

VALOURPOINT HOLDINGS LTD

IDENTITY PRESENTATION



Brand Overview

ValourPoint Holdings Limited is a diversified investment and holding company headquartered in Nigeria.

The company **oversees a portfolio of businesses** spanning real estate development, construction and contracting, furniture manufacturing and sales, software development, investment technology platforms, micro and business lending, OEM partnerships, and branded appliances. As the parent company, ValourPoint Holdings provides strategic oversight, centralized governance, and shared services across all subsidiaries.

Why Do We Exist?

ValourPoint exists to create sustainable value through investments that empower communities, build industries, and shape the future.

Who Do We Serve?

We serve investors, businesses, and communities in Africa and beyond, providing trusted solutions in real estate, finance, technology, and manufacturing.

What Do We Stand For?

We stand for integrity, courage, excellence, reliability, empathy, and sustainability in everything we do.

How Do We Lead?

We lead with bold thinking, innovation, and ethical governance, setting standards that inspire trust and long-term growth.

What Sets Us Apart?

Our strength lies in diversification, resilience, and a unique blend of global vision with African roots.

Where Are We Headed?

We are building Africa's most trusted and globally respected investment group, expanding into international markets and driving sustainable progress.

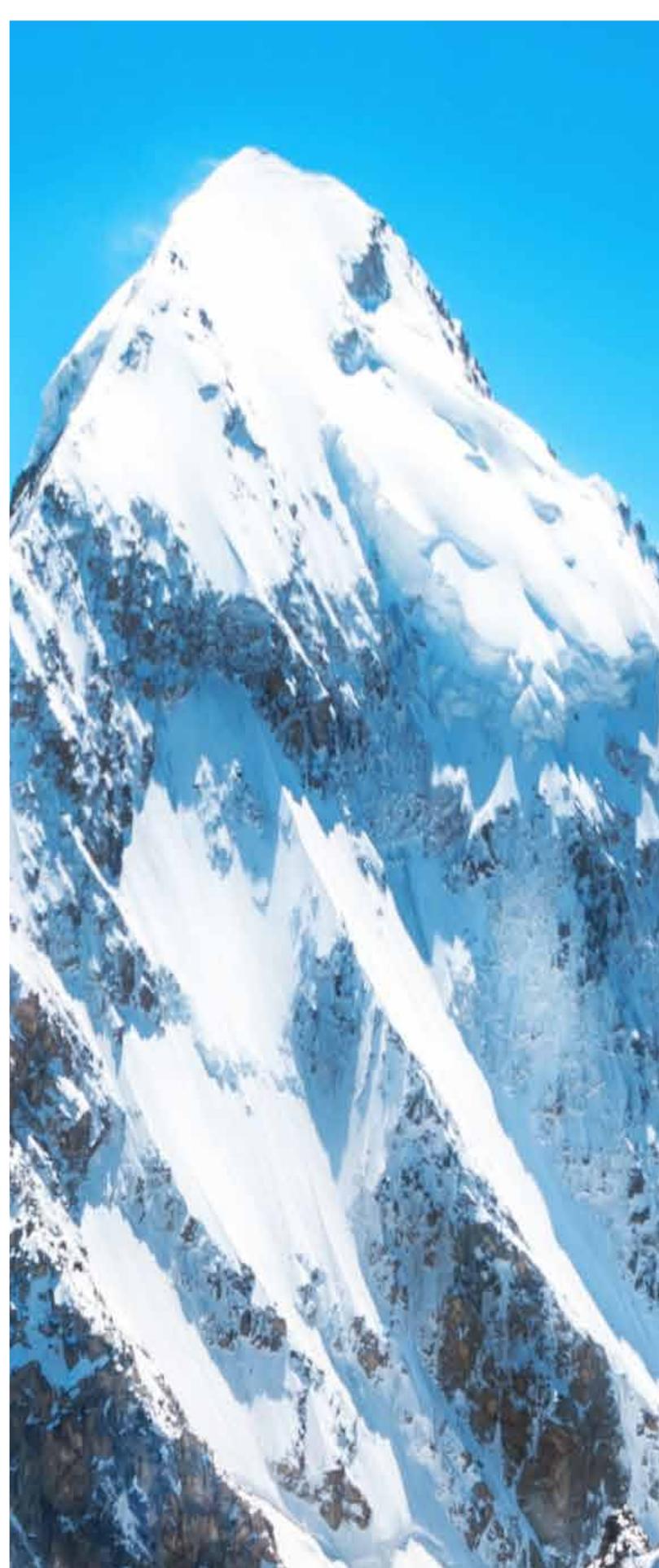
Visual Identity

The Goal

To build a strong, unified visual identity that reflects ValourPoint's values of strength, trust, and innovation, ensuring consistency across all touchpoints and positioning the brand as Africa's most trusted and globally respected investment group.



MoodBoard





Wordmark

The ValourPoint wordmark reflects our identity as a bold, modern, and resilient investment group.

Its clean, sans-serif typography conveys strength, clarity, and professionalism, while its simplicity ensures timeless appeal across all platforms. Designed to complement the logomark,

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Logomark

The ValourPoint logomark is a symbol of strength, protection, and vision.

Inspired by the horn (strength), shaped as a "V" (Valour and Victory), and refined into a shield and mountain peak (resilience and ambition).





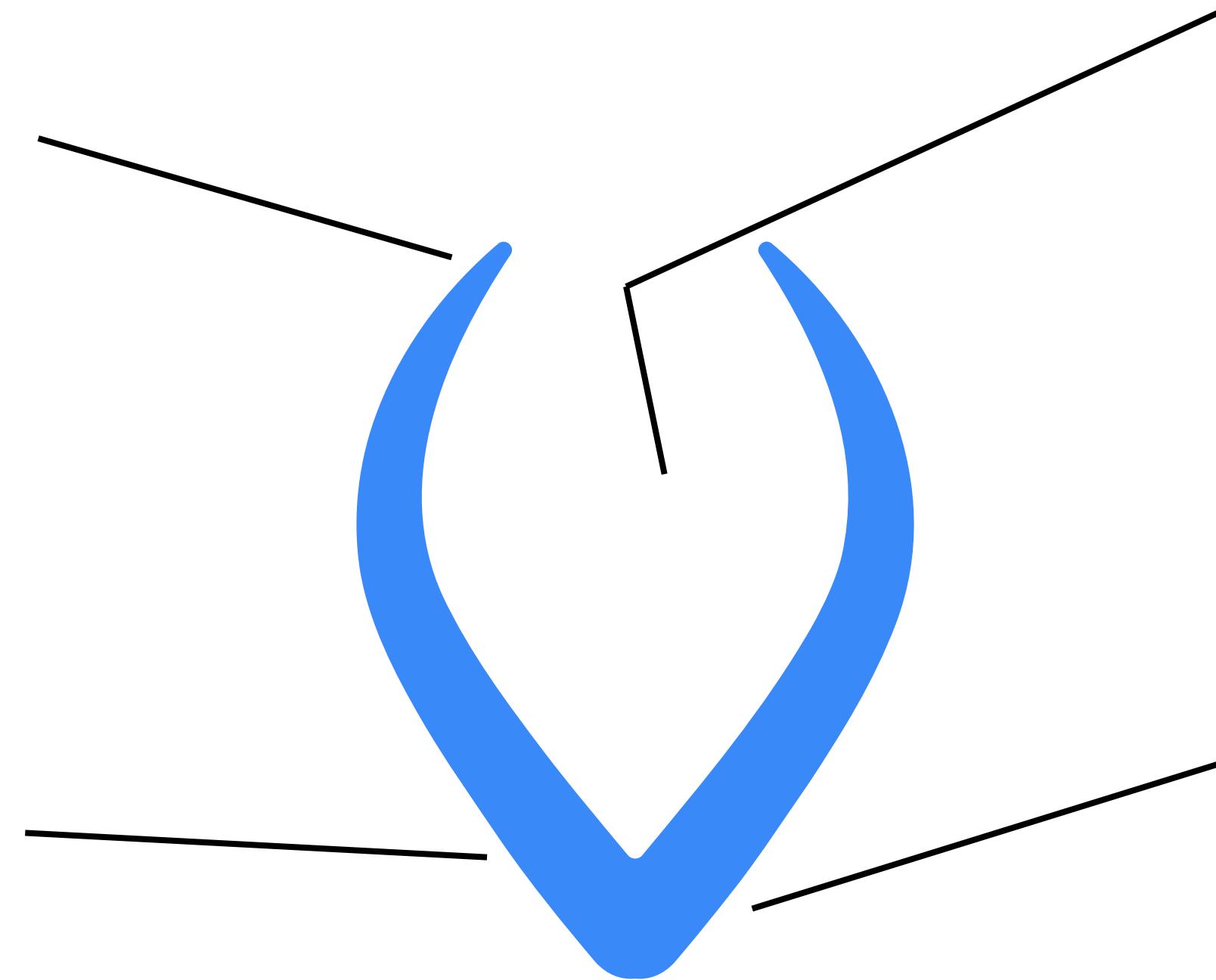
VALOURPOINT

Horn: A timeless symbol of strength and courage, the horn reflects the boldness at the heart of ValourPoint.

Water Droplet: The negative space echo a droplet, a symbol of life, renewal, and sustainability.

Shield Shape: The mark forms a shield, representing protection, stability, and trust.

Letter "V": Built into the form, the "V" stands for Valour, Vision, and Victory, directly tying to the brand name.



Typography

Aa

Rethink Sans

Lead your work with
strength and integrity.

Headline Rethink Sans Bold

At ValourPoint, we believe true leadership is defined not only by courage but also by character. To lead with strength is to face challenges with resilience, vision, and boldness.

Body Text Rethink Sans Regular



Color Scheme

COLOR

COLOR

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**Focused
on Value,
Powered by
Courage**

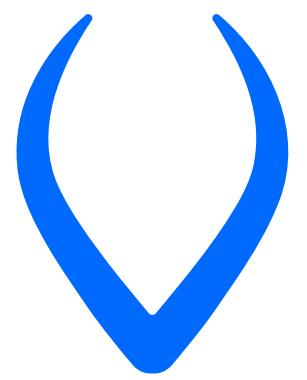


**Investing
Beyond
Boundaries**





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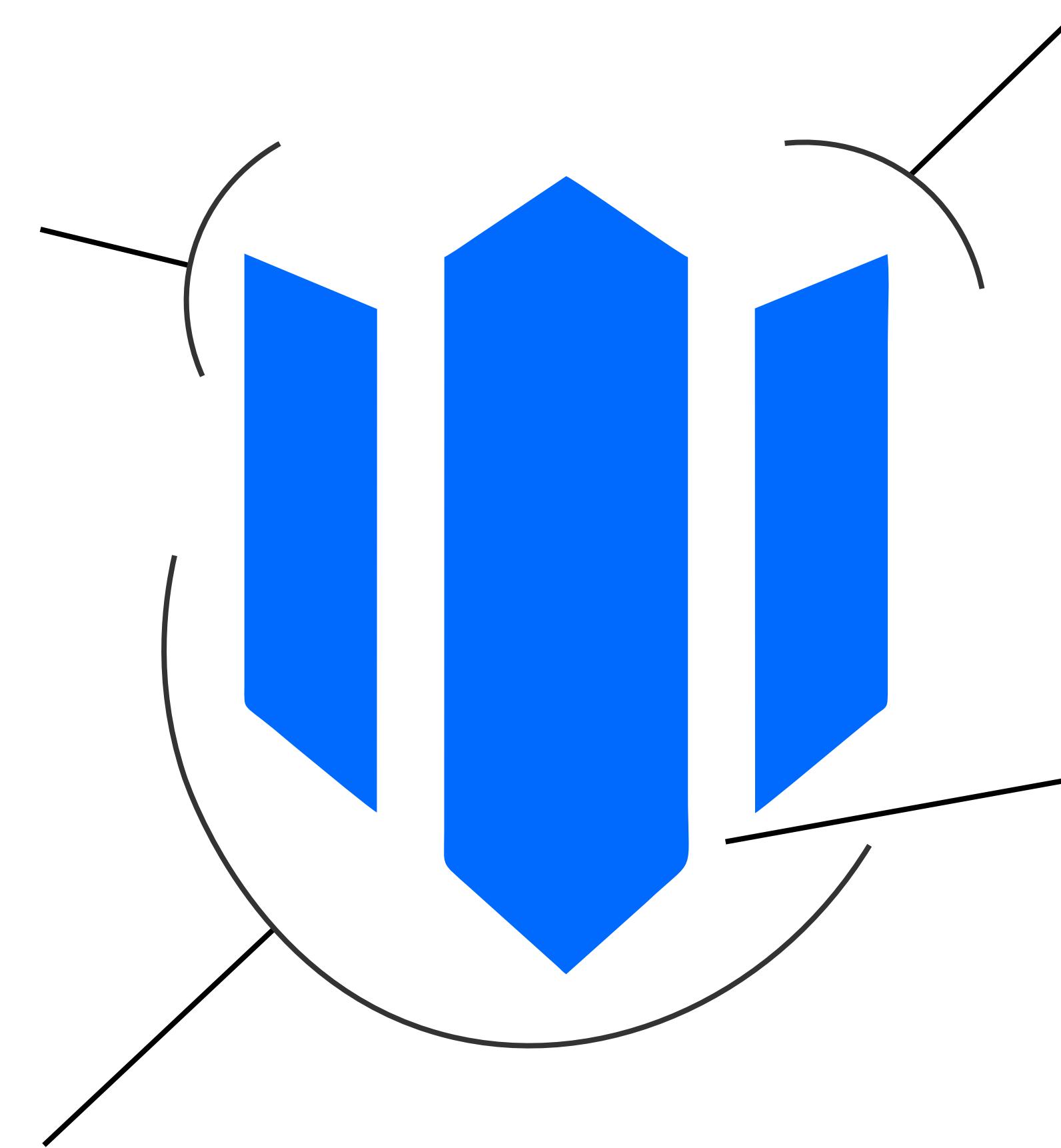
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**Logo
Option 2**

Towers:
The three strong vertical blocks resemble high-rise skyscrapers, symbolizing urban development, ambition, and progress.

Shield form:
The mark forms a shield, symbolizing protection, resilience, and strength.

This connects directly to Valour (courage and defense) and positions the brand as a guardian of investments and trust.



Directional Arrows / Columns:
The vertical structure of the mark is read as pillars or upward arrows, symbolizing:
Growth (business expansion)
Stability (solid foundation)
Direction & Focus (Point)

Letter "V": The negative space and the angular geometry create a subtle "V", standing for Valour.
This makes the logo personalized, distinct, and easily associated with the brand name.



ValourPoint



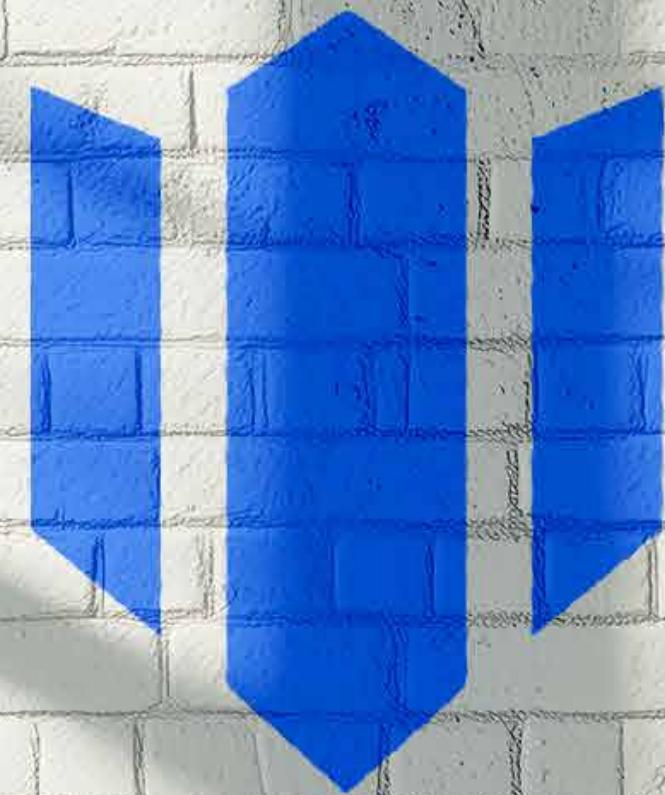
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Logo designed at
BrandAid

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