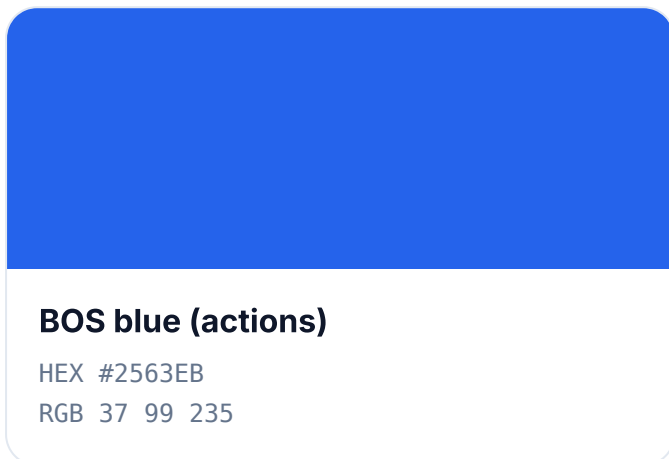
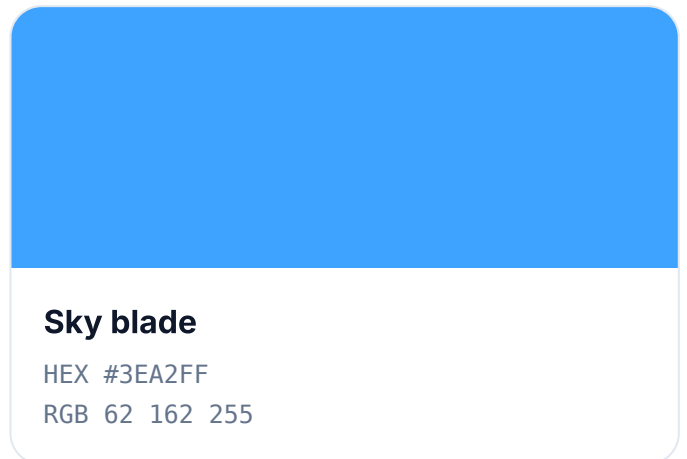
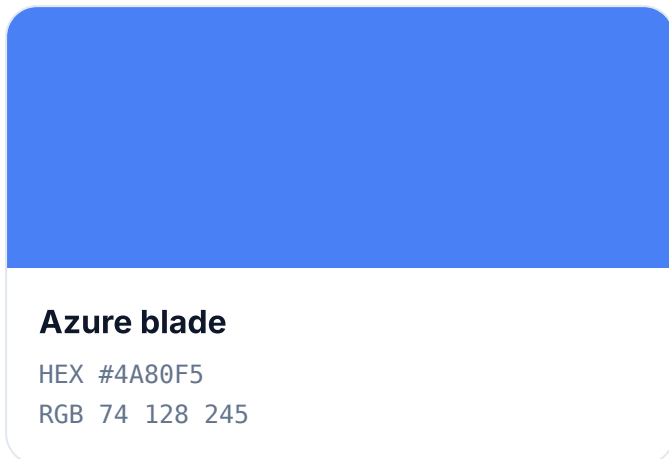
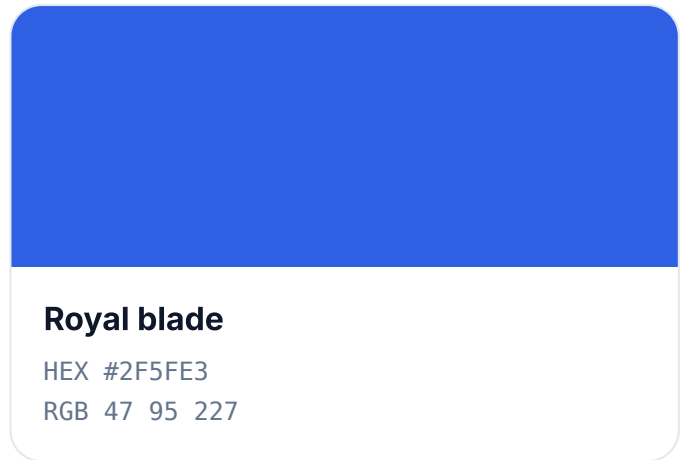
Rotate



Busy backgrounds

Blades of blue

The palette comes straight from the four blades. White and light grey carry the layouts. Blue does the talking.

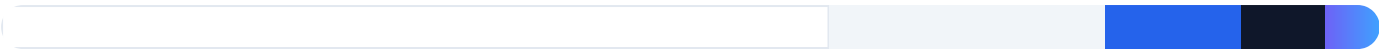


Slate (secondary text)

HEX #64748B
RGB 100 116 139

Mist (backgrounds)

HEX #F1F5F9
RGB 241 245 249



Usage ratio: 60% white · 20% light grey · 10% BOS blue · 6% ink · 4% blade gradient for highlights.

Two voices, one rhythm

IBM Plex Sans Arabic: Arabic & interface

كُنْ اِلَ **BOS** لِأَعْمَالِكَ

Weights 400 / 500 / 600 / 700 · Google Fonts

Inter: wordmark & Latin headings

Be the BOS

Weights 500 / 700 / 800 · Google Fonts

H1 · 42 / 800

H2 · 26 / 700

H3 · 18 / 600

Body · 16 / 400: line-height 1.6

CAPTION · 12 / 600 · TRACKING 16%

Meet Robo, our robot friend

Robo is the face of BOS help: the AI assistant on every page, the friendly guide in onboarding and the smile in our social posts. He is curious, kind and always one tap away. BOS روبو — صديقك الآلي في.

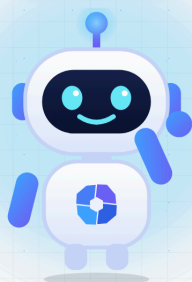


Waving: greetings, CTAs



Head: chat button & avatar

أهلاً! أنا روبو 🙋



Robo — your BOS robot friend

Social card

Do

Use Robo to help, welcome and explain.
Keep him on white / light-grey
backgrounds. Let him speak in short
bubbles.

Don't

Recolour him, make him angry or scary,
use him for legal or price promises, or
place him over the logo.

Light, calm, alive

Interfaces are white and light grey, with dark ink text and BOS blue for actions.

Motion adds life without noise: soft shooting stars, gentle 3D tilt, cards revealed on scroll. Everything turns off for people who prefer reduced motion.

Start free

Primary

Secondary

Paid

Pending

Overdue

New

Social & stationery



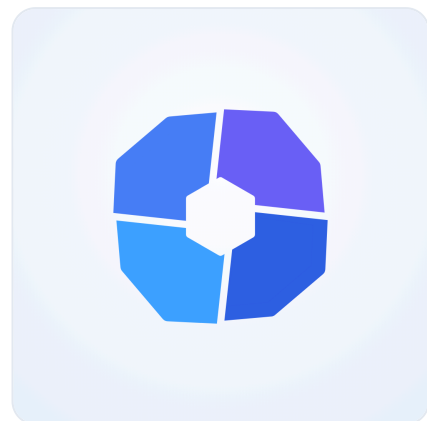
Website link preview ·
1200×630



LinkedIn / X cover ·
1500×500



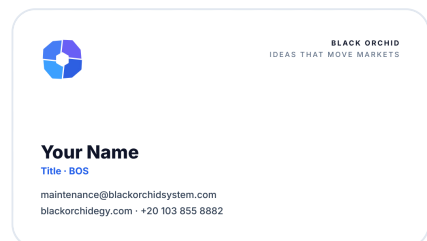
Instagram post · 1080×1080



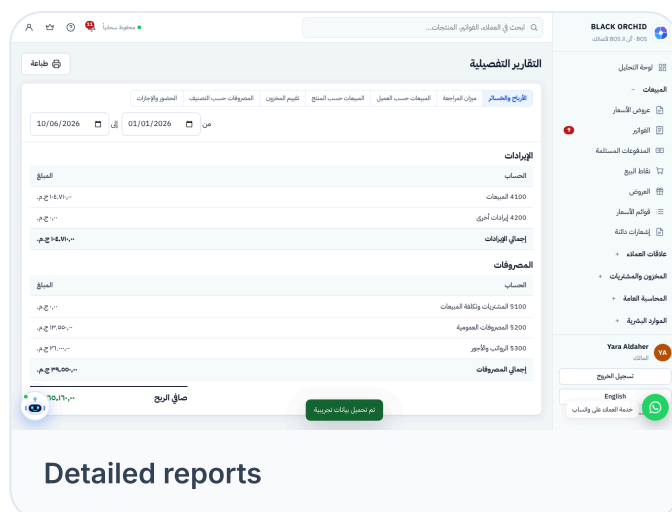
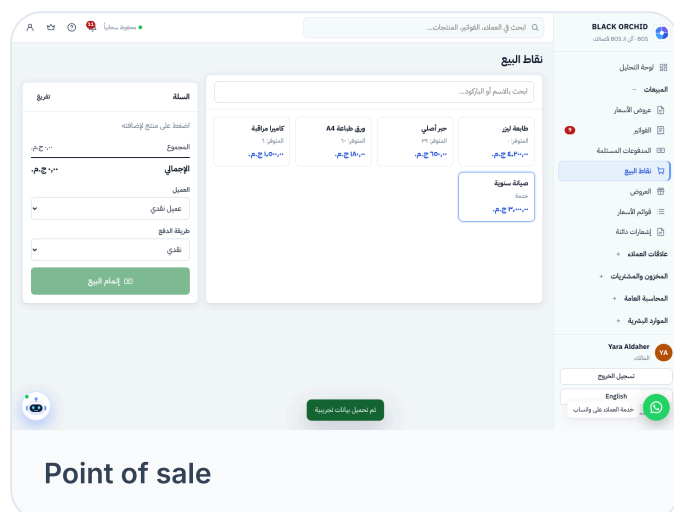
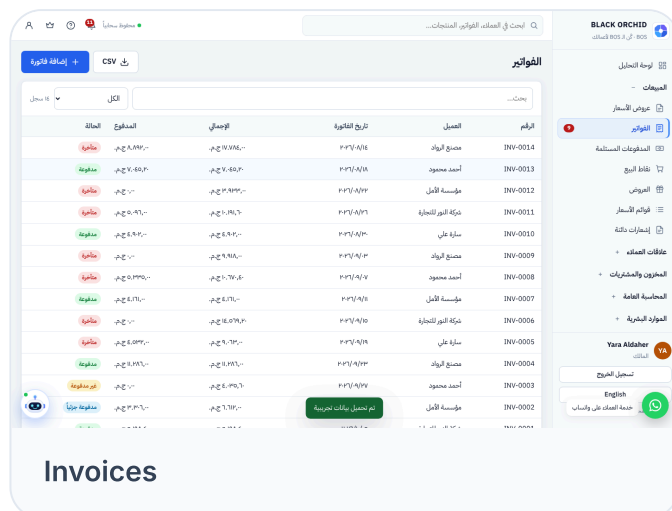
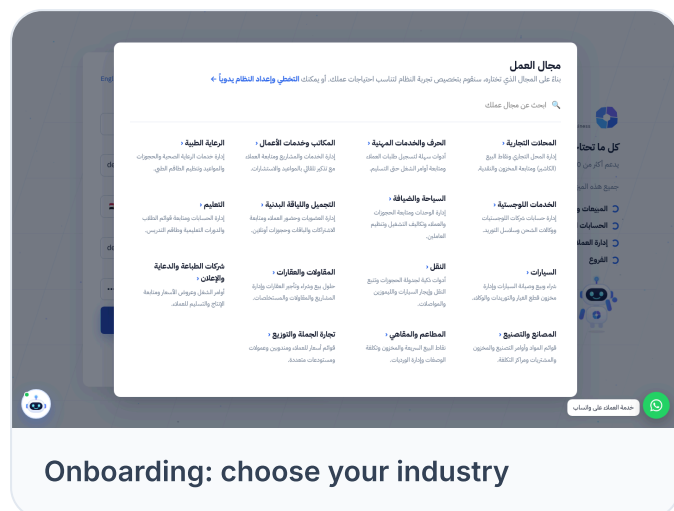
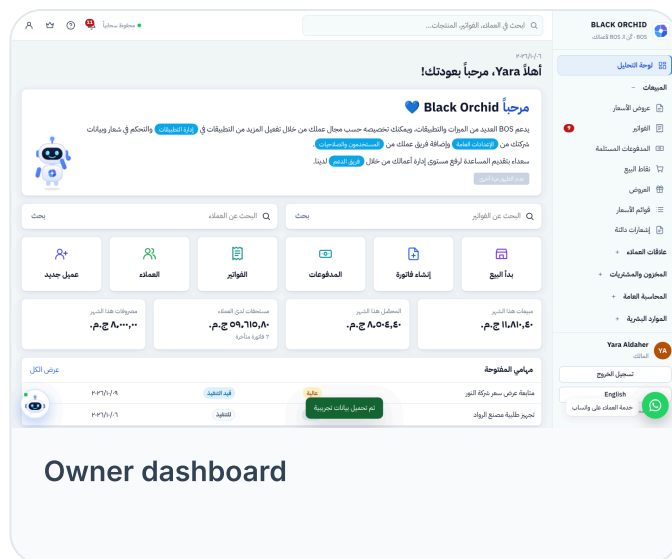
Profile picture · 1080×1080

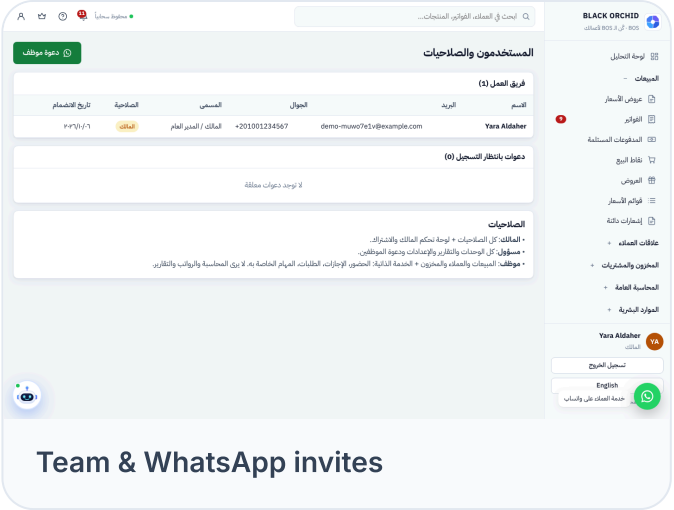
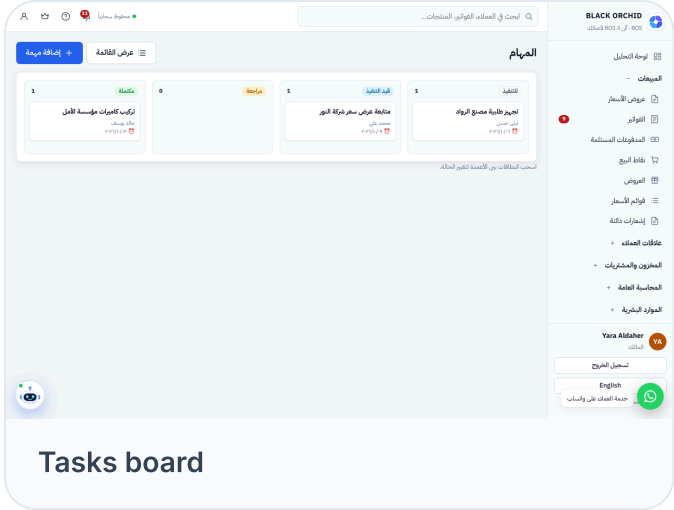


Business card: front



Business card: back





Download everything

Brand guidelines (PDF)	PDF	Logo mark (SVG)	SVG
Logo horizontal (SVG)	SVG	Logo horizontal white (SVG)	SVG
Logo mark 1024 (PNG)	PNG	Logo horizontal (PNG)	PNG
Logo horizontal white (PNG)	PNG	Logo stacked (PNG)	PNG
App icon 1024 (PNG)	PNG	BOS × Black Orchid lockup (PNG)	PNG
Robo (SVG)	SVG	Robo 1024 (PNG)	PNG
Robo head (PNG)	PNG	Robo hello card (PNG)	PNG
Link preview 1200×630	PNG	Cover 1500×500	PNG
Instagram post 1080	PNG	Story 1080×1920	PNG
Profile picture 1080	PNG	Business card front	PNG
Business card back	PNG	Letterhead A4	PNG
Email signature (HTML)	HTML		

Questions about the brand? maintenance@blackorchidsystem.com · blackorchidegy.com