



Cutwater

Brand Identity & Logo Design Philosophy

Version 1.0 | December 2025

Design Philosophy

The Cutwater logo represents our core mission: navigating the complex waters of DeFi with precision and stability. Each element carries intentional meaning.



Water Droplet

Represents liquidity and fluid movement in decentralized finance. The smooth curves convey stability and continuous flow.



Diagonal Slashes

"Cutting through water" symbolizes efficient market navigation and the ability to find opportunity in any condition.



Dual Lines

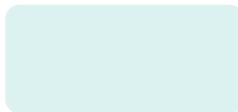
The parallel slashes represent our delta-neutral approach: long spot positions balanced by short perpetuals.



Geometric Precision

Clean lines and mathematical construction convey technical credibility, accuracy, and professional rigor.

Brand Color Palette



Frost
#DCF2F1



Aqua
#7FC7D9



Ocean
#365486



Deep Navy
#0F1035



Blue
#1E88E5

Category A

Single Slash - Outline

Minimalist approach with a single diagonal slash through an outlined water droplet. Clean and simple.



A1 - Classic Smooth

Rounded bottom, single diagonal slash



A2 - Light Stroke

Thinner, more refined lines



A3 - Bold Stroke

Heavier weight for impact



A4 - Elongated

Taller, more elegant proportion

Category B

Double Slash // - Outline

Parallel diagonal slashes representing the dual nature of delta-neutral strategy. Our recommended direction.

RECOMMENDED

B1 - Double Slash Classic

Parallel slashes, balanced spacing



B2 - Tight Double

Closer spacing, lighter weight



B3 - Wide Double

More spread, bold outline



B4 - Triple Slash

Three lines for dynamic motion

Category C

Filled Versions

Solid fill variations with contrasting slashes. Better visibility at small sizes and for app icons.

**C1 - Solid Blue**

Filled drop with white double slash

**C2 - Gradient**

Blue to aqua gradient fill

**C4 - Aqua (Dark Mode)**

For dark backgrounds

CURRENT LOGO**C5 - Ocean Fill**

Deep ocean blue with frost slash

Category D

Alternative Shapes

Exploratory variations with different droplet shapes and internal elements.

**D1 - Teardrop**

Classic teardrop with double slash

**D2 - Organic**

Slightly asymmetric, natural feel

**D3 - Split Two-Tone**

Divided drop, two colors

**D4 - Delta Inside**

Delta symbol for delta-neutral

Usage Guidelines

Logo Lockups



Minimum Sizes



Clear Space

Maintain clear space equal to 25% of the logo height on all sides to ensure visibility and impact.

