Cutwater

Split Balance Logo — Design Philosophy

Version 2.0 | December 2025

Design Philosophy

The "Split Balance" logo represents Cutwater's core mission: maintaining equilibrium in volatile markets through our delta-neutral strategy. Each element carries intentional meaning.

C Curve

The open "C" shape represents Cutwater's brand initial while suggesting openness and opportunity. The curve embraces the balance within.

Balance Line

The vertical line through the center represents equilibrium — the balance between long and short positions in our delta-neutral approach.

Center Dot

The stable center point represents the core of our strategy — the neutral position where risk is minimized and yield is maximized.

Animation

The gentle wave motion (±12°) symbolizes market movement while the line always returns to center — representing maintained equilibrium.

Brand Color Palette

Frost	**Aqua**	**Ocean**	**Deep Navy**	**Blue**
#DCF2F1	#7FC7D9	#365486	#0F1035	#1E88E5

2
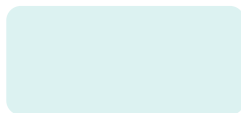
Logo Elements

The Split Balance logo consists of three distinct elements that work together to create a cohesive symbol.

C Curve

Ocean (#365486) on light

Aqua (#7FC7D9) on dark

Balance Line

Aqua (#7FC7D9) on light

Frost (#DCF2F1) on dark

Center Dot

Blue (#1E88E5)

Constant across modes

Combined Logo

Light Mode

Dark Mode

Logo Animation

The Split Balance logo features a subtle animation where the balance line gently waves, symbolizing market movement while maintaining equilibrium.

Animation Specifications

Rotation: ±12 degrees

Duration: 3 seconds per cycle

Easing: ease-in-out

Loop: Infinite, continuous

Animation CSS

```css
@keyframes wave {
  0% { transform: rotate(-12deg); }
  50% { transform: rotate(12deg); }
  100% { transform: rotate(-12deg); }
}

.balance-line {
  transform-origin: 24px 24px;
  animation: wave 3s ease-in-out infinite;
}
```

Accessibility

The animation respects user preferences for reduced motion:

```css
@media (prefers-reduced-motion: reduce) {
  .balance-line { animation: none; }
}
```

4

Usage Guidelines

Logo Lockups

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Do's and Don'ts

Do

- Use the correct color combinations for each mode
- Maintain clear space around the logo
- Use animation only when appropriate
- Scale proportionally
- Use on brand-colored backgrounds

Don't

- Change the stroke widths
- Rotate or skew the logo
- Use non-brand colors
- Add shadows or effects
- Place on busy backgrounds

Minimum Sizes

24px (min)   36px   48px   64px