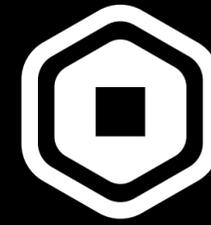


# Robux Icon Usage and Guidelines

The Robux icon is a branded icon that denotes the currency used in Roblox.



## Wording

Originally, Robux was denoted by “R\$” or the  icon. There are a number of reasons why we are moving away from this. One example is that it is not scalable for international communities, since the “\$” sign is only used in a few countries (and “R\$” is actually the currency of Brazil).

## Do's and Don'ts

Do place the Robux icon to the left of the numerical amount.



Do place the numerical amount before the word “Robux” when the icon is not used.



Don't use “R\$” or the old  icon.



Don't use “Robuck,” “Robux's,” “Robuxes,” or “Robuxs.” (“Robux” is both singular and plural.)



# Robux Icon Usage and Guidelines

## Graphical vs. Flat

The rule of thumb is that the gold Robux icon is only used to entice the user to buy Robux, whereas the flat (solid color) icon is used to display information. For example, the gold Robux icon appears in the Buy Robux page and the top menu. The flat icon appears in the Catalog, in buttons, and bodies of text that document Robux transactions.

## Do's and Don'ts (Graphical)

### DO'S

Maintain at least a “square’s width” distance from the nearest objects, like page edges or text.



### DON'TS

Don't distort or rotate the icon. Don't modify colors or transparencies. Don't scale the icon less than 36pt wide. For instances less than 36x36pt, use the 16x16pt icon instead.

Don't place the icon on a white or light background.



## Do's and Don'ts (Flat)

### DO'S

Maintain 4pt between the Robux icon and text.

Match icon color to the text. In the example on the right, the text is #BDBEBE, so the icon is also #BDBEBE.



### DON'TS

Don't use the Robux icon as an action by itself. When possible, pair it with a price number in a button.



# Robux Icon Usage and Guidelines

## Adobe Illustrator File

For most cases, use the Illustrator file for creating graphical Robux assets.

Remember to check the options for Scale Corners and Scale Strokes and Effects in Adobe Illustrator. This can be found under Object>Transform in the main menu.

Make sure that the Drop Shadow blur is at least 2px. You can do so by selecting the “BASE” layer of the group.

### Options

- Scale Corners
- Scale Strokes & Effects
- Transform Objects  Transform Patterns

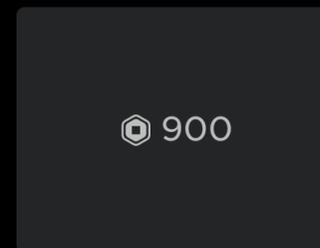


# Robux Icon Usage and Guidelines

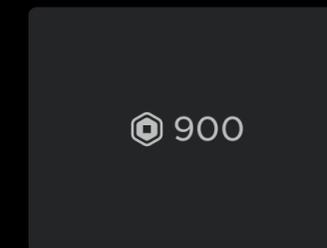
## Size and Distortion

The minimum size for the Robux icon is 16x16 px. The Roblox Design Team has designed specific pngs for the 16x16 px use case. For all other sizes, use the svg vector and scale down to preferred size.

DO

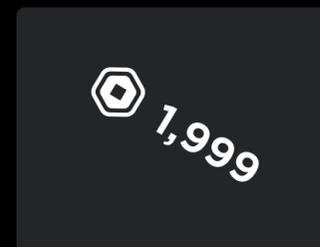


DON'T

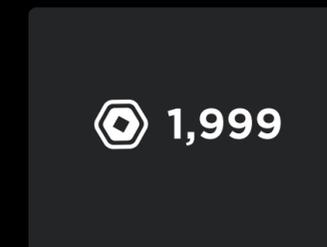


It is better to use the 16px icon for small sizes, rather than shrink the vector icon to a similar size. Notice how the left option is clearer and crisper.

OK



DON'T



Do not distort or the rotate the icon unless the text is distorted or rotated.

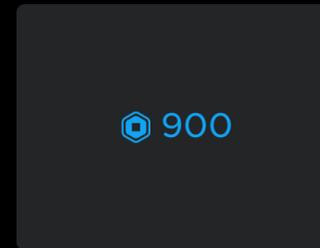


# Robux Icon Usage and Guidelines

## Color

The flat icon was designed to be used with color flexibly.

OK

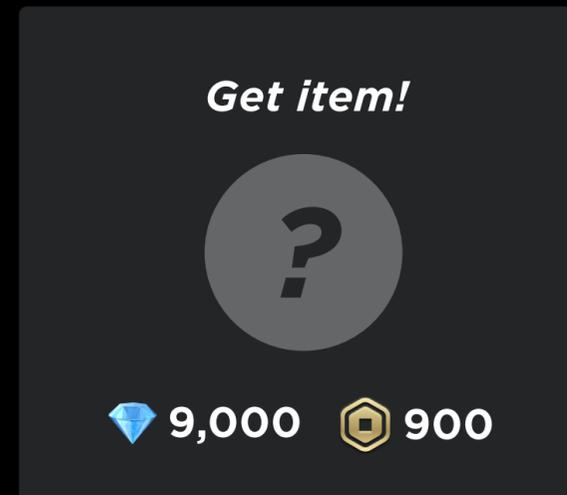


DON'T

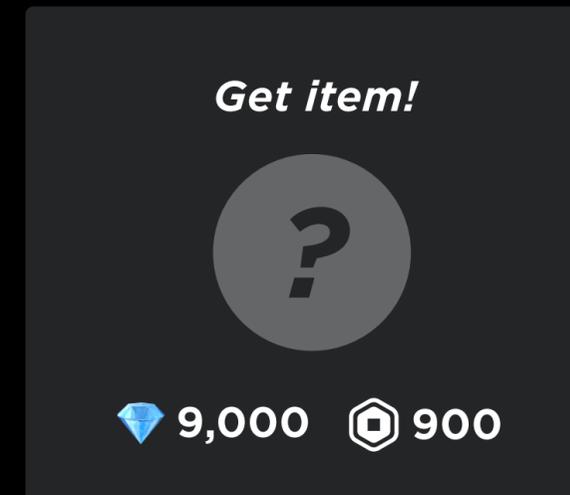


Don't make the Robux icon a different color than the text.

OK



DON'T



In this scenario, the game allows the user to buy the item with Robux and another currency. In this case, it is okay to use the graphical version to match the style of the other currency.

