



Swift Logo Guidelines

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Overview

These guidelines explain the correct use of the Swift logo and provide instructions for using the logo on course materials, technical publications, and marketing communications. When promoting Swift, it is important to follow these guidelines consistently.

Swift logo

The Swift logo is designed to support communications related to Swift, the open source programming language created by Apple.

Who can use the logo?

The Swift logo can be used by educators and publishers in course materials and technical publications related to teaching, training, or describing the Swift programming language for iOS, macOS, watchOS, and tvOS. Developers who are members of the Apple Developer Program can use the Swift logo in promotional or technical materials that promote the use of the Swift programming language in their apps.

Logo use

Only the logo versions shown here are approved by Apple. Use logo artwork provided by Apple and do not modify the artwork in any way.

Apple reserves the right to withdraw permission to use the Swift logo at any time if its use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

The information in these guidelines is subject to change. Refer to the [Developer Resource Center](#) for updates.

Legal requirements

All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See “Legal Requirements” on page 9 and visit www.apple.com/legal/intellectual-property for more detailed information on Apple legal requirements.

Swift Logo

Basics

Swift logo

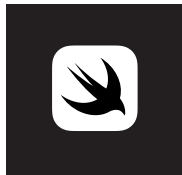
The color logo is the preferred version. Use the color logo for most layouts. Use the black or white logo on layouts with minimal color use or on low-resolution materials.



Swift logo—color



Swift logo—black



Swift logo—white

Swift logo lockup

Swift logo lockups include the word *Swift* in specially designed type. Select either the vertical or horizontal configuration to fit your layout needs.



Swift horizontal logo lockup—color
Use on white or light backgrounds.



Swift horizontal logo lockup—color, reverse
Use on black or dark backgrounds.



Swift horizontal logo lockup—black
Use on white or light backgrounds.



Swift horizontal logo lockup—white
Use on black or dark backgrounds.



Swift

Swift vertical logo lockup—color
Use on white or light backgrounds.



Swift

Swift vertical logo lockup—black
Use on white or light backgrounds.



Swift vertical logo lockup—color, reverse
Use on black or dark backgrounds.



Swift vertical logo lockup—white
Use on black or dark backgrounds.

Swift Logo

Graphic Standards

Artwork

Artwork is provided in the following formats:

- EPS scalable artwork in CMYK and RGB color profiles for use in printed materials such as training materials
- Resolution-independent SVG scalable artwork for web and onscreen use

Use only the artwork provided by Apple. Do not alter the artwork in any way except to scale its size to fit your layout.

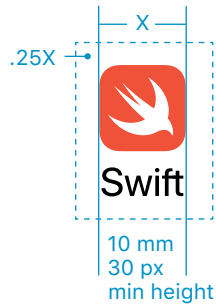
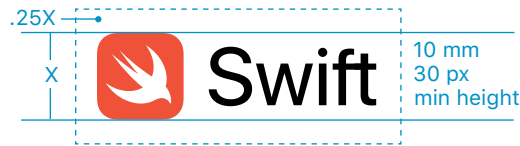
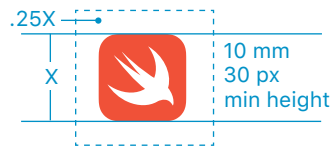
Placement

Layouts that display the Swift logo or logo lockup must also display the publisher or company identity or author's name. It must be clear that the communication is from your company, not from Apple.

Use only one Swift logo or logo lockup on a layout.

Minimum size and minimum clear space

The minimum height for the logo is 10 mm for printed materials and 30 pixels for onscreen use. The minimum clear space around the logo should be X on all sides, where X is equal to one-quarter the height of the logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear space.



Background color

The Swift logo or logo lockup can appear on black or color backgrounds and on photographic backgrounds as long as it is clearly legible against the background.

The bird icon within the logo must remain white even on color, black, or photographic backgrounds.



The bird icon within the logo remains white.



Use the color logo on white or light color backgrounds. The bird icon within the logo remains white.

Swift Logo

Do's and Don'ts

✔ Do

- Use only one logo or logo lockup on a communication layout.
- Make sure the author, publisher, or company identity is prominently displayed on the communication.
- The logo can accompany text that describes Swift. See "Suggested messaging" on page 8.
- Use only current logo artwork provided by Apple without modification.
- When describing Swift in text, use the typeface that appears in the rest of your course materials, publications, or marketing communications. Your communication should represent the visual style of your company or institution.

✘ Don't

- Do not alter the logo artwork in any way.
- Do not use the color version of the Swift logo if your media cannot reproduce the color clearly and at high resolution.
- Do not incorporate the Swift logo or any part of the logo in your institution, program, course, or company identity.
- Do not use the Apple logo on its own or in conjunction with the Swift logo.
- Do not animate, rotate, or tilt the Swift logo. Do not render the artwork to look 3D. Do not add effects such as shadows or glows around the logo.
- Do not use the Swift logo in a running header or footer on every page of your communication.
- Do not imitate Apple layouts. Do not use headlines, copy, graphics, or images from Apple's website at www.apple.com.
- Do not translate or localize the word Swift, and do not add words or version numbers.
- Do not add a trademark symbol (™) or registered trademark symbol (®) to the logo or logo lockup.



Do not use the bird icon alone. Use complete logo artwork provided by Apple.



Do not change the color of the artwork.



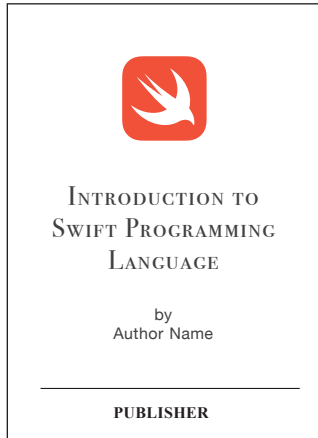
Do not rotate or animate the logo or logo lockup.



Do not use the Apple logo.

Swift Logo

Examples



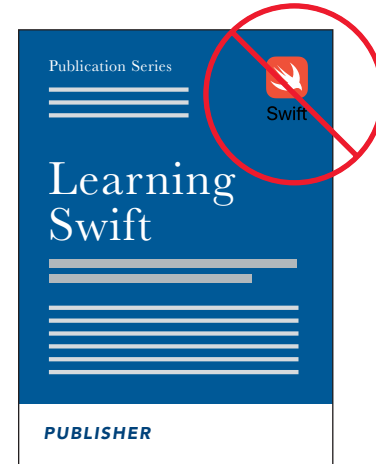
Course materials

The color version of the Swift logo is placed in a prominent position on the cover of this course book, supporting the title and providing instant appeal and recognition. The author's name and publisher identity are included on the cover.



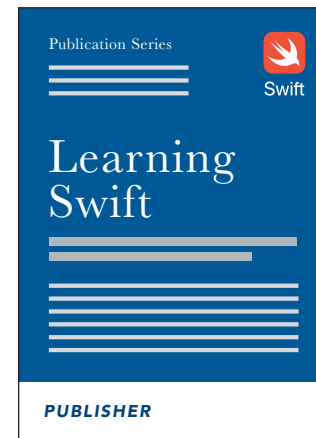
Publication

The logo lockup is clearly legible on a white background. The publisher's name is displayed. A description of Swift is included; see "Suggested messaging" on page 8.



Incorrect

There is not enough contrast for the type in the logo lockup to be clearly legible.



Correct

On a dark background, use the reverse logo lockup that displays white type.

Promoting Swift

Editorial Guidelines

Using the name *Swift*

When using the name *Swift* in titles, headlines, or body copy, always typeset *Swift* with an uppercase S followed by lowercase letters.

Never use the Swift logo or logo lockup within headlines or body copy in place of the name *Swift*.

You can attribute Swift to Apple by saying *Swift programming language from Apple* or a similar phrase. Do not say *Apple Swift*.

Never embellish your company’s relationship with Apple. Do not indicate a sponsorship or partnership with Apple if one does not exist.

Do not translate

Do not translate *Swift* or any other Apple trademark.

Always typeset *Swift* in English, even when it appears within text in a language other than English. Do not translate or transliterate *Swift*, such as rendering the word in katakana in Japanese.

Do not translate *Swift* in spoken promotions such as course presentations, radio advertising, or voiceover scripts. Always say *Swift* in English, even when a promotion is being spoken in a language other than English.

Suggested messaging

To describe Swift, use one of these suggested messages or create a message related to your content.

Swift messaging—short version

Swift is an innovative, open source programming language developed by Apple to make software everywhere safer, faster, and more fun to create.

Swift messaging—long version

Swift is an innovative programming language created by Apple for building everything from mobile apps to desktop software to services in the cloud. It’s designed to let anyone write programs that are safe by default, yet extremely fast. Swift is easy to use and open source, so anyone with an idea can create something incredible.

Legal Requirements

Apple requirements

The Swift logo and logo lockup described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Swift, Apple products, or Apple itself.

Your publications and marketing materials should reflect your company's communication style. Never copy or imitate Apple communications.

Do not add a trademark symbol or registered trademark symbol to the Swift logo artwork provided by Apple. Include the following credit line in your communications:

The Swift logo is a trademark of Apple Inc.

Trademark symbols and credit lines

In communications distributed only in the United States, the appropriate symbol (TM, SM, or [®]) must follow each Apple trademark the first time it is mentioned in body copy—for example:

iPad[®]
iPhone[®]
iPod[®]
Mac[®]
Swift[™]

Refer to the [Apple Trademark List](#) for the correct trademark symbol.

In all regions, use the following credit line on all communications, listing all the Apple trademarks used in your copy:

Apple, the Apple logo, iPad, iPhone, iPod, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. Swift and the Swift logo are trademarks of Apple Inc.

List only the trademarks actually used in your materials.

Do not translate an Apple trademark. Apple trademarks must remain in English even when they appear within text in a language other than English.

For advertising, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

With Apple's approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

For more information about using Apple trademarks, visit [Guidelines for Using Apple Trademarks and Copyrights](#).

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