

Proposal Name:

Provide ApeCoin Brand Assets for AIP-96

Proposal Category:

Core: Brand Decision

Abstract

In order to fully represent the ApeCoin DAO at the upcoming [ETH San Francisco Hackathon](#), we (@maariab, @ssp1111, @Halina.eth, @Lost @Amplify, and others) are requesting usage of the ApeCoin Logo for promotional materials for an IRL sponsorship table at the event. Some items include, but are not limited to, an ApeCoin tablecloth, an ApeCoin banner, and ApeCoin swag.

Motivation

Now that [AIP-96 has passed](#), we will be participating in the upcoming ETHGlobal Hackathon, ETH SF, in November. We require access to the ApeCoin brand in order to fully represent the DAO during the event.

Rationale

This AIP allows members of the ApeCoin DAO to use the ApeCoin brand assets for promotional purposes for live and online events.

Specifications

None

Steps to Implement

If this AIP passes, we will use the ApeCoin Logo to create swag items and branding resources for the hackathon sponsorship table. No items will be sold, no profits will be earned, and no funding is requested in this AIP.

Additionally, we will create a package of generic assets & promotional materials that can be used by members of the ApeCoin DAO for in-person and online events, provided that these materials are used for promotional purposes only. This marketing and promotional package can only be used for non-profitable causes.

Timeline

ASAP

Overall Cost

There is no cost to the DAO