



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.



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)

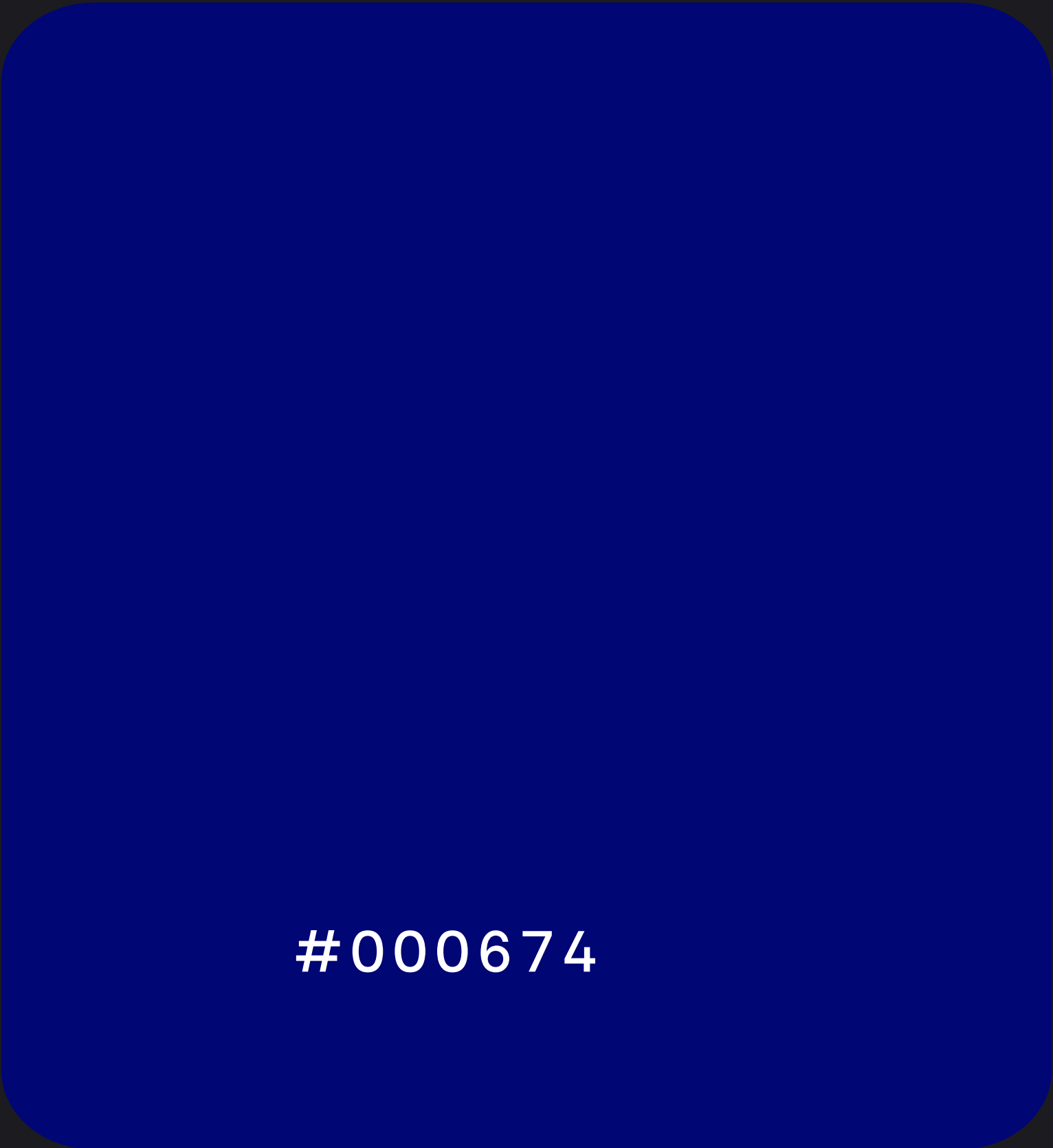
Stability (solid foundation)

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.





#000674



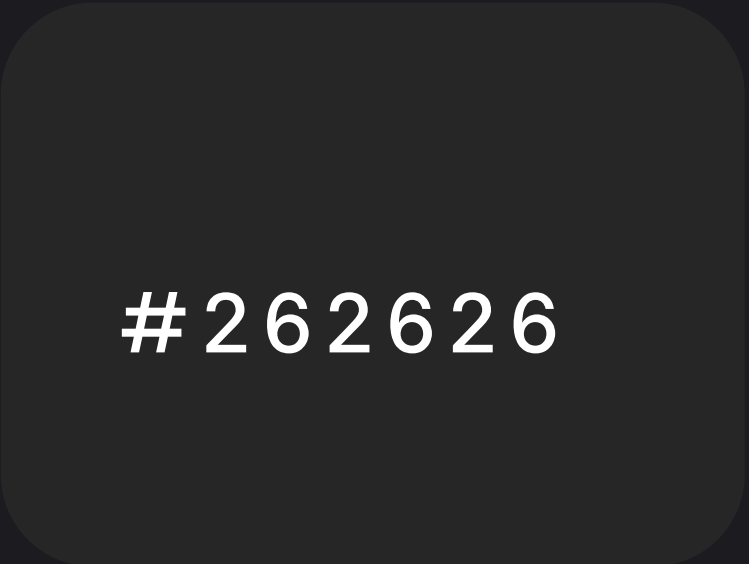
#F86F11



#878787



#FBFBFB



#262626



#1C1B20

Typography

Aa

Funnel Display +
Funnel Sans

**Lead your work with
trength and integrity.**

Headline Funnel Display 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 Funnel Sans Regular







ValourPoint

Logo designed at

BrandAid

 brandaidng