



# 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 — Split Balance

The Cutwater "Split Balance" logo features three key elements: a C-curve representing our brand initial, an animated balance line symbolizing equilibrium, and a center dot representing stability. Together they convey the delta-neutral strategy of balancing long and short positions.

## Primary Logo



Light Background

C: #365486 / Line: #7FC7D9 /  
Dot: #1E88E5



Dark Background

C: #7FC7D9 / Line: #DCF2F1 /  
Dot: #1E88E5

## Logo with Brand Name



**Cutwater**



**Cutwater**

# Logo Specifications

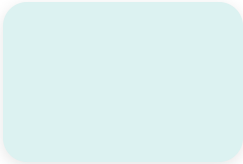




ATTRIBUTE	SPECIFICATION
Clear Space	25% of logo height on all sides
Minimum Size (Digital)	24px height
Minimum Size (Print)	0.375 inch height
Animation	Balance line waves $\pm 12^\circ$ over 3 seconds

## 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

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

## Light & Dark Mode

### Light Mode

Background	#FFFFFF	
Secondary BG	#DCF2F1	
Text Primary	#0F1035	
Text Secondary	#365486	
Logo C Curve	#365486	
Logo Balance Line	#7FC7D9	

### Dark Mode

Background	#0F1035	
Secondary BG	#365486	
Text Primary	#DCF2F1	
Text Secondary	#7FC7D9	
Logo C Curve	#7FC7D9	
Logo Balance Line	#DCF2F1	

Logo Center Dot

#1E88E5



Primary Button

#365486



Logo Center Dot

#1E88E5



Primary Button

#7FC7D9



## CSS Variables

```
/* Light Mode (default) */
:root {
  --bg-primary: #FFFFFF;
  --bg-secondary: #DCF2F1;
  --text-primary: #0F1035;
  --text-secondary: #365486;
  --logo-curve: #365486;
  --logo-line: #7FC7D9;
  --logo-dot: #1E88E5;
  --accent: #7FC7D9;
  --btn-primary-bg: #365486;
}

/* Dark Mode */
[data-theme="dark"] {
  --bg-primary: #0F1035;
  --bg-secondary: #365486;
  --text-primary: #DCF2F1;
  --text-secondary: #7FC7D9;
  --logo-curve: #7FC7D9;
  --logo-line: #DCF2F1;
  --logo-dot: #1E88E5;
  --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&fa
```

## 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.

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

## 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);  
}
```

## Cutwater Partners Brand Guidelines — December 2024

For questions, contact the design team.