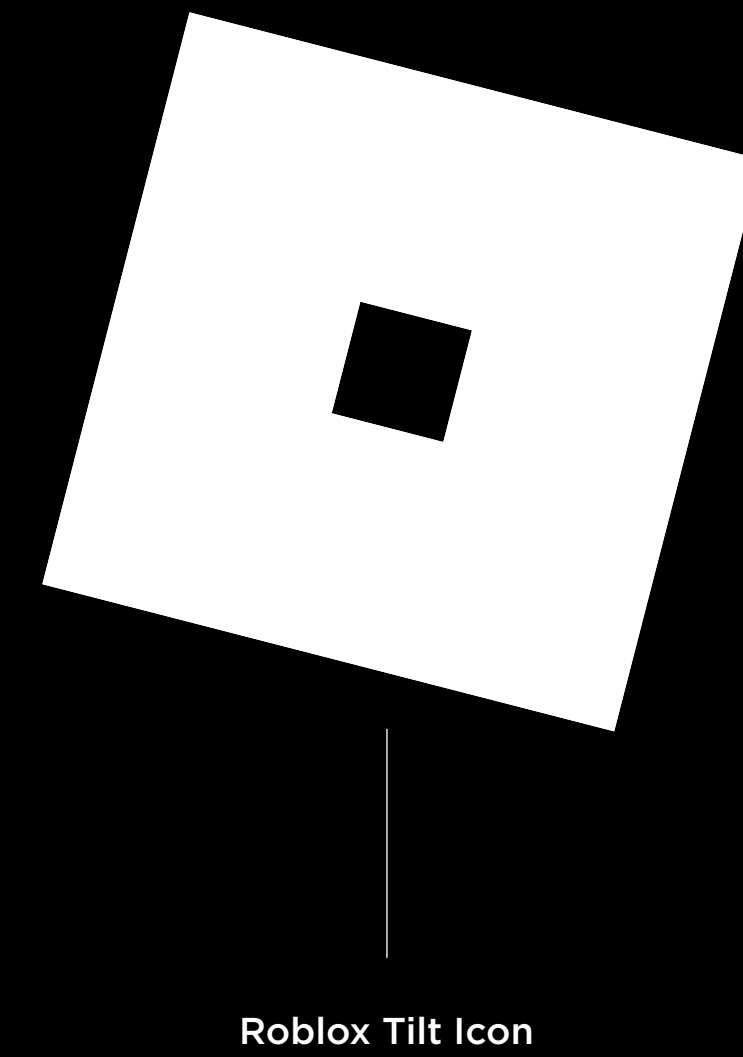


ROBLOX

Brand Guidelines

The Roblox Brand Guidelines is a reflection of a company who's matured after an incredible 10+ year growth.

The following pages detail the guiding principals of how to use the building blocks that make Roblox the brand it is today. Careful attention should be given to each element to ensure a cohesive brand across all touchpoints.



Primary Logo & Icon

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

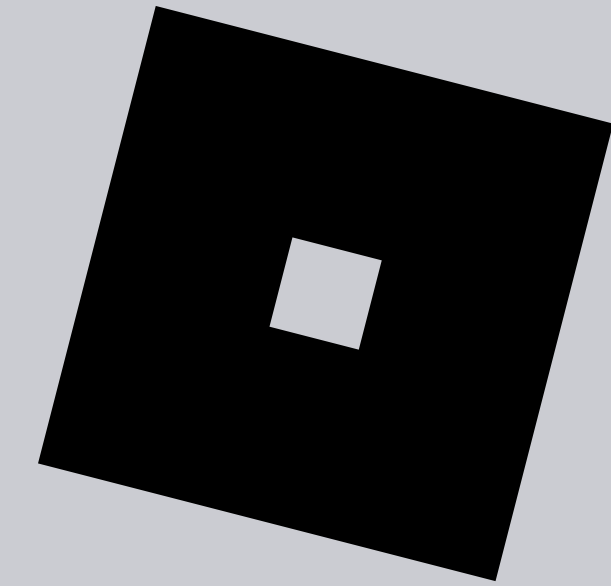


Black Roblox Logo

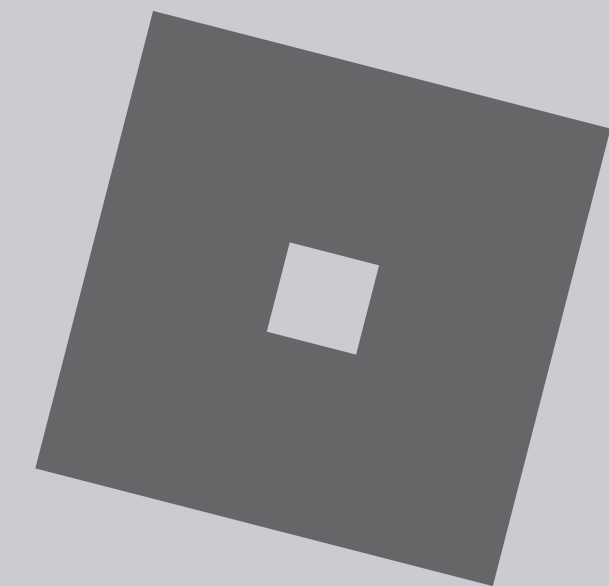


Graphite Roblox Logo

Black Tilt Icon

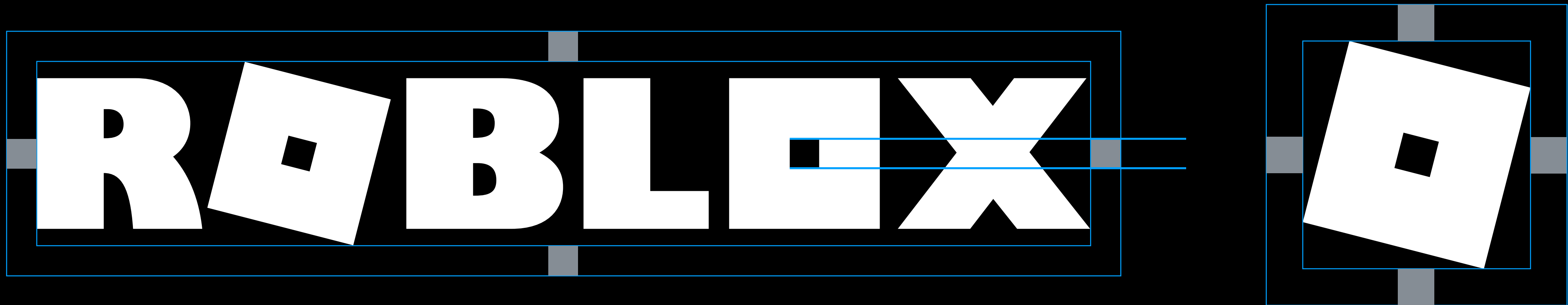


Graphite Tilt Icon



Secondary Logo & Icon

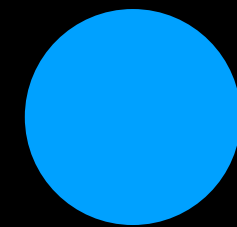
Our secondary logo lockups provide flexibility using the identity across mediums where a lighter background color is required, such as stationary or apparel.



Logo & Icon Clear Space

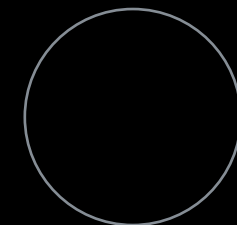
A minimum area of space must always surround the Roblox logo and icon. Horizontal and vertical clear space is based upon the counter size of the logo's square shaped letter 'O.' The clear space gives our logo a buffer ensuring that taglines or other visual elements do not advance into our logo.

Primary Colors



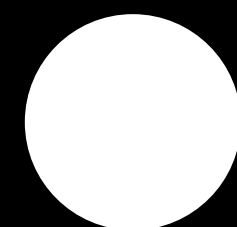
Roblox Blue

RGB: 0/162/255
HEX: 00a2ff
PMS: 2925 C
CMYK: 75/25/0/0



Black

RGB: 0/0/0
HEX: 000000
PMS: Black 6 C
CMYK: 60/40/40/100



White

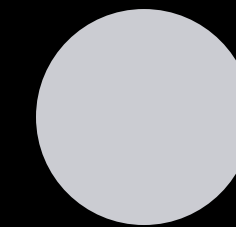
RGB: 255/255/255
HEX: ffffff
PMS: -
CMYK: 0/0/0/0



Roblox Dark Grey 1

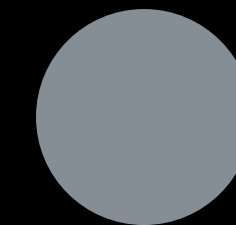
RGB: 24/24/24
HEX: 181818
PMS: Neutral Black C
CMYK: 73/67/65/79

Secondary Colors



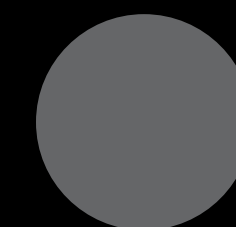
Roblox Platinum

RGB: 204/205/211
HEX: cccdd3
PMS: 427 C
CMYK: 19/15/11/0



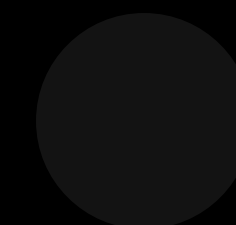
Roblox Silver

RGB: 19/19/19
HEX: 131313
PMS: Neutral Black C
CMYK: 73/67/66/81



Roblox Graphite

RGB: 101/102/104
HEX: 656668
PMS: Cool Grey 10 C
CMYK: 61/52/49/19



Roblox Dark Grey 2

RGB: 19/19/19
HEX: 131313
PMS: Neutral Black C
CMYK: 73/67/66/81

Brand Colors

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

DO NOT STRAIGHTEN THE "O"



ROBLOX

DO NOT USE THE RED LOGO



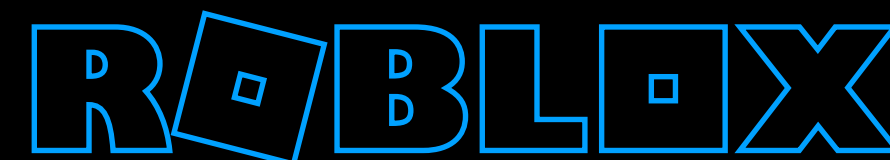
MYBLOX

DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS



ROBLOX

DO NOT RECOLOR



ROBLOX

DO NOT APPLY OUTLINES



RŌBLOX

DO NOT MAKE ALTERATIONS OR SUBSTITUTIONS

Improper Use

The Roblox logo should always be used to the exacting proportions and colors for which it was designed. The examples above 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.