



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 ±12° 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



Frost

#DCF2F1

rgb(220, 242, 241)

Aqua

#7FC7D9

rgb(127, 199, 217)

Ocean

#365486

rgb(54, 84, 134)

Deep Navy

#0F1035

rgb(15, 16, 53)

Blue

#1E88E5

rgb(30, 136, 229)

Light & Dark Mode

Light Mode

Background	#FFFFFF	<input type="color"/>
Secondary BG	#DCF2F1	<input type="color"/>
Text Primary	#0F1035	<input type="color"/>
Text Secondary	#365486	<input type="color"/>
Logo C Curve	#365486	<input type="color"/>
Logo Balance Line	#7FC7D9	<input type="color"/>

Dark Mode

Background	#0F1035	<input type="color"/>
Secondary BG	#365486	<input type="color"/>
Text Primary	#DCF2F1	<input type="color"/>
Text Secondary	#7FC7D9	<input type="color"/>
Logo C Curve	#7FC7D9	<input type="color"/>
Logo Balance Line	#DCF2F1	<input type="color"/>

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.

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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);  
}
```

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For questions, contact the design team.