



GMA-Fabrication & Contracting
Brand Guidelines

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**The
Logo**



FABRICATION & CONTRACTING

Welcome to GMA brand guideline. These guidelines explain how to describe GMA and when and how to use the GMA's logo.



Logo includes 2 parts: Text and a symbol
Combination mark

These two parts are always connected and cannot be separated, there are 2 versions, depending on the case can be used to achieve the best effect in advertising communication design, will be introduced in the versions of La Scuola Italiano's logo.

**Logo
Colors**



HexCode
#7bcaee

RGB
123 202 238

CMYK
47.14 3.67 1.42 00

HexCode
#fcb717

RGB
252 183 23

CMYK
0.41 30.88 99.75 00

HexCode
#db4149

RGB
219 65 73

CMYK
8.63 89.31 71.39 0.82

HexCode
#000000

RGB
00 00 00

CMYK
74.97 67.92 67.05 90.15

**Usage
Options**

Horizontal



The logo is designed for flexible use and can be displayed in horizontal orientation, as shown above.



When using the logo across various sizes, it's essential to maintain its clarity and impact, ensuring consistent brand recognition. In larger formats, such as signage, banners, or digital headers, the logo should appear bold and highly legible, with ample spacing to emphasize its design elements. For medium sizes, like in social media posts, email headers, or on product packaging, the logo should remain crisp, with any accompanying text or icons scaled proportionally to avoid crowding.



	Clear space zone	
		
	Clear space zone	

This space is intentional and plays a critical role in ensuring that the logo remains visually clear and impactful. White space provides a buffer that isolates the logo from surrounding elements, avoiding clutter and distraction. By giving the logo room, the design appears more professional, balanced, and aesthetically pleasing. It also helps to draw the viewer's focus directly to the logo, enhancing its prominence and ensuring that it's easily recognizable at a glance. Proper white space is essential for maintaining a harmonious layout and reinforcing brand identity.

Typography

aA

PRIMARY TYPEFACE

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()<>?

Montserrat offers excellent readability at various sizes, making it ideal for both digital and print applications. Its versatility allows it to stand out in diverse contexts while maintaining a professional look. The font's balanced proportions lend a sense of stability and trustworthiness, which is essential for building brand identity.

Brand In Use



► Lorem ipsum
Interior Architect

- 76 840 682
- gma133@gmail.com
- Matn, Mkalles, Next to Fana Design Center



www.gma-lb.com

- gma.fabrication.contracting
- gma fabrication & contracting
- gma.fab.contracting

► Lorem ipsum
Interior Architect

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- gma133@gmail.com
- Matn, Mkalles, ...





SERVICES

- Interior Design
- Construction and Execution
- Custom Fabrication
- Interix Finishing
- Kitchen Design and Installation
- Signage and Branding
- Renovation and Remodeling
- Specialty
- Furnishing and Decor
- Project Coordination and Supervision
- Custom Lighting Solutions
- Consultation and Advisory

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Genuine Manufacturing | Masterful Execution | Authentic Results



Genuine Manufacturing | Masterful Execution | Authentic Results

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GENUINE MANUFACTURING
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AUTHENTIC RESULTS



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GMA
Genuine Manufacturing & Contracting, Inc.

SERVICES

- Interior Design
- Construction and Execution
- Custom Fabrication
- Interior Finishing
- Kitchen Design and Installation
- Signage and Branding
- Renovation and Remodeling
- Specialty
- Furnishing and Decor
- Project Coordination and Supervision
- Custom Lighting Solutions
- Consultation and Advisory

GMA
Genuine Manufacturing & Contracting, Inc.

GENUINE MANUFACTURING
MASTERFUL EXECUTION
AUTHENTIC RESULTS



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OUR MISSION

Our goal is to deliver high-quality, innovative, and functional design and fabrication solutions for both commercial and residential projects. All our work is proudly done in-house, from A to Z, within our own factory — giving us full control over every step of the process. With specialized departments in woodwork, steel, upholstery, design, detail and finishing, we combine skilled hands with modern technology to achieve precision, durability, and style in every piece we produce. From concept to final execution, we are committed to exceeding client expectations through close attention to detail, efficiency, and personalized service.



OUR VISION

We envision becoming a leading force in the interior and architectural fabrication industry, recognized for our excellence in design, manufacturing, and project execution. By continuously investing in skilled talent, sustainable practices, and advanced production techniques, we aim to expand while maintaining our commitment to quality, innovation, and client satisfaction.



PELLINI

Year: 2023



Location: Tripoli

Concept from client, we did previous drawings and furniture delivery - 2 MONTHS

غرفة القيادة
المعركة تبلى من هون

هون بينولا الإبداع
ويروح ضحية التعديلات

نجد
بلا باب دار



