



Cutwater

Brand Guidelines

A comprehensive guide to the Cutwater Partners visual identity, including logo usage, color palette, and typography standards.

December 2024

01 — LOGO

Logo

The Cutwater logo features a filled water droplet with double parallel slashes cutting through it, symbolizing liquidity, precision, and the delta-neutral strategy (long spot + short perps).

Primary Logo



Light Background

Drop: #365486 / Slash: #DCF2F1



Dark Background

Drop: #7FC7D9 / Slash: #0F1035

Logo with Brand Name



Cutwater



Cutwater

Logo Specifications

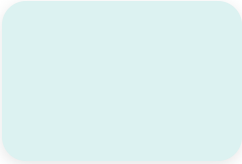




ATTRIBUTE	SPECIFICATION
Clear Space	25% of logo height on all sides
Minimum Size (Digital)	24px height
Minimum Size (Print)	0.375 inch height

02 — COLOR PALETTE

Color Palette







The Cutwater color palette evokes trust, depth, and clarity. The cool blue tones convey professionalism while maintaining a modern, approachable feel.

Primary Colors

				
Frost #DCF2F1 rgb(220, 242, 241)	Aqua #7FC7D9 rgb(127, 199, 217)	Ocean #365486 rgb(54, 84, 134)	Deep Navy #0F1035 rgb(15, 16, 53)	Blue #1E88E5 rgb(30, 136, 229)

Light & Dark Mode

Light Mode

Background	#FFFFFF	
Secondary BG	#DCF2F1	
Text Primary	#0F1035	
Text Secondary	#365486	
Logo Drop	#365486	
Logo Slash	#DCF2F1	

Dark Mode

Background	#0F1035	
Secondary BG	#365486	
Text Primary	#DCF2F1	
Text Secondary	#7FC7D9	
Logo Drop	#7FC7D9	
Logo Slash	#0F1035	

Primary Button

#365486



Primary Button

#7FC7D9



CSS Variables

```
/* Light Mode (default) */
:root {
  --bg-primary: #FFFFFF;
  --bg-secondary: #DCF2F1;
  --text-primary: #0F1035;
  --text-secondary: #365486;
  --logo-drop: #365486;
  --logo-slash: #DCF2F1;
  --accent: #7FC7D9;
  --btn-primary-bg: #365486;
}

/* Dark Mode */
[data-theme="dark"] {
  --bg-primary: #0F1035;
  --bg-secondary: #365486;
  --text-primary: #DCF2F1;
  --text-secondary: #7FC7D9;
  --logo-drop: #7FC7D9;
  --logo-slash: #0F1035;
  --btn-primary-bg: #7FC7D9;
}
```

03 — TYPOGRAPHY

Typography

Cutwater uses a combination of Space Grotesk for headings and Inter for body text, creating a balance between distinctive branding and excellent readability.

Higher yields through multi-asset arbitrage

Cutwater expands beyond ETH and BTC to capture premium funding rates from carefully selected altcoins. Our multi-asset approach delivers 15-25% APY.

Font Families

HEADINGS

Space Grotesk

Weights: 500, 600, 700

BODY TEXT

Inter

Weights: 400, 500, 600

Type Scale

ELEMENT	FONT	SIZE	WEIGHT	LINE HEIGHT
H1	Space Grotesk	48px	700	1.1
H2	Space Grotesk	36px	700	1.2
H3	Space Grotesk	24px	600	1.25
H4	Space Grotesk	20px	600	1.3
Body Large	Inter	18px	400	1.6
Body	Inter	16px	400	1.6
Body Small	Inter	14px	400	1.5
Button	Space Grotesk	16px	600	1

Font Import

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600;700&fo
```

04 — UI COMPONENTS

UI Components

Examples of how the brand elements come together in user interface components.

Cards & Buttons

USDi Token

Interest-bearing synthetic dollar with 15-25% APY through multi-asset delta-neutral strategy.

[Mint USDi](#)[Learn More](#)

USDi Token

Interest-bearing synthetic dollar with 15-25% APY through multi-asset delta-neutral strategy.

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Button Styles

```
/* Primary Button */
.btn-primary {
  background: var(--btn-primary-bg);
  color: var(--btn-primary-text);
  font-family: 'Space Grotesk', sans-serif;
  font-weight: 600;
  padding: 12px 24px;
  border-radius: 8px;
  border: none;
}

/* Secondary Button */
.btn-secondary {
  background: transparent;
  border: 1.5px solid var(--btn-primary-bg);
```



```
color: var(--btn-primary-bg);  
}
```

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For questions, contact the design team.