

Brand Guidelines

GPM

For Electromechanical & Maintenance

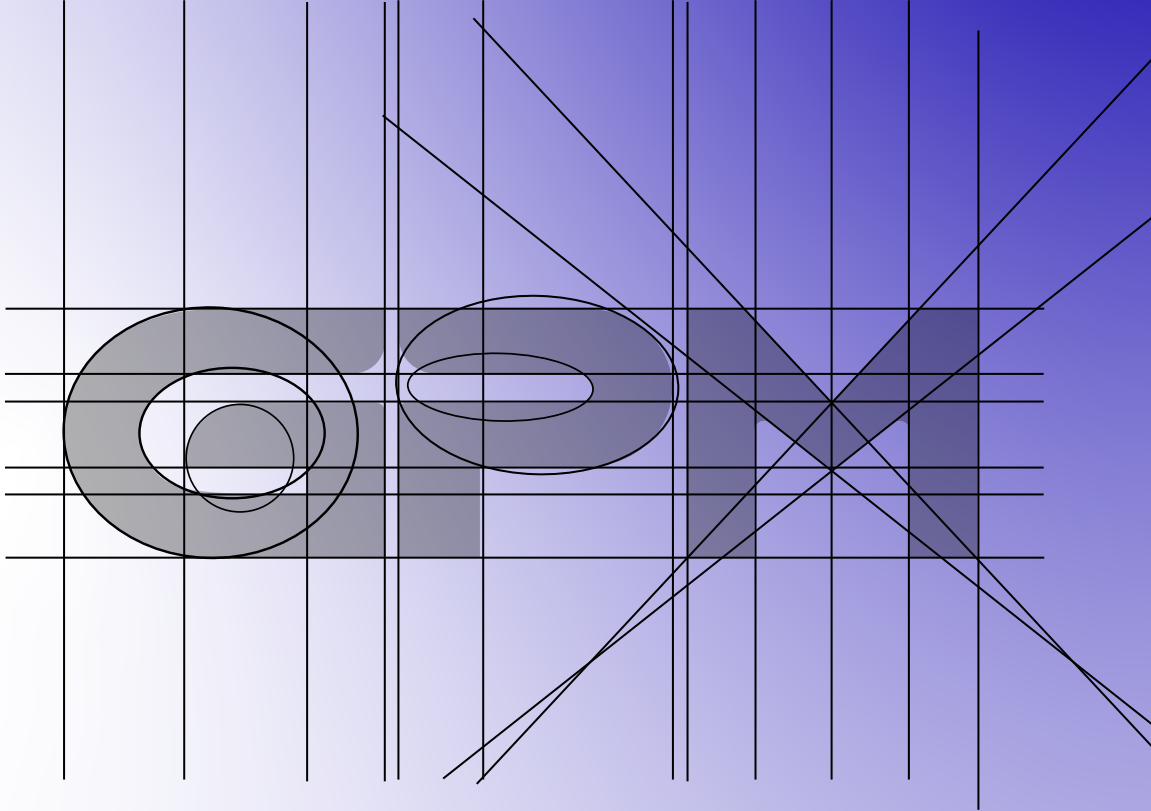
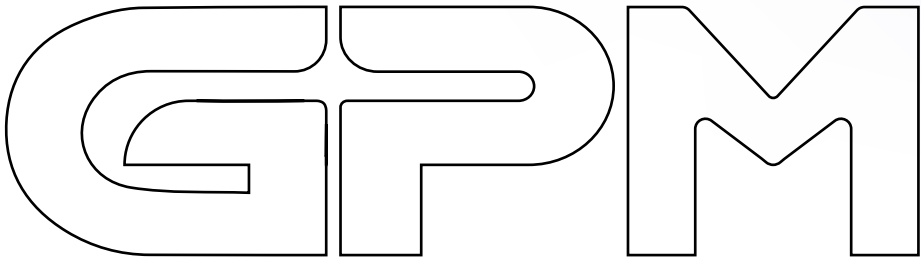
Complete Logo

The logo consists of the letters 'GPM' in a bold, blue, sans-serif font. The 'G' is a thick, rounded letter with a white cutout in the center. The 'P' is a thick, rounded letter with a white cutout in the center. The 'M' is a thick, rounded letter with a white cutout in the center.

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Company logo

Logo Construction



Company logo

Minimum size

62 px is the minimum height size of infinity properties logo



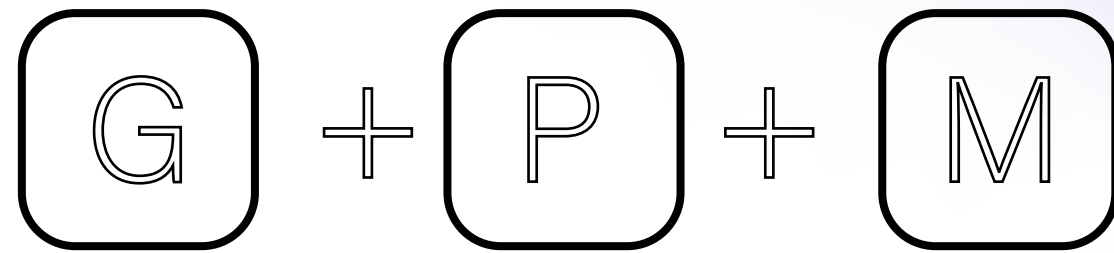
Company logo

Don't



Company logo

Logo design Overview



Single-line design – Represents simplicity and innovation, making the brand modern and memorable.

Smooth and connected lines – Symbolize unity and harmony, reflecting trust and continuity in the services provided.

Dynamic shape – Gives a sense of motion and progress, conveying the company's vision for growth and future development.

Black color – Represents professionalism and strength, reinforcing the brand's identity and stability in the market.

Company logo

Typography

Readex Pro

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

Company logo

COLOR PATTERN

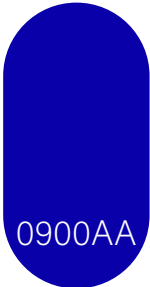


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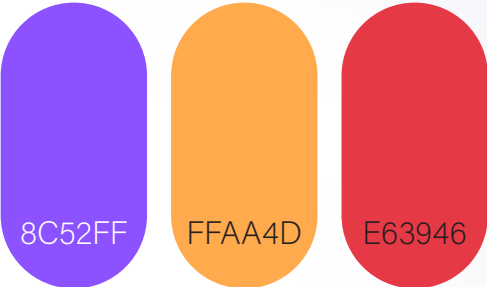
Company logo

Color scheme - Palette

Primary Colors



Secondary Colors



Neutral Colors



Company logo

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Applications



Company logo

Applications



Company logo

Applications



Company logo

Applications



Company logo

Applications



Company logo

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OPTION





Company logo rebranding



Company logo

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OPTION

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OPTION

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Thank You

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