



Media Kit

The Voice of Profit — Brand & Press Resources

Last updated: 5 May 2026 · Version 1.0 · press@lucrovox.com

Contents

1. About LucroVox	3
2. Brand voice & boilerplate	3
3. The logo — primary, monochrome, mark	4
4. Logo do's and don'ts	5
5. Clear space and minimum sizes	6
6. Colour palette	7
7. Typography	8
8. File index & download notes	9
9. Press contact	9

1. About LucroVox

LucroVox is the AI voice receptionist that local service businesses use to never miss another customer. Trained on the language of plumbers, HVAC technicians, clinics and estate agents, LucroVox's AI agents answer every inbound call in under 500 milliseconds, qualify the lead, and book the job directly into the calendar — 24 hours a day, 365 days a year.

Founded in 2026 and headquartered in Houston, Texas, with operations in London, United Kingdom, LucroVox is The Voice of Profit. The company is backed by investors with high-profile backgrounds in private equity and senior leadership at well-known technology firms.

2. Brand voice & boilerplate

Use this short paragraph at the foot of any press release, partnership communication, or third-party article. It is the canonical LucroVox boilerplate — do not paraphrase.

"LucroVox is the AI voice receptionist that local service businesses use to never miss another customer. Trained on the language of plumbers, HVAC technicians, clinics and estate agents, LucroVox's AI agents answer every inbound call in under 500 milliseconds, qualify the lead, and book the job directly into the calendar — 24 hours a day, 365 days a year. Founded in 2026 and headquartered in Houston, Texas, with operations in London, United Kingdom, LucroVox is The Voice of Profit. Learn more at lucrovox.com."

Tone-of-voice principles

Confident, not boastful	We let the numbers speak: 500 ms, 24/7/365, 3x more booked jobs.
Plain English	Short sentences. No jargon. A plumber should be able to read it in one go.
Outcome-led	Every claim ties to revenue, time, or customer experience — never features in isolation.
Earnest about AI	We disclose AI on every call. We don't pretend to be human and we don't apologise for being AI.

3. The logo

The LucroVox mark is a stylised microphone — for voice — paired with three rising bars in green, signalling the revenue our customers recover. The wordmark is set in **Playfair Display**, with the suffix **Vox** rendered in our brand purple to reinforce the voice association.

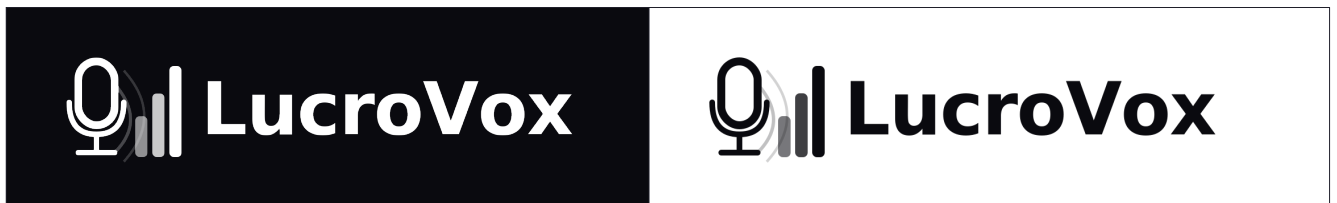
Primary — for dark backgrounds



Primary — for light backgrounds



Monochrome — white & black



App icon — mark only

Use the square **mark** only when the wordmark is illegible at the target size — favicons, social-media avatars, app launch tiles, embossing on swag.



4. Logo do's and don'ts

These are the rules that protect the mark across every surface — press articles, partner pitch decks, conference signage, swag.

DO	Use the supplied SVG wherever possible. SVG is resolution-independent and prints crisply at any size.
DO	Pair the colour logo with the dark background variant on dark hero sections; switch to the light variant on white or off-white surfaces.
DO	Maintain the minimum clear space (see §5). Other elements — including page edges — must respect that buffer.
DO	Use the monochrome white logo on photography only when contrast is at least 4.5:1.
DON'T	Recolour the wordmark or change which letters are purple. The 'Vox' must remain in #a78bfa.
DON'T	Stretch, skew, rotate or apply drop shadows to the logo. The mark is balanced as-is.
DON'T	Place the logo on busy photography without a solid colour overlay underneath.
DON'T	Reproduce the logo below 80 px wide on screen or 22 mm wide in print — the mic loses fidelity.
DON'T	Re-typeset the wordmark in a different font. Always use the supplied vector file.
DON'T	Add taglines or sub-titles directly underneath the wordmark unless we provide a lockup.

5. Clear space and minimum sizes

Always surround the logo with a clear-space buffer at least equal to the cap-height of the wordmark. Nothing — not text, photography, page edges, nor other logos — may enter that buffer.



Minimum reproduction sizes

Surface	Wordmark logo	Mark only
On screen	80 px wide	32 × 32 px
Print (CMYK)	22 mm wide	8 × 8 mm
Embroidery / etch	60 mm wide	20 × 20 mm
Favicons / app icons	—	16 × 16 px (use mark)

6. Colour palette

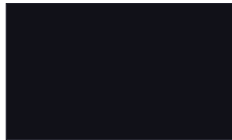
Our palette is built for dark surfaces. Purple is the brand. Green communicates growth and recovered revenue. Red and orange are reserved for the cost of missed calls — never decoration. Always quote colours by hex; the RGB and CMYK approximations below are convenience only.



Background

#0a0a0f

Primary canvas. Use for hero / dark sections.



Card / Surface

#111118

Card backgrounds, raised surfaces, footers.



Surface Hover

#16161f

Interactive states only.



Purple (Primary)

#7c3aed

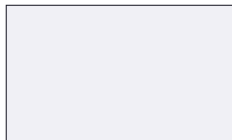
Brand primary. Buttons, accents, key glyphs.



Purple Light

#a78bfa

Hover, link emphasis, the 'Vox' wordmark.



Text

#f0f0f5

Default body and headline copy on dark.



Text Muted

#9ca3af

Secondary copy, captions.



Text Dim

#6b7280

Metadata, timestamps.



Success Green

#22c55e

Phone CTAs, growth, positive metrics.



Warning Orange

#f59e0b

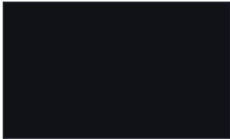
Slow-response, cautionary highlights.



Alert Red

#ef4444

Lost revenue, missed-call indicators.



Border

`rgba(255, 255, 255, 0.06)`

Hairline dividers and outlines.

Print conversion. For four-colour offset, request the LucroVox CMYK table from the press office — trust nothing automated.
Spot equivalents: Purple ≈ Pantone 2587 C; Green ≈ Pantone 354 C.

7. Typography

Two open-source typefaces, one role each. **Inter** for everything you read; **Playfair Display** for headlines and the wordmark. Both available free from Google Fonts.

Family	Use	Weights we ship
Inter	Body, UI, navigation, captions, tables	400, 500, 600, 700
Playfair Display	Headlines, the LucroVox wordmark, hero claims	700, 800
System fallback	When licensing is restricted (legal, finance docs)	Helvetica / Arial; Georgia

Spec sheet: H1 36/40 Playfair 800; H2 24/28 Playfair 700; H3 18/22 Inter 700; Body 16/24 Inter 400; Caption 12/16 Inter 500.
Tracking on all-caps tags: +0.06em.

8. File index & download notes

File	Format	Use
logo-lucrovox-color.svg	SVG	Default. On dark surfaces.
logo-lucrovox-color-light.svg	SVG	Default. On light surfaces.
logo-lucrovox-white.svg	SVG	Single-colour, dark backgrounds.
logo-lucrovox-black.svg	SVG	Single-colour, light backgrounds, fax/photocopy.
logo-lucrovox-mark.svg	SVG	Square mark only, app icons, favicons.
logo-lucrovox-color@4x.png	PNG (1040x256)	Web export, social, presentations.
logo-lucrovox-color-light@4x.png	PNG (1040x256)	Light-background web/print.
logo-lucrovox-white@4x.png	PNG (1040x256)	Single-colour white.
logo-lucrovox-black@4x.png	PNG (1040x256)	Single-colour black.
logo-lucrovox-mark@8x.png	PNG (512x512)	App icon export.
lucrovox-media-kit.pdf	PDF	This guidelines document.
lucrovox-press-kit.zip	ZIP	All of the above as a single download.

9. Press contact

Office	Press Office, LucroVox
Email	press@lucrovox.com
US HQ	5050 Post Oak Boulevard, Houston, TX 77056, USA
UK office	Suite 33, Hero, 328 Kingston Road, Wimbledon, London SW20 8BU
US demo line	+1 (832) 345-6913
UK demo line	020 4525 0000
Web	lucrovox.com · lucrovox.com/press