**BlueGrace Logistics Launches New Branding and Logo Concept**

*Riverview, FL., December 09, 2016* – BlueGrace Logistics, a third-party-logistics (3PL) provider, successfully unveiled their new corporate messaging and logo design in front of over 300 employees, franchisees, vendors and partners at their 6th Annual National Conference in Tampa, Florida.

“This branding revamp has been in the works for a while, but the whole concept came about in a very organic way. Because of the amount of effort put into the logo change, we weren’t even sure it would happen, but now we couldn’t be happier with the final results and feedback.” said Bobby Harris, CEO, Founder & President of BlueGrace Logistics.

While the technology based 3PL stayed true to their original blue palette, the font and icon graphics have been updated to give the overall feel of advancement and movement. The ellipse that was once in the center, has evolved to a two-color object at the end of ‘BlueGrace’ and suggests both the upward trajectory and depth of the current company.

Alongside the new logo announcement, BlueGrace Logistics also announced a new tagline; Passion for Logistics. The new tagline and logo are just the beginning of a full rebranding campaign for the rapidly growing 3PL.



**About BlueGrace Logistics:**

Founded in 2009, BlueGrace Logistics is one of the fastest growing leaders of transportation management services in North America. As a full service third party logistics provider (3PL), BlueGrace helps businesses manage their freight spend through industry leading technology, high level freight carrier relationships and overall understanding of the complex $750 Billion U.S. freight industry. BlueGrace is headquartered in Riverview, Florida with over 60 corporate and franchise locations across the U.S. For more information, visit [www.mybluegrace.com](http://www.mybluegrace.com).

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