ROBLOX
Brand Guidelines
The Roblox Brand Guidelines is a reflection of a company who’s matured after an incredible 10+ year growth.

The following pages detail the guiding principals of how to use the building blocks that make Roblox the brand it is today. Careful attention should be given to each element to ensure a cohesive brand across all touchpoints.
The Roblox logo embodies the company's unique personality, stemming from the DNA of Dave Baszucki's first company, Interactive Physics. The mark is the heart of our identity, consisting of the logotype and our Tilt icon. The Tilt Icon should be used sparingly in isolation of the full logo design where needed.
Our secondary logo lockups provide flexibility using the identity across mediums where a lighter background color is required, such as stationary or apparel.
Logo & Icon Clear Space

A minimum area of space must always surround the Roblox logo and icon. Horizontal and vertical clear space is based upon the counter size of the logo’s square shaped letter ‘O.’ The clear space gives our logo a buffer ensuring that taglines or other visual elements do not advance into our logo.
The Roblox Studio logo is derived from the same DNA as our primary brand logo. The slash in the middle of the Studio Tilt Icon was purposefully designed to help color blind users distinguish the Studio Icon from the Brand Icon when using the various platforms.
A minimum area of space must always surround the Roblox Studio logo and icon. Horizontal and vertical clear space is based upon the counter size of the logo’s square shaped letter ‘O.’ The clear space gives our logo a buffer ensuring that taglines or other visual elements do not advance into our logo.
The Roblox logo must be no smaller than 23px tall on screen, and 0.25in (6.35mm) tall for print. Our minimum size ensures our logo is always viewed in a clean, legible way.
Our brand has matured, as has our color palette. The use of a strong contrasting black & white accented by hues of grey give our brand a sophisticated and refined feel. The Roblox Blue color is used for accents, and for the Studio Icon color.
Gotham Medium is used for all headlines.

Gotham Book is used for all bodycopy.

Gotham Bold is used for all button copy.
Improper Use

The Roblox logo should always be used to the exacting proportions and colors for which it was designed. The examples above are a few ways in which the logo should never be used. This is not a complete list, but it showcases some of the most common uses.
All three of the Roblox site offerings need to align so that we present ourselves as a unified company under our new identity design system. Type size, color, and position are important towards establishing seamless user interactions.
The Roblox icon design is refined, crisp, and should always feel premium. Line weights need to be unified using minimal strokes to create the intended iconographic meaning.
Brand Patterns

The Roblox Brand Pattern can be used as a textural backdrop for web, apparel, and product uses. The pattern comes in 2 distinct hues that compliment the brand aesthetic.