Swish.
Guidelines for gambling/betting businesses
General policy

Regarding the use of Swish brand for third parties Swish carries a restrictive policy. This implies that no company or brand have the right to use the Swish logo or any other known features such as the symbol, the font or our colors in external marketing / purchased media without approval from Getswish AB.
Externally
Policy regarding Gambling operators/brands use of Swish brand in external marketing / purchased media:

It is not allowed to use the Swish logo or other known features such as the symbol, the font or our colors in external marketing.
The wordmark Swish may be used, provided that it is done in a loyal manner and in accordance with our guidelines, together with neutral information that the company accepts Swish as a payment method. This means that it is not allowed to add descriptive adjectives together with the wordmark Swish or the verb “swisha” eg. “It’s faster with Swish”, “It’s easier with Swish”. It is not allowed to use the word “swisha”.

Start playing with us today! We have Swedish gambling license and nice games.

Now you can pay using Swish.

It’s easier with Swish.
Your channels
Marketing in your own channels

Policy regarding Gambling operators/brands use of the Swish brand in their own channels (incl. e-mail):

It is permitted to use the Swish logo and acceptance mark in accordance with our guidelines which can be found here; www.getswish.se/foretag/foretagsmaterial

The wordmark Swish may be used, provided that it is done in a loyal manner and in accordance with our guidelines, together with neutral information that the company accepts Swish as a payment method. This means that it is not allowed to add descriptive adjectives together with the wordmark Swish or the verb “swisha” eg. "It’s faster with Swish", "It’s easier with Swish". It is not allowed to use the word “swisha”.

Guidelines for gambling/betting businesses – Usage of the Swish brand

Play faster with Swish!

We now accept Swish!

After many requests and inquiries, the Gambling Company has finally registered for Swish and can now offer our customers Swish as payment option.