

## PROPOSAL NAME:

Rebranding ApeCoin: Transition from Ape Skull to New Gorilla Logo

## TEAM DESCRIPTION:

Author - Captain Trippy - former SC and current Banana Bill advisor.

## PROPOSAL DESCRIPTION:

This AIP proposes to change the current ApeCoin logo from the ape skull to the new gorilla logo. This rebranding initiative aims to refresh the ApeCoin identity, aligning it with the evolving vision and values of the ApeCoin ecosystem while also enhancing its visual appeal and recognition within the broader crypto community. This AIP also aims to make a more clear distinction between the BAYC community and the DAO community. With the launch of ApeChain, the DAO now has its north star and I believe it is important for it to have its own unique brand/ identity. Updating the logo achieves that objective while also signaling that both the DAO and ApeChain is the place to ape for all, and not just BAYC.

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image

1920×1075 32.3 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/3/349710ecb7b9f33dfc43c51b54c0cd3a297f30b2.jpeg)

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Social Icon - Twitter Clean

1684×1684 40.6 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/2/2bba9f846e7db078d90ed90bda2ff9ede1797445.jpeg)

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Social Icon - Twitter Rings (1)

1684×1684 173 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/d/d98f61be08db249c5e853d35f27c21dc41721e3a.jpeg)

## BENEFIT TO APECOIN ECOSYSTEM:

1. Unique Branding that fits the culture of the DAO and ApeChain and is more clearly differentiated from BAYC.
2. Enhanced Recognition comes from the unique branding across the wider crypto ecosystem and world.

## STEPS TO IMPLEMENT:

1. Logo Transition: Implement the logo change across all ApeCoin and ApeChain platforms, including the website, social media, marketing materials and any third parties showcasing the token.
2. Official Announcement: Make an official announcement regarding the logo change to the community and stakeholders.

## REPORTING EXPECTATIONS:

The expectation is that this proposal would be implemented by the DAO's administrative team. The community should regularly review the impact of this proposal. If accepted, the administration and the community should review the impact of the updates after the 3-month period for conflict ends.

## OVERALL COST:

"Total amount requested from the ApeCoin Ecosystem Fund = \$0."

Upon approval, The Foundation would be expected to update the logo across all ApeCoin platforms, including the website, social media, marketing materials and any third parties showcasing the token, and make an official announcement regarding the logo change to the community and stakeholders.