

AIP Name:

[AIP-555: Rebranding ApeCoin: Transition from Ape Skull to New Gorilla Logo](#)

Implementation Status:

Pending

Implementation Date:

N/A

Author:

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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.

Overall Cost:

0 ApeCoin.

Related AIPs:

Timeline Updates:

Interview Q&A: