Valloop®
Life in ownership

Valloop Brand Guidelines

Our brand, in your hands.

A practical guide to what we believe and how we show up.

Our brand, in your hands.

Valloop’s brand is who we are, what we stand for and how we show up in the world. Whether you're a part of our team, a customer, partner or someone encountering us for the first time, our goal is simple: to give business owners a better way to exit.

We’re technology-first, with a human touch. Our tools put the knowledge and confidence in your hands, so you can take the lead and move forward at your own pace.

These guidelines are to help you understand our brand and be confident to share it - with a few rules here and there of course.

Built on partnership.

Our purpose

We believe ownership should not be a privilege enjoyed by a few. The people who already know a business and have worked to build it deserve to participate in it and share in its future success, and we believe the best exits are built on partnership, not just a transaction.

Our vision and mission

Vision

A world where more people can create and realise wealth through business ownership.

Mission

We help owners sell their business to the employees who work in it. Our AI-enabled platform, tools, capital and expertise make each stage possible, and our ‘Life in Ownership’ partnership helps the business grow under its new owners.

Bringing our vision to life

We’re aiming for 30,000 feet, not 30 feet, because the opportunity in front of us is genuinely huge, across every sector, market, niche and geography. Partnering with Valloop reaches beyond the deal itself, into the lives of employees, their families and the communities they’re part of, and gives every business real scope to grow further than they ever planned on their own.

A world[01] where more people[02,03] can create[04] and realise[05] wealth[06] through business ownership[07,08].

What our vision means

01 An ambition for the whole globe.

02 Widening ownership to people who wouldn't normally get the chance.

03 Hybrid routes to ownership: senior employee leaders and employee ownership trusts.

04 Creates the opportunity for the people who helped create the value to share in its future success.

05 A better alternative for business owners to realise their wealth.

06 Builds wealth for everyone involved and their families, and keeps SMEs rooted in their local communities.

07 An alternative route into ownership for senior employee leaders.

08 A partnership with Valloop supports business growth beyond the transition.

What it means for each of them

For the Owner

No drawn-out, uncertain sale process. No handing the business to a stranger who doesn't understand what you built.

For the Senior Leaders

Not just a job anymore, but a stake in the outcomes they're already responsible for creating every day.

For the Employees

Employee Ownership Trusts are a genuine benefit for the whole team, strengthening the business as an employer and helping it attract and retain the best talent.

Six values that guide our work.

01

Keep it simple

Remove unnecessary complexity.

- We look for smarter, more EFFICIENT ways of doing things.
- We PAUSE to think before we speak or act.
- We ask for HELP when someone else knows more than we do.
- We get to the POINT and keep things concise.
- We choose PROGRESS over perfection, and stay agile as things change.

02

Build with people

Design alongside those who will use what we create.

- We SHOW our thinking early, not just the finished idea.
- We LISTEN more than we present.
- We test ideas with REAL owners and employees, not just each other.
- We ASK before we assume.
- We stay OPEN to feedback that might change our minds.

Six values that guide our work.

03

Put SMEs first

Optimise for the lasting success of the businesses and people we serve, even when it costs us the easier or more profitable option.

- We choose what's RIGHT for the business, even when it isn't easiest for us.
- We treat every SME as UNIQUE, never as a template to be filled in.
- We stay CLOSE enough to understand what really matters to them.
- We measure success by THEIR outcomes, not just ours.
- We protect their LEGACY as carefully as our own reputation.

04

Be fair and reasonable

Act with integrity and balance the interests of all parties.

- We treat every party's interests as LEGITIMATE.
- We explain the REASONING behind our decisions.
- We say the harder thing KINDLY, rather than avoid it.
- We hold ourselves to the same STANDARD we expect of others.
- We look for what's FAIR to everyone, not just convenient for one side.

Six values that guide our work.

05

Innovate with purpose

Use technology and AI to scale the work, while people stay accountable for every outcome and own the relationship.

- We use technology to remove effort, never ACCOUNTABILITY.
- We keep a named OWNER on every outcome.
- We TEST new ideas on a small scale before we trust them at scale.
- We ask what a tool is FOR before we adopt it.
- We stay CURIOUS about better ways of working, without losing the human touch.

06

Create shared success

Measure our success by the long-term success of the business and people we serve.

- We STAY in the relationship long after the deal is done.
- We check in on how things are GOING, not just how they closed.
- We treat their long-term success as OURS.
- We CELEBRATE milestones that happen well after we've moved on.
- We measure ourselves by outcomes that take YEARS to show up.

Professional but remain human

Approachable and inclusive

Write or speak with authority, but without arrogance. We are experts and our confidence should shine through with simple, direct language that avoids unnecessary jargon.

Instead of

This highly complex solution ensures multifaceted benefits

Try

The Valloop platform helps you explore employee ownership, plan your next steps and prepare to sell your business to your employees.

Clear and confident

Write as if you're having a conversation. Use “we” and “you” to make it personal and engaging. Avoid overly formal or stiff language. Always consider inclusivity – write in a way that makes everyone feel welcome and valued.

Instead of

Employee ownership can be achieved with significant effort

Try

With the right guidance, employee ownership becomes an achievable and rewarding process

Professional but remain human

Supportive and empowering

Use language that encourages and uplifts. Position Valloop as a guide and partner, helping people feel capable and inspired to take action.

Professional with a human touch

Balance professionalism with warmth and a human touch. Be relaxed but avoid too much slang.

Instead of

~~Stakeholders should consult relevant materials~~

Try

Let's look at how this can work for everyone involved

Instead of

~~Please note the following information~~

Try

Here's what you need to know

The Valloop logo

Use the supplied blue, white or black logo. Keep proportions and alignment unaltered and allow clear space. Use the version without 'Life in ownership' whenever the tagline is too small to read. Do not shrink an unreadable tagline; choose the supplied plain logo instead.

Download the logos ↓



Blue, with tagline

On white and light grounds



White, with tagline

On Dark Blue and photography



Blue, plain

When the tagline is too small to read



Black, plain

Single-colour and mono print

Typography

Poppins is the primary typeface for everyday headings, body copy and marketing materials. Use Helvetica when Poppins is unavailable. Poppins remains our first choice for all brand communications. Font files are not included in the logo download.

Headings / Poppins Bold

Life in ownership

Subheadings / Poppins Semibold

An exit built around people and legacy

Body copy / Poppins Regular

Our tools put the knowledge and confidence in your hands, so you can take the lead and move forward at your own pace.

Fallback / Helvetica

Aa

Use Helvetica when Poppins is unavailable.

Use the approved palette.
Preserve balance and clarity.

Primary palette

Dark Blue
#172B4D
RGB 23, 43, 77

Morning Sky
#DEE5F0
RGB 222, 229, 240

Mint Success
#4ED5A7
RGB 78, 213, 167

Lavender
#8360FF
RGB 131, 96, 255

Secondary palette

Blue
#0047BB
RGB 0, 71, 187

Slate
#3E5874
RGB 62, 88, 116

Dark Purple
#420470
RGB 66, 4, 112

Black
#000000
RGB 0, 0, 0

White
#FFFFFF
RGB 255, 255, 255

Primary colours should dominate. Use secondary colours for accents and contrast. Do not alter approved hues. Use readable, high-contrast combinations.

People, not poses

Real working environments

We've moved away from imagery to keep our brand clean and consistent. When imagery is needed, aim to show employees in real working environments across a wide range of sectors, so everyone can see themselves as part of the Valloop journey.

Grounded and human

Stock photography can be used, but avoid relying on staged, overly polished corporate imagery. Look for natural moments: people working rather than looking directly into the camera, exaggerated smiles or folded-arm poses.





Extend the reach. Keep the identity.

The only agreed partnership phrases: **In partnership with Valloop** and **Powered by Valloop**.

01

Always use official Valloop logos, colours and fonts as provided in our brand kit.

02

Ensure our logo is displayed with adequate spacing and in the correct proportions.

03

Stick to our approved colour palette to align with our brand identity.

04

Reflect our tone of voice: clear, confident, approachable and empowering. Speak directly to the needs of SMEs and employees, emphasising the benefits of employee ownership.

Extend the reach. Keep the identity.

The only agreed partnership phrases: **In partnership with Valloop** and **Powered by Valloop**.

05

Showcase the Valloop brand in contexts that align with our mission, such as SME business selling solutions, educational content about employee ownership or success stories.

06

Avoid unrelated or inconsistent messaging. Examples of prohibited sectors include gambling, adult entertainment, tobacco and weapons. This list is illustrative, not exhaustive. Proposed partnerships are considered individually and must be checked with compliance.

07

Use our brand consistently across all digital platforms. When linking to Valloop, ensure the content is accurate, up-to-date, sourced and reflecting our current initiatives and messaging.

08

Clearly indicate the nature of your partnership with Valloop. Avoid misrepresenting or overstating your association with us.

On stage, on brand.

1 Before

Always check with our marketing team before agreeing to any opportunity, and share all details.

Research the event, platform or publication to check the company is authentic and not associated with any of our prohibited sectors.

Understand the audience's reason for attendance to help you create your key messages, main focus and clear call to action.

2 Prepare

Familiarise yourself with our mission, values and offering to speak authentically.

Review our tone of voice to ensure your communication is on-brand, approachable and empowering.

Request marketing materials, talking points or branding assets at least four weeks in advance, if possible.

On stage, on brand.

3 On stage

Use simple, jargon-free language and relaxed terminology, but not too much slang.

Share real examples and relatable stories to bring your opportunity to life.

Avoid sharing sensitive business information or proprietary strategies without prior approval.

Emphasise your role as a partner, not just a service provider.

4 Step 4

Always check with compliance.

Need a hand?

For brand guidance and approved materials, contact **marketing@valloop.com**.

Explore the online guide at **valloop.com/our-brand**.

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