

ROBLOX

Logo Guidelines



Roblox Logo

The Roblox logo is not to be changed or altered in any way.



Logo Color Use

Primary use involves a Roblox Red logo against a white or light grey background.

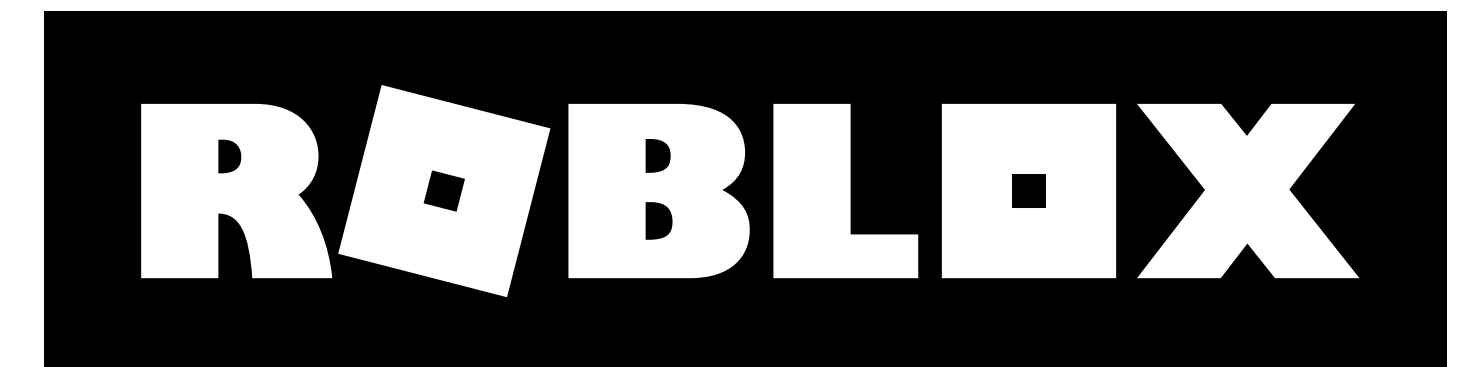
Secondary use involves a black logo against a white background, or a white logo against a dark background.



Primary Use - Roblox Red logo on a white background



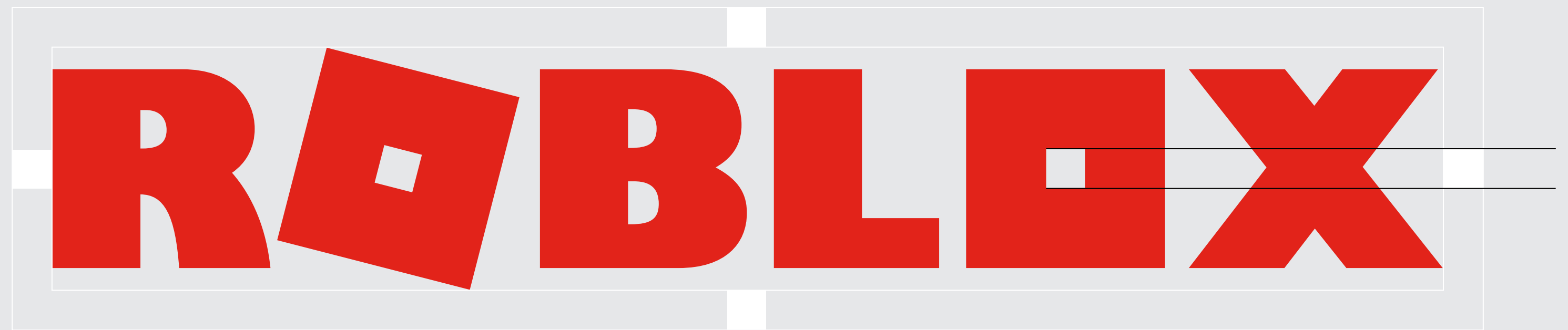
Secondary Use - Black logo on a white background



Secondary Use - White logo on a dark background

Logo Clearspace Use

A minimum area of space must always surround the Roblox mark. Horizontal and vertical clear space is based upon the counter size of the logo's square shaped letter 'O.'



Sizing

The Roblox logo must be no smaller than 1" wide for print or 72 pixels on screen.



Logo + Tagline Use

Please ensure the correct amount of clearspace is added when applying the tagline. Trademark is always required.



Improper use of the Roblox logo:



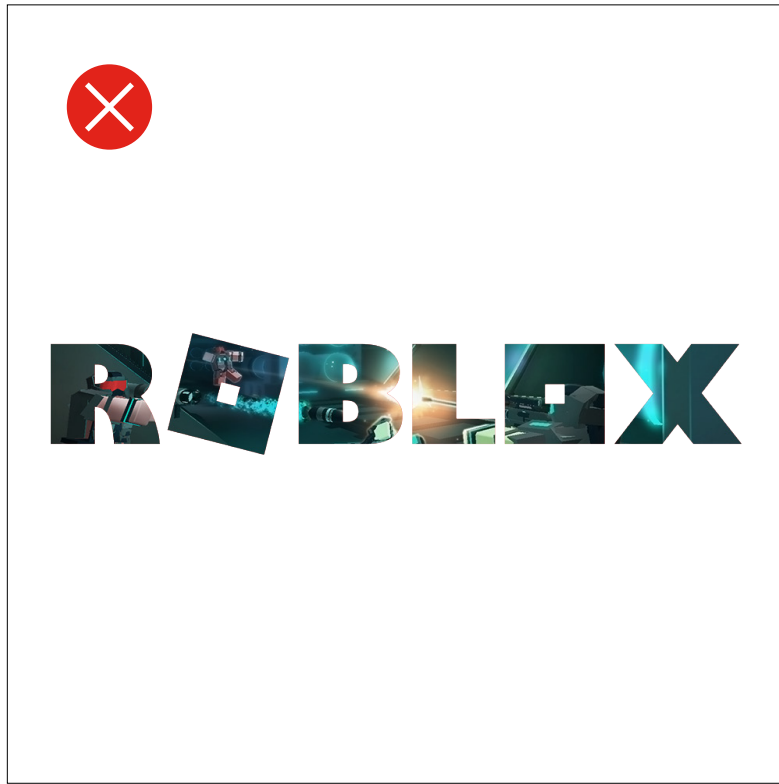
Do not apply outlines.



Do not straighten the "O."



Do not recolor.



Do not fill with patterns.



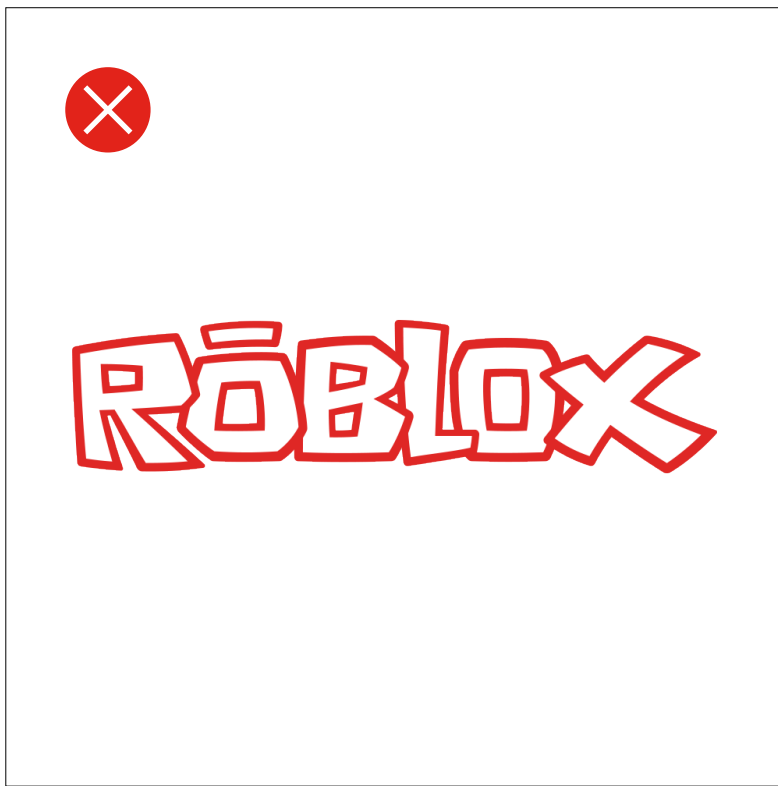
Do not rotate.



Do not use in a pattern.



Do not skew or warp.



Do not use the old logomark.



Do not add drop shadows or reflections.



Do not make alterations or substitutions.

Logo + Photo Use

When placing the logo on an image, primarily use the white color version.

For images with a light blue, light grey, or white color composition, the Roblox Red logo can be used.

Please be thoughtful when using a Roblox Red logo over any photo.



Logo + Busy Photo Use

For busy images, apply a 10-20% black tint to the entire image to maintain legibility of the white logo.



More Info

For additional brand assets, please go to
our Corporate site at: corp.roblox.com