THE IDENTITY

Made by the operator, for the operator.

Ten years in development. Shaped by more than twenty years at the controls.



RollVT.

by HALF GREY BEAR

One product. One maker. A consistent identity wherever RollVT appears.

Logo masters • usage rules • layouts • press copy

01 / PRODUCT IDENTITY

The RollVT logo.

Use the supplied artwork. Keep the spelling RollVT: capital R, V and T. The wordmark has a heavier weight and tight spacing, with both “l” tops aligned to “VT”. Its round orange dot matches the reel centre.



Dark artwork / light backgrounds



Light artwork / dark backgrounds





With icon: the primary product signature, for websites, presentations and product introductions.

Without icon: for compact headers or when the reel already appears elsewhere in the same layout.



The reel keeps its original full-colour treatment on both light and dark backgrounds. The outer corners are transparent, never a black rectangle.

02 / MAKER IDENTITY

HALF GREY BEAR.

Always write HALF GREY BEAR in capitals. Use the complete line logo supplied in this pack. The approved logo is pure black or pure white only.



Pure black #000000



Pure white #FFFFFF

No coloured logos. No grey logos. No shaded bear.
Do not use the older artwork with grey panels in the bear. Do not apply the RollVT coral, a gradient or reduced opacity to the HALF GREY BEAR mark.

Product and maker, together.

RollVT.
by HALF GREY BEAR

Use the supplied “RollVT by HALF GREY BEAR” lockup when the maker should be visible alongside the product. Versions with and without the icon are included.

03 / PRACTICAL RULES

Space to be recognised.

Keep logos proportionate and legible. Do not stretch, rotate, crop, redraw, rearrange the lettering or add outlines, glows and shadows.



Clear space. Keep at least half the height of the capital R around the entire RollVT logo or endorsement. For HALF GREY BEAR, keep at least 10% of the full mark's width on every side. Canvas padding does not replace clear space.

Recommended minimum widths

RollVT wordmark	100 px / 25 mm
RollVT with icon	160 px / 40 mm
RollVT by HALF GREY BEAR	240 px / 60 mm
HALF GREY BEAR full logo	80 px / 20 mm

Choose the opposite artwork tone to the background. Use a solid panel over busy photography. Keep clear space even when a logo is small; increase size if the maker line or bear lettering becomes difficult to read.

04 / VISUAL LANGUAGE

A clear, useful system.

Charcoal	Warm white	RollVT coral	HGB black	HGB white
#101115	#F4F3F0	#FF826B	#000000	#FFFFFF

The round logo dot and reel centre use orange #F75C36. The lighter coral #FF826B supports RollVT layouts and buttons. Neither is a colour for the HALF GREY BEAR logo: its marks stay pure black or pure white.

Questrial for headlines.

Use Questrial for display headings, with a clear system sans serif for body copy. Logo files already contain outlined lettering: you do not need a font to place them. Do not retype the logos.

Plain words. Operator experience.

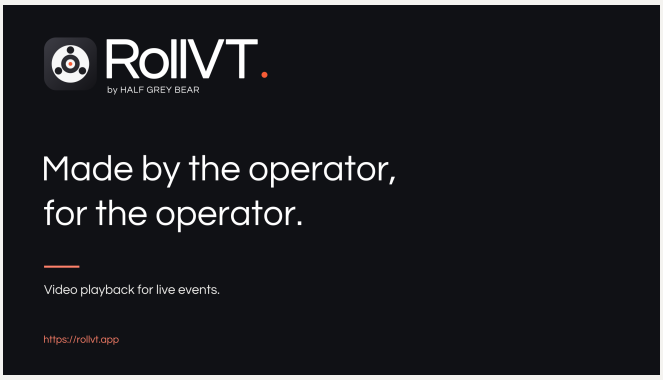
Lead with the practical result for the operator. Be specific about features and keep hardware requirements with performance claims. Describe what the software does without promising a fault-free show.

Preferred headline
Made by the operator, for the operator.

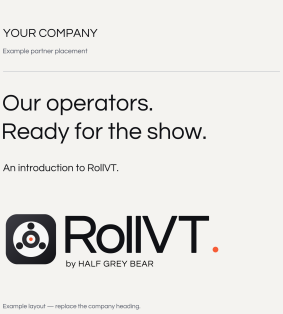
Supporting line
Ten years in development. Shaped by more than twenty years at the controls.

05 / APPLICATIONS & PRESS

Ready to put to work.



Presentation / 16:9





Partner / social

Co-branding: keep the sender's company logo separate from RollVT, with its own clear space. Use the supplied endorsement to credit HALF GREY BEAR. Do not fuse partner marks into the RollVT logo.

Short description

RollVT is video playback software for live events on Mac, made by HALF GREY BEAR. Built around the operator's workflow, it brings together cue stacks, flexible outputs, audio tools, show control and main-and-backup operation. It offers a standard 14-day Pro trial.

Using these assets

Use this pack to identify RollVT and HALF GREY BEAR in press coverage, reviews, product listings and communications about using RollVT. Keep the artwork intact and the relationship accurate. Do not imply sponsorship or endorsement that has not been agreed. For other uses, contact us.

Press and brand enquiries

support@halfgreybear.com / https://rollvt.app