

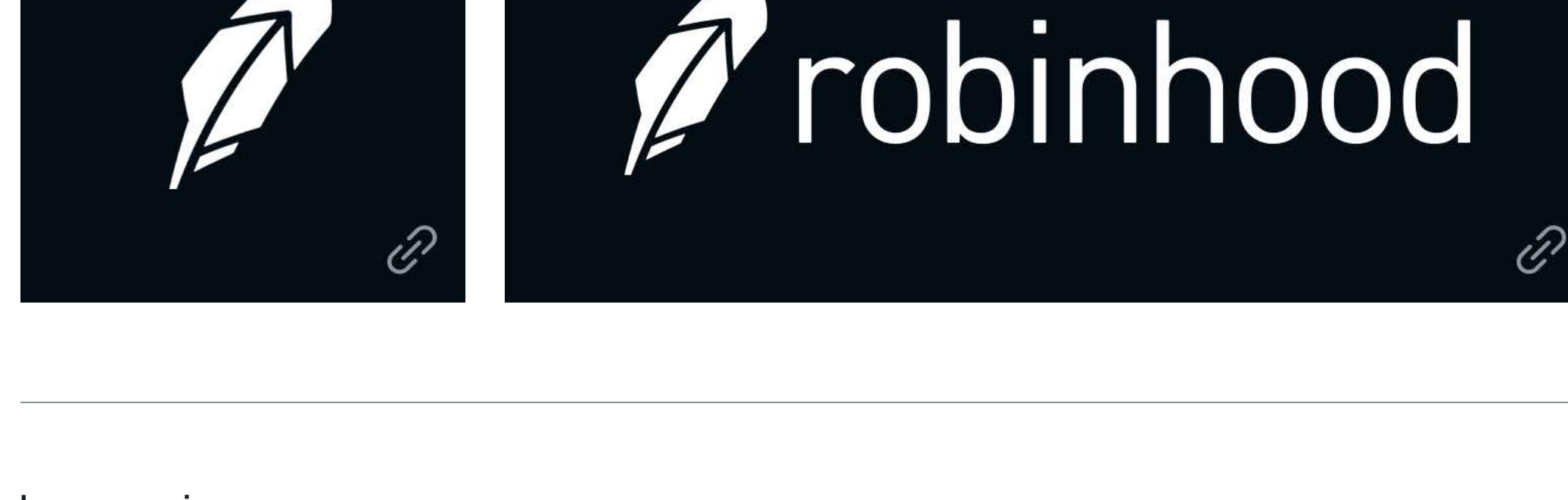
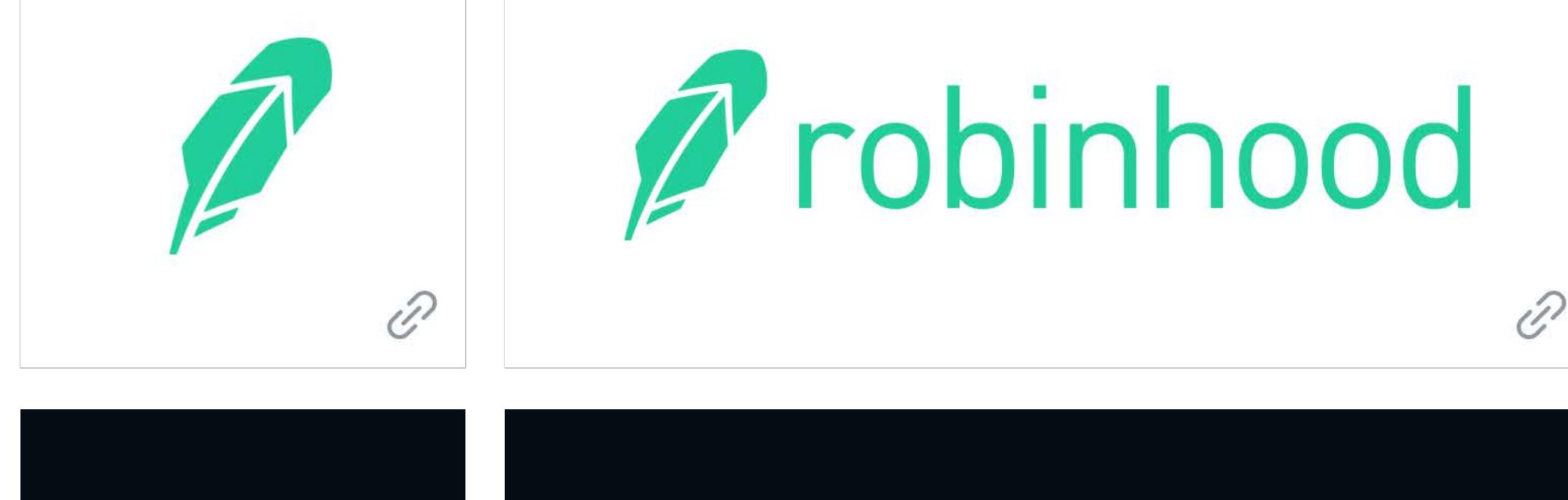


Brand assets and Guidelines

These guidelines will help you determine the best way to use the Robinhood logo and accurately represent Robinhood.

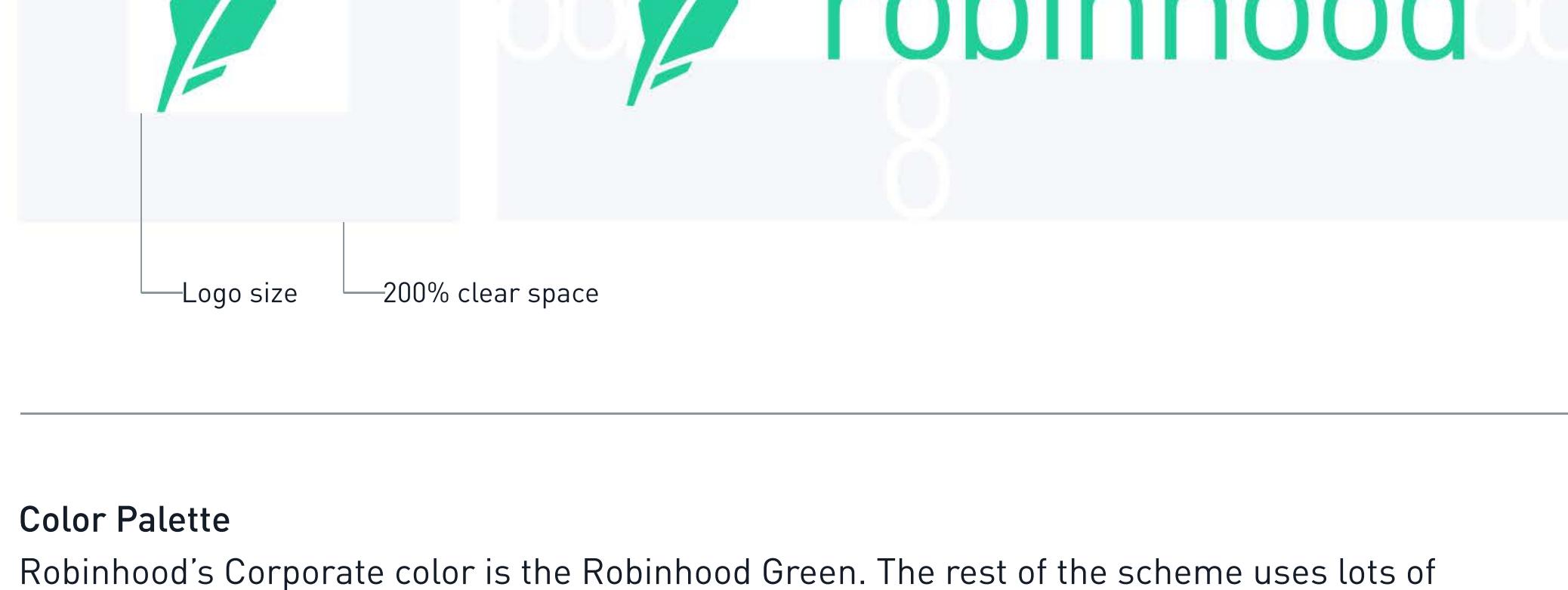
Logo

Robinhood's branding consists of its Logotype and the Feather Glyph. Please do not edit, distort, rotate or abstract the Robinhood logotype or glyph in any way. Use the green version on white or other light backgrounds; use the either the white or green on dark backgrounds. Make sure that the logotype is always readable. [Need Help?](#)



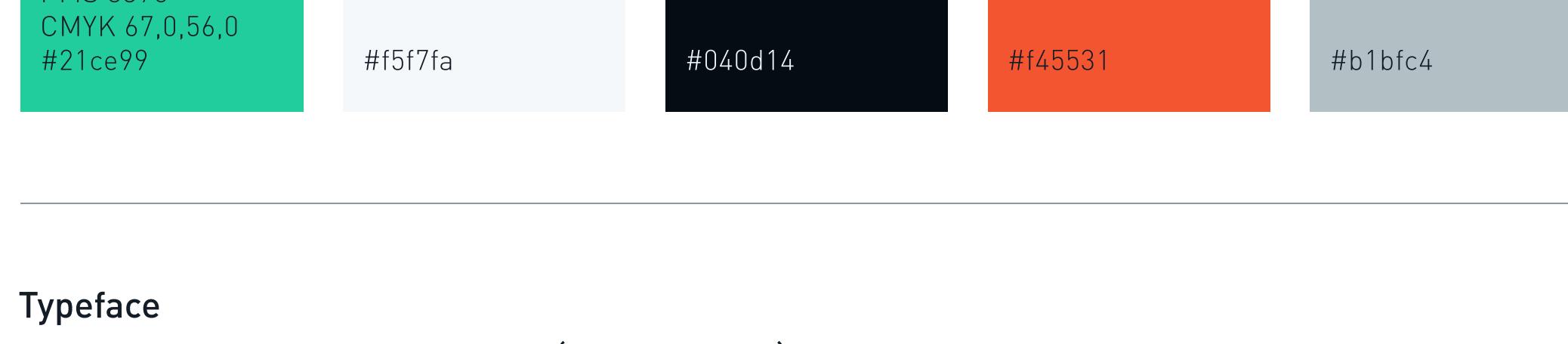
Logo spacing

It is important to leave space around the Robinhood logo when using it with other graphic elements. This insures that the logo is not cluttered or compromised in any way. To do this properly, leave clear space that equals 200% of the size of the square around the Glyph. For the Logotype, use the "o" in Robinhood two wide, as shown, to determine the proper spacing.



Color Palette

Robinhood's Corporate color is the Robinhood Green. The rest of the scheme uses lots of white (#ffffff) with accents of Cool White and Dark Navy to set it apart. Use combinations that allow for a good deal of contrast. [Need Help?](#)



Typeface

Robinhood uses the typeface DIN (Next and Pro) for all of our communications. It is a light, clean typeface that helps define our brand. Use lighter weights of DIN as the type size increases. Use Regular and Medium weights to convey hierarchy within blocks of text.

DIN Next Ultralight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

DIN Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

DIN Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

DIN Pro Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Other considerations

- Always capitalize the 'r' in Robinhood, even though the Logotype features a lowercase 'r'
- In general, do not edit the Robinhood Glyph or Logotype in any way. We like it how it is
- Feel free to email us. It helps if you send a mock-up of your intended use so we can be specific in our response.