Cutwater Typography 2

Citadel-Inspired Design System

Classic serif typography for institutional trust and sophistication

PRIMARY FONTS

DISPLAY FONT - PLAYFAIR DISPLAY

Cutwater Partners
Who We Are

Playfair Display is an elegant serif typeface with high contrast and distinctive styling. Its italic variant captures the refined, institutional aesthetic seen in premium financial brands.

BODY FONT - SOURCE SERIF 4

Source Serif 4 provides exceptional readability for body text and navigation elements. Its clean, professional appearance communicates trust and stability while maintaining excellent legibility across all screen sizes. This typeface pairs beautifully with Playfair Display, creating a cohesive typographic hierarchy.

TYPE SCALE

H1 / HERO

Delta-Neutral Yield

H2 / SECTION

Multi-Asset Strategy

H2 ITALIC

Who We Are

H3 / CARD

Risk Management

NAVIGATION

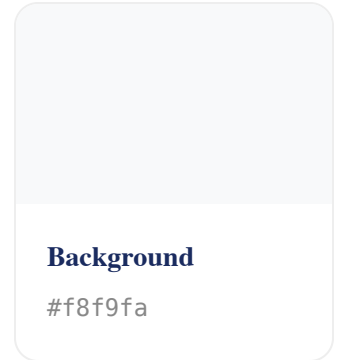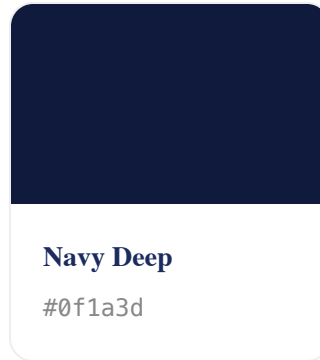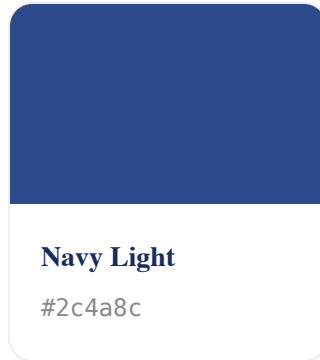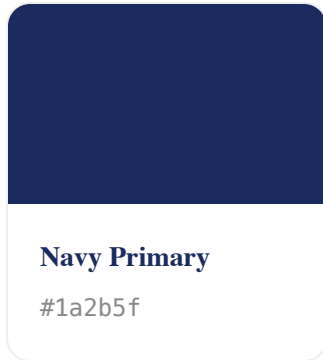Strategy   Performance   How It Works   Risk

BODY

Our multi-asset approach delivers 15-25% APY while maintaining strict delta neutrality.

SMALL / CAPTION

Past performance does not guarantee future results. For accredited investors only.

COLOR PALETTE

Navy Primary

#1a2b5f

Navy Light

#2c4a8c

Navy Deep

#0f1a3d

Background

#f8f9fa

LOGO APPLICATION

Cutwater

The Playfair Display typeface brings institutional gravitas to the Cutwater brand, while the updated navy color palette creates a more classic, trustworthy appearance aligned with established financial institutions.

CITADEL-STYLE APPLICATION

NAVIGATION PATTERN

Who We Are

Our   Leadership   Office
Culture   Team   Locations

Clean, elegant navigation with
underlined active states and subtle
hover transitions.

CONTENT PATTERN

What We Do

Strategy   Performance   Risk

Italic serif headings create visual
hierarchy while maintaining the
sophisticated, institutional feel.

Learn More   Client Login

TYPOGRAPHY SUMMARY

Element	Font	Weight	Size
H1 / Hero	Playfair Display	600	48-64px
H2 / Section (Italic)	Playfair Display Italic	400-500	32-36px
H3 / Card Title	Playfair Display	500	24px
Navigation	Source Serif 4	500	15-16px
Body	Source Serif 4	400	16-17px
Button	Source Serif 4	500	14px