

Proposal: Proposal: Low-cost Enhancement to HyperLiquid Integration

Objective:

This proposal suggests renaming the Arbitrum protocol to “HLB” (HyperLiquid Bridge) to more accurately reflect its primary usage, which is centered around its integration with the application “Hyperliquid.” The aim is to align the protocol's branding with its dominant use case, which has increasingly become focused on serving this single, high-performance application.

Background:

Arbitrum has been a significant player in the Layer 2 space, offering enhanced transaction speeds and reduced costs on the Ethereum network. However, over time, the protocol's most prominent and consistent use has been as the underlying infrastructure for the “Hyperliquid” app—a platform that demands high throughput and seamless liquidity management.

Given this focused application, the proposed name “HyperLiquid Bridge” (HLB) is a direct reflection of Arbitrum's role in the ecosystem:

- Hyper:

Denoting the protocol's ability to support Hyperliquid's high-speed, high-volume transactions.

- Liquid:

Emphasizing its role in ensuring fluid liquidity movement essential for Hyperliquid's operations.

- Bridge:

Highlighting its function in connecting Hyperliquid to the broader blockchain network, facilitating interoperability and scalability.

Rationale:

1. Focused Identity:

Renaming the protocol to HLB underscores its primary function in serving the Hyperliquid app. This brings a clearer and more focused identity, distinguishing it from other Layer 2 solutions by associating it directly with its most significant application.

1. Brand Alignment:

The name HLB aligns the protocol's branding with its main use case, strengthening its association with the Hyperliquid app and providing a cohesive narrative for users and stakeholders.

1. Market Positioning:

By naming the protocol after its most prominent application, the new branding helps position HLB as the definitive infrastructure for Hyperliquid, rather than a generic Layer 2 solution. This distinction will solidify its reputation within the specific niche it serves.

1. Efficiency in Communication:

For developers, partners, and users, the HLB name simplifies communication by making the connection between the protocol and its primary application explicit, reducing any ambiguity about its main purpose.

Implementation Plan:

The transition from “Arbitrum” to “HLB” will be carefully managed to ensure a seamless experience for the Hyperliquid app and its users. Key steps include:

- Community Engagement:

Involve the Hyperliquid community in the renaming process to gather feedback and ensure broad support for the change.

- Brand Rollout:

Update all branding, including the protocol's website, technical documentation, and communication channels, to reflect the HLB name.

- Technical Updates:

Ensure all technical documentation, APIs, and SDKs are updated to align with the new name, and work closely with the Hyperliquid team to coordinate this transition.

- Partner Coordination:

Communicate the change to partners and integrated platforms, focusing on those directly involved with the Hyperliquid app to ensure continuity and compatibility.

Conclusion:

Renaming the Arbitrum protocol to HLB (HyperLiquid Bridge) is a strategic decision that aligns the protocol's identity with its predominant use case, the Hyperliquid app. This change will clarify its role in the ecosystem, streamline communication, and reinforce its market position as the infrastructure behind Hyperliquid.