



ROBLOX

Brand Guidelines

The **Roblox Brand Guidelines** are a reflection of a company that's matured after an incredible 10+ years of growth. We want to protect our brand, so please follow the guidelines outlined in the following pages. Careful attention should be given to each element to ensure a cohesive brand across all touchpoints.

logo

PRIMARY LOGO & THE TILTED BLOCK

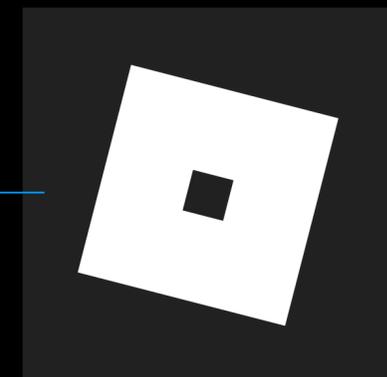
The Roblox logo embodies the company's unique personality, stemming from the DNA of our founder and CEO's first company, Interactive Physics. The mark is the heart of our identity, consisting of the logotype and our tilted block icon. The Block Icon should be used sparingly in isolation of the full logo design where needed.

FULL LOGO

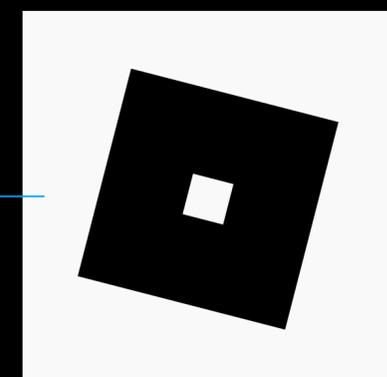


White

THE TILTED BLOCK

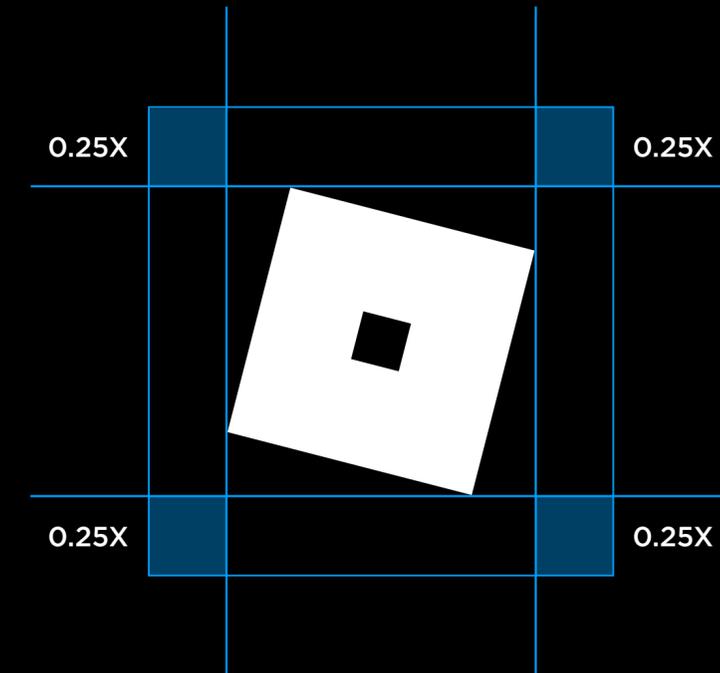
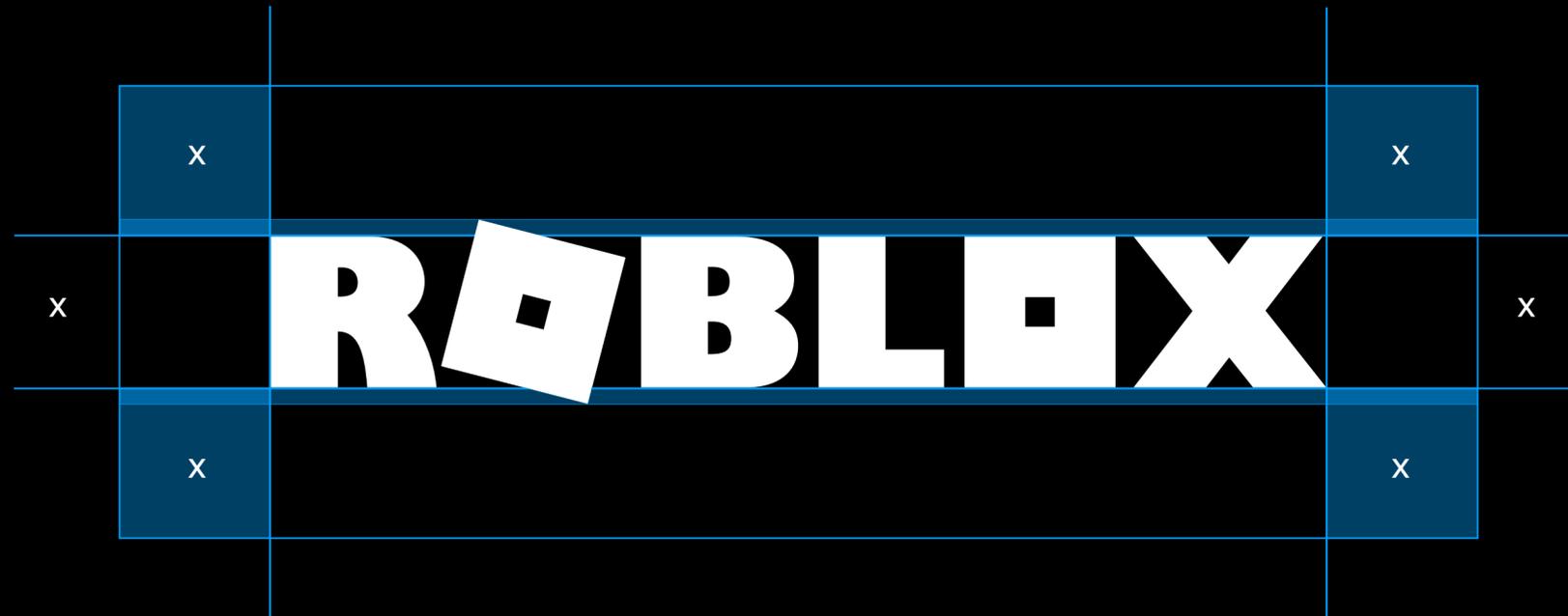


Black



CLEARSPACE & MINIMUM SIZES

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.



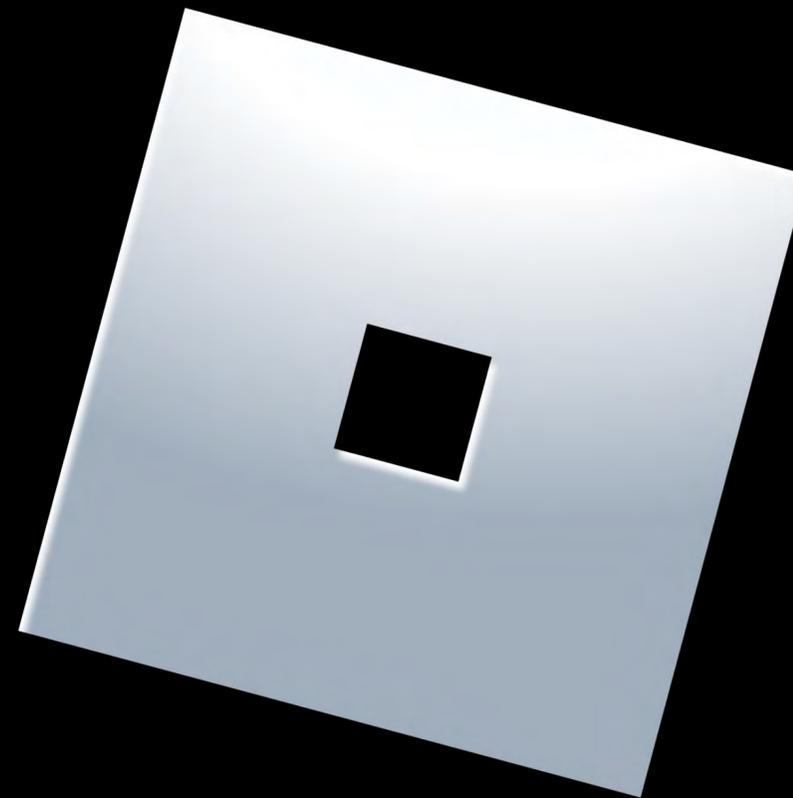
Minimum Size - 21px tall on screen / 0.25in (6.35mm) in print



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

THE TILTED BLOCK

The Tilted Block has been updated for a sleeker look. It is currently being used throughout our app and all our social channels.



Used for digital only

LOGO MISUSAGE

The Roblox logo should always be used to the exact proportions and colors for which it was designed. The examples below 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. The logo color should also be treated in either black or white.



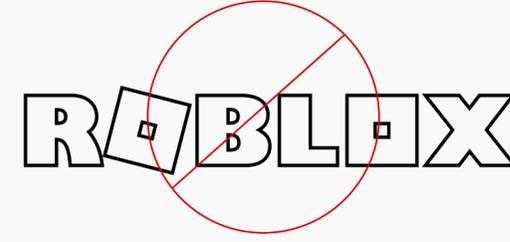
DO NOT STRAIGHTEN THE "O"



DO NOT USE THE RED LOGO



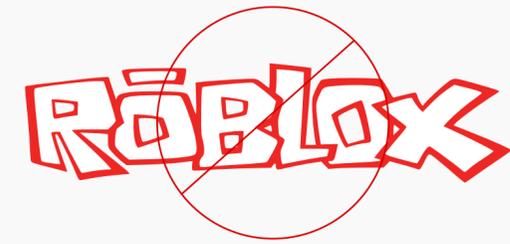
DO NOT RECOLOR



DO NOT APPLY OUTLINES



DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS



DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS



LOGO EXAMPLES

Below are a few examples of how we've used the logo in multiple assets.





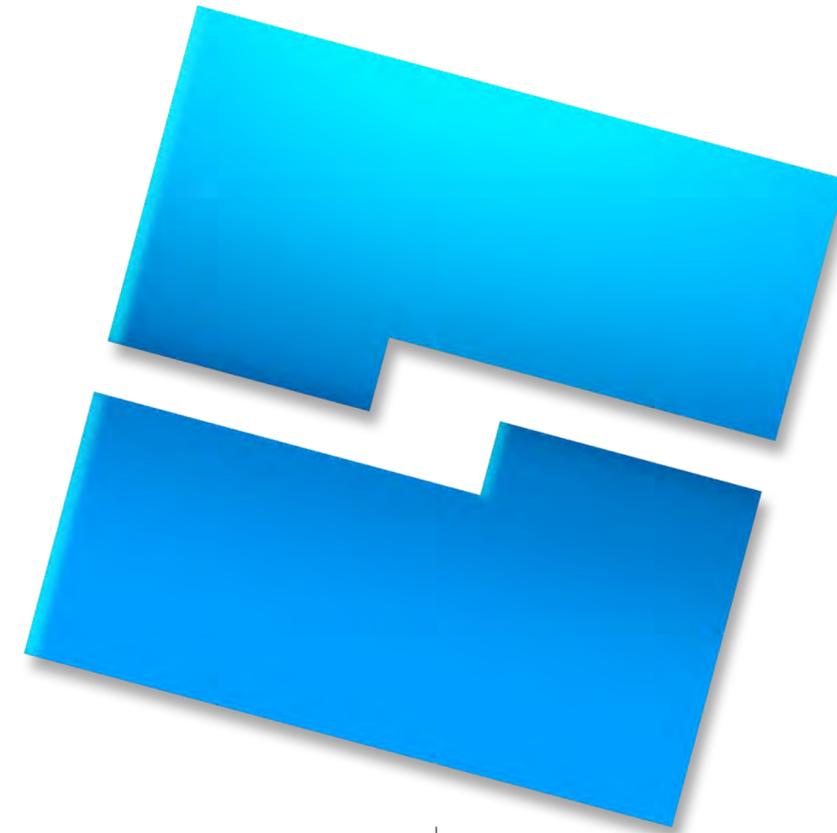
studio

STUDIO LOGO

Roblox Studio is a free development tool where creators can build experiences on our platform and learn the fundamentals of coding, game design, and 3D graphics.



Studio Logo



Studio 3D Logo

STUDIO LOGO

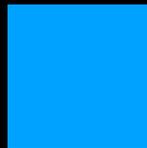
Roblox Studio is a free development tool where creators can build experiences on our platform and learn the fundamentals of coding, game design, and 3D graphics.



colors

PRIMARY COLORS

Our brand has matured, as has our color palette. The use of a strongly 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.



ROBLOX BLUE
RGB 0, 162, 255 **HEX#** 00A2FF
CMYK 100, 10, 0, 0



ROBLOX SILVER
RGB 130, 141, 163 **HEX#** 828DA3
CMYK 53, 40, 25, 1



WHITE
RGB 255, 255, 255 **HEX#** FFFFFFFF
CMYK 0, 0, 0, 0



BLACK
RGB 0, 0, 0 **HEX#** 000000
CMYK 75, 68, 67, 90



GRAY 1
RGB 84, 98, 114 **HEX#** 546272
CMYK 71, 55, 41, 17



GRAY 2
RGB 61, 72, 89 **HEX#** 3D4859
CMYK 78, 65, 46, 32



GRAY 3
RGB 32, 42, 51 **HEX#** 222A33
CMYK 81, 69, 56, 61



GRAY 4
RGB 27, 32, 38 **HEX#** 1B2026
CMYK 79, 69, 59, 71

ACCENT COLORS

Accent colors should be used with high discretion. Pictured here is the color paired with its disabled state. DO NOT ONLY rely on color to evoke meaning, as colors are naturally not accessibility-friendly and too abstract to convey a specific meaning. Matte colors should be primarily used in larger components (e.g. button colors). Radiant colors are sparingly used and only in very small pieces of the UI that need highlighting (e.g. online presence).



MATTE RED
RGB 247, 75, 82 HEX# F74B52



MATTE YELLOW
RGB 239, 145, 0 HEX# EF9100



MATTE GREEN
RGB 0, 176, 111 HEX# 00B06F



MATTE BLUE
RGB 49, 88, 210 HEX# 3158D2



MATTE PURPLE
RGB 120, 47, 167 HEX# 782FA7



RADIANT RED
RGB 255, 0, 73 HEX# FF0049



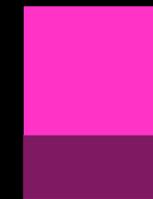
RADIANT YELLOW
RGB 249, 220, 36 HEX# F9DC24



RADIANT GREEN
RGB 17, 242, 172 HEX# 11F2AC



RADIANT BLUE
RGB 38, 158, 255 HEX# 2490FF



RADIANT PURPLE
RGB 255, 51, 198 HEX# FF33C6