

AIP Name:

[AIP-289: Designing a Mascot for Apecoin](#)

Implementation Status:

Complete

Implementation Date

: 2/16/2024

Author:

[@AnnieRawrz](#)

Abstract Summary:

This proposal aims to create a unique, ape/monkey-inspired mascot for the Apecoin DAO. The mascot will add depth and personality to the brand, creating an emotional connection and sparking curiosity. My proposal highlights the benefits of having a mascot, including brand recognition, collaboration promotion, community building, adaptability, inspiration for artists, narrative elements, and improving the Discord environment.

Overall Cost:

\$5,750

Related AIPs:

[AIP-1: Proposing the DAO - Process](#), [AIP-246: Working Group Charter - Marketing & Communications](#) & [AIP-291: Approve and Publish ApeCoin DAO Brand Guidelines v1.1 on apecoin.com](#)

Timeline Updates:

2/16/24: Dear Community,

ApeKin is an asset of the ApeCoin brand.

Here you can find the ApeKin Mascot Guide, this guide includes:

1. Character sheet
2. 3D Model download
3. ApeKin heads
4. 10 full body illustrations
5. 14 stickers
6. Permitted use
7. Do's and Don'ts

[ApeKinMascotGuideV1.pdf](#) (1017.0 KB)

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Interview Q&A:

The author has responded to our questions and has not provided consent to share them in this forum for the community.