AIP Name:

[AIP-291: Approve and Publish ApeCoin DAO Brand Guidelines v1.1 on apecoin.com](#)

Implementation Status:

Complete

Author:

[@MisterHype](#)

Abstract Summary:

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1

1920×1080 628 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/5543b831d8d9a4c5d3ced6cd49b89e2d0cbfb431.png)

This proposal aims to approve and publish the ApeCoin DAO Brand Guidelines ("The Guidelines" / "Guidelines

") on the official website, [apecoin.com](#). The community is requested to commit to these guidelines to ensure consistent and effective utilization of ApeCoin DAO's core brand elements. The Guidelines been review and approved by the Ape Foundation, which holds the ApeCoin Marks on behalf of the ApeCoin DAO, and is responsible for administering these guidelines to protect the value of the marks for all ApeCoin DAO members. Lastly create and operate "trademarks@apecoin.com" for specific questions regarding The Brand Guidelines.

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2

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Overall Cost:

0 $APE

Related AIPs:

[AIP-1: Proposing the DAO - Process](#), [AIP-246: Working Group Charter - Marketing & Communications](#), [AIP-126: Provide ApeCoin Brand Assets for AIP-96](#), [AIP-274: "ApeCoin Powered" & "Powered by ApeCoin" Logo implementation](#) & [AIP-289: Designing a Mascot for Apecoin](#)

Timeline Updates:

Interview Q&A: