

LucroVox

Media Kit & Brand Guidelines

Official brand assets, approved messaging, and guidelines for partners.

July 2026

Brand Overview

Company Name: LucroVox

Tagline: The Voice of Profit

Website: lucrovox.com

Demo Phone: (832) 345-6913

Founded: 2026

Category: AI Phone Answering / AI Receptionist / Business Communications

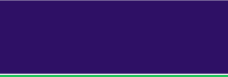
Brand Description (Short)

LucroVox is an AI-powered phone receptionist that answers every business call 24/7/365. It sounds completely human, captures leads instantly, and costs a fraction of a human receptionist. Built for local service businesses.

Brand Description (Long)

LucroVox is an AI phone answering service designed for local service businesses -- HVAC, plumbing, electrical, dental, legal, real estate, and more. The AI receptionist answers every inbound call in under 500 milliseconds, conducts natural human-sounding conversations, qualifies leads, books appointments, and sends instant notifications to business owners. With plans starting at \$199/month and a 14-day free trial, LucroVox helps businesses capture revenue they would otherwise lose to missed calls. The average service business misses 6-10 calls per week, representing thousands in lost revenue each month.

Brand Colors

Color	Hex	Usage	Swatch
Primary Purple	#7C3AED	CTAs, accents, highlights	
Dark Purple	#2E1065	Headers, text emphasis	
Green	#22C55E	Success, stats, features	
Dark Background	#0A0A0F	Page backgrounds	
White	#FFFFFF	Text on dark backgrounds	
Gray	#9CA3AF	Secondary text, captions	

Typography

Primary Font: Inter (web), Helvetica (print)

Headings: Bold weight, sentence case

Body: Regular weight, 16px base on web

Logo Usage

- Always use the official logo files provided in the partner assets
- Maintain clear space around the logo equal to the height of the 'V' in LucroVox
- Do not stretch, rotate, recolor, or add effects to the logo
- On dark backgrounds, use the full-color logo (purple mic + green bars + white text)
- Minimum display size: 120px wide for digital, 1 inch for print
- Logo files available: 200x200, 400x400, and 800x800 PNG at lucrovox.com/partner-assets/

Approved Messaging

Approved Claims (you MAY say these):

- "AI phone receptionist that sounds completely human"
- "Answers every call in under 500 milliseconds"
- "Available 24/7/365 -- nights, weekends, and holidays"
- "Captures leads and sends instant notifications"
- "Plans starting at \$199/month"
- "14-day free trial"
- "Live in under 48 hours"
- "No hardware required"
- "No long-term contracts"
- "Built for local service businesses"
- "Try the demo: (832) 345-6913"

Prohibited Claims (do NOT say these):

- Do not claim LucroVox "replaces" human staff -- position it as a complement
- Do not guarantee specific revenue or ROI numbers (use "most businesses see ROI in the first week")
- Do not claim affiliation with or endorsement by LucroVox unless you have written authorization
- Do not misrepresent pricing (always use current prices from lucrovox.com)
- Do not make claims about competitors' products or services
- Do not use the term "free" without specifying "14-day free trial"
- Do not create fake reviews, testimonials, or case studies

Key Selling Points (ranked by effectiveness):

1	Demo phone call	Have them call (832) 345-6913 -- most effective closer
2	Missed call cost	"You're losing \$2,500/week to missed calls"
3	Speed to answer	"Answers in 500ms -- faster than any human"
4	24/7 coverage	"Never miss a call, even at 2am on a holiday"

5	Price vs value	"Less than \$7/day to never miss a lead"
---	----------------	--

Available Marketing Assets

All assets are available for download at lucrovox.com/ambassadors in the Marketing Assets section, and in your PartnerStack dashboard under Resources.

Banner Ads (3 themes x 4 sizes = 12 banners)

Size	Name	Themes
728 x 90	Leaderboard	Never Miss / Front Desk / Earn Partner
300 x 250	Medium Rectangle	Never Miss / Front Desk / Earn Partner
160 x 600	Wide Skyscraper	Never Miss / Front Desk / Earn Partner
320 x 50	Mobile Banner	Never Miss / Front Desk / Earn Partner

Social Media Images (3 themes x 3 sizes = 9 images)

Size	Platform	Themes
1080 x 1080	Instagram / Facebook Square	Never Miss / Front Desk / Earn Partner
1200 x 628	Facebook / LinkedIn Landscape	Never Miss / Front Desk / Earn Partner
1080 x 1920	Instagram / Facebook Story	Never Miss / Front Desk / Earn Partner

Logos (3 sizes)

- 200 x 200 PNG -- social profile pics, thumbnails
- 400 x 400 PNG -- blog posts, review sites
- 800 x 800 PNG -- presentations, print materials

Documents

- Partner Sales Brochure (PDF) -- share with prospects
- Sales Scripts and Objection Handling Guide (PDF) -- cold call and email scripts
- Media Kit and Brand Guidelines (PDF) -- this document

