

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

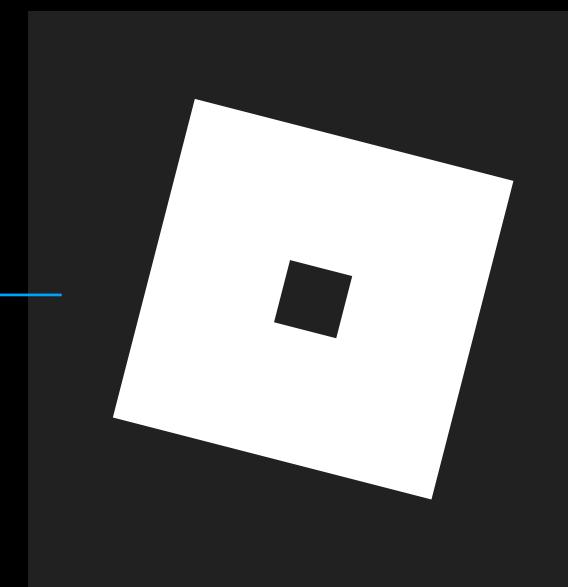
The Roblox logo embodies the company's unique personality, stemming from the DNA of our founder and CEO's first company, Interactive Physics. The mark is the heart of our identity, consisting of the logotype and our tilted block icon. The Block Icon should be used sparingly in isolation of the full logo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

FULL LOGO



White

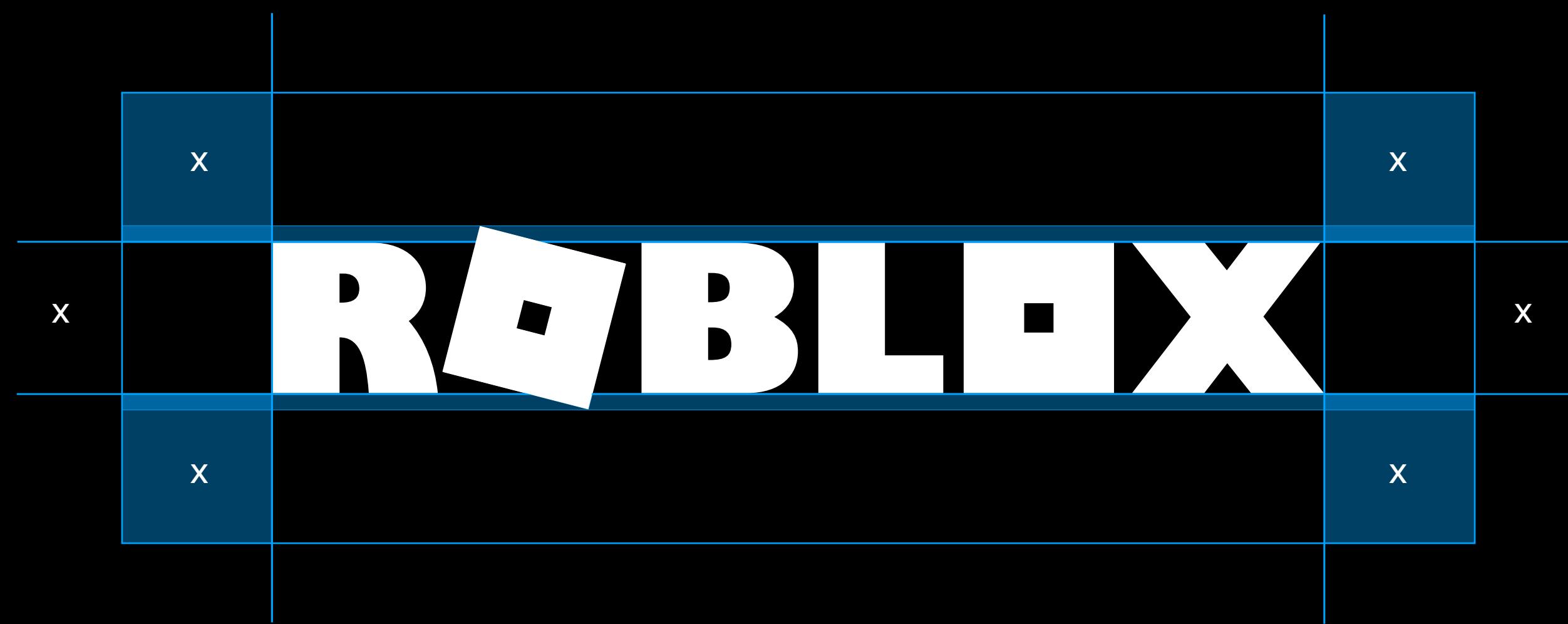
THE TILTED BLOCK



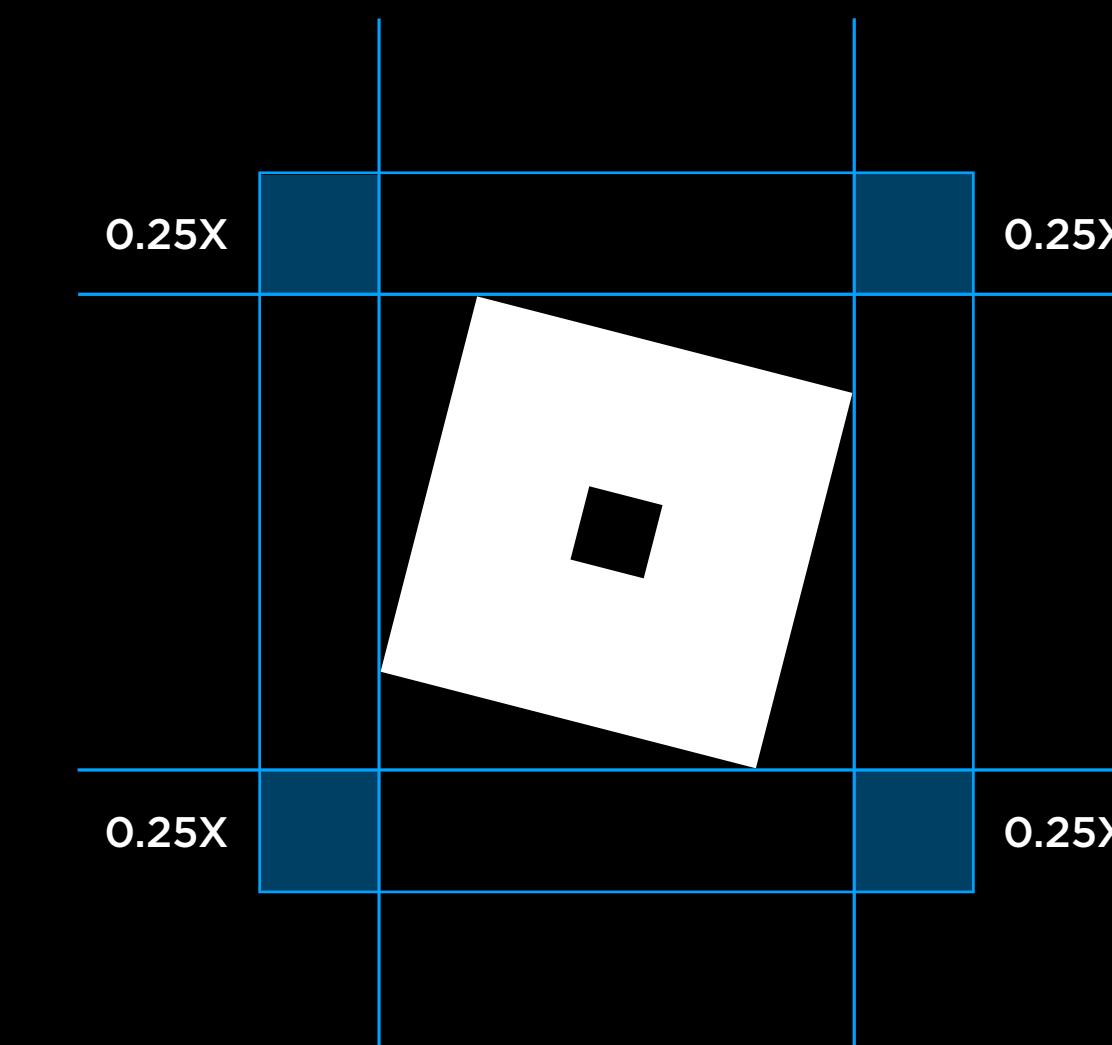
Black

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.



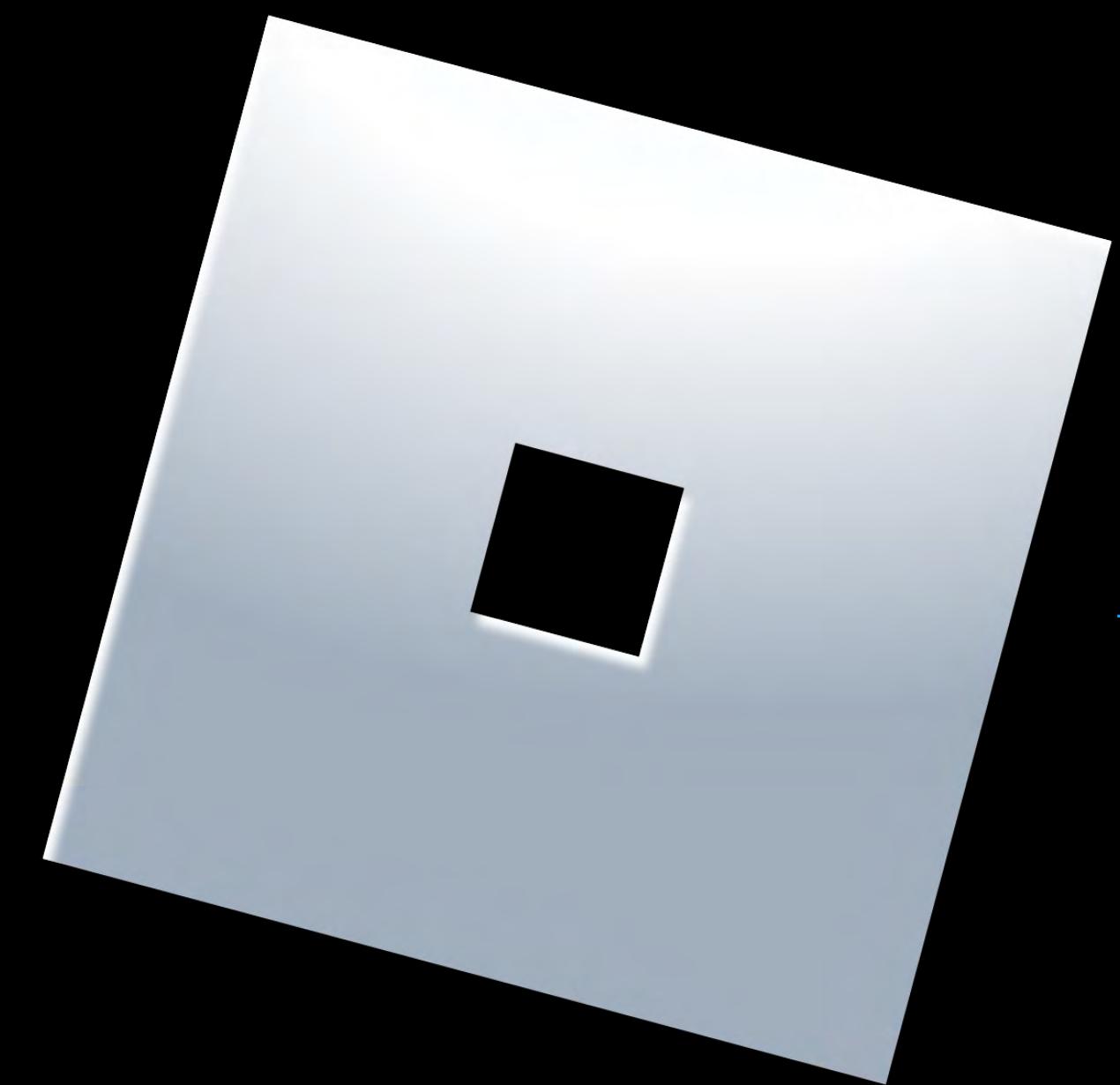
Minimum Size - 21px tall on screen / 0.25in (6.35mm) in print



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"



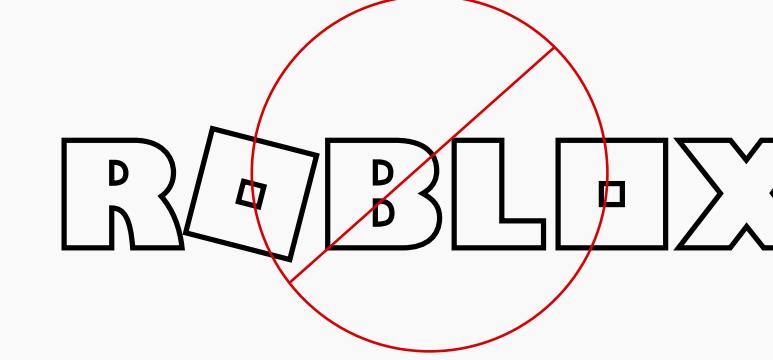
DO NOT RECOLOR



DO NOT MAKE ALTERATIONS
OR SUBSTITUTIONS



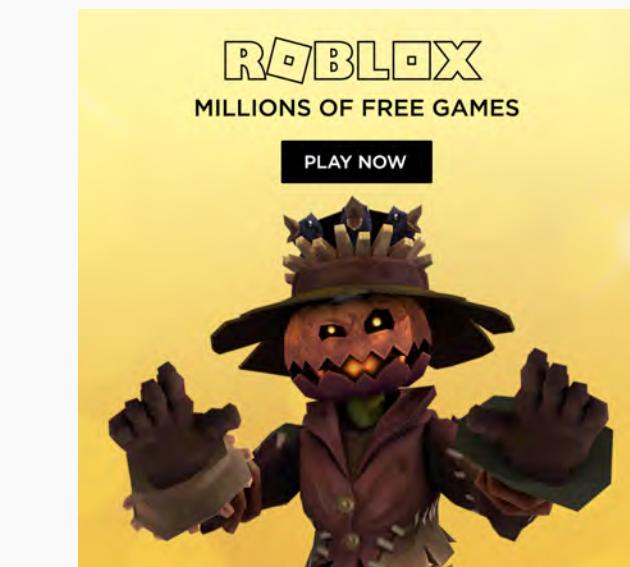
DO NOT USE THE RED LOGO



DO NOT APPLY OUTLINES



DO NOT MAKE ALTERATIONS
OR SUBSTITUTIONS



LOGO EXAMPLES

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



A photograph of a modern office environment. Several people are seated at desks, working on laptops. In the foreground, a person with dark hair and glasses is seen from the side, looking towards the right. Behind them, a woman with long red hair and glasses is looking towards the camera. Further back, two more people are visible, one holding a laptop. The office has a casual, creative atmosphere with wooden furniture and large windows.

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

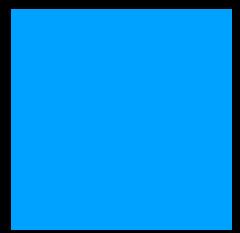
Roblox Studio is a free development tool where creators can build experiences on our platform and learn the fundamentals of coding, game design, and 3D graphics.



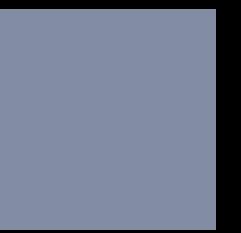
colors

PRIMARY COLORS

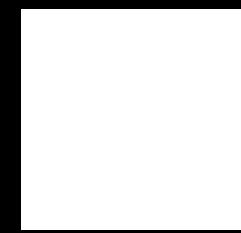
Our brand has matured, as has our color palette. The use of a strongly contrasting black & white, accented by hues of grey, give our brand a sophisticated and refined feel. The Roblox Blue color is used for accents and for the Studio Icon color.



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



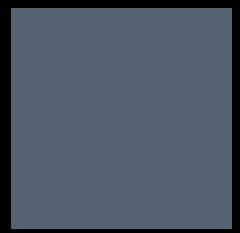
ROBLOX SILVER
RGB 130, 141, 163 **HEX#** 828DA3
CMYK 53, 40, 25, 1



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



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



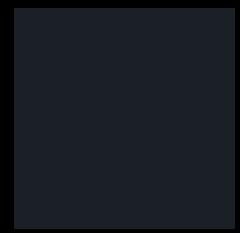
GRAY 1
RGB 84, 98, 114 **HEX#** 546272
CMYK 71, 55, 41, 17



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

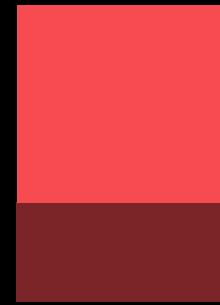


GRAY 4
RGB 27, 32, 38 **HEX#** 1B2026
CMYK 79, 69, 59, 71

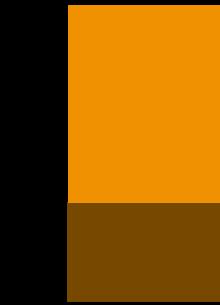
ACCENT COLORS

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).



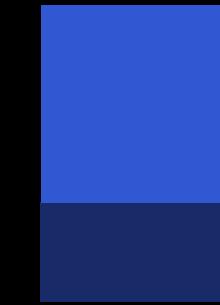
MATTE RED
RGB 247, 75, 82 **HEX#** F74B52



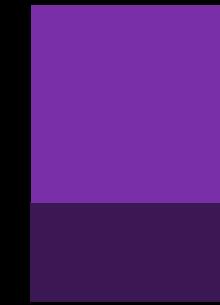
MATTE YELLOW
RGB 239, 145, 0 **HEX#** EF9100



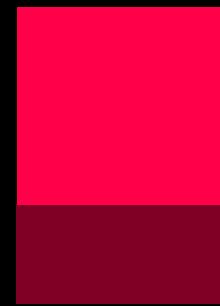
MATTE GREEN
RGB 0, 176, 111 **HEX#** 00B06F



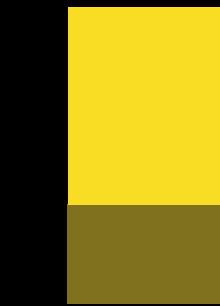
MATTE BLUE
RGB 49, 88, 210 **HEX#** 3158D2



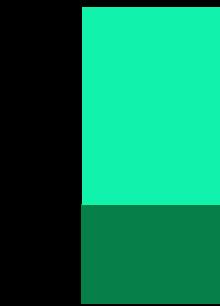
MATTE PURPLE
RGB 120, 47, 167 **HEX#** 782FA7



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



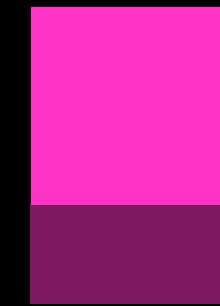
RADIANT YELLOW
RGB 249, 220, 36 **HEX#** F9DC24



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



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



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

type

TYPOGRAPHY

Gotham exemplifies playfulness in its heavier weights and sophistication in its thinner forms. Gotham is our primary font used in all of our assets and collateral. Refrigerator Deluxe is a secondary font used for our toy packaging.

ENGLISH / GOTHAM / BLACK, BOLD, MEDIUM, BOOK

As Gregor Samsa awoke one morning from uneasy dreams he found himself transformed in his bed into a monstrous vermin.

REFRIGERATOR DELUXE / HEAVY, BOLD, REGULAR, LIGHT

As Gregor Samsa awoke one morning from uneasy dreams he found himself transformed in his bed into a monstrous vermin.

LOCALIZED TYPOGRAPHY

Gotham also facilitates internationalization as it includes the Cyrillic and Greek alphabet in its typekit. Chinese characters (both Traditional and Simplified) is supported by Noto Sans, which appears to be Gotham's closest cousin. Noto Sans also has both a Japanese and Korean variant.

CYRILLIC / GOTHAM / BLACK, BOLD, MEDIUM, BOOK

**Проснувшись однажды утром после
беспокойного сна, Грегор Замза
обнаружил, что он у себя в постели
превратился в страшное насекомое.**

CHINESE (SIMPLIFIED) / SOURCE HAN SANS / HEAVY, BOLD, MEDIUM, REGULAR

**一天早晨，格里高尔·萨姆
沙从不安的睡梦中醒来，
发现自己躺在床上变成了
一只巨大的甲虫。**

GREEK / GOTHAM / BLACK, BOLD, MEDIUM, BOOK

**'Όταν ο Γκρέγκορ Σάμσα ξύπνησε ένα
πρωινό από κακό όνειρο, βρέθηκε
στο κρεβάτι του μεταμορφωμένος
σε γιγάντια κατσαρίδα.**

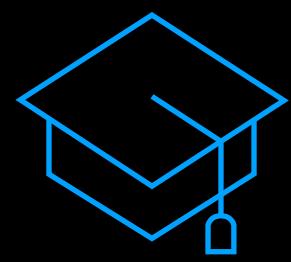
The Roblox Design system will take advantage of four weights:
Black, Bold, Medium, and Book.

Note: Typefaces for Arabic, Hebrew, and Thai are currently
under consideration.

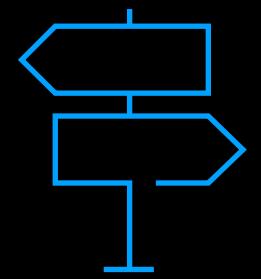
icons

ICONOGRAPHY

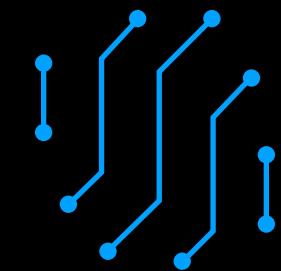
The Roblox Icon design is refined, crisp, and should always feel premium. Line weights need to be unified using minimal strokes to create the intended iconographic meaning.



Roblox Education
Opportunities



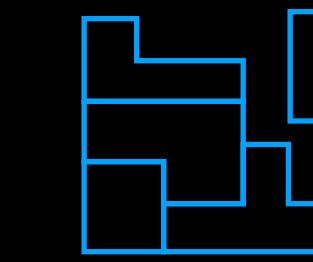
Parent's Guide



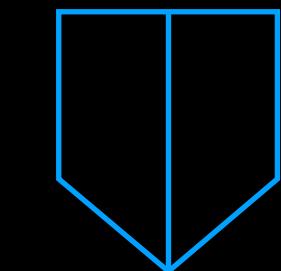
Technical Issues



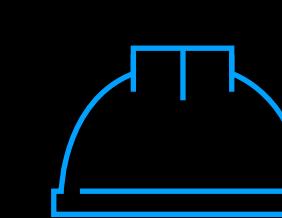
Account Security



Building on Roblox



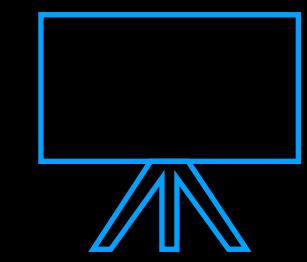
Kid Safety
and Community
Guidelines



Roblox Studio
Tutorial



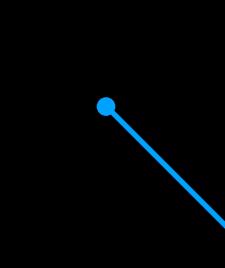
Customizing
Your Avatar



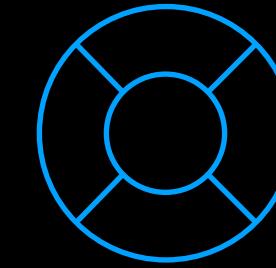
How To Play
Roblox



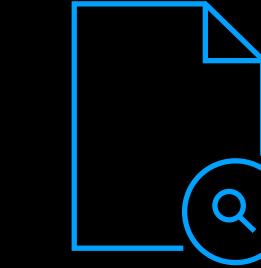
Billing



Social Media
& Merchandise



Roblox FAQ

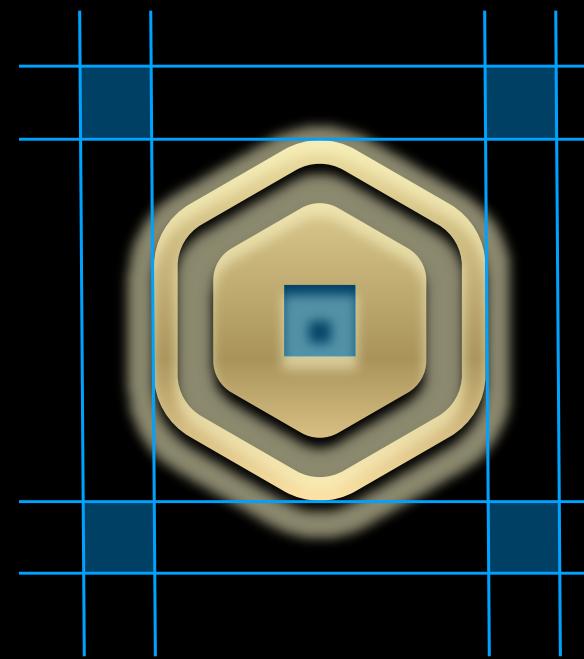


General Customer
Inquiries

robux

ROBUX

Robux is the virtual currency used on Roblox. Users can spend their Robux on new items for their avatars or additional perks in some of their favorite experiences.



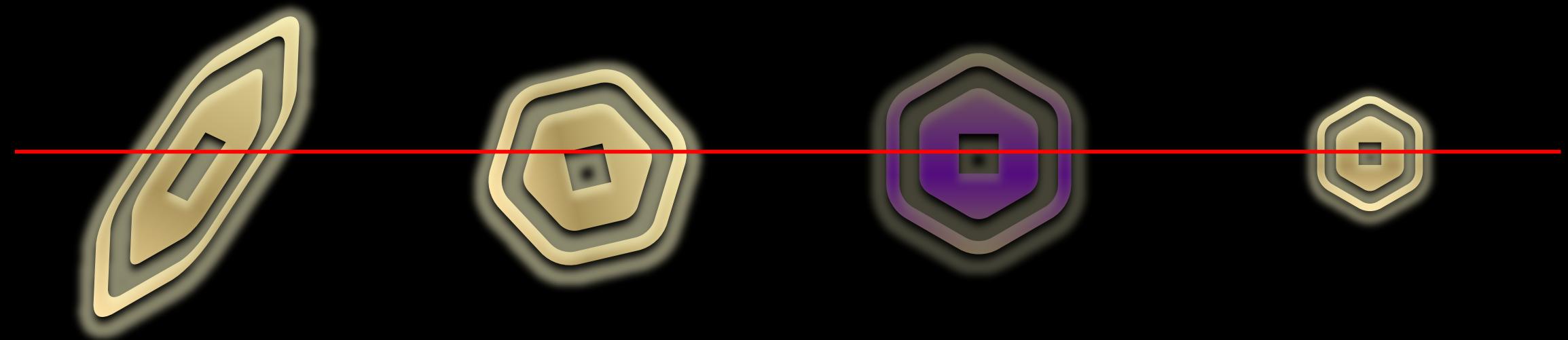
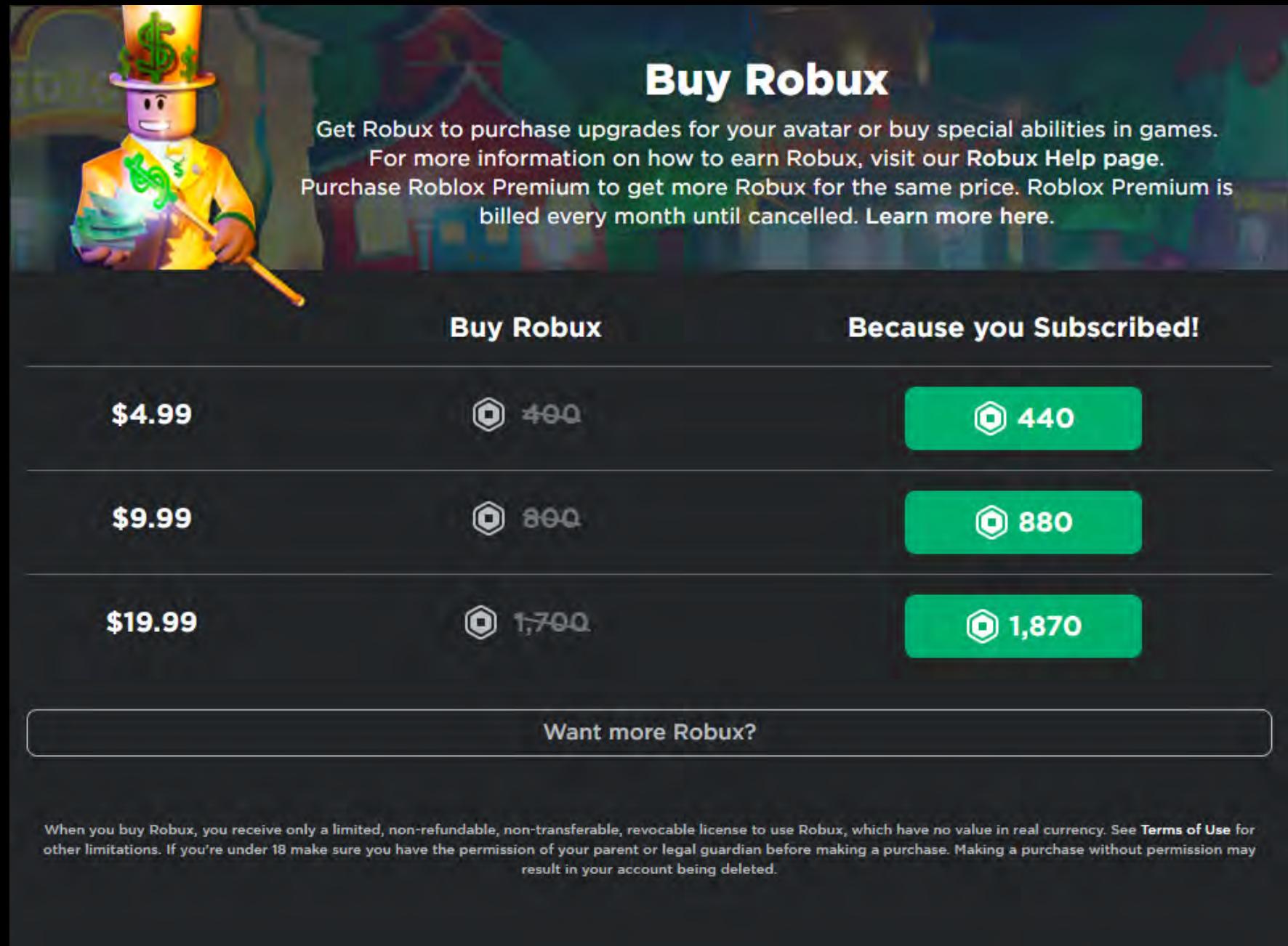
Maintain a “square’s width” distance from the nearest objects, like page edges or text.



Minimum Size – 28px wide

ROBUX USAGE & MISUSAGE

The Robux icon is used throughout our website and platform. There are places, such as banner ads and gift cards, where we want to inform users that they can purchase Robux.



DON'T

Do not distort or rotate the icon. Do not modify colors or transparencies.
Do not scale the icon less than 28px wide.

A man with dark hair, a beard, and glasses is smiling while looking at a laptop screen. He is wearing a light-colored polo shirt. In the background, there is a blurred view of an office environment with other people and office equipment.

premium

PREMIUM

Roblox Premium is our subscription product, which gives users a monthly Robux allowance and a 10% bonus when purchasing Robux. They also receive access to Roblox's economy features including buying, selling, and trading items, as well as increased revenue share on all sales in their experiences.



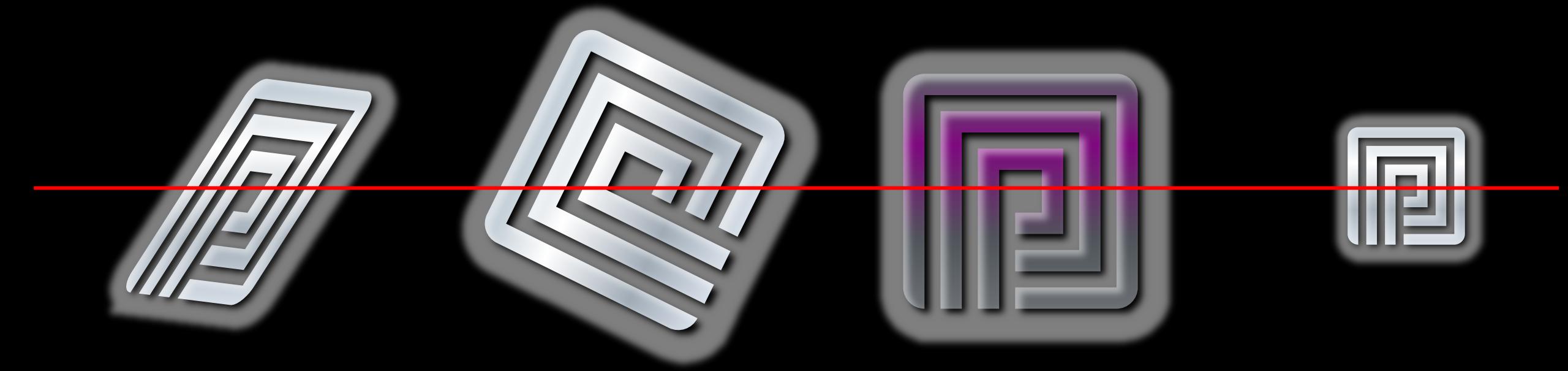
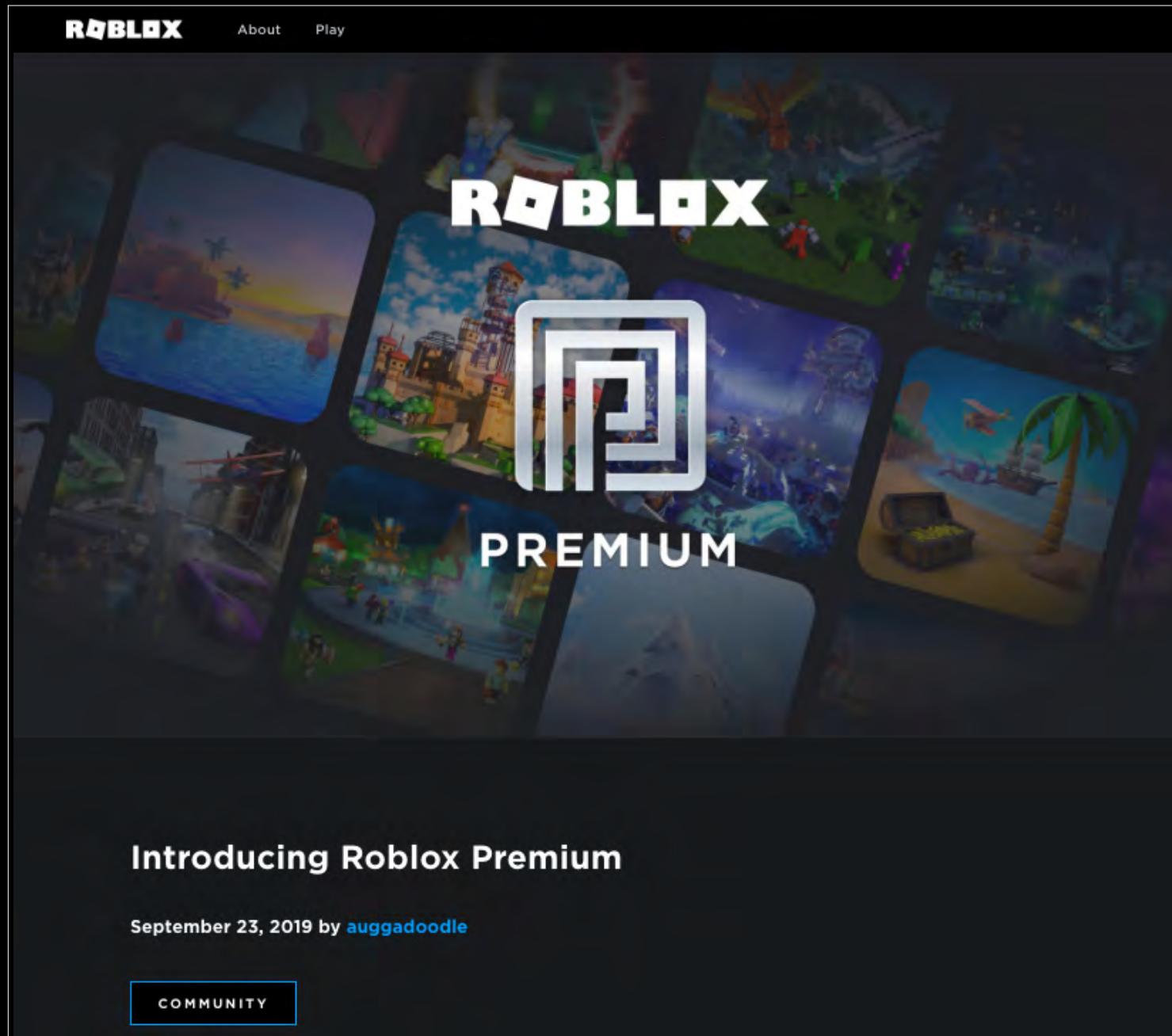
Maintain a “square’s width” distance from the nearest objects, like page edges or text.



Minimum Size - 44px wide

PREMIUM USAGE & MISUSAGE

The icon will appear next to subscribers' usernames throughout the Roblox platform. The icon is also used on gift cards and ads to promote our subscription product.



DON'T

Distort or rotate the icon. Do not modify colors or transparencies.
Do not scale the icon less than 44px wide.

content

A photograph of three people—two men and one woman—sitting around a wooden table outdoors. They are all smiling and holding hands. The woman is in the center, flanked by a man on her left and another man on her right. The background shows trees and a bright, sunny day.

avatars

R15 AVATARS



RTHRO AVATARS



AVATAR DO'S & DON'TS

Always use humanoid, realistically proportioned avatars.



AVATAR LINEUP

Please use diverse avatars.



AVATARS IN SCENE

Please show aspirational scenes.



CHINA AVATAR DON'TS



DON'T

Do not use dead characters. Skeletons and scary
avatars should not be used.

DON'T

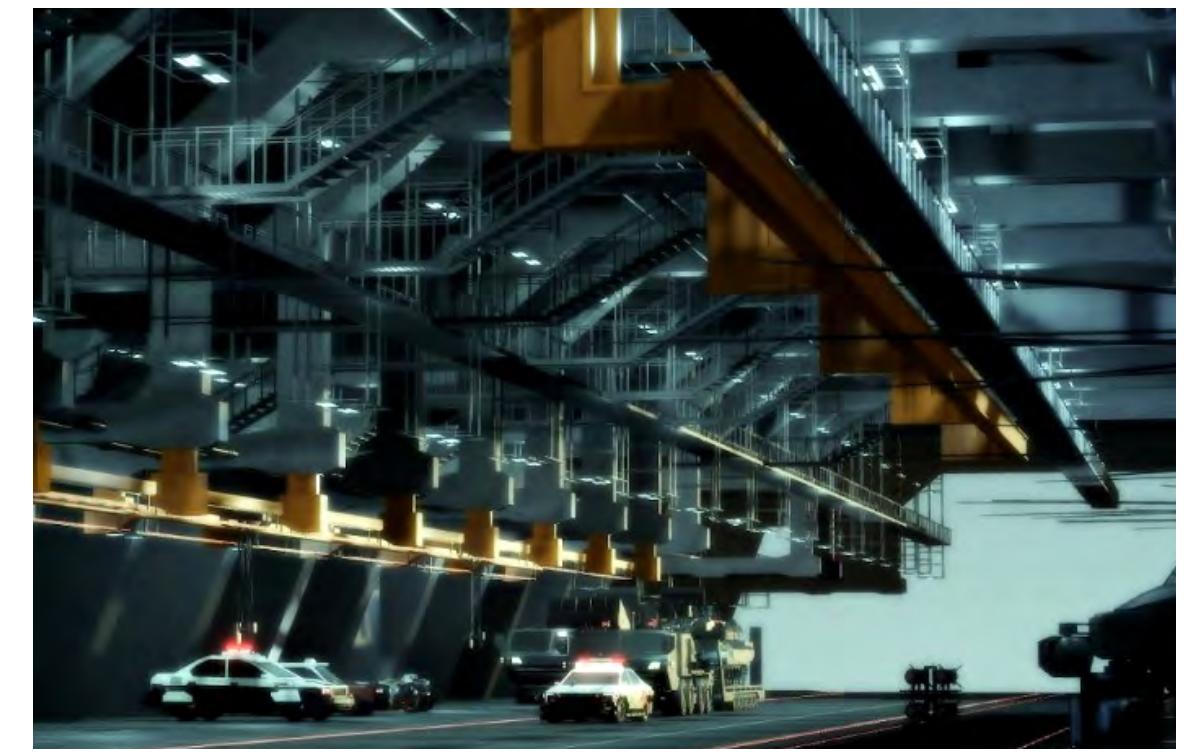
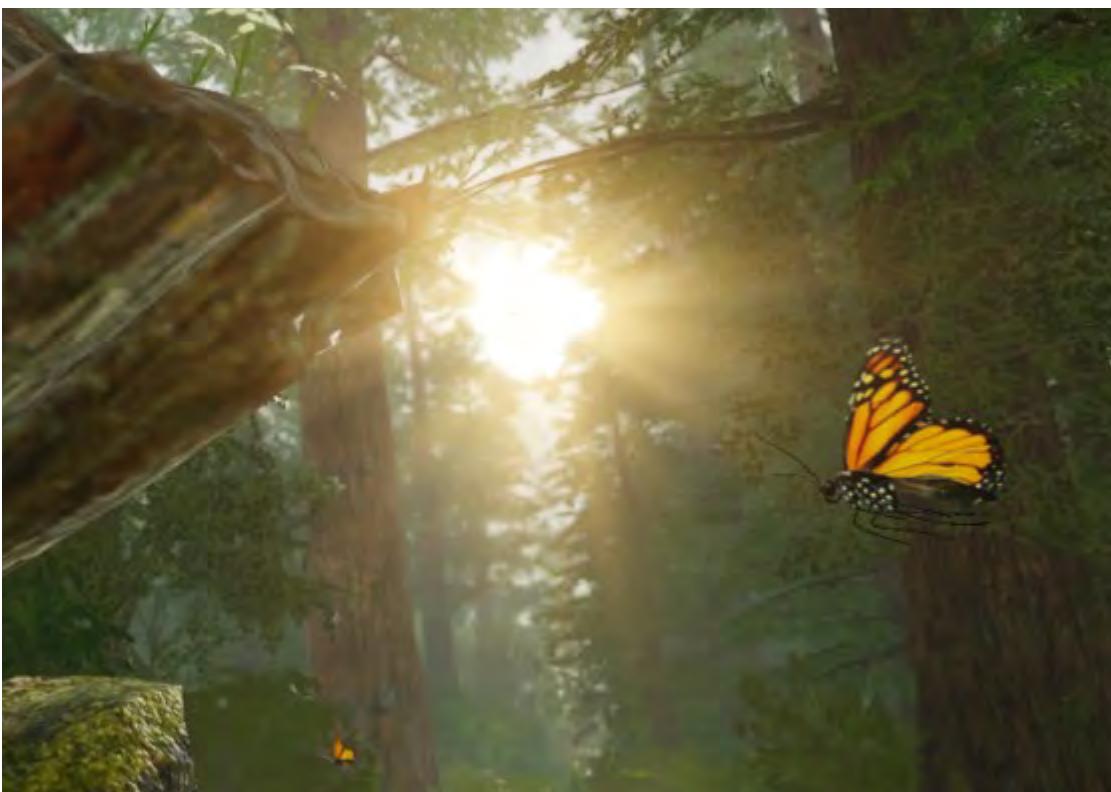
Don't use avatars that symbolize money. Cards
for instance can depict gambling.

A soft-focus photograph of a diverse group of young people, mostly teenagers, smiling and laughing together. They are wearing casual clothing like hoodies and t-shirts. The background is blurred, creating a sense of community and fun.

renders

RENDERS

Allow for spaces to feel realistic.



RENDERS

Build in 3D worlds with diverse characters.

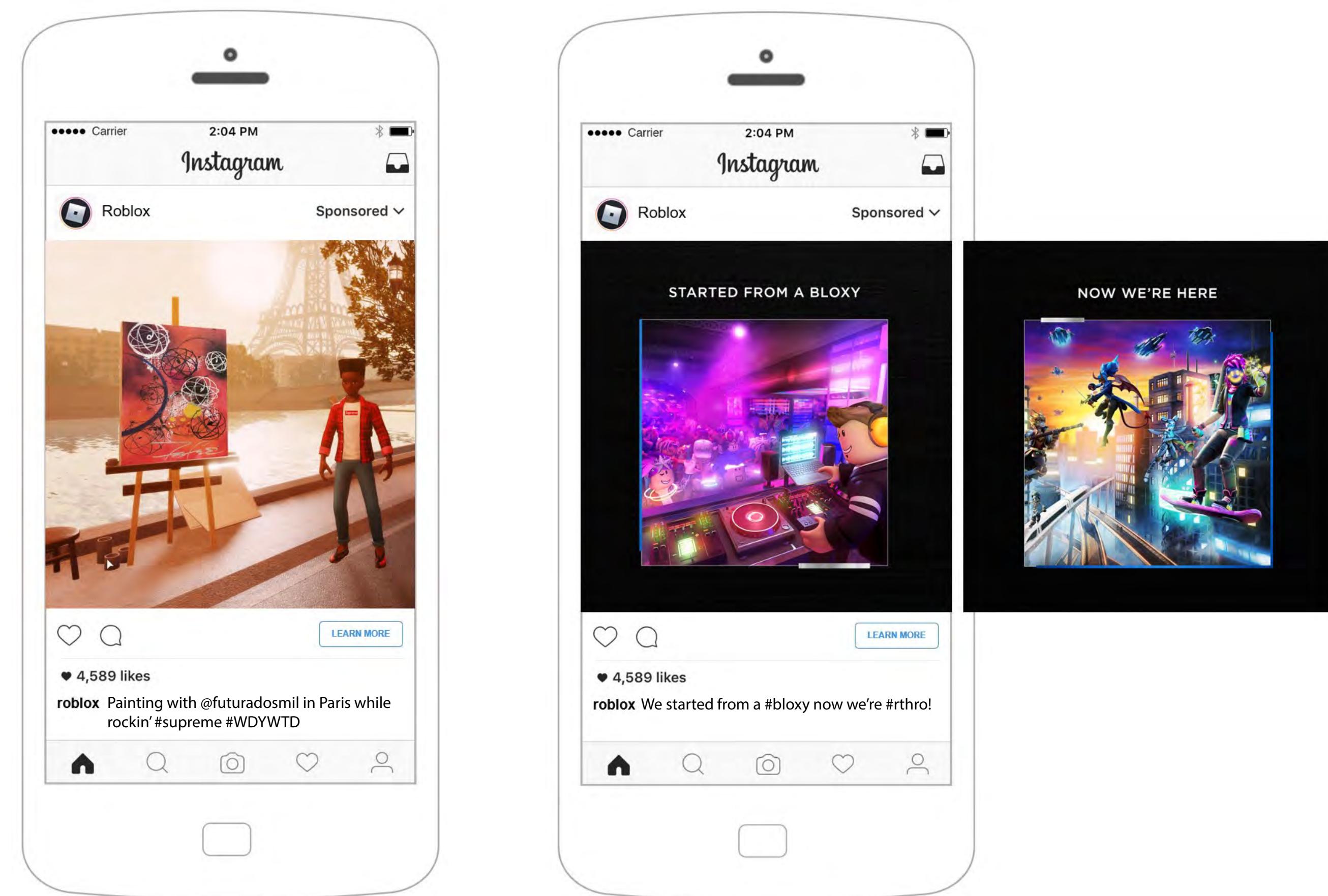




social

SOCIAL CONSIDERATIONS

Take an aged-up approach and show the evolution of the platform.



SOCIAL CONSIDERATIONS

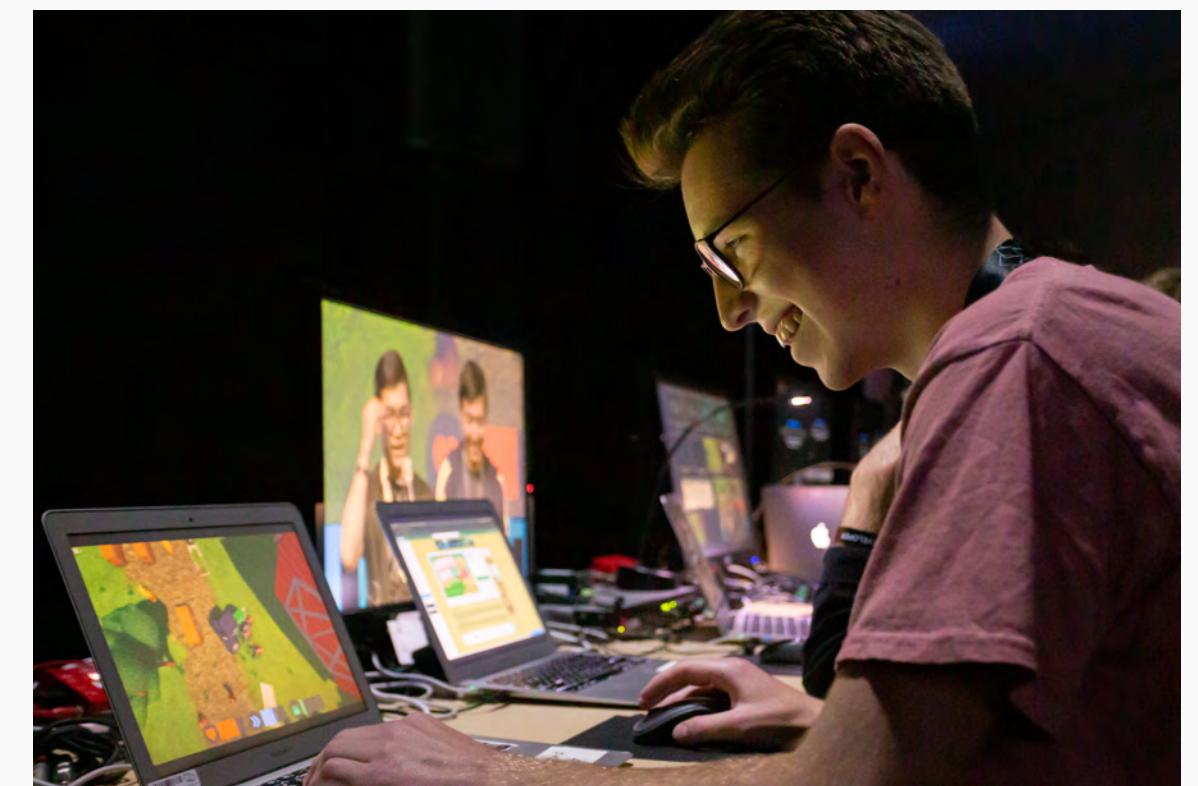
Highlight our product and user experience.



photography

PHOTOGRAPHY

Photography style should try to encapsulate slightly older kids/teens as we move to age up the appeal of Roblox. When possible, it is preferable to use real-life instances instead of stock photography.



graphic elements



the grid

THE GRID

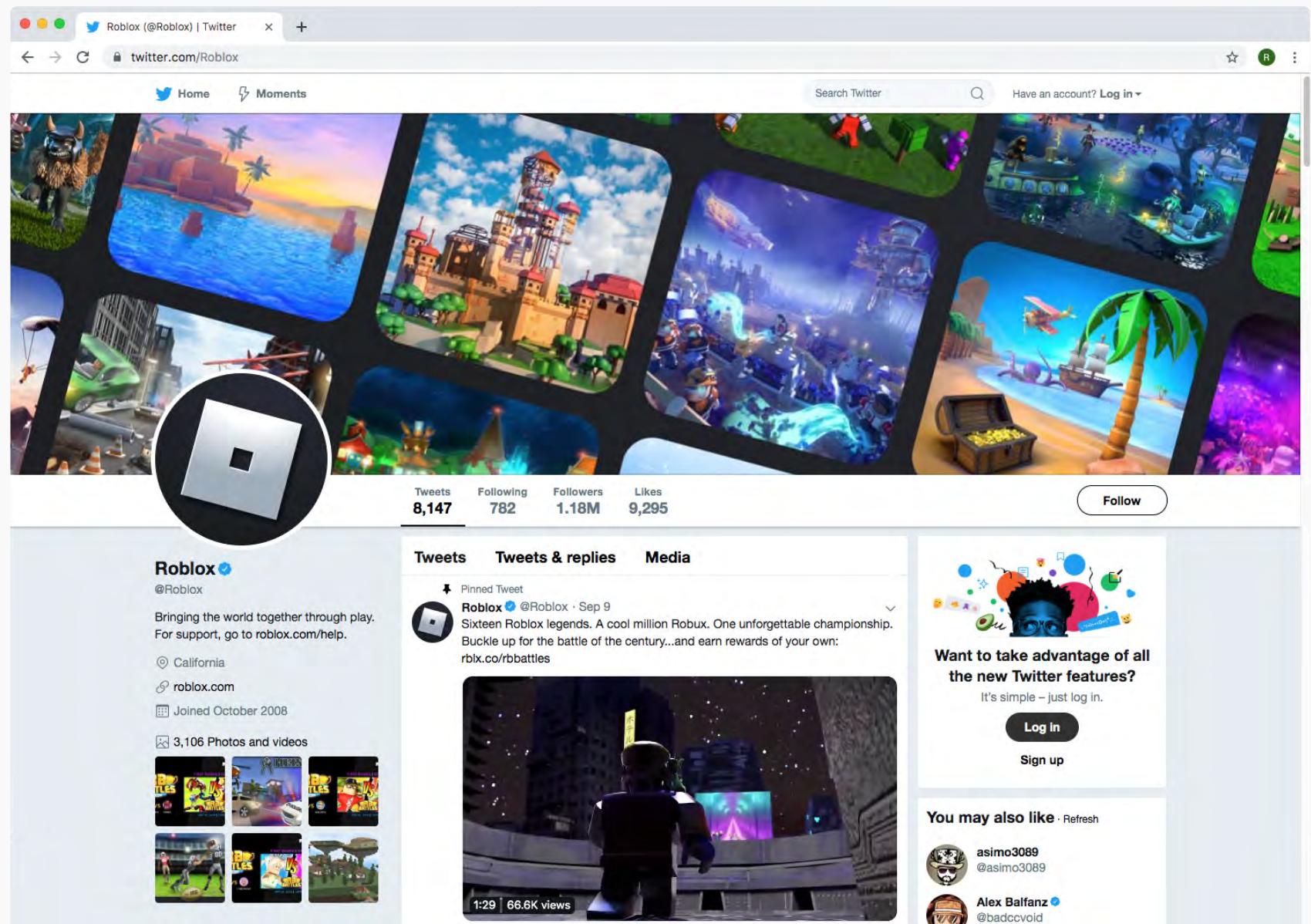
The grid visually expresses the versatility of our platform, showcasing the boundless creativity of our global community.



GRID USAGES

The grid is only used internally for our digital platforms, app stores, and print materials.

DIGITAL PLATFORMS



Digital platforms include our social channels (Twitter, Facebook, LinkedIn) and other websites such as our internal Roblox site, Amazon, etc.

APP STORES



App store screenshots.

PRINT



For print, we use the grid on special occasions. This print, for example, was issued to educate our clients and partners on Roblox.

patterns

BLOCK PATTERNS

We use these patterns when content seems bare and has too much negative space.

Sample Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

Sample Text

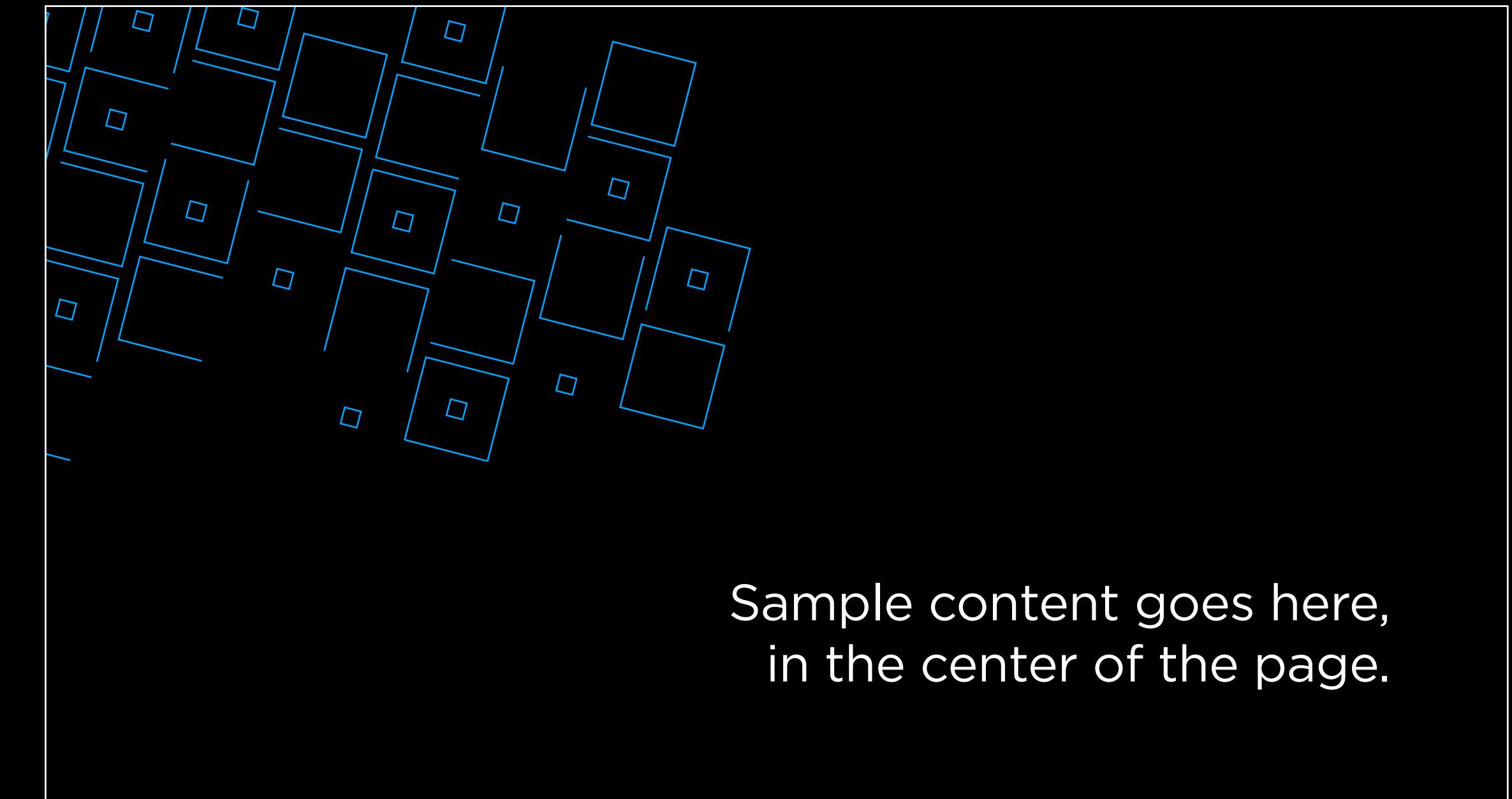
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

ABSTRACT PATTERNS

We use these patterns when content seems bare and has too much negative space.



Sample content goes here,
in the center of the page.



Sample content goes here,
in the center of the page.

LINEAR PATTERNS

We use these patterns when content seems bare and has too much negative space.

Sample Text

Lorem ipsum dolor sit amet, consecete tetuer adipis elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex. Lorem ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

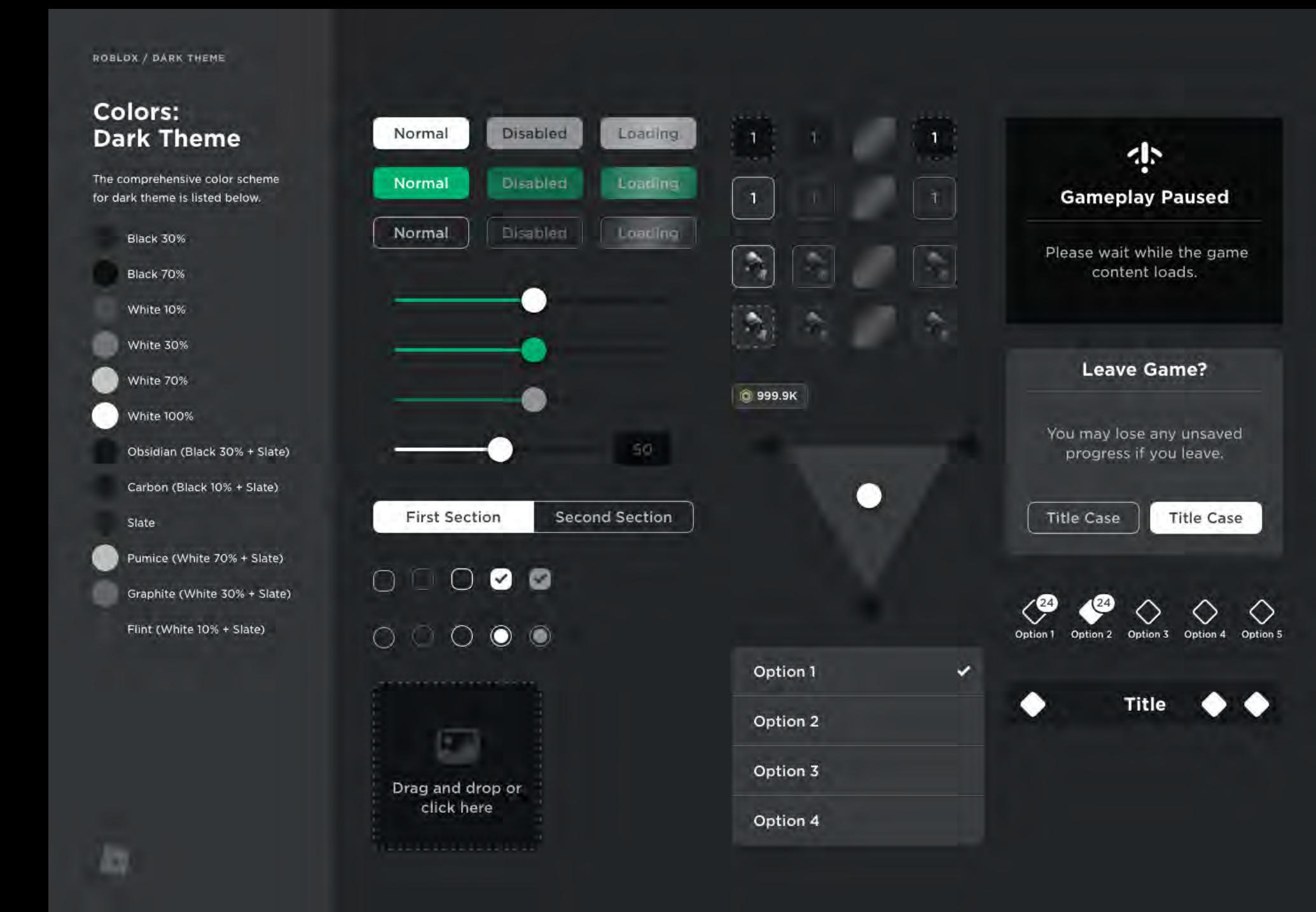
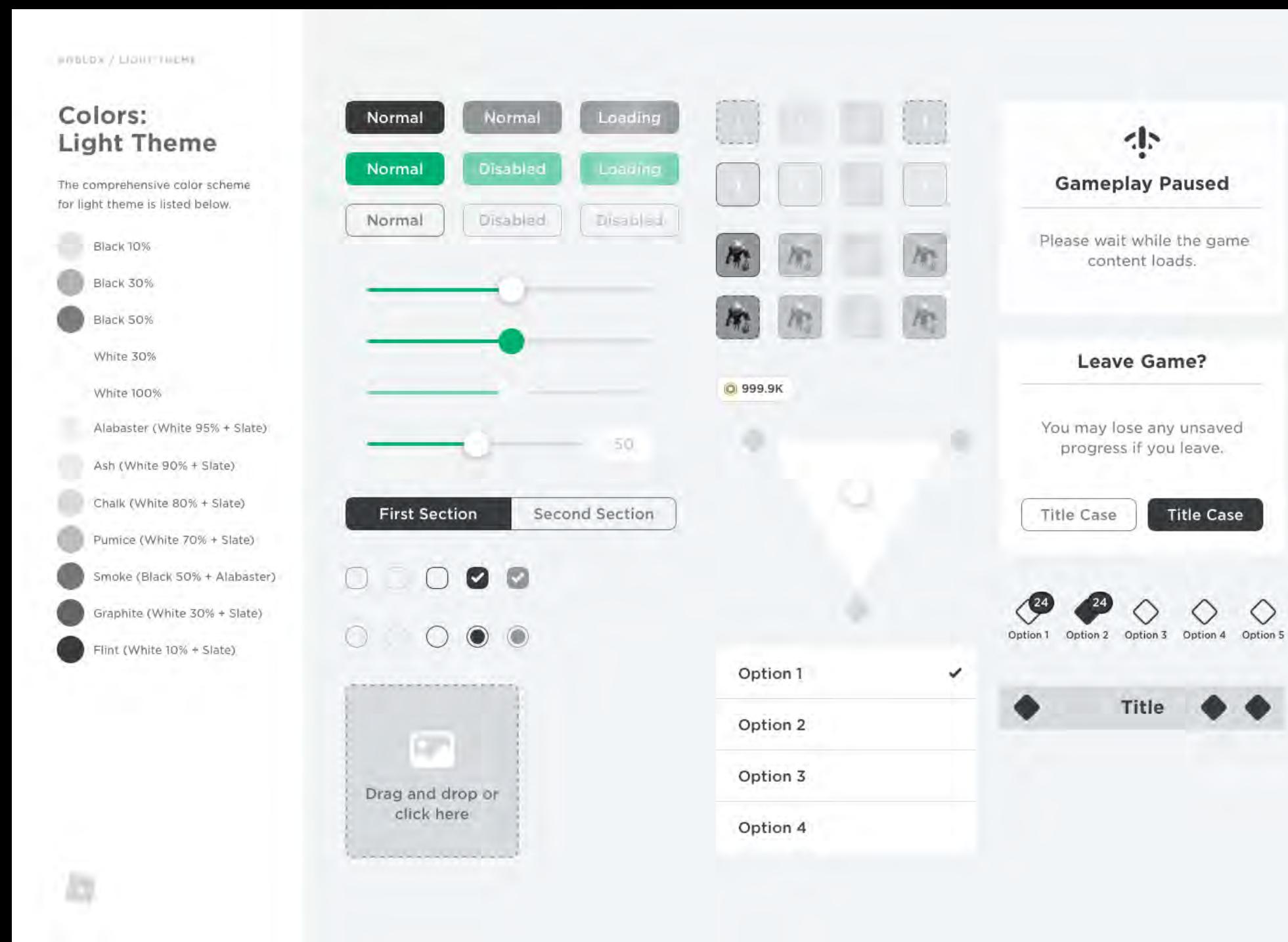
Sample Text

Lorem ipsum dolor sit amet, consecete tetuer adipis elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex. Lorem ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

digital interface

LIGHT & DARK THEME

Users have the ability to change to a light or dark theme, depending on their preference.



BUTTONS

Hover states are for mouse inputs only.

Note: the green shown here is a legacy holdover and is undergoing iteration at this time.

	PRIMARY	SECONDARY	ALERT	TEXT LINK(BTN)
DEFAULT				<u>Textlink</u>
ON HOVER				<u>Textlink</u>
ON PRESS				
DISABLED				<u>Textlink</u>
LOADING				
GAMEPAD				<u>Textlink</u>