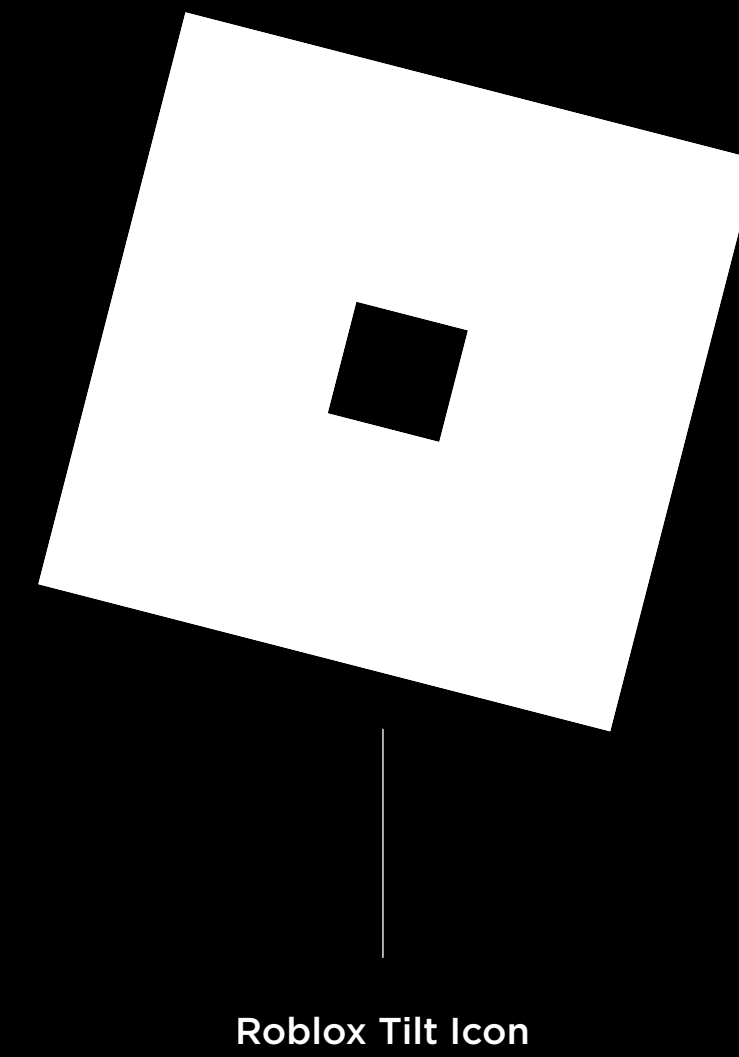


ROBLOX

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.



Primary Logo & Icon

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.

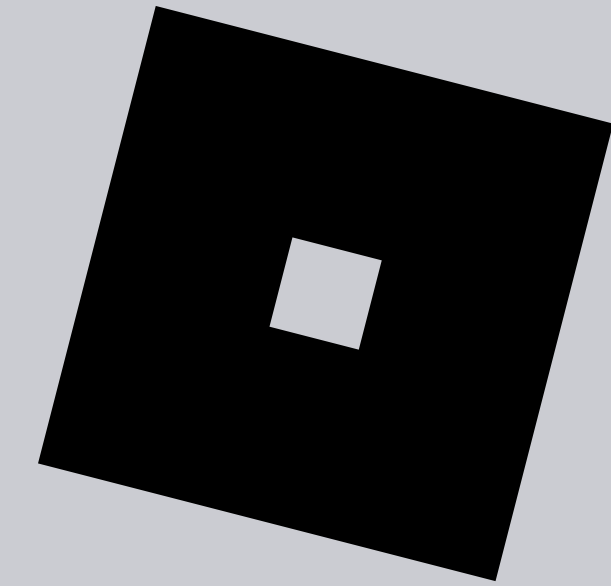


Black Roblox Logo

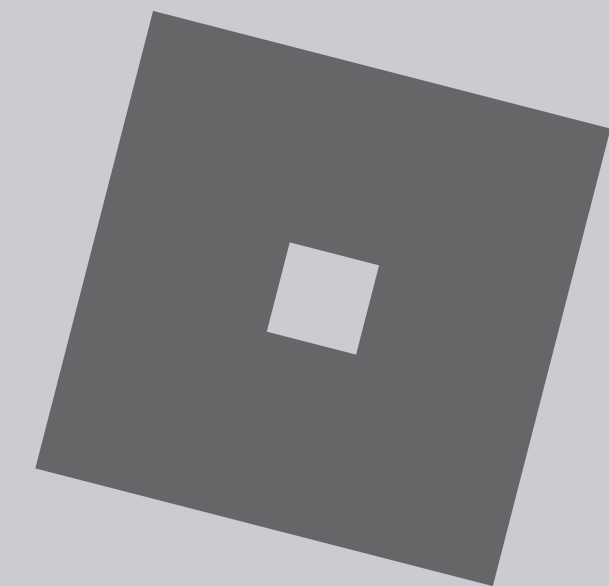


Graphite Roblox Logo

Black Tilt Icon

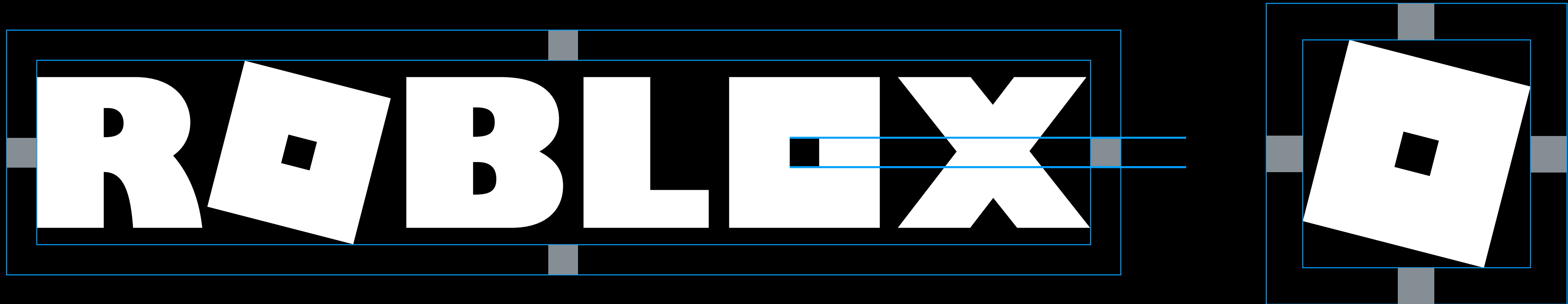


Graphite Tilt Icon



Secondary Logo & Icon

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.

Roblox Studio Tilt Icon



Studio

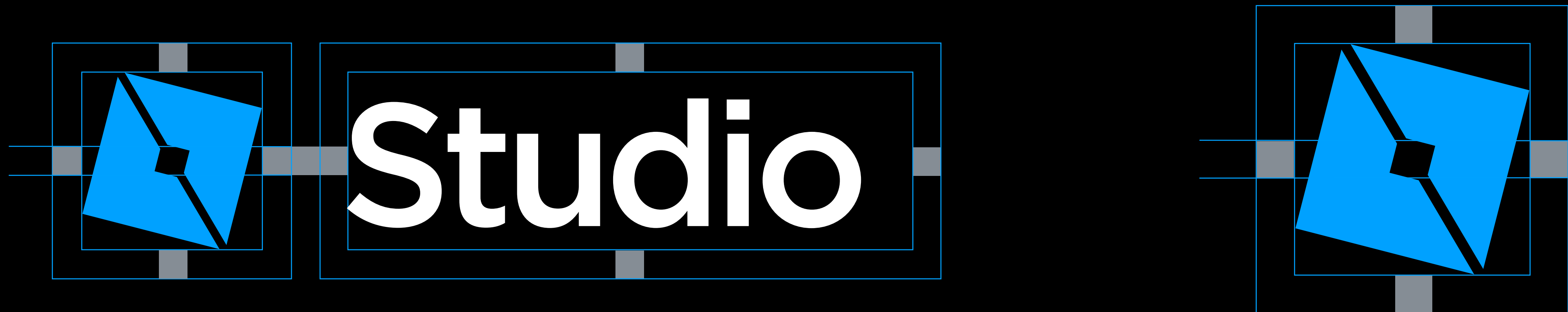
Studio logotype



Roblox Studio Tilt Icon

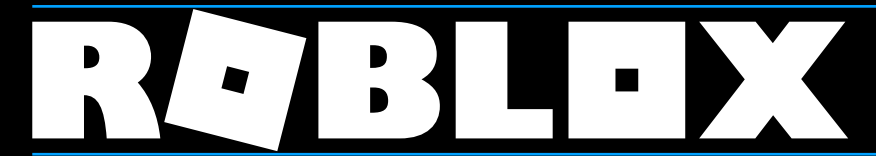
Studio Logo & Icon

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.

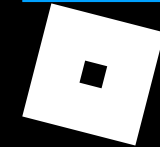


Studio Logo & Icon Clear Space

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.



Minimum Size - 21px tall on screen / 0.25in (6.35mm) in print



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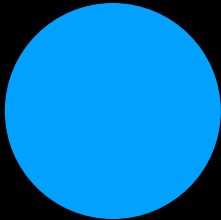
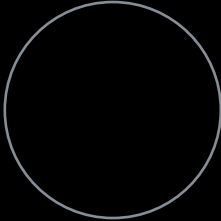


Minimum Size - 21px tall on screen / 0.25in (6.35mm) in print

Minimum Sizes

The Roblox logo must be no smaller than 23px tall on screen, and .25in (6.35mm) tall for print. Our minimum size ensures our logo is always viewed in a clean, legible way.

Primary Colors

- **Roblox Blue**
RGB: 0/162/255
HEX: 00a2ff
PMS: 2925 C
CMYK: 75/25/0/0
- **Black**
RGB: 0/0/0
HEX: 000000
PMS: Black 6 C
CMYK: 60/40/40/100
- **White**
RGB: 255/255/255
HEX: ffffff
PMS: -
CMYK: 0/0/0/0
- **Roblox Dark Grey 1**
RGB: 24/24/24
HEX: 181818
PMS: Neutral Black C
CMYK: 73/67/65/79

Secondary Colors

- **Roblox Platinum**
RGB: 204/205/211
HEX: cccdd3
PMS: 427 C
CMYK: 19/15/11/0
- **Roblox Silver**
RGB: 19/19/19
HEX: 131313
PMS: Neutral Black C
CMYK: 73/67/66/81
- **Roblox Graphite**
RGB: 101/102/104
HEX: 656668
PMS: Cool Grey 10 C
CMYK: 61/52/49/19
- **Roblox Dark Grey 2**
RGB: 19/19/19
HEX: 131313
PMS: Neutral Black C
CMYK: 73/67/66/81

Brand Colors

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.

Typography

The Roblox typeface is Gotham ScreenSmart with three primary weights including Book, Medium and Bold. Each weight should be used as directed. Our typeface is clean and flexible helping Roblox connect with its users easily from Messages to our gaming platform



ROBLOX

DO NOT STRAIGHTEN THE "O"



ROBLOX

DO NOT USE THE RED LOGO




MYBLOX

DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS



ROBLOX

DO NOT RECOLOR



ROBLOX

DO NOT APPLY OUTLINES

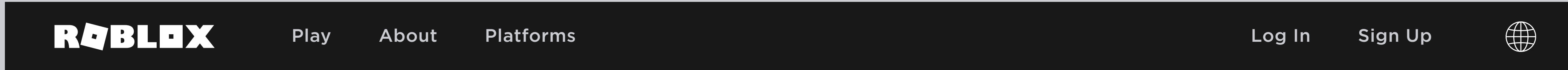


ROBLOX

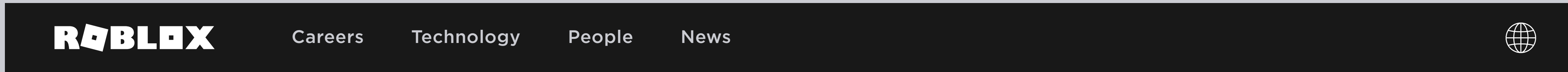
DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS

Improper Use

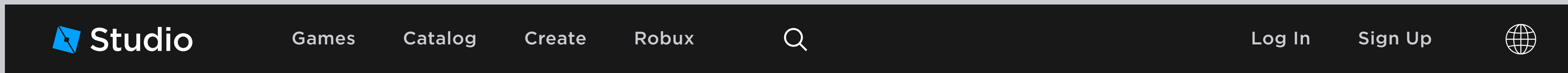
The Roblox logo should always be used to the exacting proportions and colors for which it was designed. The examples above are a few ways in which the logo should never be used. This is not a complete list, but it showcases some of the most common uses.



roblox.com



corp.roblox.com



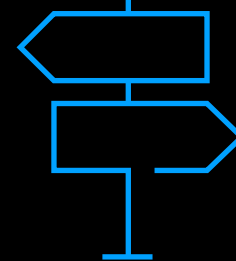
roblox.com/create

Digital & Web

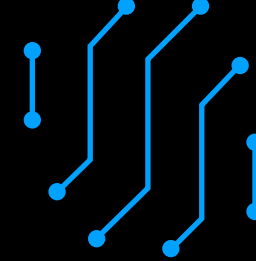
All three of the Roblox site offerings need to align so that we present ourselves as a unified company under our new identity design system. Type size, color, and position are important towards establishing seamless user interactions.



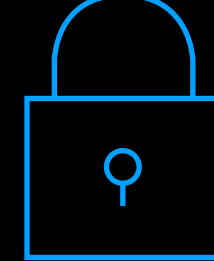
Roblox Education Opportunities



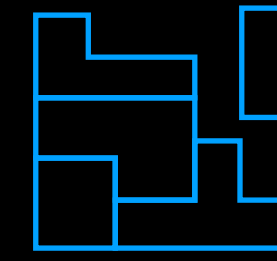
Parent's Guide



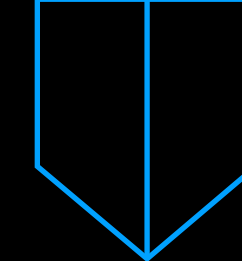
Technical Issues



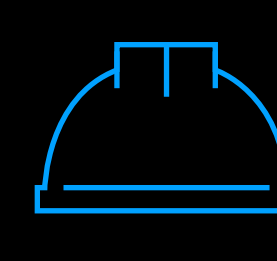
Account Security



Building on Roblox



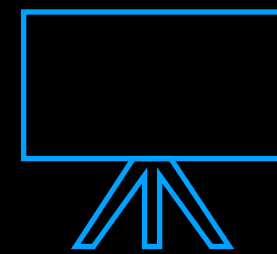
Kid Safety and Community Guidelines



Roblox Studio Tutorial



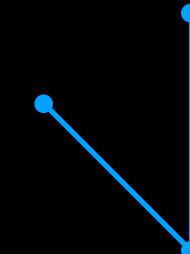
Customizing Your Avatar



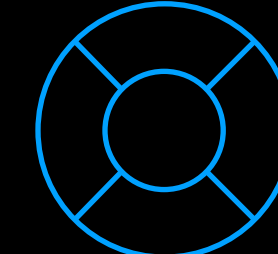
How To Play Roblox



Billing



Social Media & Merchandise



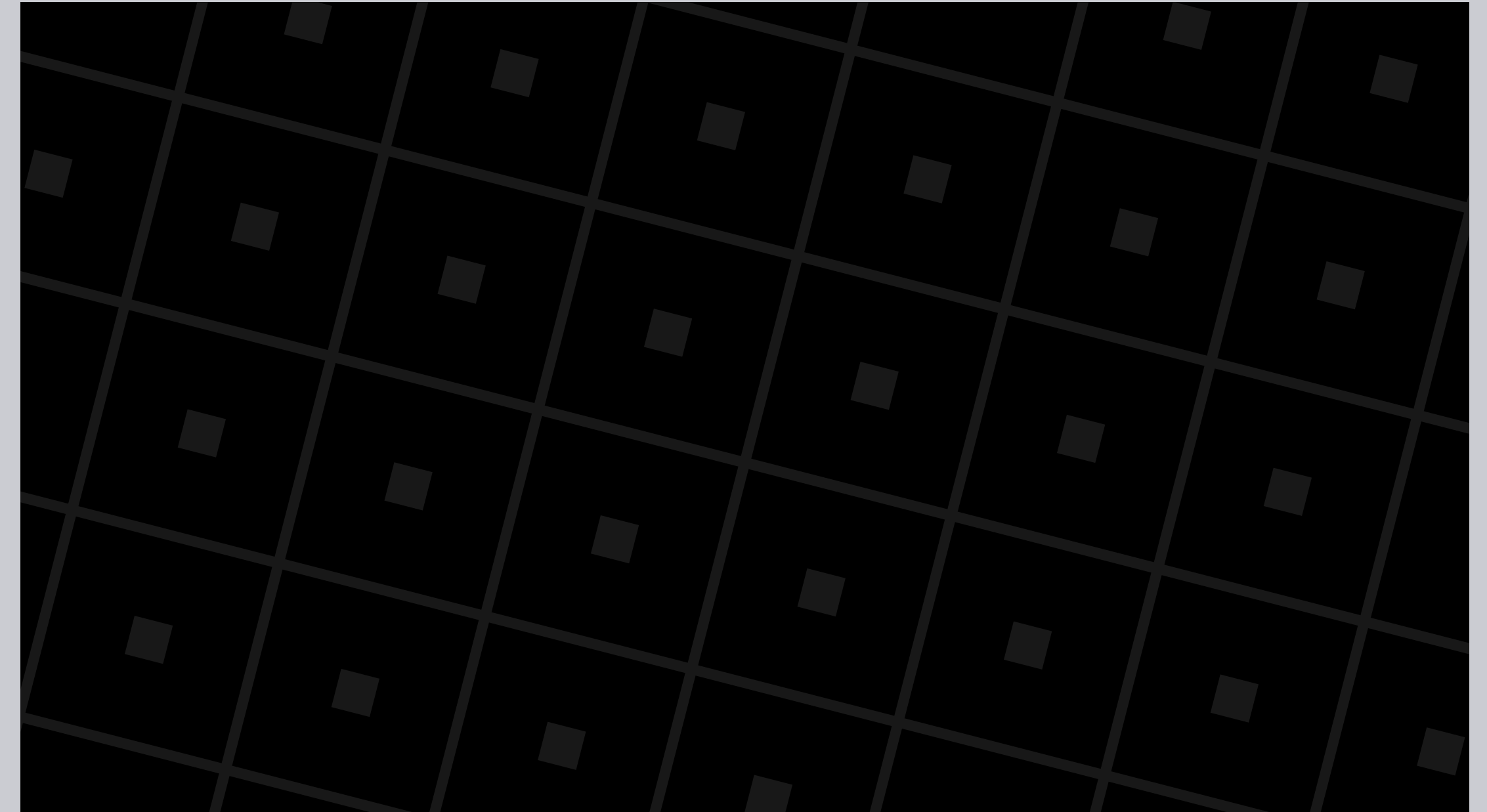
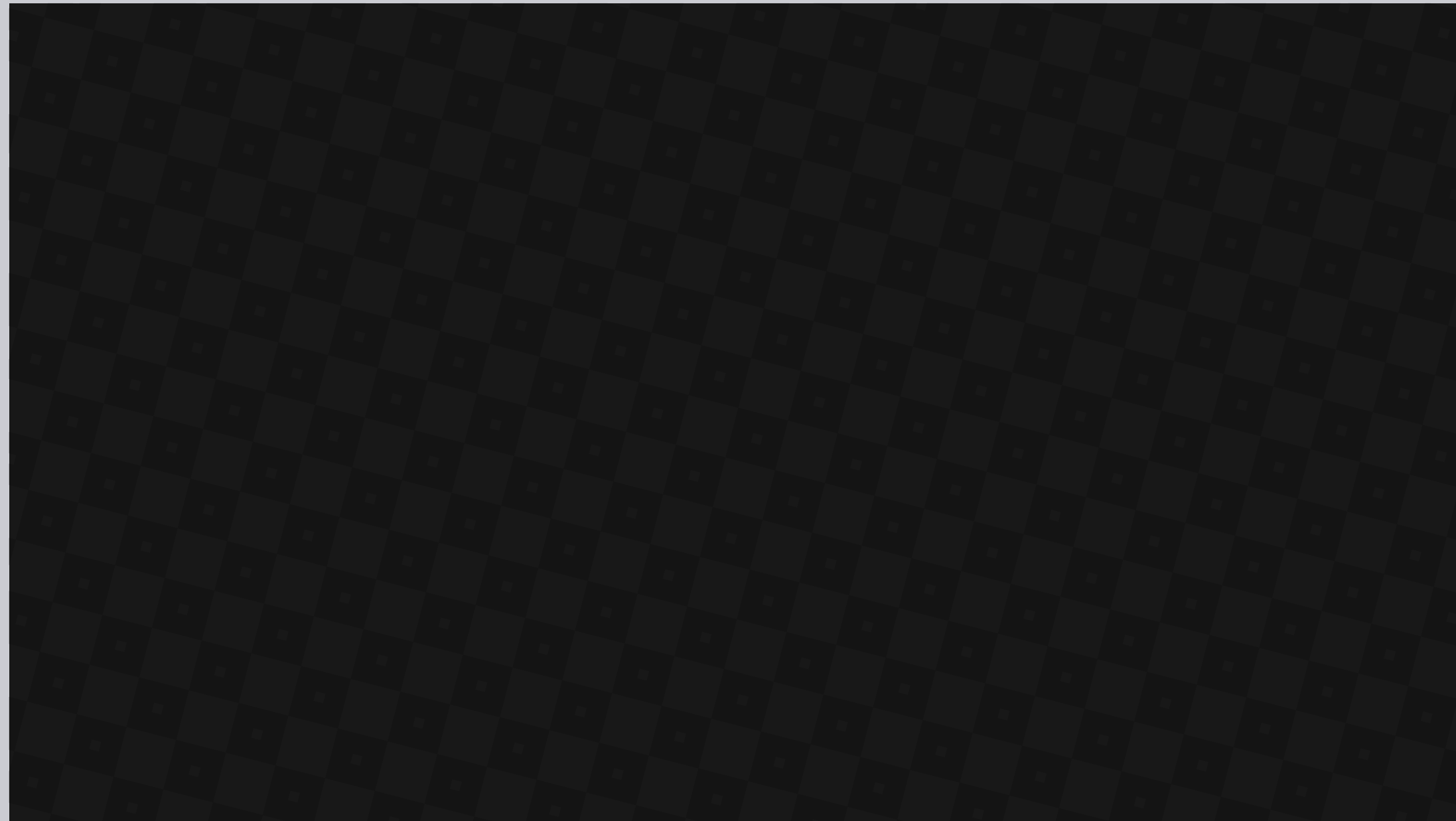
Roblox FAQ



General Customer Inquiries

Iconography

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.