

Use the brand clearly

Logos and graphics for approved partners

Choose the correct logo

Use the supplied dark logo on light backgrounds and the supplied white logo on dark backgrounds. PNG files have transparent backgrounds; SVG files stay sharp when resized. Keep the proportions and leave clear space around the mark.



Dark logo shown on a light background.

Keep the visual style simple

Warm canvas #F7F5F0, navy #10283F, green #14543E, dark text #211D16. The website uses Inter. Use a clean sans serif font for your surrounding content and keep small text readable on a phone.

Use the prepared graphics

The kit includes square, portrait, story and landscape social images plus a website banner. Keep the visible commission disclosure. Put your assigned code in the accompanying caption and ask customers to enter it at signup.

Approved partner badge

Grant provides the badge in the separate packet for approved partners. It identifies participation in the program. It is not a certification or an endorsement of a partner's other services.

For a different size or a presentation for a specific client, email hello@handledcalls.com.

Make recommendations easy to trust

Clear language and visible disclosure

Explain the product accurately

Handled Calls is a virtual receptionist and simple customer workspace for small home service businesses. It answers missed and after-hours calls, captures job details and supports booking based on the business's saved settings. The team handles demos, setup guidance and support.

Keep the disclosure close

I may earn a commission if you sign up for Handled Calls through my referral.

Place this beside the recommendation, code or link. For a video recommendation, say it aloud and display it on screen. Use the platform's disclosure tools in addition to clear language when appropriate.

Describe your own experience honestly

Only say that you use or have tested the product if that is true. The supplied recording is a test call and the screenshots use sample data. They are examples of the workflow, not customer testimonials or proven results.

Keep important limits visible

Do not promise booked jobs, revenue, ratings, emergency response or unconfirmed integrations. Avoid describing the service as automated marketing texts or hands-off follow-up sequences. Use current 28-day pricing and the full terms when discussing the offer.

Program rules: handledcalls.com/partner-program-terms/

FTC disclosure guidance: ftc.gov/influencers