

swarm Branding Guidelines

Swarm gives developers access to fast, reliable social features that are easy to implement and a pleasure to use. Please keep in mind that consistency is key for creating the best possible user experience.

We request that all developers adhere to the following two simple guidelines.

1. App Icon Badge

Place the Swarm icon badge onto the app icon to give users an easy way to know that your app is Swarm-enabled. The Swarm icon badge shows users that your app has the social features they enjoy. There are a variety of different styles of Swarm icon badges to choose from.



2. Swarm UI - in your app

Artists and designers here at Swarm have put in a great deal of time and effort to bring you awesome free, pre-built screens for your leaderboards, achievements, etc. So to maintain a consistent and optimal experience, we ask that you do not modify the pre-built Swarm UI.

If you wish to create a fully themed experience, then use the APIs and create screens that completely match the look and feel of your app.

We've seen impressive results using both the pre-built screens and fully themed experiences, so we ask that you pick one or the other and not something in between.