Cut0

V1.0, October 2025

Brand guidelines

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Introduction

Introduction

These Brand Guidelines define the core elements of Cut0's identity. Using them consistently protects clarity, coherence, and trust—turning our brand into a seamless experience across every touchpoint.

Together, we build a brand that performs as an asset—trusted, simple, and enterprise-ready.

Each of us shares responsibility for protecting the brand. Please review these guidelines carefully before applying any element.

02/

Brand platform

About Cut0

Cut0 turns links and QR codes into secure, high-performance instruments for trust, engagement, and measurable growth. We make digital communication seamless — every interaction is clear, fast, and accountable.

Our platform integrates branding, routing, and analytics in one flow — zero clutter, zero guesswork. Branded links, dynamic QR codes, and real-time insights keep teams aligned and results measurable.

The result is a brand experience that's human and enterprise-ready: reliable, transparent, and built for performance in regulated, performance-critical environments.

/ Purpose

Make every digital interaction frictionless and trusted.

/ Mission

Deliver branded links, dynamic QR, and real-time analytics to turn every click into trackable results.

Brand essence

Cut0 stands for “Cut to zero friction. Cut to results.”

Our brand essence is built on speed, trust, control, and security—removing barriers between data, teams, and outcomes.

We turn digital interaction into a seamless exchange where every click, scan, or redirect creates measurable value.

Cut0 embodies clarity and performance: zero latency, zero clutter, zero uncertainty.

The result is communication that feels effortless yet powerful—precision-engineered for enterprise reliability, transparency, and growth.

Personality

01/ Clear

We speak with precision so every message feels effortless.

02/ Confident

Calm, assured, and grounded—we lead through expertise.

03/ Human

Technology made approachable, transparent, and trusted.

04/ Efficient

Streamlined design and communication built for results.

03/

Logotype

Overview

The Cut0 logo unites contrast and clarity—human warmth balanced with enterprise precision. Its square frame brings structure and control, while the rounded zeros signal our human approach. Linked together, the zeros form a continuous chain—a clear metaphor for links and connection.

The symbol uses negative space: two links are cut from a solid square, expressing what Cut0 does best—shortening long links to create focus and impact.

The crossed zero carries this idea into the wordmark—a mark of zero-friction clarity and engineered control. A 45° geometry runs through the system: interlocked links, diagonal cuts, and the wordmark's crossed zero.

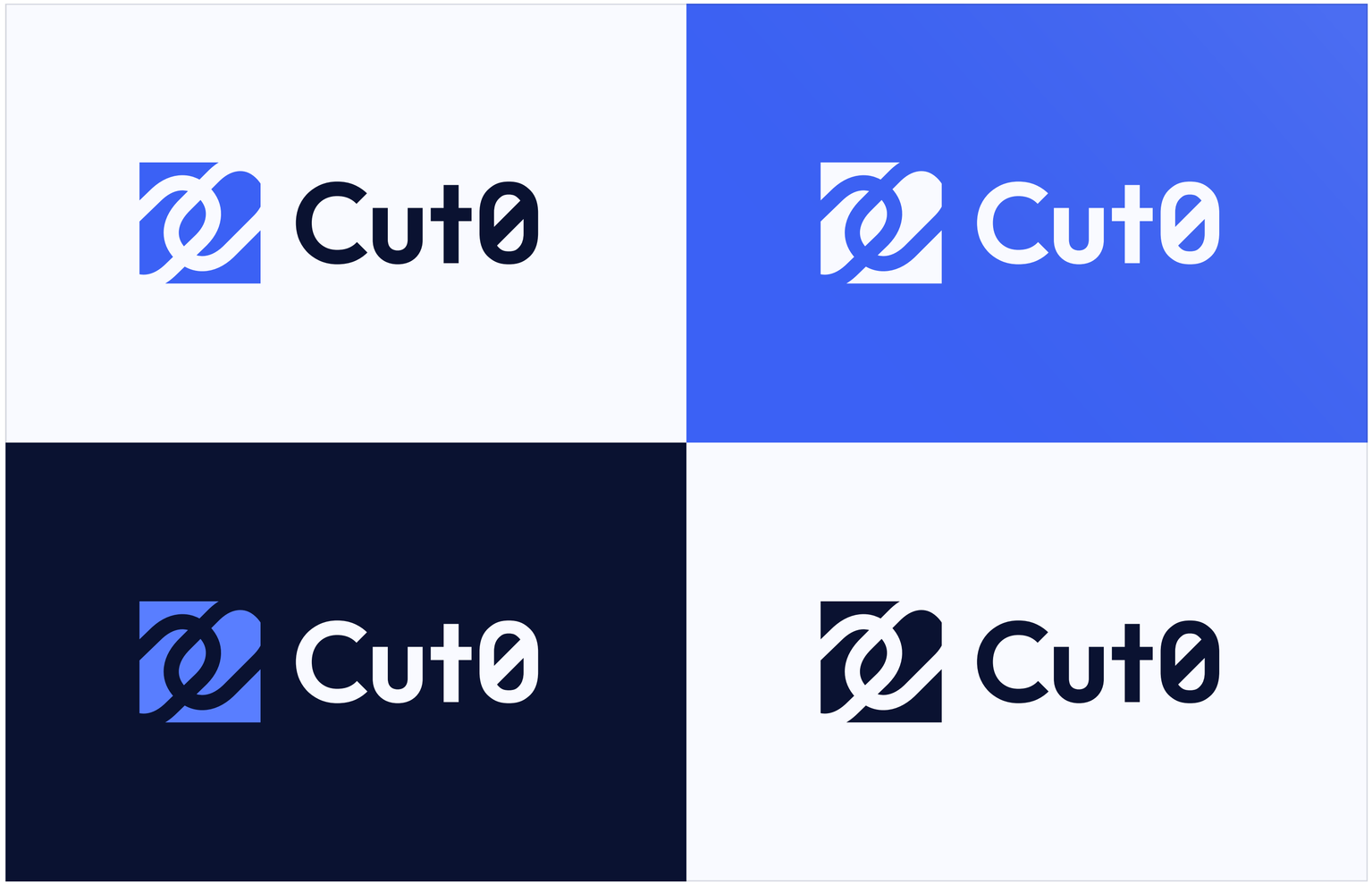
Download logo ↗

Exclusion zone is ½ of the wordmark's baseline height.



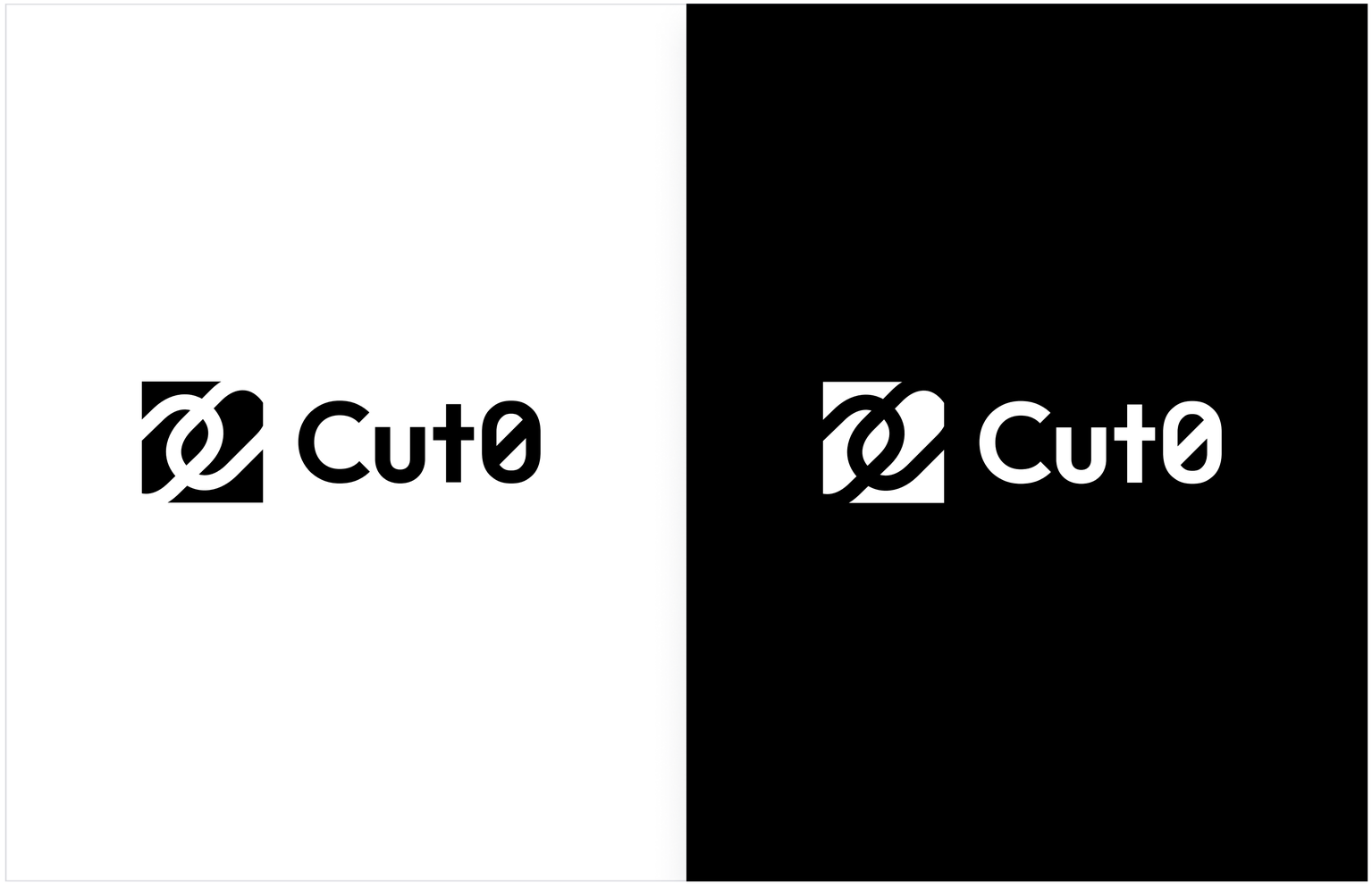
Download logo ↗

The Cut0 logo is used only in the color combinations shown: light, dark, and primary.



Download logo

Use the logo only in solid black or white when color isn’t available.

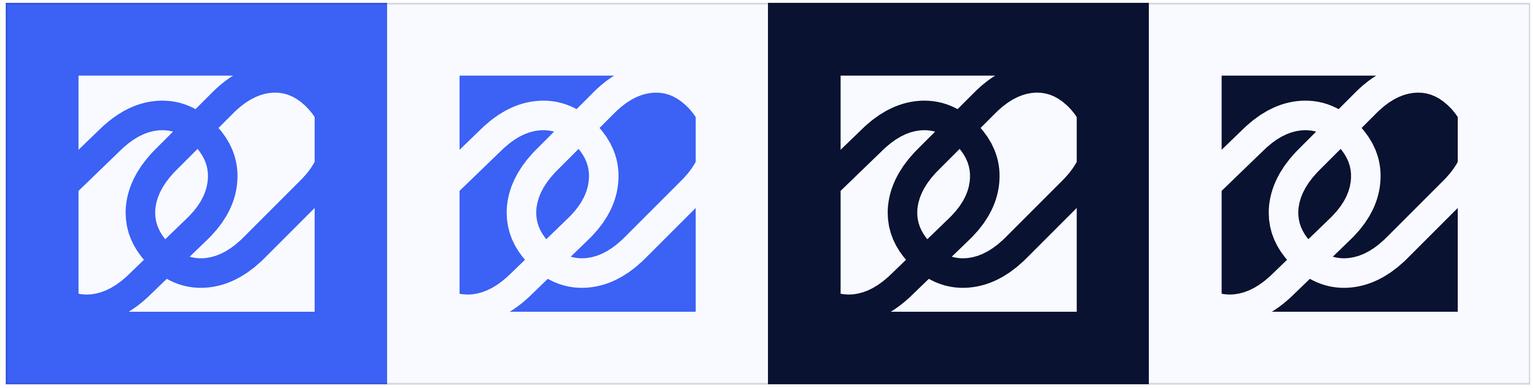


Download logo ↗

Symbol mark

Use the Cut0 symbol on its own when the full logotype isn’t required or space is limited—icons, avatars, app tiles.

It preserves brand DNA: two interlocked zeros cut from a square at 45°, expressing connection and precision. Follow approved color and clear-space rules.



Download logo

✕ Uncrossed zero



✕ Incorrect color



✕ Incorrect color



✕ Incorrect color



Download logo ↗



Download logo

04/

Color system

Overview

Cut0’s palette pairs a focused blue with deep, stable neutrals to signal clarity, trust, and control. The result is confident, precise, and human.

Teal and coral accents are used sparingly to add poise and approachable energy—without visual noise. The overall tone stays cool and modern, reinforcing technological confidence.

Designed for product-grade usability, the palette scales cleanly from UI to marketing. It strengthens recognition, supports clear hierarchy, and maintains WCAG-compliant contrast—enabling faster scanning and better decisions.

Primary

Primary colors form Cut0's core. Deep navy gives stability and focus, while anchor blue signals clarity and trust—use them to build hierarchy and recognition.



Deep navy

HEX: #0A1231
RGB: 10/18/49



Anchor blue

HEX: #3B61F5
RGB: 59, 97, 245

Soft light

HEX: #F9FAFF
RGB: 245, 247, 254

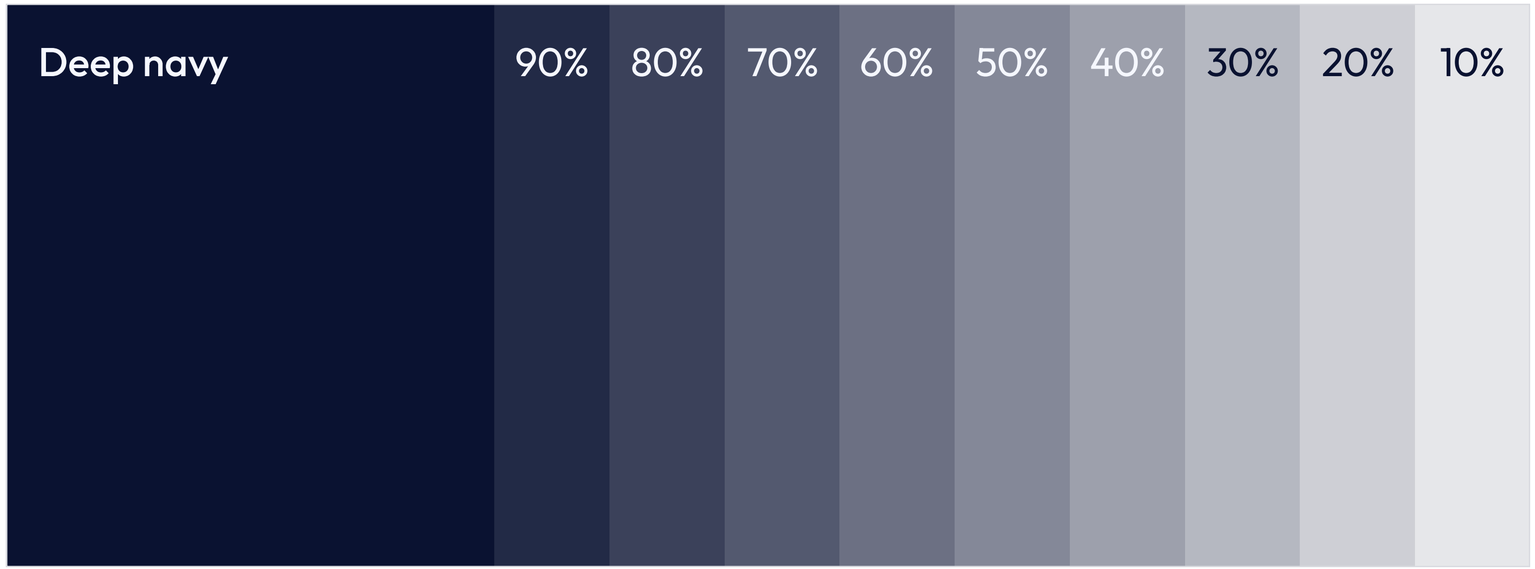


Gradient

From: #3B61F5
To: #EE5574

Neutral

Neutral tones create balance and space. Drawn from deep navy, they soften contrast, aid readability, and add calm structure—keeping content clear.



Accent

Accent colors add emphasis. Vivid coral brings warmth and drive, while fresh teal adds calm balance—use them to guide attention and highlight actions.



Vivid coral

HEX:	#EE5574
RGB:	238, 85, 116



Fresh teal

HEX:	#26B3A0
RGB:	38, 179, 160

Semantic

Use semantic colors to communicate states clearly: error, success, warning, and info guide feedback and actions. Keep their use minimal to maintain focus and balance.



Error

HEX: #E54848
RGB: 229, 72, 72



Success

HEX: #26B3A0
RGB: 38, 179, 160



Warning

HEX: #F48F3D
RGB: 244, 143, 61



Info

HEX: #3B61F5
RGB: 59, 97, 245

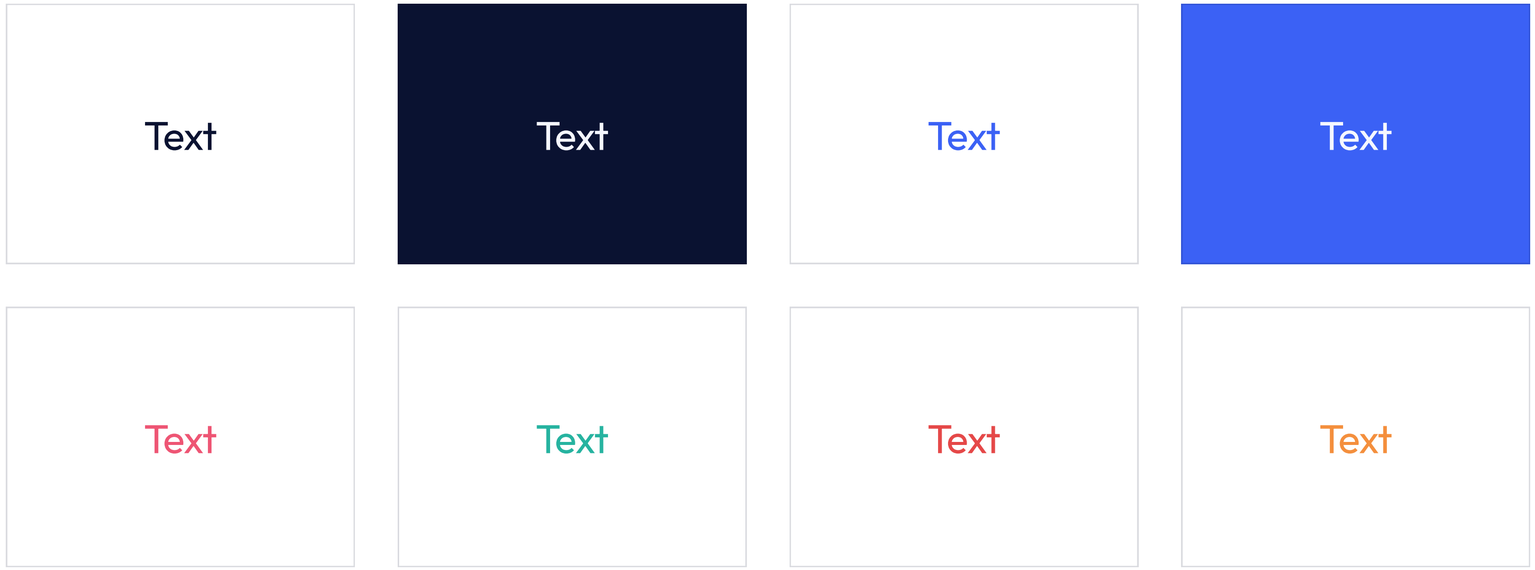
Color in use

Use color to maintain hierarchy and balance. Primary and neutral build structure, accent and semantic guide focus and states. Keep calm hues dominant.



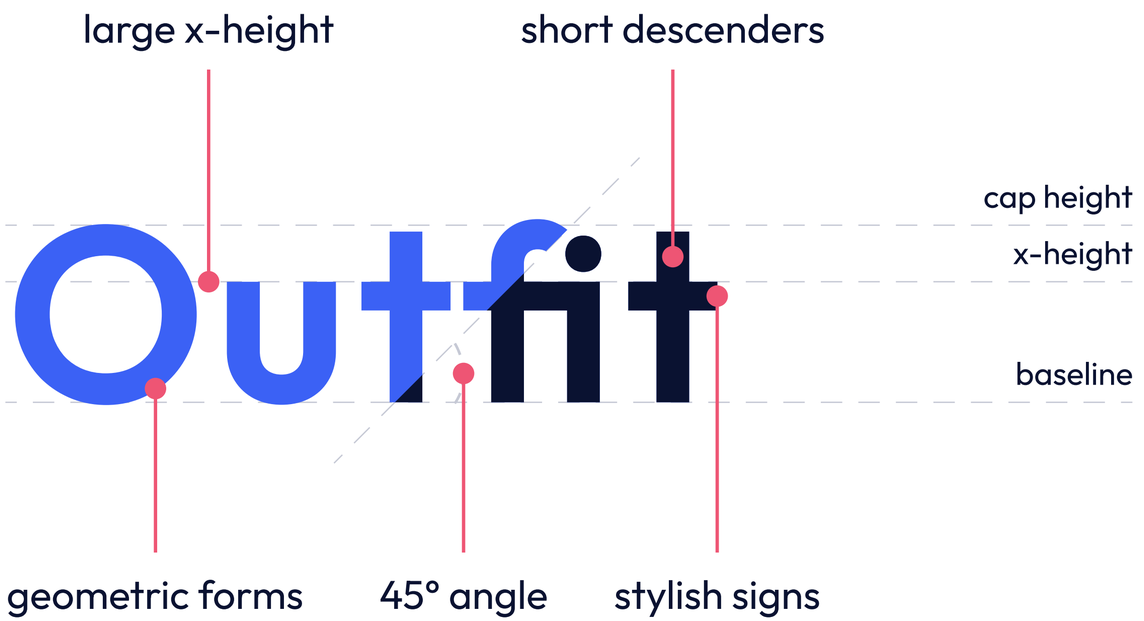
Accessibility

Maintain clarity and contrast: use primary/neutral for text and backgrounds; accent/semantic to highlight actions within accessible ratios.



05/

Typography


large x-height
short descenders
cap height
x-height
baseline
Outfit
geometric forms
45° angle
stylish signs

Overview

Outfit is a geometric sans-serif that balances precision and warmth—ideal for Cut0's clarity and trust.

Its clean construction, steady rhythm, and open spacing ensure effortless legibility. Distinct zero, modular geometry, and adaptive proportions express a design that feels enterprise-ready yet human.

As a variable font (wght 100–900), Outfit offers flexible consistency, simplifying hierarchy and scale. It reinforces Cut0's voice—confident, transparent, and seamless—making typography feel engineered for clarity.



A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z

Thin	ExtraLight	Light
Aa	Aa	Aa
Regular	**Medium**	**Semibold**
Aa	Aa	Aa
Bold	**Extrabold**	**Black**
Aa	Aa	Aa

a b c d e f g h i j k l

m n o p q r s t u v w

x y z

0 1 2 3 4 5 6 7 8 9

! @ # $ % ^ & * ? /)

Hierarchy

H1	Font size / height: 72px / 110% Font weight: 700 Tracking: -0.5%	**H1. Hero**
H2	Font size / height: 52px / 115% Font weight: 700 Tracking: -0.5%	**H2. Section title**
H3	Font size / height: 32px / 115% Font weight: 600 Tracking: 0.0%	**H3. Subtitle M**
H4	Font size / height: 24px / 115% Font weight: 600 Tracking: +1.0%	**H4. Subtitle S**

p1	Font size / height: 24px / 150% Font weight: 400	p1. Lead text
p2	Font size / height: 18px / 150% Font weight: 400	p2. Body
p3	Font size / height: 14px / 150% Font weight: 400	p3. Caption
BTN 1	Font size / height: 22px / 120% Font weight: 500 Tracking: +1.0%	**Primary button**
BTN 2	Font size / height: 16px / 120% Font weight: 500 Tracking: +1.0%	Secondary button


× Incorrect capitalization
Higher Conversions
× Tight tracking
HigherConversions
× Low legibility
Higher Conversions
× Distorted text
Higher Conversions

06/

Visual language

Overview

Our visual language turns **Cut0's core emotions into form**.

Control comes from a modular grid; confidence from solid geometry and balanced proportions. The 45° diagonal signals growth and forward motion within a precise system. Zero friction is conveyed through clean gradients and seamless flow.

The square drawn from the logo anchors our pattern language, complemented by other geometric structures. Dashed 45° lines reference the cut—our focus on shortening—and appear both in groups and as single accents. Composition follows brevity and precision: minimal detail, clear hierarchy.

Grid & diagonal

The grid brings structure and rhythm to Cut0's compositions.

It's built from intersecting vertical and horizontal columns that form modular units—a foundation for clarity and control. Across this structure runs a 45° diagonal system, symbolizing movement, growth, and precision.

Together they create a cohesive framework that balances stability with momentum—translating structure into motion and keeping every layout distinctly Cut0.

Cut0

Grid demo

This page demonstrates Cut0’s layout grid. Columns and rows intersect to form modules; 45° guides add secondary alignment and a sense of motion. Using the grid ensures consistent rhythm, spacing, and hierarchy across formats.

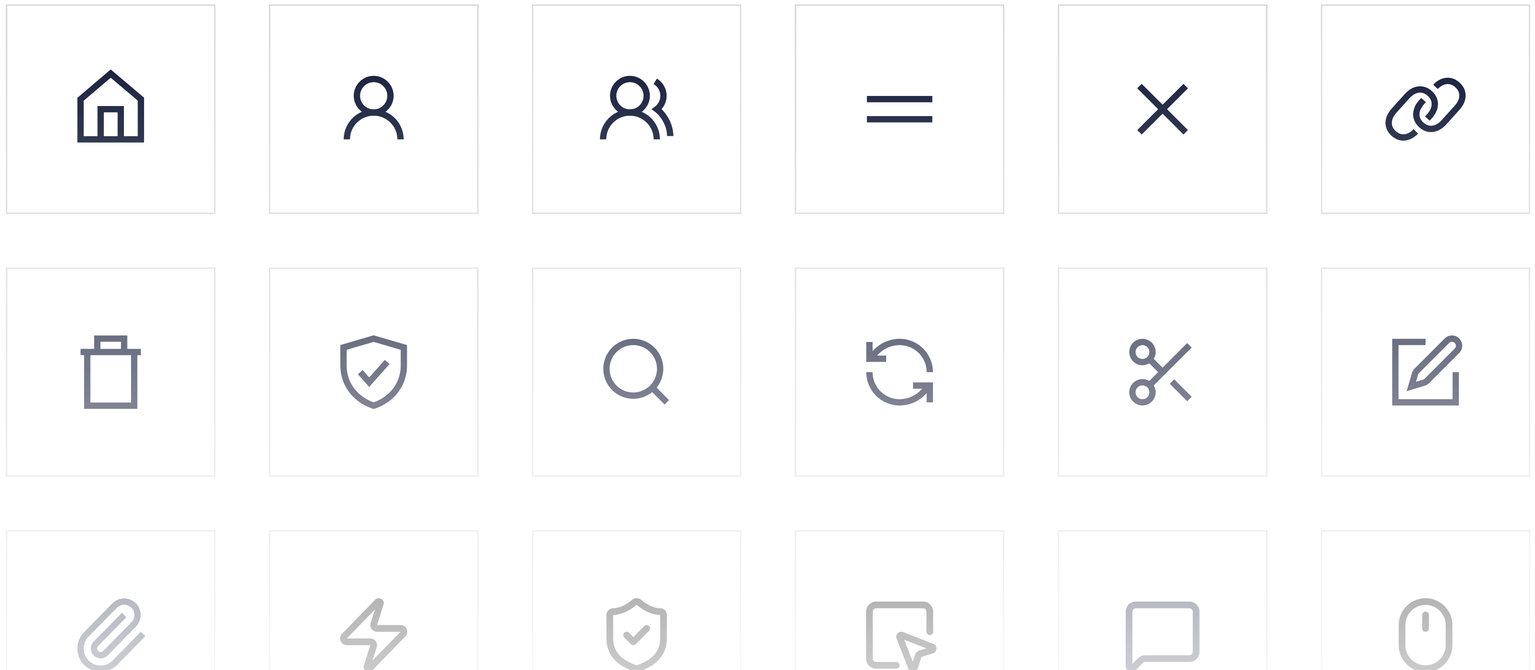
Apply modules to place headlines, body copy, and media; respect margins, gutters, and safe areas. Use 45° guides for emphasis and alignment, not decoration.

Consistency matters—align to the grid, keep spacing in defined increments, and avoid altering proportions.

How this guide works

Iconography

Our iconography turns Cut0's precision into form. A modular grid ensures balance and clarity, with consistent strokes and aligned radii for a confident, seamless look.



More icons

Logo geometry meets modular rhythm—squares, cuts, and diagonal lines form the core pattern.



Chain and zero motifs echo the logo—linking form, precision, and seamless connection.







Soft gradients frame content with clarity and calm—inspired by modern digital depth.

The interlinked form expands into a super-graphic—expressing flow, focus, and seamless connection.

07/

Imagery

Photography

Cut0 photography is grounded in authenticity, warmth, and precision. Images feature real people in natural light — open, genuine, and approachable.

Photography is used sparingly and with purpose. It **never dominates the layout or competes with the product**, but supports the visual narrative as a secondary layer.

Framing is close and direct to show emotion and connection, while composition stays balanced, clear, and restrained.

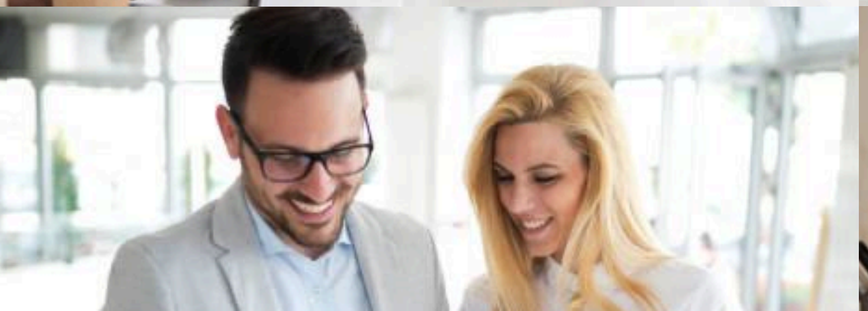
Soft daylight, minimal correction, and steady focus keep clarity professional yet human — conveying trust, confidence, and simplicity.

See examples ↗











✕ Over-posed shots



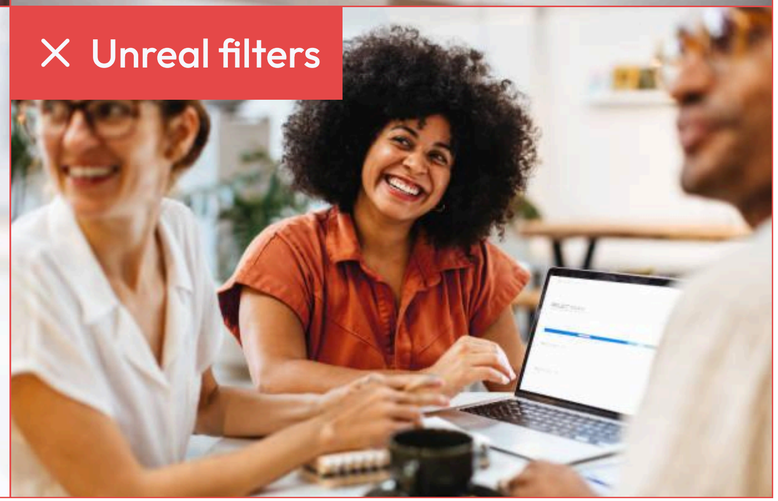
✕ Isolated photography



✕ Standalone devices



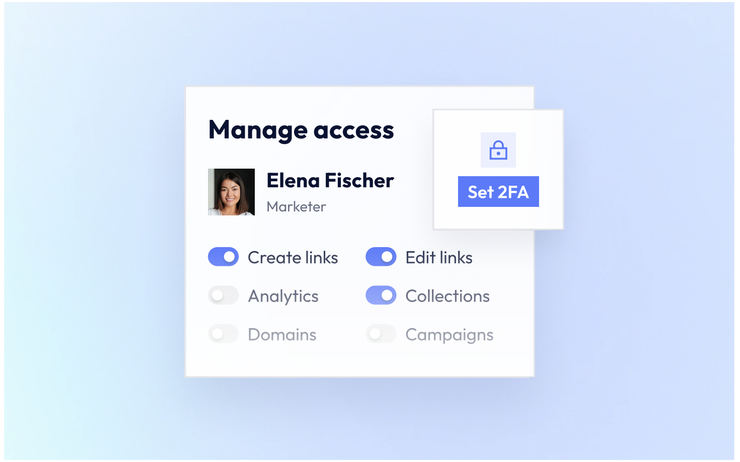
✕ Unreal filters

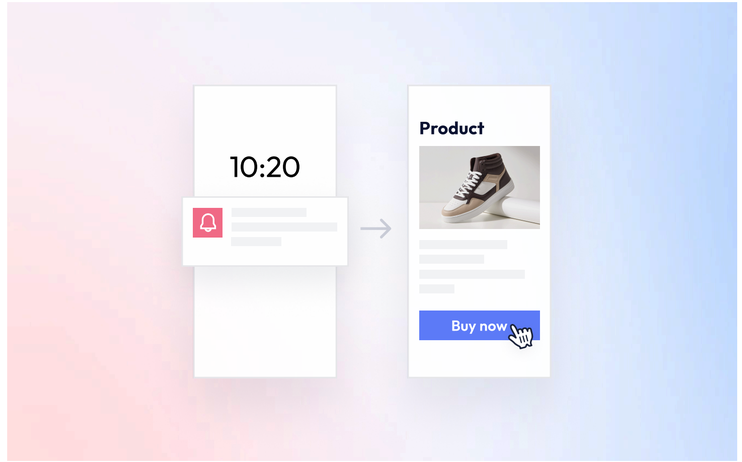


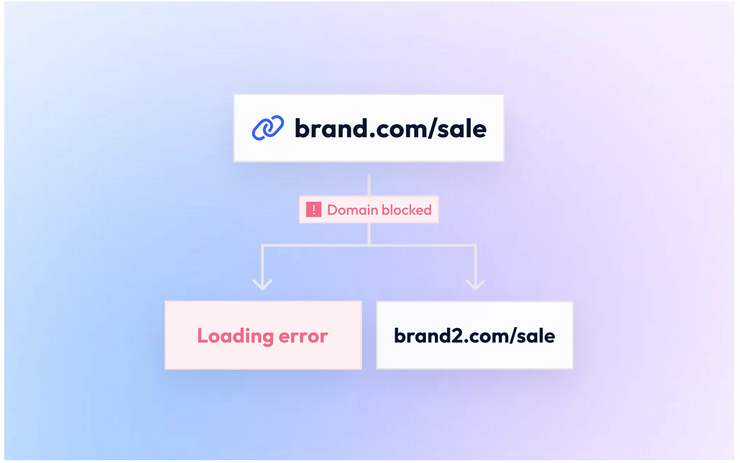
Illustration

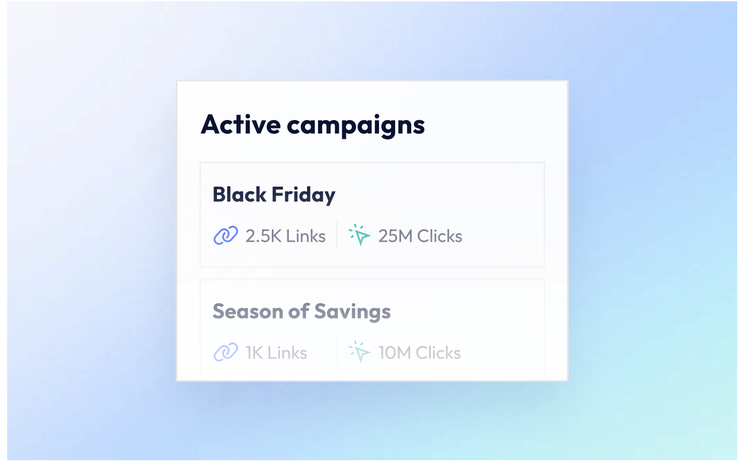
Cut0 illustrations visualize interaction — showing how users engage with our product in clear, meaningful stories. Each composition focuses on context and action, supported by precise details that enhance understanding.

The style is minimal and functional: clean forms, balanced spacing, and calm rhythm. Backgrounds use our signature gradients from the super-graphic system, adding depth and continuity or can be used without backgrounds.


Manage access
Elena Fischer
Marketer
Set 2FA
Create links
Edit links
Analytics
Collections
Domains
Campaigns

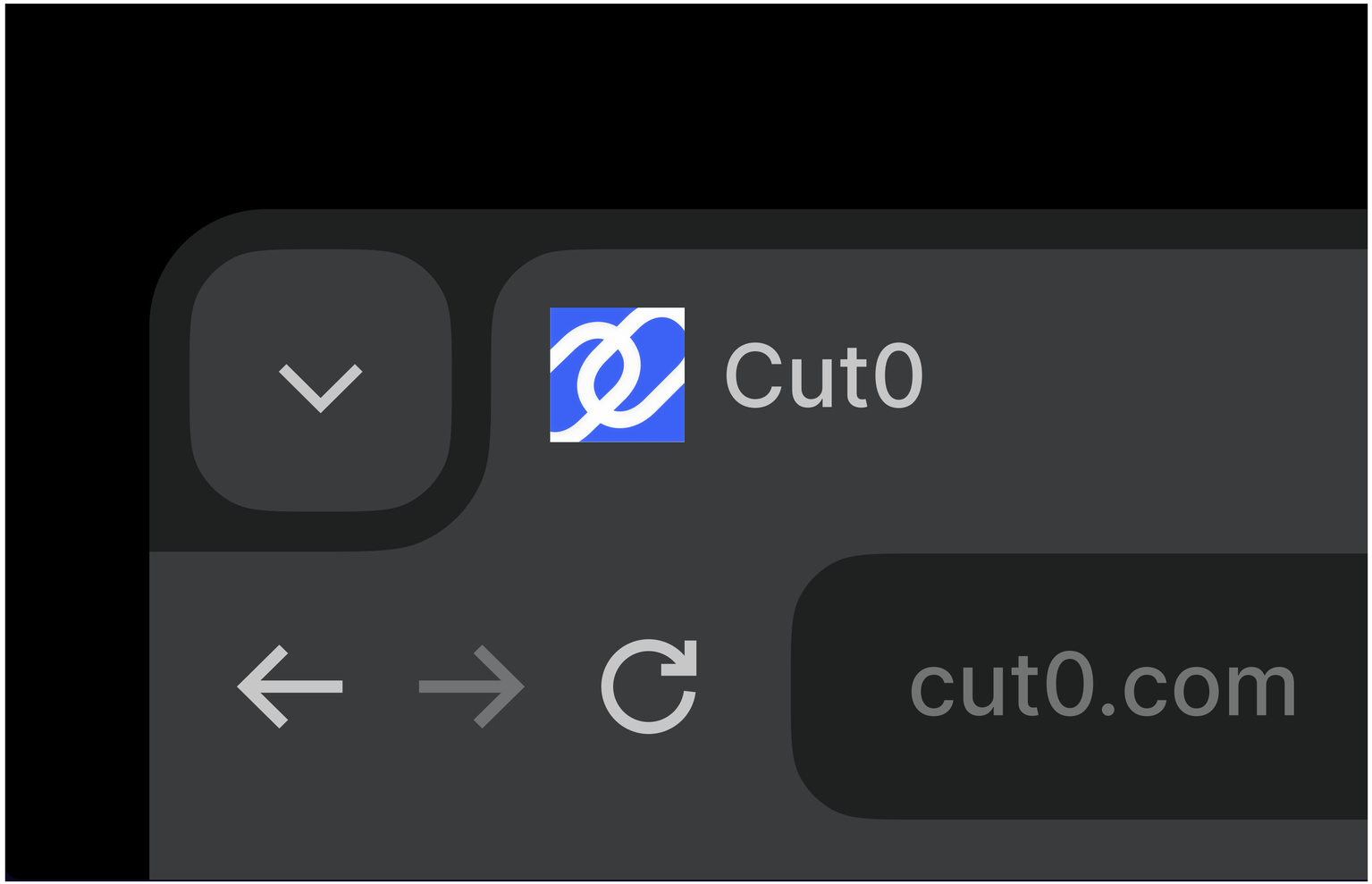

10:20
Product
Buy now


brand.com/sale
Domain blocked
Loading error
brand2.com/sale

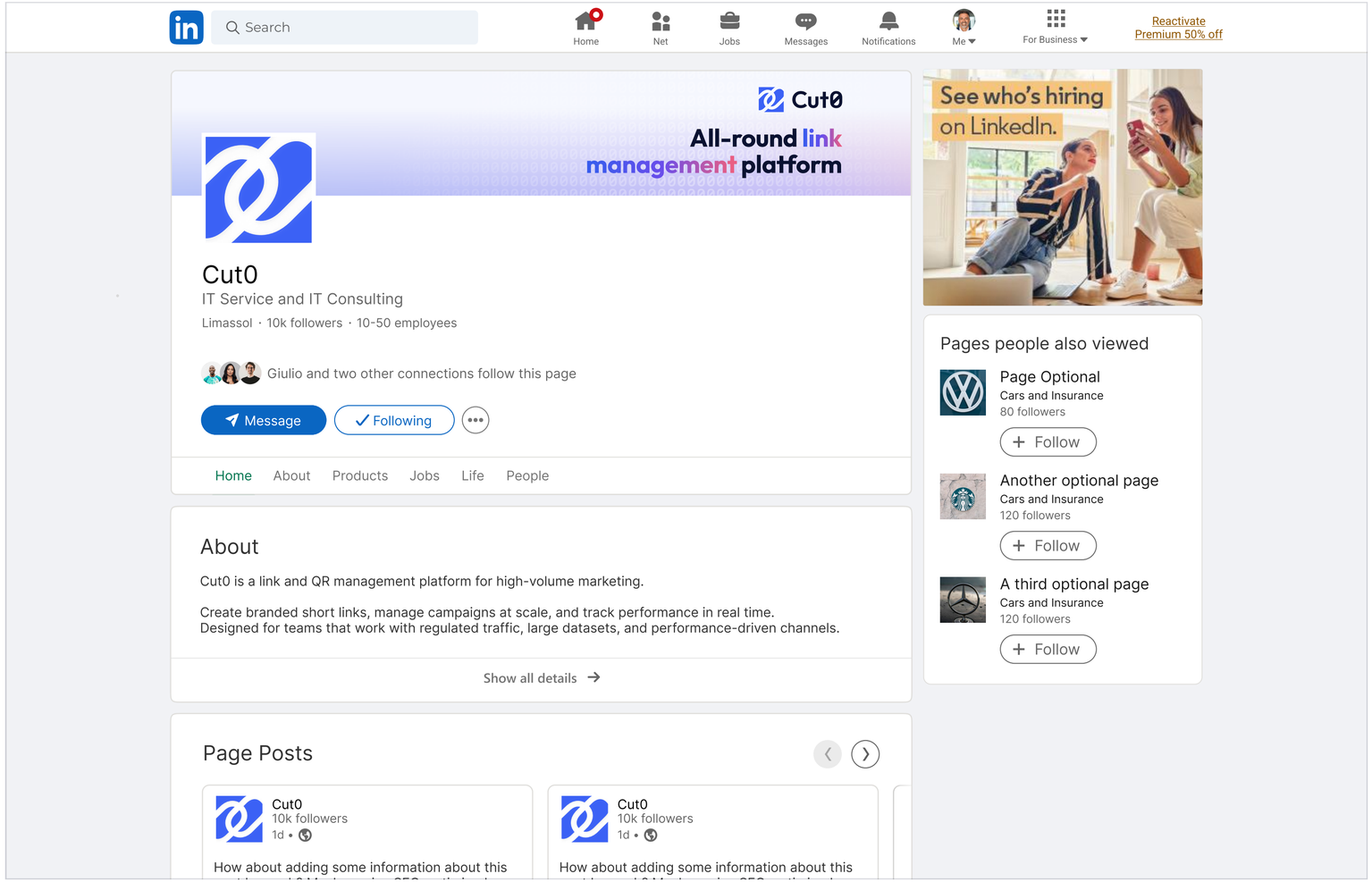

Active campaigns
Black Friday
2.5K Links
25M Clicks
Season of Savings
1K Links
10M Clicks

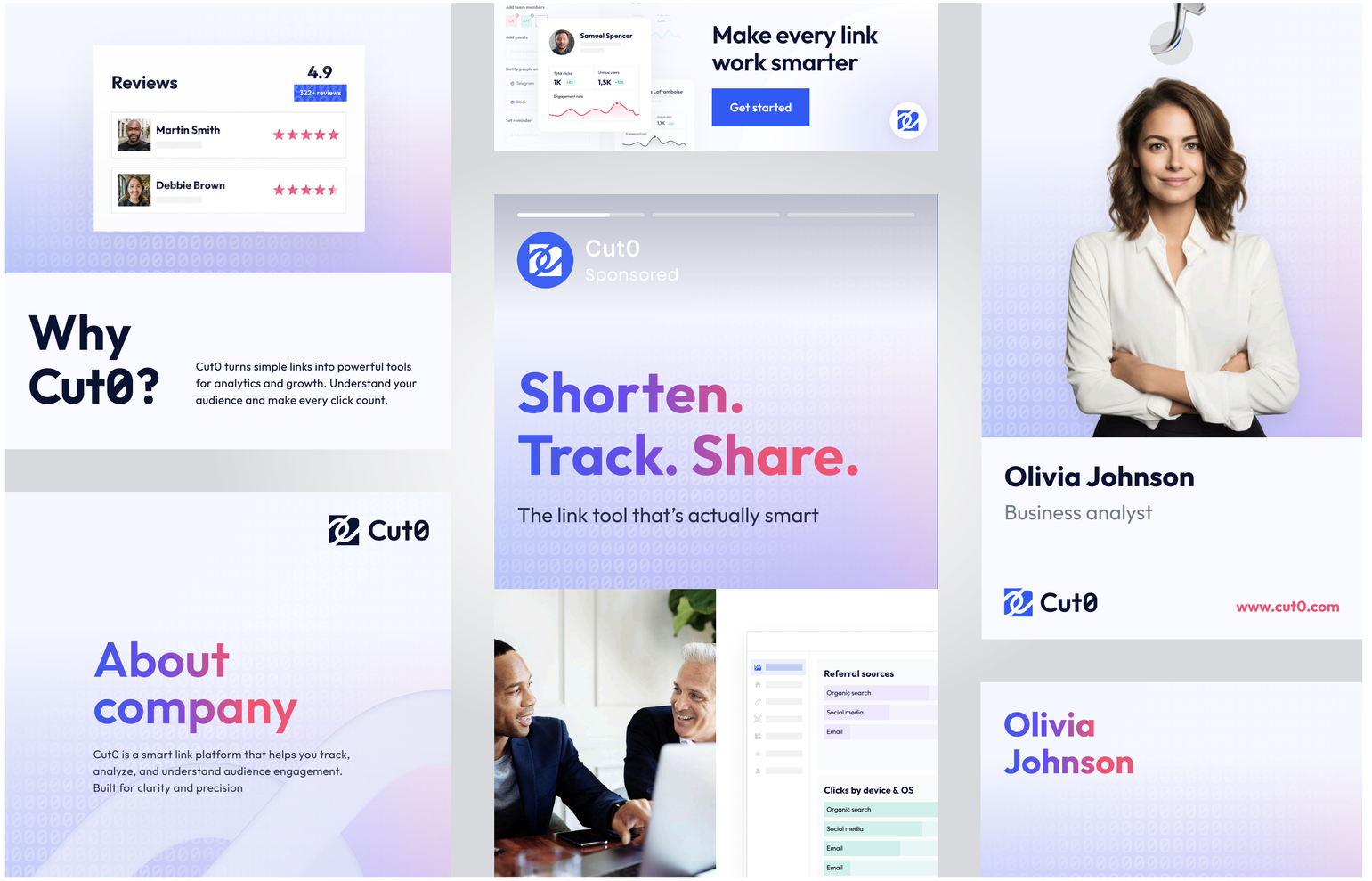
07/

Brand in use


Cut0
cut0.com


Cut0


Search
Home
Net
Jobs
Messages
Notifications
Me
For Business
Reactivate
Premium 50% off
Cut0
All-round link management platform
Cut0
IT Service and IT Consulting
Limassol · 10k followers · 10-50 employees
Giulio and two other connections follow this page
Message
Following
Home
About
Products
Jobs
Life
People
About
Cut0 is a link and QR management platform for high-volume marketing.
Create branded short links, manage campaigns at scale, and track performance in real time.
Designed for teams that work with regulated traffic, large datasets, and performance-driven channels.
Show all details
Page Posts
Cut0
10k followers
1d •
How about adding some information about this
Cut0
10k followers
1d •
How about adding some information about this
See who's hiring on LinkedIn.
Pages people also viewed
Page Optional
Cars and Insurance
80 followers
Follow
Another optional page
Cars and Insurance
120 followers
Follow
A third optional page
Cars and Insurance
120 followers
Follow


Reviews
4.9
322+ reviews
Martin Smith
Debbie Brown
Why Cut0?
Cut0 turns simple links into powerful tools for analytics and growth. Understand your audience and make every click count.
Cut0
About company
Cut0 is a smart link platform that helps you track, analyze, and understand audience engagement. Built for clarity and precision
Samuel Spencer
Make every link work smarter
Get started
Cut0
Sponsored
Shorten. Track. Share.
The link tool that's actually smart
Referral sources
Organic search
Social media
Email
Clicks by device & OS
Organic search
Social media
Email
Email
Olivia Johnson
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