

# 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.

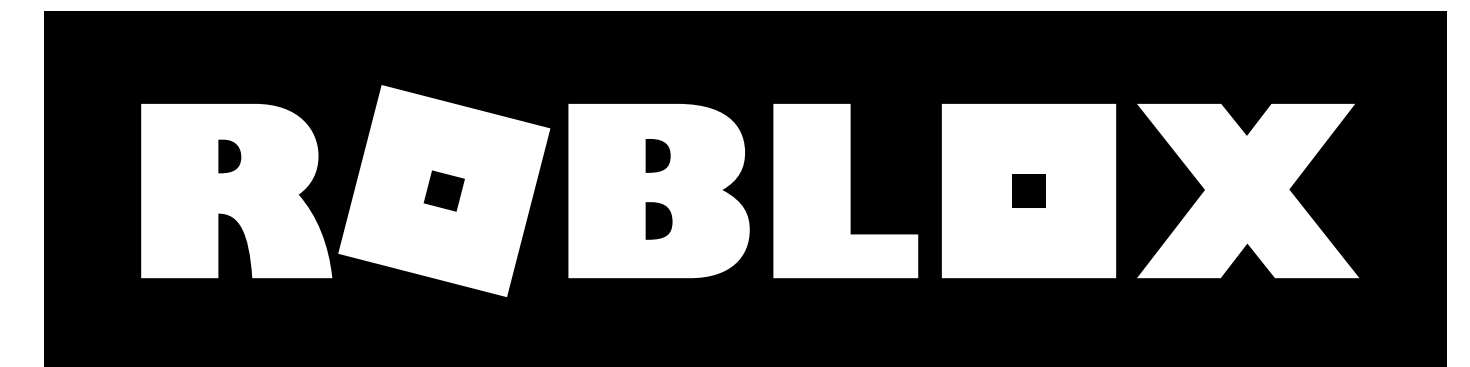
Secondary use involves a black logo against a white background, or a white logo against a dark background.



**Primary Use** - Roblox Red logo on a white background



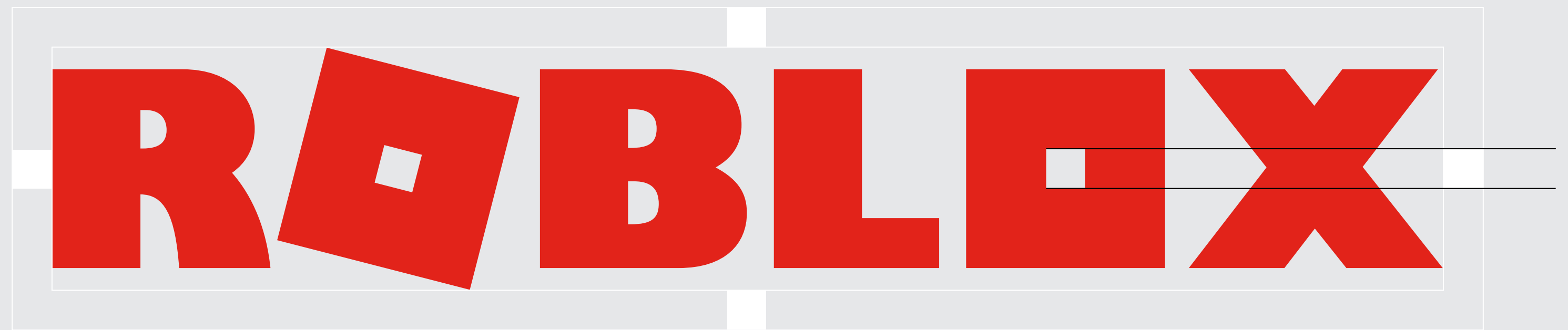
**Secondary Use** - Black logo on a white background



**Secondary Use** - White logo on a dark background

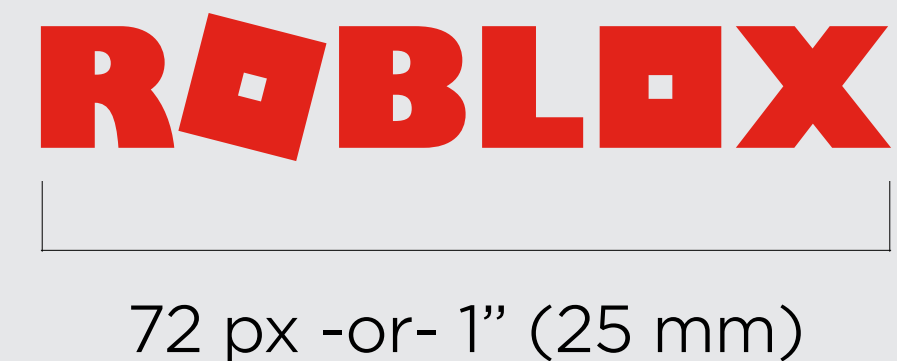
## Logo Clearspace Use

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:



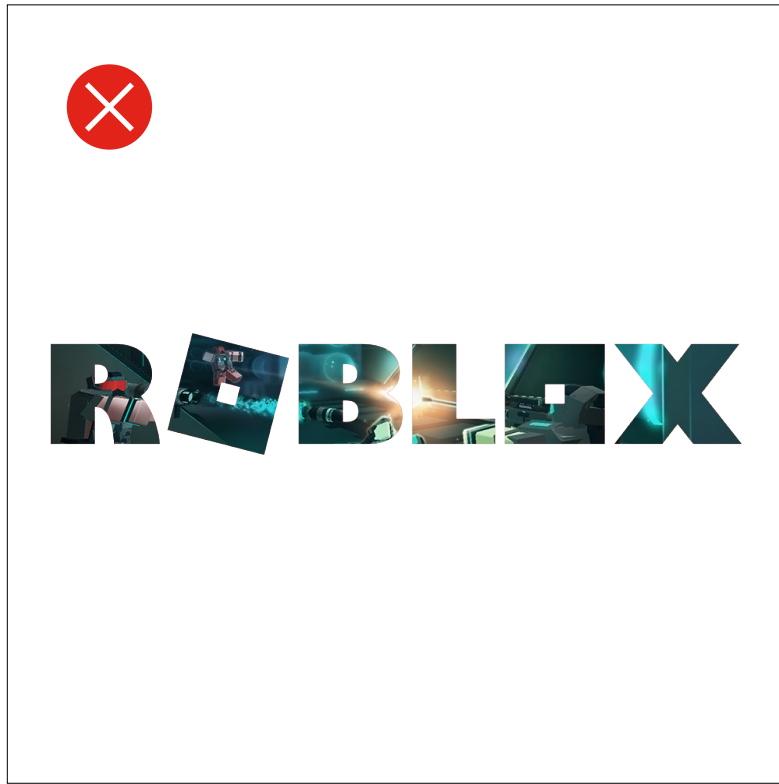
Do not apply outlines.



Do not straighten the "O."



Do not recolor.



Do not fill with patterns.



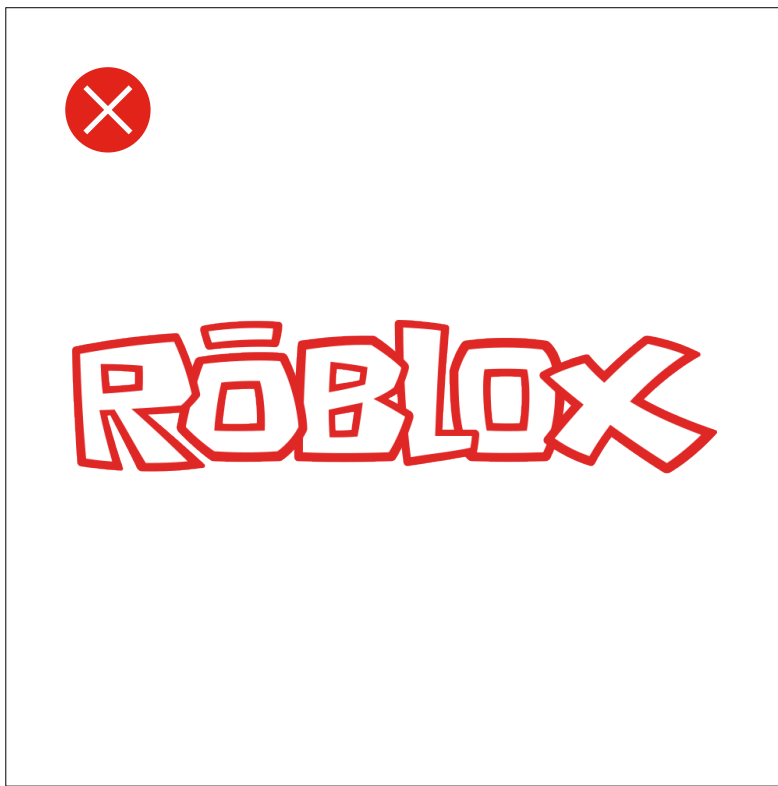
Do not rotate.



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](http://corp.roblox.com)