

# Roblox Badge Guidelines

**ROBLOX** | Version 2.0

# Welcome to Roblox's Badge Guidelines where you can find the rules utilizing the Roblox Badge for promoting your Roblox experience or items off platform

Please review Roblox Name and Logo Community usage guidelines [here](#) for more complete guidance and exceptions.

Vector files of the badge are available for download [here](#).

## Roblox Badge

**The Roblox Badge should be used to promote an experience off platform.**

- Please ensure that all marketing materials and assets include this badge. The use of the official Roblox logo is strictly prohibited.
- The Badge cannot be separated, edited, or modified in anyway, and must always be used as displayed in these guidelines to ensure clarity and proper usage.
- It is important to understand that the badge is intended to be subordinate to your promotional content.
- Go [here](#) for information and how to submit for review print/OOH assets.



## Roblox Badge

### Primary Badge (Black)

We recommend to use the black badge in all promotional materials that advertise your content. It is crucial to note that the gray border encompassing the black badge is an integral part of the badges design and must not be altered.

### Secondary Badge (White)

The alternative white badge offers more flexibility and can be used in situations where the black badge appears too visually overwhelming. However, it is recommended to use the black badge and not the alternative white badge, only use when necessary.

#### Primary Badge



#### Secondary Badge



## Badge Placement

The following placement rules apply for all **digital, physical (OOH) and broadcast use**:

- The badge x-height should be no more than 10% of the asset size.
- Badge should always be placed in the lower 1/4 of the content in the left or right corner, or center depending on the space allowed.
- Choose the right badge for your creative given your background
- Maintain Proper distance between the experience logo and the badge
- Place the badge in a subordinate position to the image or main message so that it isn't the dominant artwork.

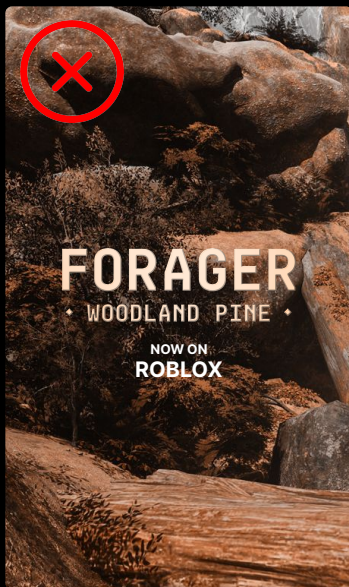
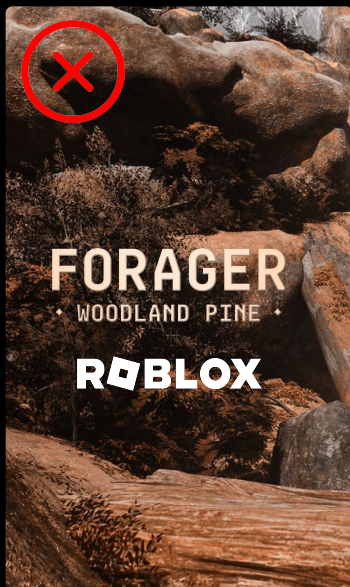


Placement Option 1

Placement Option 2

## Roblox Badge

### Incorrect Application



**Do not** lock up the badge with your experience name or brand

**Do not** use the Roblox logo

**Do not** recreate the Roblox Badge

**Do not** add shadows or other features.

**Do not** rotate the badge in anyway

## Writing “Roblox” Incorrect Application

If you are promoting content that is not yet available on Roblox, you may adhere to the follow written guidelines:

- When using the name Roblox in headlines or copy, always typeset Roblox in the same font and style as the preceding and following copy.
- For Example, If a headline is typeset in all uppercase, the words Roblox within the headline can also be set in all uppercase. Do not emphasize the word Roblox with color, font, size or other.
- Always say on Roblox. Do not use from, at, or in.
- Never replace the word Roblox with the official Roblox logo. Use of the official logo is strictly prohibited.

### Correct Use

- ✔ Coming Soon on Roblox
- ✔ Discover \_\_\_\_\_ on Roblox
- ✔ Experience it on Roblox
- ✔ COMING SOON ON ROBLOX

### Incorrect Use

- ✘ Coming soon to **ROBLOX**
- ✘ New from Roblox
- ✘ See it on **ROBLOX!**



## Writing "Roblox" Correct Application

- ✓ The brand's experience logo is clear and is the primary artwork.
- ✓ Ample clearspace between the logo and Roblox Badge
- ✓ Adherence to written guidance





# Roblox IP

## Physical Product

Creators are entitled to make physical products that commemorate their experiences provided they avoid direct association with Roblox IP. The use of the Roblox name, badge, logo, and other trademarks is not permitted on physical products and may not be tied to the development, distribution or sale of any products or services (including products, packaging, e-commerce pages, and retail displays) or other commercial uses including NFTs, film, tv, books, and stage shows. This includes 'Classic Roblox Avatars' (r6 and r15 Avatars as defined in our terms of use)

Using these body types or derivatives of these body types for commercial use requires Roblox approval. Please submit assets or proposed commercial uses for approval via the form on the Name and Logo Community Usage Guidelines webpage. Without written approval the use is not allowed.



## Physical Product



**Do not** create physical merchandise with the Roblox logo



**Do not** create physical merchandise with the "On Roblox" badge



**Do not** create physical merchandise with R6/15 Avatars

# Avatar Usage

## Online & Offline Usage

While we do not require the use of avatars in your promotional content, if you choose to do so, here are some best practices for usage:

- Roblox is about shared experiences. Show at least 2 human avatars to reflect this vision.
- On Roblox, you can be who or whatever you want, so show a diverse mix of avatar styles helps reflect the platform.
- Show diversity of gender, body types and skin tone.
- You may promote your content without avatars, too. In some cases, your experiences environment or background can be beautiful on its own
- If using avatars in your content, please use proportional sizing.



## Recommended Avatars for Promotional Use

If you're looking for avatars to get started or use, here are some helpful links to inspire your promotional content.

---

### Human Group (Preferred)

- [Base Body: Jordan](#)
- [Base Body: Robin](#)
- [Base Body: Harper](#)
- [Base Body: Andi](#)
- [Base Body: Billie](#)

---

### Classic / Sci-Fi

- [Circuit Breaker](#)
- [Sinister Bot](#)
- [Korblox Deathspeaker](#)
- [All-Seeing Golem](#)
- [Captain Squid](#)
- [Mr. Trololololo](#)
- [Creature From the Blox Lagoon](#)
- [RBX-90: The Party Bot](#)

---

### Sci-Fi (Non-classic)

- [Ebatorus Maximus](#)
- [Sun Wukong - The Monkey King](#)
- [The Usagi](#)
- [DJ E-Mosion](#)
- [Magma Fiend](#)
- [Elemental Crystal Golem](#)
- [Acrvnoth](#)
- [Crystello](#)

**ROBLOX**