Cutwater

Brand Guidelines

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

Logo

The Cutwater logo features a water droplet outline with a diagonal slash cutting through it, symbolizing liquidity, precision, and the ability to navigate efficiently through market conditions.

Primary Logo

Light Background

#1E88E5

Dark Background

#7FC7D9

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

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

Light & Dark Mode

Light Mode

Background	#FFFFFF
Secondary BG	#DCF2F1
Text Primary	#0F1035
Text Secondary	#365486
Logo	#1E88E5
Primary Button	#365486

Dark Mode

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

CSS Variables

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

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&family=Sp
```

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

```css
/* 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);
}
```

For questions, contact the design team.