Cutwater Brand Guidelines

Visual Identity System

Version 2.0

01

Logo

The Cutwater logo represents balance and stability in volatile markets. The "C" symbolizes protection, while the animated balance line conveys dynamic equilibrium.

Light Mode

Dark Mode

C STROKE WIDTH	BALANCE LINE	WAVE ANIMATION
4px	3px	$\pm 24°$

ANIMATION DURATION	DOT RADIUS	EASING
3 seconds	4px	ease-in-out

Color Palette

Our color system is inspired by Citadel's sophisticated aesthetic, featuring deep navy tones that convey trust, stability, and institutional credibility.

Primary Colors

Navy Primary

`#1a2b5f`

RGB: 26, 43, 95

Primary brand color, headings

Navy Light

`#2c4a8c`

RGB: 44, 74, 140

Hover states, accents

Navy Deep

Blue Accent

#0f1a3d

RGB: 15, 26, 61
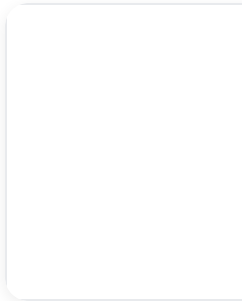
Dark mode background

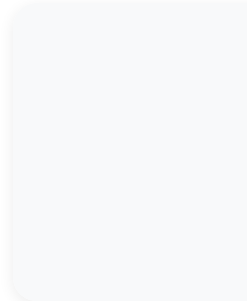#5BA4E6

RGB: 91, 164, 230

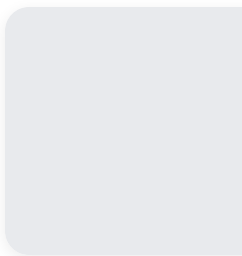Logo dot, highlights

Neutral Colors

White

#FFFFFF

Light mode background

Off White

#f8f9fa

Card backgrounds, sections

Gray Light

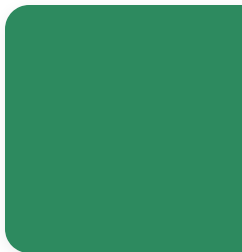#e8eaed

Borders, dividers

Gray Text

#5a6577

Secondary text, captions

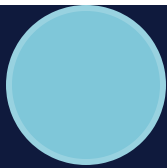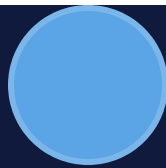## Semantic Colors

Success

#2D8A5F

Positive values, gains

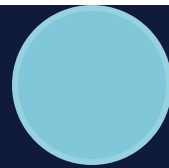**Danger**

#E53935

Negative values, losses

Dark Mode Logo Colors

C Stroke	Balance Line	Center Dot
#7FC7D9	#5BA4E6	#7FC7D9

03

Typography

Our typography system uses Playfair Display for headings and Source Serif 4 for body text, creating an elegant, professional aesthetic inspired by Citadel.

Playfair Display

Headlines, Numbers, Display

Cutwater Partners

Aa   Aa   Aa   Aa

Regular 400   Medium 500   SemiBold 600   Bold 700

Source Serif 4

Body Text, Paragraphs, UI

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

Aa   Aa   Aa

Regular 400   Medium 500   SemiBold 600

Type Hierarchy

H1 / Display Playfair Display 600 48px / 1.2	# Page Title
H2 / Section Playfair Display 600 36px / 1.3	## Section Heading
H3 / Subsection Playfair Display 600 24px / 1.4	### Subsection Title
Body Source Serif 4 400 16px / 1.7	Body text for paragraphs and general content. Optimized for readability.

04

Numbers & Currency

Financial data uses Playfair Display for elegant, readable numbers. Dollar signs use Arial for a clean single-stroke appearance.

$147.2M⁺

$7,413,178

Portfolio Value

15–25%

APY Range

2.52

Sharpe Ratio

Dollar Sign Treatment

$

✓ Correct — Single Stroke (Arial)

$

✗ Avoid — Double Stroke

Usage Examples

LARGE VALUES

$2.4M

PRECISE VALUES

$97,245.32

PERCENTAGES

+43.60%

RATIOS

2.52

```
CSS IMPLEMENTATION

/* Number font */
--font-number: 'Playfair Display', Georgia, serif;

/* Single-stroke dollar sign */
.dollar {
    font-family: Arial, Helvetica, sans-serif;
    font-weight: 400;
```

```
}

/* Usage */
<span class="dollar">$</span>7,413,178
```

C

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