



# 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

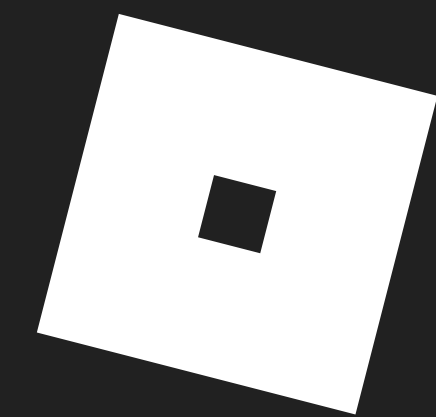
The Roblox logo embodies the company's unique personality, stemming from the DNA of our founder and CEO's first company, Interactive Physics. The mark is the heart of our identity, consisting of the logotype and our tilted block icon. The Block Icon should be used sparingly in isolation of the full logo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

## FULL LOGO

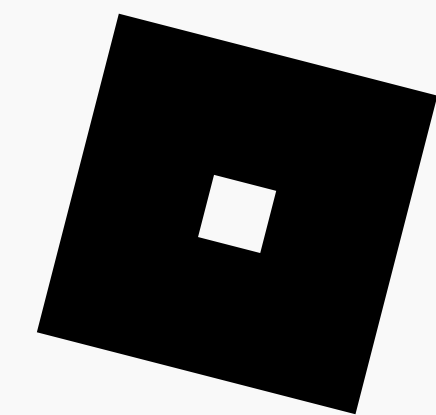
The Roblox logo is displayed in white on a dark gray background. The word "ROBLOX" is in a bold, sans-serif font. The letter "O" is replaced by a tilted square icon with a small square in the center. The entire logo is contained within a dark gray rectangular box.

White

## THE TILTED BLOCK

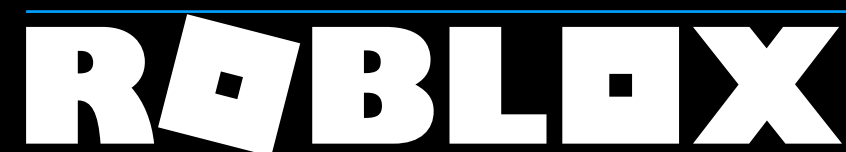
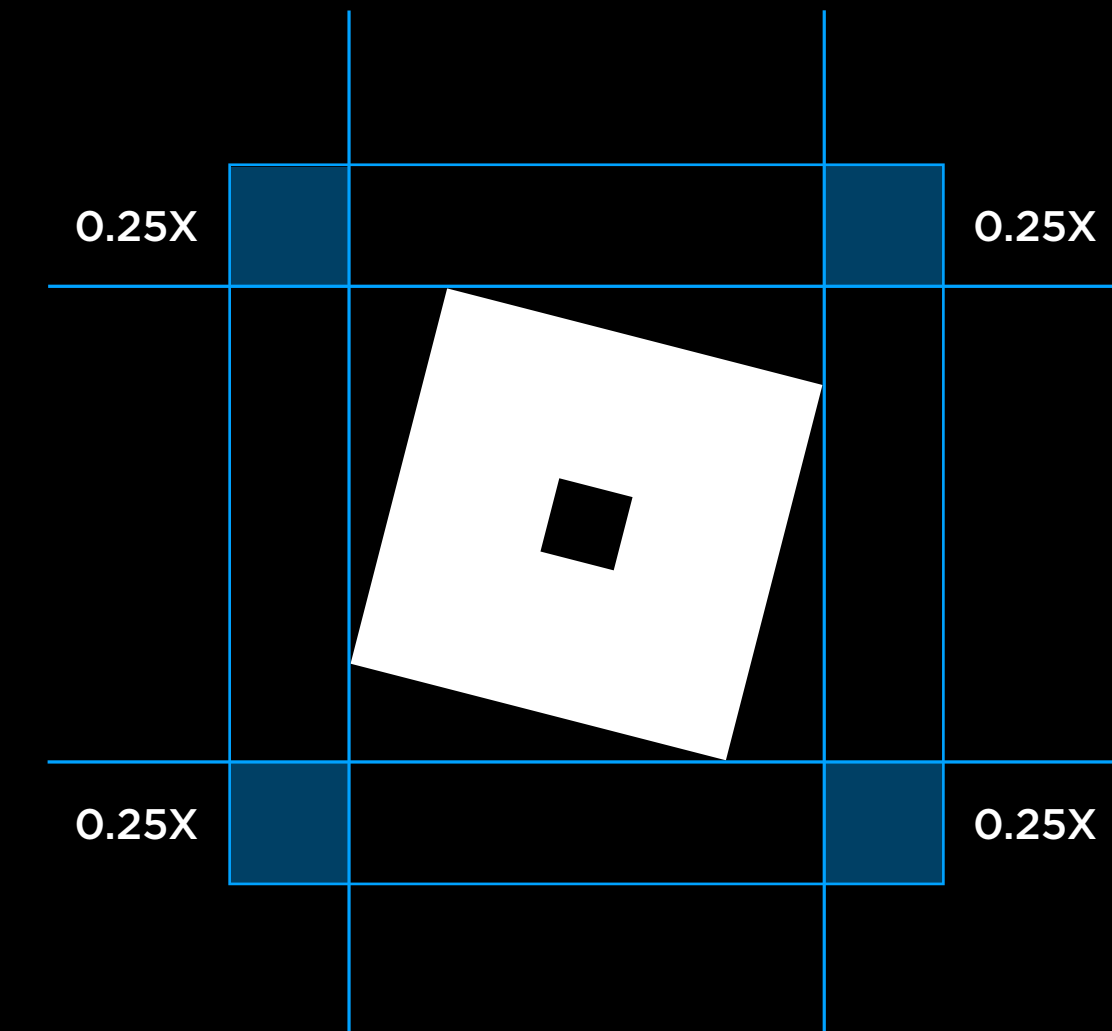
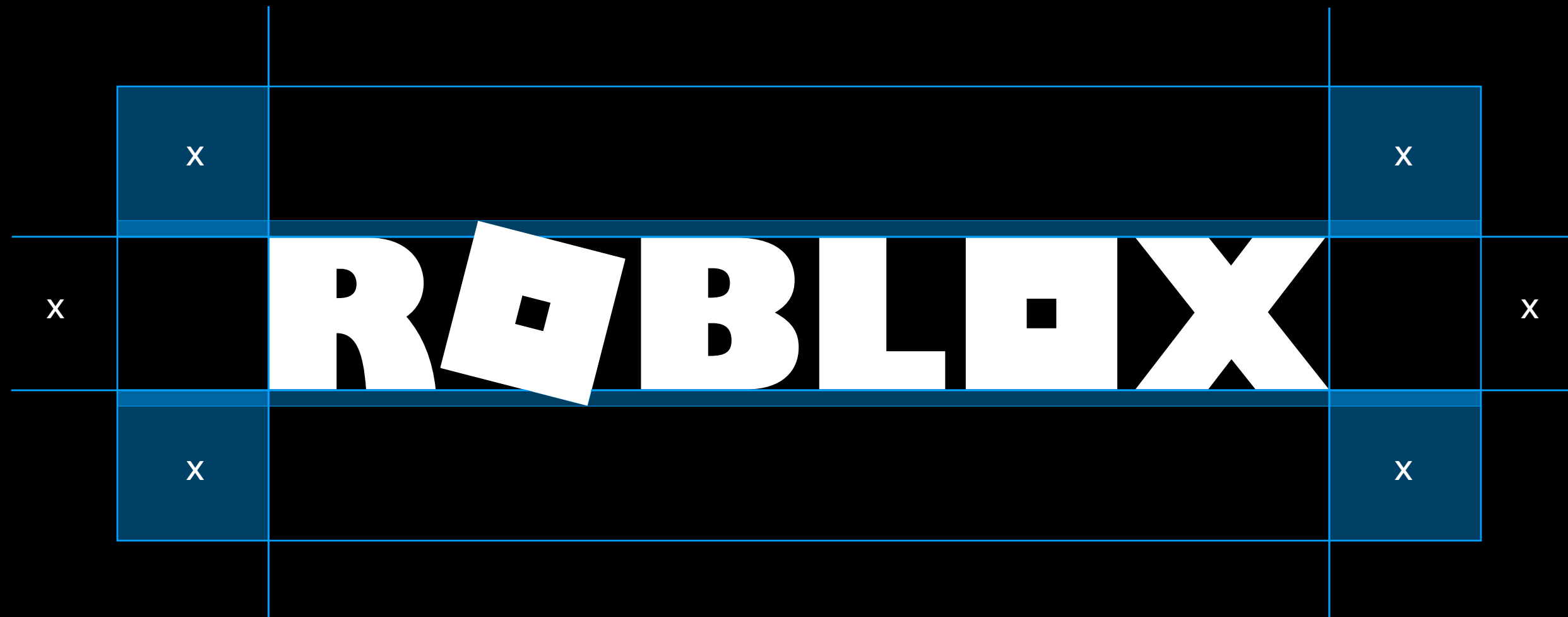
The Roblox logo is displayed in black on a white background. The word "ROBLOX" is in a bold, sans-serif font. The letter "O" is replaced by a tilted square icon with a small square in the center. The entire logo is contained within a white rectangular box.

Black

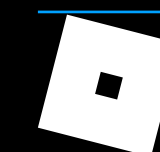


# CLEARSPACE & MINIMUM SIZES

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

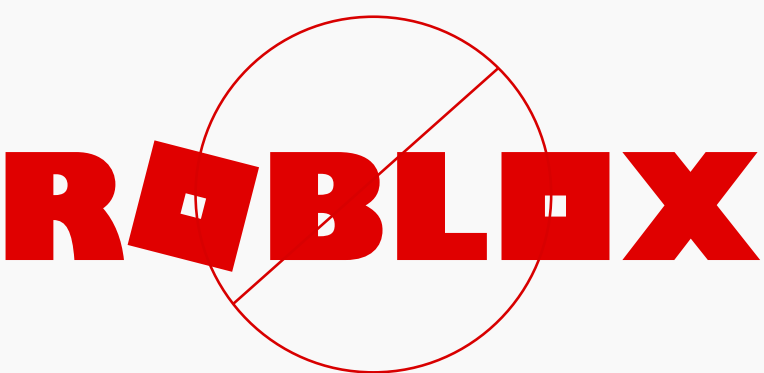


# LOGO MISUSAGE

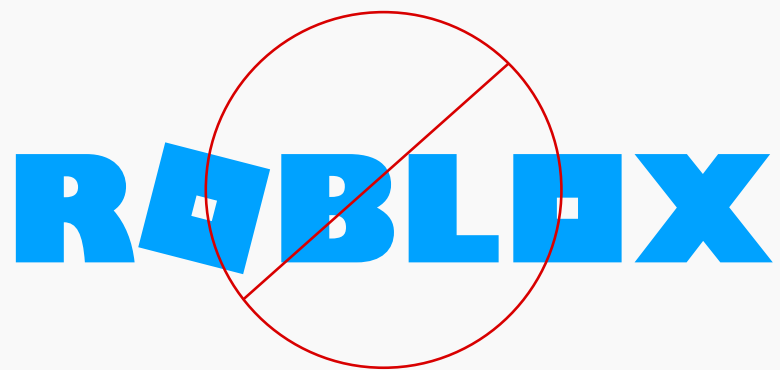
The Roblox logo should always be used to the exact proportions and colors for which it was designed. The examples below are a few ways in which the logo should never be used. This is not a complete list, but it showcases some of the most common uses. The logo color should also be treated in either black or white.



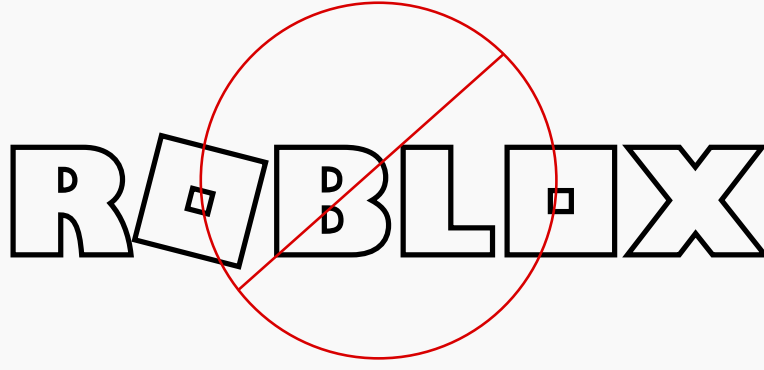
DO NOT STRAIGHTEN THE “O”



DO NOT USE THE RED LOGO



DO NOT RECOLOR



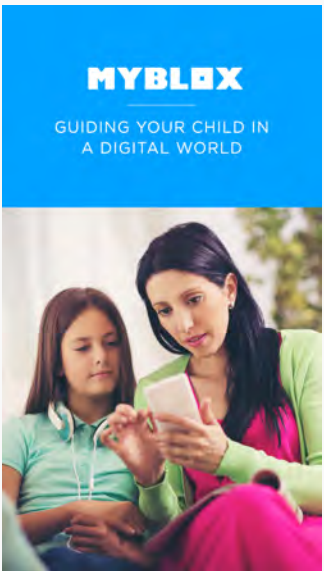
DO NOT APPLY OUTLINES



DO NOT MAKE ALTERATIONS  
OR SUBSTITUTIONS



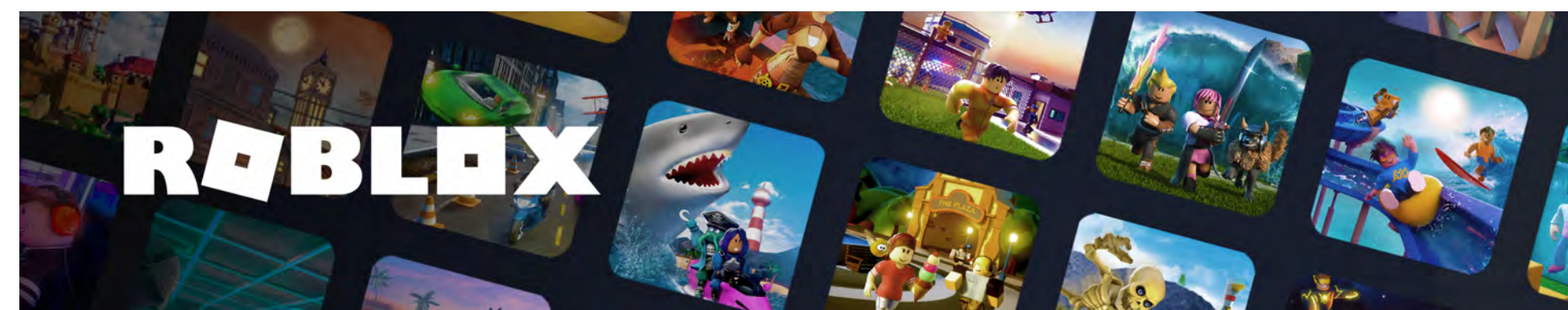
DO NOT MAKE ALTERATIONS  
OR SUBSTITUTIONS





# 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.



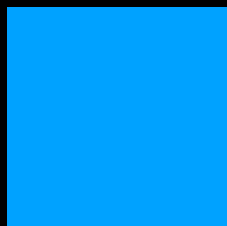


# colors

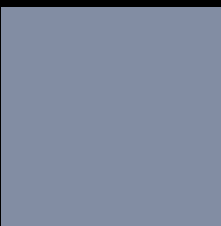


# PRIMARY COLORS

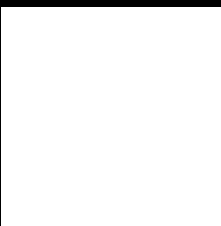
Our brand has matured, as has our color palette. The use of a strongly contrasting black & white, accented by hues of grey, give our brand a sophisticated and refined feel. The Roblox Blue color is used for accents and for the Studio Icon color.



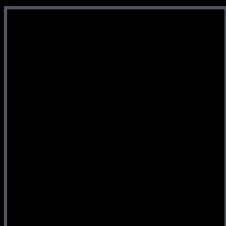
**ROBLOX BLUE**  
**RGB** 0, 162, 255 **HEX#** 00A2FF  
**CMYK** 100, 10, 0, 0



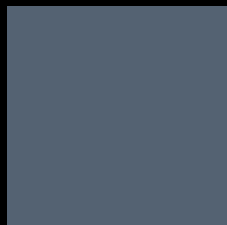
**ROBLOX SILVER**  
**RGB** 130, 141, 163 **HEX#** 828DA3  
**CMYK** 53, 40, 25, 1



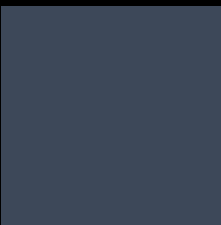
**WHITE**  
**RGB** 255, 255, 255 **HEX#** FFFFFFFF  
**CMYK** 0, 0, 0, 0



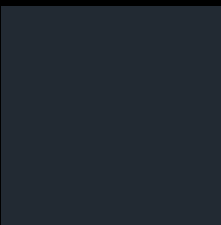
**BLACK**  
**RGB** 0, 0, 0 **HEX#** 000000  
**CMYK** 75, 68, 67, 90



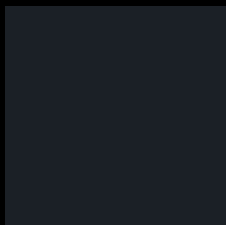
**GRAY 1**  
**RGB** 84, 98, 114 **HEX#** 546272  
**CMYK** 71, 55, 41, 17



**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

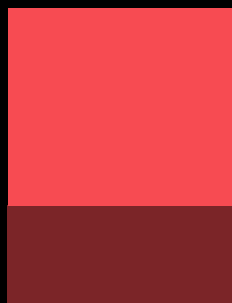


**GRAY 4**  
**RGB** 27, 32, 38 **HEX#** 1B2026  
**CMYK** 79, 69, 59, 71

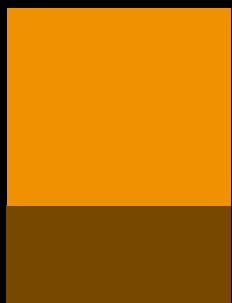


# ACCENT COLORS

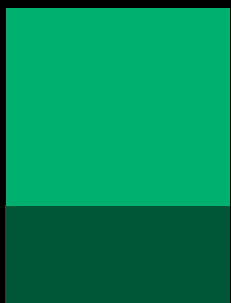
Accent colors should be used with high discretion. Pictured here is the color paired with its disabled state. DO NOT ONLY rely on color to evoke meaning, as colors are naturally not accessibility-friendly and too abstract to convey a specific meaning. Matte colors should be primarily used in larger components (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).



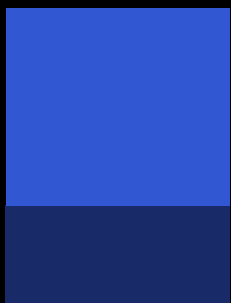
**MATTE RED**  
**RGB** 247, 75, 82 **HEX#** F74B52



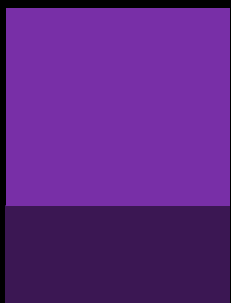
**MATTE YELLOW**  
**RGB** 239, 145, 0 **HEX#** EF9100



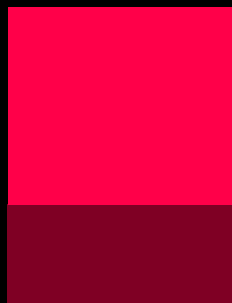
**MATTE GREEN**  
**RGB** 0, 176, 111 **HEX#** 00B06F



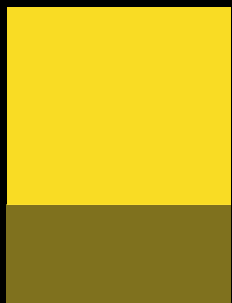
**MATTE BLUE**  
**RGB** 49, 88, 210 **HEX#** 3158D2



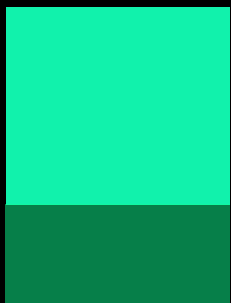
**MATTE PURPLE**  
**RGB** 120, 47, 167 **HEX#** 782FA7



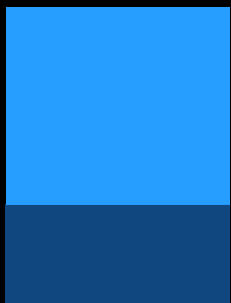
**RADIANT RED**  
**RGB** 255, 0, 73 **HEX#** FF0049



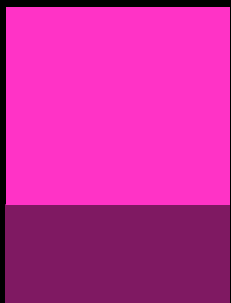
**RADIANT YELLOW**  
**RGB** 249, 220, 36 **HEX#** F9DC24



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



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



**RADIANT PURPLE**  
**RGB** 255, 51, 198 **HEX#** FF33C6