

Wordmark

Wordmark Overview

The Roblox logo is the primary way in which the brand shows up in any context. It is our main identifier and should be used before any other variants.

The Roblox wordmark logo is displayed in a large, bold, white font against a dark gray background. The word "ROBLOX" is written in all caps. The letter "O" is replaced by a stylized square icon with a smaller square inside it, tilted at a 45-degree angle. The letters "R", "B", "L", and "X" are in a clean, sans-serif font.

Wordmark Colorways

The Roblox logo exists in two color variations. Depending on the surface, different lockup variations should be used to ensure contrast and legibility. In most situations, use the primary variation on black or dark gray surfaces and on photography with dark backgrounds.

01

The Roblox wordmark is displayed in white on a dark gray background. The letter 'R' is followed by a square icon containing a diamond shape, which is tilted at an angle. This is followed by the letters 'BLOX' in a bold, sans-serif font.

02

The Roblox wordmark is displayed in black on a white background. The letter 'R' is followed by a square icon containing a diamond shape, which is tilted at an angle. This is followed by the letters 'BLOX' in a bold, sans-serif font.

Use the white version on dark surfaces or photography with dark backgrounds. This is our primary colorway.

02

Use the black version on light surfaces or photography with light backgrounds.

Wordmark

Clearspace

An area of space must always surround the Roblox logo and icon.

The clear space gives our logo a buffer, ensuring that taglines or other visual elements do not advance into our logo.



ROBLOX

20px minimum sizing

Wordmark

Incorrect Usage

Please note the following guidance on best practices for our wordmark.



Do not colorize outside the approved system.



Do not adjust the transparency. The logo should always be at 100% density.



Do not add any stroke treatment.



Always make sure the logo is clear and at full resolution.



Never replace the Tilt with another letter, object, or similar.



Do not scale any individual parts.



Do not skew, squash, or distort.



Do not rotate or position at an angle.



Do not vertically stack the logo.



Do not stylize or add unnecessary treatments like a drop shadow, bevel, or glow.



Always make sure the logo reads clearly. Avoid low-contrast treatments.



Do not position the logo over busy images or backgrounds.

Boilerplate

This is the language that we apply for a standard description of what Roblox is.

Roblox is an immersive platform for connection and communication. Every day, millions of people come to Roblox to create, play, work, learn, and connect with each other in experiences built by our global community of creators.

Our vision is to reimagine the way people come together – in a world that's safe, civil, and optimistic. To achieve this vision, we are building an innovative company that, together with the Roblox community, has the ability to strengthen our social fabric and support economic growth for people around the world.

For more about Roblox, please visit corp.roblox.com.

Video Slates Guidance

Please adhere to the following guidelines when developing a video slate:

- For 1920×1080 or 1080×1920 video, the size of the Roblox logo should be 1/3 of the screen width (measuring 3 logos across).
- For social formats (1:1 ratio), the left/right padding on either end of the Roblox logo should be no more than two characters from the wordmark.



1:1

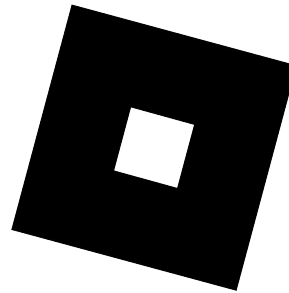


Tilt

Single-Color Tilt Colors

The Roblox Tilt has two secondary colors
white and black.

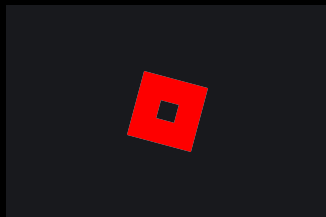
The Secondary Tilts should be used for use
cases where printing or resolution is limited.



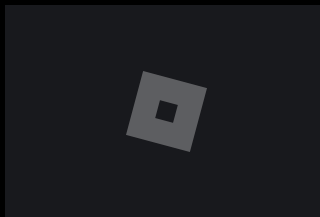
Tilt

Incorrect Usage

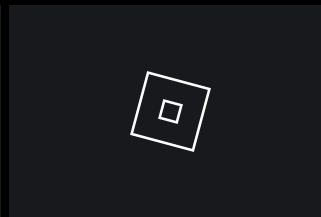
Please note the following guidance on best practices for our wordmark.



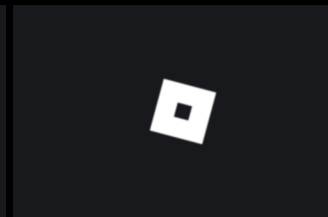
Do not colorize outside the approved system.



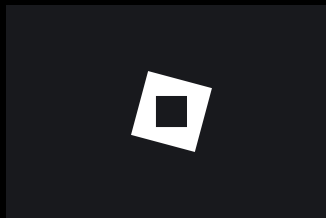
Do not adjust the transparency. The logo should always be at 100% density.



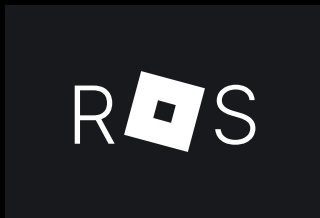
Do not add any stroke treatment.



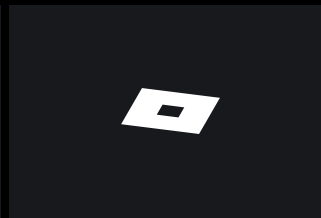
Always make sure the tilt is clear and at full resolution.



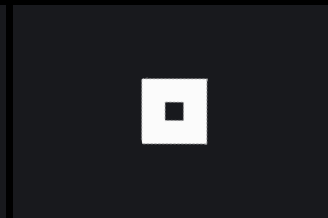
Do not reconstruct the tilt.



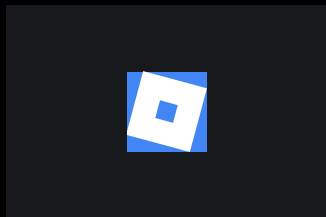
Do not use tilt as the letter O.
Do not combine tilt.



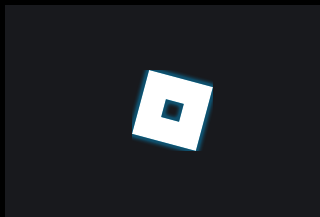
Do not skew, squash, or distort.



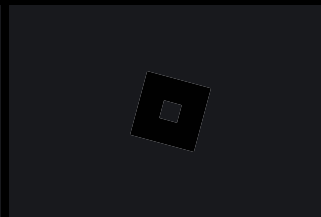
Do not rotate or position at an angle.



Do not add unnecessary graphics to the tilt.



Do not stylize or add unnecessary treatments like a drop shadow, bevel, or glow.



Always make sure the tilt reads clearly. Avoid low-contrast treatments.



Do not position the tilt over busy images or backgrounds.

Legal Notice

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For more information, please see the [Roblox Terms of Use](#) and [Roblox Name and Logo - Community Usage Guidelines](#).