capital unique

BRAND GUIDELINES

Capital Unique

Capital Intelligently Applied

The definitive reference for anyone representing Capital Unique in press, publishing, or marketing — covering the logo, palette, typography, voice, and the compliance language that must accompany every mention.

VERSION	ISSUED	THEME	CONTACT
1.0	AUGUST 2026	THE VAULT · V2.2	HELLO@CAPITALUNIQUE.COM

CONTENTS

What's in this document

Sections 1–3 cover identity. Sections 4–7 cover the visual system. Sections 8–9 cover language — including the wording that is legally required when writing about Capital Unique.

If you read only one page, read Section 09 — “Describing Capital Unique”. Capital Unique operates in the wholesale and commercial market and holds neither an Australian Credit Licence nor an AFSL. Certain descriptions are therefore inaccurate and must not be published.

01 · THE BRAND

Capital intelligently applied

Capital Unique is a private, principal-led capital advisor based in Australia. The firm exists where traditional banking ends — structuring capital for commercial scenarios that mainstream lenders decline.

Principal-led

John Codrington personally oversees every transaction. One decision-maker, end to end — not a committee, not a queue.

Wholesale & commercial

Business-purpose scenarios only, outside the consumer credit framework. Never a retail or consumer proposition.

Structural, not transactional

The work is capital structuring and advisory — not product distribution, volume broking, or committee lending.

Approved boilerplate

Use verbatim. These are pre-approved and carry the correct regulatory framing.

SHORT — ONE LINE

Capital Unique is an Australian private capital advisor structuring finance for complex commercial, property and development scenarios where traditional lending falls short.

STANDARD — PRESS RELEASE FOOTER

Capital Unique provides capital advisory and structuring services for commercial borrowers and sophisticated investors across Australia. The firm operates exclusively in the wholesale and commercial market — outside the consumer credit framework. Engagements are principal-led: founder John Codrington personally oversees every transaction. Capital Unique works across property development, construction, business, commercial, agricultural, and private capital scenarios.

Naming

Full name	Capital Unique
Never	CapitalUnique · Capital U · CU · “Capital Unique Group”
Founder	John Codrington, Founder
Tagline	Capital Intelligently Applied

Company facts

ABN	54 695 032 243
Office	Level 26, 1 Bligh Street, Sydney NSW 2000
Web	www.capitalunique.com
Sectors	Property development · Construction · Business · Commercial · Agriculture · Private capital

02 · LOGO

Two lockups, two finishes

The identity is a coin device paired with the wordmark. It exists as a **Square Coin** and a **Rectangle Long** lockup, each in a bronze and a silver-on-navy finish.

> **The one rule that governs everything:** the wordmark colour is baked into the artwork. The bronze lockup's wordmark is white; the silver lockup's is black. The finish is therefore dictated by the surface it sits on — *light grounds take silver, dark grounds take bronze.* Choose the file to match the background, never the other way around.

Rectangle Long — the ground-dependent lockup

Silver on light
Light-mode default

Bronze on dark
Dark-mode default

Square Coin — legible on either ground

The coin carries its own tile, so all four pairings are valid. Match the finish to the theme for cohesion.

Silver / light
Default

Silver / dark

Bronze / dark
Default

Bronze / light

> **Known asset gap.** A silver lockup with a white wordmark (for silver on dark) and a bronze lockup with a black wordmark (for bronze on light) do not yet exist as artwork. Until they do, the rectangle lockup's finish cannot be chosen independently of its background. Request bespoke pairings from the press desk.

Clear space & minimums

The logo needs room to hold its authority. Protect it, and never reconstruct it.

Clear space = the cap-height of the "C" in Capital, applied on all four sides. Nothing — type, image edge, rule, or another logo — may enter this zone.

Minimum sizes

Rectangle Long	**120 px** wide · ≈ 32 mm print
Square Coin	**32 px** wide · ≈ 9 mm print

Below these sizes the coin's interior detail breaks up. If you need the mark smaller, use the Square Coin rather than shrinking the rectangle.

Placement

- Never place the logo on a busy photograph without a scrim or solid panel behind it.
- Both square coins carry their own tile, so only the rectangle lockup is ground-dependent.
- In digital builds, use the supplied component rather than importing a file directly — it swaps finish with the theme automatically.

Never do this

Recolour

Add effects

Stretch

Rotate

Busy background

Wrong ground

Also prohibited: redrawing the mark, separating the coin from the wordmark to create a new lockup, outlining it, applying gradients or textures, or setting it in a different typeface.

04 · COLOUR

The palette

Three accent families over a pure-neutral base. The neutrals carry no hue and no chroma — the restraint is deliberate, and it is what makes the accents read as precious.

Brandy Punch · primary

Lightest	#F7E8E0
Lighter	#EAC9B7
Light	#D79B7A
Base BASE	#C56A31
Dark	#924F26
Darker	#45240F
Darkest	#291508

The brand's warm signature. Primary actions, links, eyebrows, and emphasis. Use sparingly — it earns its impact from scarcity.

Inkwell · counter-tone

Lightest	#E4EDF2
Lighter	#B2C8D5
Light	#6E99B2
Base BASE	#2C628D
Dark	#123B5A
Darker	#091C2C
Darkest	#030C15

A desaturated navy that cools the warm primary. Informational states, icon glyphs on light grounds, and secondary data.

Amber · semantic

Lightest	#FFF5D7
Lighter	#F9E3A7
Light	#E0C16D
Base BASE	#D8B349
Dark	#A68023
Darker	#5A440D
Darkest	#342707

Reserved for warnings and cautionary notes. Never decorative — if it appears, it means something.

Neutrals — pure cool, zero chroma

Lightest	#F2F2F2
Lighter	#D9D9D9
Light	#B5B5B5
Neutral	#878787
Dark	#525252
Darker · Char	#1A1A1A
Darkest · Void	#080808

Surfaces — the elevation ladder of “The Vault”

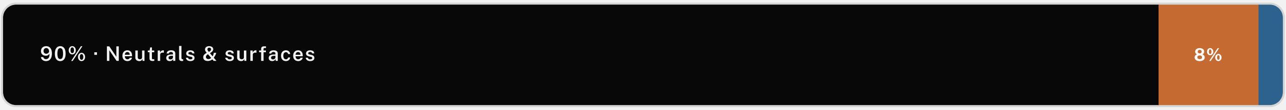
00 Void	#080808
01 Abyss	#0D0D0D
02 Vault	#111111
03 Char	#1A1A1A
04 Ember	#222222
05 Smoke	#525252

05 · COLOUR IN USE

Proportion & contrast

Capital Unique is dark-first. The palette works because the accents are rationed — the moment Brandy Punch becomes a background rather than a highlight, the brand cheapens.

The 90 / 8 / 2 ratio



Roughly nine parts neutral (surfaces and text), one part Brandy Punch, and a trace of Inkwell or Amber. The two secondary accents together should never exceed the footprint of Brandy Punch.

Verified contrast pairings

Every body-text pairing must clear WCAG AA (4.5:1). These ratios are measured against the shipped tokens.

FOREGROUND	BACKGROUND	RATIO	VERDICT
Neutral Lightest	Surface 00 · Void	16.8 : 1	AAA
Neutral Lightest	Surface 02 · Vault	13.4 : 1	AAA
Neutral Light	Surface 02 · Vault	8.1 : 1	AAA
Brandy Light	Surface 02 · Vault	5.6 : 1	AA
Neutral	Surface 02 · Vault	5.0 : 1	AA
Brandy Punch	Surface 02 · Vault	4.4 : 1	Large text only
Neutral Dark	Surface 02 · Vault	2.5 : 1	Fail · decorative

DO

- ✓ Let dark surfaces carry the page. Space is part of the brand.
- ✓ Use Brandy Punch for one primary action per view.
- ✓ Step surfaces (Void → Vault → Char) to build hierarchy instead of adding colour.
- ✓ Use Brandy Light rather than Brandy Punch for body-size text on dark.

DON'T

- ✕ Fill large areas with Brandy Punch — it reads as a discount brand at scale.
- ✕ Introduce colours outside these families, including gradients between them.
- ✕ Use Amber decoratively. It signals caution and nothing else.
- ✕ Set body copy in Brandy Punch on Vault — it fails AA below 18pt.

A serif that thinks, a sans that works

Two typefaces, no exceptions. The pairing carries the brand's whole posture: considered authority in the headline, plain clarity in the body.

DISPLAY

Source Serif 4

Transitional serif · optical sizes 8–60 · weights 600, 700

Aa Bb Cc Dd Ee 0123456789

All headings, pull quotes, and the tagline. Never used for body copy or UI labels.

BODY & INTERFACE

Public Sans

Humanist sans · open apertures · weights 400–700

Aa Bb Cc Dd Ee 0123456789

All body copy, labels, buttons, eyebrows, captions, and data.

Display scale — perfect fourth, 1.333×

5xl · 80px	**Capital Intelligently Applied.**
4xl · 60px	**Section Heading**
3xl · 45px	**Built for those who think differently**
2xl · 34px	**For borrowers seeking finance**
xl · 25px	**For investors seeking returns**
lg · 19px	**Step heading / card title**

Body scale — major second, 1.125×

md · 20px	Non-bank lending for complex scenarios where traditional finance falls short.
base · 18px	Capital Unique exists where traditional banking ends.
sm · 16px	Fast decisions on deals banks decline, with transparent terms.
xs · 14px	Meta and footnotes. The floor for legible body text.
eyebrow · 12px	APPROACH · BORROWERS · INVESTORS

Rules: body copy never falls below 14 px (16 px is the comfortable default). Eyebrows are Public Sans 600, uppercase, wide tracking, and are reserved for section headers — never for a sentence. Headline line-height tightens as size grows; body holds at 1.65.

07 · ICONOGRAPHY & MOTION

The squircle tile

Icons appear in one sanctioned container: a soft-cornered tile that lifts off the surface. The glyph adapts to the ground — Inkwell on light, Brandy on dark.

ON LIGHT — INKWELL GLYPH

ON DARK — BRANDY GLYPH

Glyph specification

Grid	24 × 24
Stroke	2 px, uniform
Caps & joins	Round
Fill	None — outline only
Tile radius	30% (squircle)
Glyph : tile	≈ 0.46 — the glyph never crowds the tile

Tile sizes

Small	40 px tile / 18 px glyph
Medium	48 px tile / 22 px glyph
Large	56 px tile / 26 px glyph
Extra large	64 px tile / 30 px glyph

Never place a bare glyph without its tile, and never fill the tile with Brandy Punch.

Motion

Restrained

Movement confirms an action. It never performs.

200 ms

Hover and state changes. 500 ms for entrances.

Rise, don't bounce

Fade with a 12 px upward translate. No spring, no overshoot.

Always reducible

Honour `prefers-reduced-motion` everywhere.

Sanctioned hover treatments: a soft Brandy glow, a 1.05× scale, a border reveal, or an underline. Nothing else — no parallax, no auto-playing carousels, no attention-seeking loops.

How Capital Unique sounds

Calm, direct, and specific. The reader is a commercial borrower or a sophisticated investor — someone who has been sold to before and can detect it instantly. We do not sell. We explain.

Direct

Short declarative sentences. Lead with the point. If a sentence can lose a clause, it should.

Specific

Name the sector, the structure, the constraint. Vague reassurance reads as evasion in this market.

Unhurried

No countdowns, no scarcity, no exclamation marks. Authority does not raise its voice.

Plain

Explain structures in plain English. Jargon is used only where it is the precise term, never as decoration.

WRITE LIKE THIS

- ✓ *Capital Unique exists where traditional banking ends.*
- ✓ *One decision-maker, end to end.*
- ✓ *Fast decisions on deals banks decline, with transparent terms and no unnecessary friction.*
- ✓ *Staged funding aligned to delivery risk.*

NOT LIKE THIS

- × *Unlock your financial future today!*
- × *We're passionate about empowering our valued clients.*
- × *Guaranteed approval — apply now, limited spots!*
- × *Leveraging synergistic capital solutions at scale.*

Mechanics

Spelling	Australian English — organisation, recognise, colour, licence (noun).
Currency	$2.4M or $2,400,000. Always state AUD in international contexts.
Numbers	Spell out one to nine; numerals from 10. Always numerals for money, rates, and dates.
Dates	11 August 2026. Never 08/11/26.
Case	Sentence case for headings. Title Case only for proper nouns.
Emphasis	Bold sparingly. No underlines except links. Never ALL CAPS — that is the eyebrow's job.
Claims	Never guarantee an outcome, rate, or approval. Past transactions illustrate capability; they do not predict results.

Required language

Capital Unique operates in a regulated market and holds neither an Australian Credit Licence nor an Australian Financial Services Licence. Certain common descriptions are therefore **factually incorrect** and must not be published.

ACCURATE DESCRIPTIONS

- ✓ "Private capital advisor"
- ✓ "Non-bank capital advisory firm"
- ✓ "Capital advisory and structuring services"
- ✓ "Principal-led capital advisor"
- ✓ "Operates in the wholesale and commercial market"
- ✓ "Works across property development, construction, business, commercial, agricultural and private capital scenarios"

NEVER USE

- ✕ "Bank" or "banking services" — Capital Unique is not an ADI
- ✕ "Mortgage broker" or "credit adviser" — no Australian Credit Licence is held
- ✕ "Financial adviser" / "financial planner" — no AFSL is held
- ✕ "Home loans", "personal loans", or any consumer credit framing
- ✕ "Licensed", "regulated", or "accredited" as a descriptor of the firm
- ✕ "Guaranteed", "approved", or any promised outcome

The regulatory position, stated plainly

Capital Unique does not hold an Australian Credit Licence and does not provide consumer credit, credit assistance, or services regulated under the *National Consumer Credit Protection Act 2009* (Cth). Its services are limited to wholesale, commercial, and business-purpose scenarios that are not regulated under the NCCP Act.

Capital Unique does not hold an Australian Financial Services Licence and does not provide financial product advice or financial services within the meaning of the *Corporations Act 2001* (Cth). Where capital structures, lending, or investment scenarios are discussed, this is general commentary only.

Required disclaimer

Any marketing or published material that describes Capital Unique's services must carry this notice, at minimum:

> **General information only.** Information is general in nature and does not constitute personal financial, legal, or tax advice. Capital Unique does not hold an Australian Credit Licence and does not provide consumer credit, credit assistance, or financial product advice.

Case studies & figures

All published case studies are anonymised and figures are rounded. Each outcome is specific to that engagement. Never present one as typical, and never imply it predicts a result.

Before you publish

Anything attributing a quote to John Codrington, or describing the firm's services in new wording, should be checked with the press desk first. Turnaround is usually same-day.

Photographic direction

Photography should look observed rather than staged — real rooms, real light, real work. The imagery carries the same restraint as the palette.

SEEK

- ✓ Natural, directional light — window light, late afternoon, real interiors
- ✓ Considered, unhurried moments: a conversation, a site walk, a signature
- ✓ Australian context — recognisable commercial, rural, and development settings
- ✓ Deep shadow and negative space; images that sit comfortably on a dark ground
- ✓ Architecture, land, and material texture as subjects in their own right

AVOID

- ✕ Generic stock: handshake-on-white, arms-crossed executives, floating graphs
- ✕ Saturated, high-key colour grading or heavy filters
- ✕ Currency, gold bars, rising-arrow motifs, or any wealth cliché
- ✕ Crowded compositions that leave no room for type
- ✕ Visible logos or identifiable clients without written permission

Treatment

Grade	Cool, slightly desaturated. Protect shadow detail — blacks fall toward Void (#080808), never crushed to pure black.
Crop	Generous. Leave a quiet quadrant for headline type.
Overlay	Where type sits on an image, apply a Void scrim at 55–75% opacity. Never place type on unscrimmed photography.
Radius	Match the surrounding surface — 12 px for cards, 16–24 px for feature panels.
Portraits	Black-and-white or cool-graded. Eye level, neutral expression, plain ground.

The approved press portrait of John Codrington is available from the press page. Use it unaltered — do not crop to a different aspect ratio, re-grade, or apply filters. Credit is not required but is appreciated.

Getting what you need

Logos, the approved portrait, and this document are available from the Capital Unique press page. For anything not listed there, the press desk responds directly.

PRESS DESK

NAME	John Codrington Founder, Capital Unique
EMAIL	hello@capitalunique.com
PHONE	1300 889 789
OFFICE	Level 26, 1 Bligh Street Sydney NSW 2000
HOURS	Mon–Fri, 9:00–18:00 AEST/AEDT
ABN	54 695 032 243

ASSET LIBRARY

PRESS PAGE	capitalunique.com/press
LOGOS	Square Coin & Rectangle Long, bronze and silver finishes
PORTRAIT	Approved high-resolution press portrait
THIS DOCUMENT	Brand Guidelines (PDF)
LIVE SYSTEM	The full design system Interactive reference for digital builds — live tokens, components, and specimens.

REQUESTS

Interview requests, embargo coordination, and background on a specific topic — email the press desk directly.

BESPOKE ASSETS

Event photography, specific compositions, or the two missing logo pairings can be produced on request.

APPROVAL

New wording describing the firm's services, or any quote attributed to John Codrington, should be checked before publication.

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BRAND GUIDELINES V1.0
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