

# 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.