



Brand Guidelines

Brand Story

Grace Technologies is making maintenance safer, smarter, and more productive as a designer and manufacturer of the most innovative electrical safety products and predictive maintenance solutions. Our products are sold through a global distribution network with sales presence in 60+ countries around the world. We believe a reliable plant is a safe plant, and a safe plant is a profitable plant.

Our engineers develop intuitive solutions for a wide variety of application challenges that industries are facing today. From GracePort® panel interface connectors and GracePESDs® voltage indicators/portals to GraceSense™ asset health monitoring devices, Grace is contributing each day to a safer, more productive, and brighter future.

Our company was founded with safety and productivity in mind. While our founder and chairman of the board, Phil Allen, was developing the GracePort®, he found a smarter and more efficient way to safely access PLCs behind closed doors.



Phil Allen,
Founder and Chairman

Today, in our second generation of leadership with President and CEO, Drew Allen, the Grace product catalog has expanded into Permanent Electrical Safety Devices (PESDs) and GraceSense™ IIoT Smart Sensor Devices.



Drew Allen,
President and CEO

With our panel interface connectors, electrical safety absence and presence of voltage indicators and predictive maintenance smart sensor devices - you have all the power to make safe, smart, and productive decisions every day.

BUSINESS PHILOSOPHY

Regardless of whether you are a customer, distributor, or vendor; we strive to streamline your experience from our first conversation all the way to you or your customer's integration.

As a Christian company, we employ Christian principals in our business practices. We endeavor to be good stewards by managing the resources God has blessed us with in a manner that will glorify Him.

OUR VISION

Driving innovative solutions while enhancing productivity, keeping people safe and assets secure through simple and affordable solutions.

OUR MISSION

Pursue practical ways of keeping live voltage away from workers before, during and after maintenance tasks.

- Enhance workers productivity as they feel confidently safer when performing equipment maintenance.
- Help customers protect their people and equipment from the damaging effects of electrical energy.
- Empower maintenance program with IIoT Smart Sensor Devices.

OUR BRANDS

Our advantage is our pursuit of practical ways to keep live voltage away from workers before, during, and after maintenance tasks. Each of Grace's product lines enhance worker productivity as they feel confidently safer when performing equipment maintenance. Our uniquely engineered products help customers protect their people and equipment from the damaging effects of electrical energy and empower maintenance programs with predictive insights.

GracePorts® relocate a panel's communication ports from PLCs, Industrial PCs and VFDs, from inside the panel to the outside so you can easily access them without exposure to any electrical hazards, while maintaining a cabinet's UL ratings.



GracePESDs® are Permanent Electrical Safety Devices that include voltage indicators, voltage portals, test points, and combination units. With the installation of the Safe-Test Point™ or Voltage Test Station,

customers have witnessed their Lockout/Tagout (LOTO) task duration reduced from a 1/2 hour, 2-crew operation down to a mere 10-minute, 1 person operation.

GraceSense™ Predictive Maintenance System

is our line of IIoT smart devices designed to reduce unplanned downtime by providing continuous, remote vibration and temperature monitoring for switchgears, transformers, and rotating equipment. Additionally, our Hot Spot Monitor is a continuous, non-conductive temperature monitoring device that detects potential hot spots and alerts personnel of abnormalities in electrical equipment.



Perpetua® By Grace Power Puck® is an advanced thermoelectric energy harvester designed specifically to power wireless sensors. By converting ambient heat into electrical power, the Power Puck® ensures that wireless transmitters and sensors function continuously, eliminating the frequent need for battery replacements.



Proxxi By Grace Proxxi Band is a wearable voltage alert wristband that provides real-time alerts to workers approaching live voltage, adding an extra layer of security for when the unexpected occurs. The wristband, companion app, and dashboard empower workers and management with actionable data to prevent injuries and fatalities, enhancing overall safety and productivity.



When it comes to communications, consistency is everything. There are many companies, groups and organizations competing for people's attention, both nationally and internationally. It is essential therefore that Grace has a clear, easily recognizable visual identity. This helps us stand out from the crowd and helps potential customers identify us – whether it's a flyer left on a sales call, a website or a magazine advertisement. It is important to follow these guidelines to help us project a strong and consistent image of Grace Technologies. The following pages will explain how you can use and apply Grace Technologies identity.

OUR TAGLINE

Our tagline is "Zero Harm. Zero Downtime." Incorporate this phrase or its themes wherever possible in both imagery and text.

DISPLAYED WEB ADDRESSES

Wherever possible and makes sense incorporate our website and our toll free customer service number (1.800. 280.9517). We use www.graceport.com, www.pesd.com or www.gracesense.com - depending on which product line you are creating materials for. If you materials cover 2 or more product lines use www.graceport.com as your default.

TRADEMARKS

Below is a listing of registered trademarks in use. Please note the below text styling, registration marks, and trademarks must be used wherever possible in plain text.

GracePort®

GracePESD®

PESDs®

PESD®

GraceSense™

GracePower™

Perpetua® by Grace

Power Puck®

GracePort®+

Safe-Test Point™

Safe-Test Points™

ChekVolt®

ThruView™ 360

Look & Feel

Grace Technologies expresses a modern industrial technology aesthetic rooted in a singular purpose: protecting people while keeping critical systems running.

Our visual identity balances engineered safety, real-world environments, and intelligent monitoring, always reinforcing our commitment to: Zero Harm. Zero Downtime.

Core Visual Pillars

1. Human-Centered Safety

People come first. Every visual should reinforce that our technology exists to protect workers and enable them to operate with confidence.

- Show real workers in real environments—not staged, but purposeful and capable
- Emphasize proximity to equipment, highlighting reduced exposure to risk
- PPE is present, but the focus is confidence and control, not danger
- Technology is shown as an enabler, not a barrier

Tone: Reassuring, capable, respectful

Avoid: Fear-based imagery, dramatized hazards, or portraying workers as vulnerable

2. Engineered Confidence

Our brand must feel precise, trusted, and uncompromising—like the systems we protect.

- Clean, structured layouts with strong alignment

- Clear hierarchy and disciplined spacing
- No visual clutter or unnecessary decoration
- Typography that is highly legible and technical

Tone: Authoritative, calm, dependable

Avoid: Playful, trendy, or overly cartoonish visuals

3. Industrial Realism

We are grounded in real-world applications—switchgear, MCCs, data centers—not abstractions.

- Use photorealistic imagery whenever possible
- Show authentic environments with accurate materials and lighting
- Human presence is integrated naturally into the environment—not posed or artificial

Tone: Practical, credible, grounded

Avoid: Cartoonish graphics or overly conceptual scenes

4. Intelligent Technology Layer

We differentiate through insight—our systems are always on, always aware.

Subtle overlays: data lines, thermal gradients, signal paths

- Visual cues of continuity (lines, waves, trends over time)
- Controlled use of glow or light to suggest live systems and energy flow
- Interface-inspired elements used sparingly and purposefully

Tone: Smart, proactive, continuous

Avoid: Sci-fi clichés or overly complex data visuals

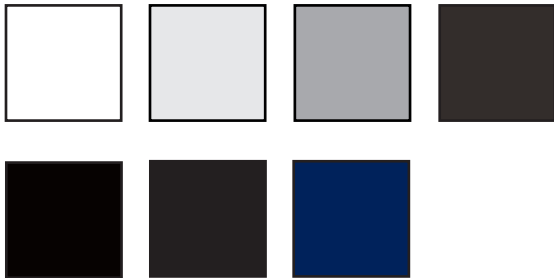
Color & Atmosphere

- Dominantly dark or neutral foundations (charcoal, black, deep gray, deep blue, and white)
- Strategic use of accent colors to indicate energy, status, alerts or importance. Avoid using our accent color of red as the predominant theme of any artwork unless it a safety warning
- High contrast to reinforce clarity, readability, and safety

Overall feel:

“Controlled energy in service of human safety.”

Dark or Neutral Foundations Examples:



Suggested Foundations and Accent Color Combinations:



GracePort®



GracePESD®



Proxxi By Grace



Composition Style

- Grid-based, modular layouts with strong use of negative space
- Clear focal points often a person interacting with technology, equipment, product or other team members.
- Linear or directional flow to reinforce process, awareness, and continuity

Motion & Visual Behavior

- Smooth, deliberate movement
- Continuous flows (data, signals, monitoring)
- Motion supports understanding or technology - not purely decoration

Brand Personality

If the brand were a system, it would be:

- Always on
- Always aware
- Designed to protect
- Built for the people who rely on it

In One Line...

Grace Technologies looks like intelligent, always-on protection, designed to keep people safe and operations running.

Our Logo

OUR LOGO(S)

Grace Technologies logo is the cornerstone of our identity. It is our signature: the mark that signals Grace Technologies' ownership of a service or message. It needs to be used consistently and correctly.

The following pages explain more about using our logo. Please take time to understand how it is applied so it will always appear consistent across all media and communications. It must always be reproduced from the master artwork. Different artworks have been created for different applications in various formats. On the following page is a list of those versions and their location for your use.

LOGO USAGE

Our full color logo with black lettering is our primary logo and preferred version. Use backgrounds where the logo & type are distinguishable from background of your artwork. If that is not possible see the next column for acceptable alternatives uses or place a white outer glow or white stroke around lettering and icon to separate it from your background. If full color printing or display is not possible please use our black and white version.

Full Color Primary logo



Examples



Acceptable Alternatives (in order of preference)



SQUARE ICON ONLY

This is our abbreviated logo to be used only in special circumstances where the full logo would become unreadable if used (see minimum size paragraph).



When used the icon must be distinguishable from the background of your artwork/product. Please refer the the above paragraphs on how to effectively make our logos stand out.

COMPANY NAME LOGO

This logo features only the stylized version of Grace Technologies text. This logo is only used on our smaller product labeling where printing processes are limited in detail and accuracy.



MINIMUM SIZE

The logotype should never be too small to read. We've set a minimum length of 0.35in (scaled proportionally).

MINIMUM CLEARANCE

We've defined an exclusion zone that prevents other graphic elements interfering or overcrowding the Grace Technologies family of logos. See page 9 & 10 for minimum clearance requirements.

AVAILABLE LOGO FORMATS

Our logo color variations are available in .eps, .jpg, and .png. Please refer to the listing below of proper formats for each application. Each format can be found here (in each respective logo folder):

H:\Public\Marketing\Brand_Resources-Visual_Assets\Logos

<i>Best used for:</i>	<i>Files Available:</i>
.eps - external graphic desingers - 3rd party printing/art vendors - people asking for a "vector logo" - Sponsorship logo requests	- Grace Technologies_FC.eps (Full color & Black text) - Grace Technologies_FC_White Text.eps (Full color & White text) - Grace Technologies_BW.eps (Black and White)
.jpg - people asking for a "high-resolution" logo	- Grace Technologies_FC.jpg (Full color) - Grace Technologies_BW.jpg - Grace Technologies_FCSymbol.jpg
.png - Powerpoint insertion	- Grace Technologies_FC.png (Full color) - Grace Technologies_FC_White Text.png (Full Color & White Text) - Grace Technologies_BW.png - Grace Technologies_Icon.png

VISUAL HEIRARCHY OF LOGOS

In some instances it is necessary to present the Grace Technologies logo with all of the individual product line brands. In this case make sure that the individual product line brands are all the same size and are visually smaller than the Grace Technologies company logo, like the examples in the next column.



When featuring a single product or small group of products belonging to the same product line brand make sure the product line logo is of more importance (visually) than the Grace Technologies logo. We strive to connect each product line to the Grace Technologies family of brands wherever possible.

Some individual products have a unique logo (ie: ChekVolt® and ThruView™ 360).

LOGO COLORS USED & MINIMUM CLEARANCE

MINIMUM CLEARANCE



Exclusion Zone. Defined by the height of the "G" in GRACE.

LOGO COLORS

	Pantone	CMYK		RGB	Web Color
Signature Color (Red)	Pantone 186 C	C:11% Y:90%	M:100% K:2%	R: 210 G: 32 B: 48	#D22030
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20



Exclusion Zone. Defined by the height of the "P" in PORT.

	Pantone	CMYK		RGB	Web Color
Signature Color (Red)	Pantone 186 C	C:11% Y:90%	M:100% K:2%	R: 210 G: 32 B: 48	#D22030
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20



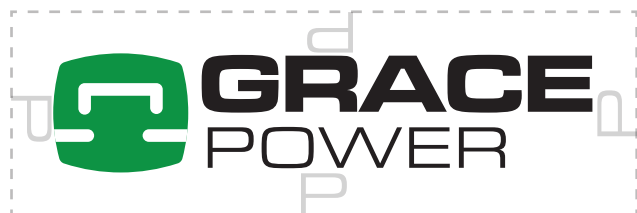
Exclusion Zone. Defined by the height of the "P" in PESD.

	Pantone	CMYK		RGB	Web Color
Signature Color (Orange)	Pantone 165 C	C:0% Y:99%	M:76% K:0%	R: 242 G: 98 B: 34	#f26222
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

MINIMUM CLEARANCE



Exclusion Zone. Defined by the height of the "S" in SENSE.



Exclusion Zone. Defined by the height of the "P" in POWER.



Exclusion Zone. Defined by the height of the "B" in BY.

Logo Colors

	Pantone	CMYK		RGB	Web Color
Signature Color (Blue)	Pantone 285 C	C:187% Y:0%	M:49% K:0%	R: 0 G: 118 B: 190	#0076be
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

	Pantone	CMYK		RGB	Web Color
Signature Color (Green)	Pantone 347 C	C:86% Y:100%	M:17% K:3%	R: 11 G: 148 B: 68	#0b9444
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

	Pantone	CMYK		RGB	Web Color
Signature Color (Navy Blue)	Pantone 534 C	C:100% Y:36%	M:84% K:25%	R: 21 G: 54 B: 97	#153661
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

MINIMUM CLEARANCE



Exclusion Zone. Defined by the height of the "B" in BY.



Exclusion Zone. Defined by the height of the "C" in CHEK.



Exclusion Zone. Defined by the height of the "T" in THRUVIEW.

Logo Colors

	Pantone	CMYK		RGB	Web Color
Signature Color (Yellow)	Pantone 116 C	C:0% Y:99%	M:20% K:0%	R: 255 G: 203 B: 38	#ffc008
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

	Pantone	CMYK		RGB	Web Color
Signature Color (Orange)	Pantone 165 C	C:0% Y:99%	M:76% K:0%	R: 242 G: 98 B: 34	#f26222
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

	Pantone	CMYK		RGB	Web Color
Signature Color (Red)	Pantone 485 C	C:6% Y100%	M:98% K:1%	R: 255 G: 37 B: 27	#D22030
Black	Pantone Black C	C:70% Y: 064%	M:67% K:74%	R: 35 G: 31 B: 32	#231f20

Our Fonts

TYPOGRAPHY

Below are the fonts most commonly used in display material and their current use.

Arial Regular*	Body text
Arial Italic*	Special notes withing body text
Arial Bold*	Headlines,Paragraph titles or emphasizing importance within a paragraph
Arial Black*	Headlines,Paragraph titles or emphasizing importance within a paragraph

* If you do not have the Arial family you can substitute any sans serif font (suggestions: Helvetica or Calibri)

EUROSTILE EXTD REGULAR	Headlines,Paragraph titles
EUROSTILE EXTD MEDIUM	
EUROSTILE EXTD BLACK	

EUROSTILE REGULAR	Typically used in all CAPITALS for paragraph titles, Installation Guide titles and paragraph titles. Do not use this for for entire paragraphs of text. Single line use acceptable.
EUROSTILE MEDIUM	
EUROSTILE BOLD	
EUROSTILE HEAVY	
EUROSTILE BLACK	

Samples of Work

PRINT MATERIALS

GRACEPORT
Enhance Safety and Productivity in Industrial Control Panels

RECENTLY ADDED:

- New 1000V and 1500V versions of the Graceport are now available.
- The Graceport is now available in a new 1000V and 1500V version.
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FOR MORE INFORMATION VISIT www.graceport.com OR CALL 1.800.280.9517

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MAKING YOUR INDUSTRIAL CONTROL PANELS SAFER AND MORE PRODUCTIVE

GRACEPORT

GRACEPORT
TOP 10 GRACEPORTS

Over 15,000 unique configurations available

GRACEPORT
PANEL MOUNT HOUSING 4X4 AND 12 INSTALLATION GUIDE

GRACEPORT
PERMANENT ELECTRICAL SAFETY DEVICES (PESDs®)

Enhance your electrical safety program through safety-by-design

GRACEPORT
PERMANENT ELECTRICAL SAFETY DEVICES (PESDs®)

Enhance your electrical safety program through safety-by-design

GRACEPORT
ELECTRICAL SAFETY BY DESIGN

SAVE LIVES. INCREASE PRODUCTIVITY.

GRACEPORT
MINING

ONE OF THE MOST DANGEROUS INDUSTRIES FOR ELECTRICAL SAFETY

GRACEPORT
PRODUCT BULLETIN

GRACEPORT
PREDICTIVE MAINTENANCE SYSTEM

Maximize production and profits with IoT

GRACEPORT
PREDICTIVE MAINTENANCE SYSTEM

Maximize production and profits with IoT

GRACEPORT
A PROACTIVE APPROACH TO ELECTRICAL MAINTENANCE

GRACEPORT
Why Motor Vibration Monitoring?

GRACEPORT
HOT SPOT MONITOR (HSM)

LIFETIME OF TEMPERATURE SENSING PROBES

GRACEPORT
ULTRA-FAST CIRCUIT BREAKER

Arc Free Solid-State Switching

GRACEPORT
ULTRA-FAST CIRCUIT BREAKER

Arc Free Solid-State Switching

GRACEPORT
POWER UP WHILE YOU WORK

GRACEPORT
Go Beyond Compliance in the Mining Industry with

GRACEPORT
Let GraceSense™ Smart Devices Do The Work