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PROPOSAL BY:

Mister Hype

PROPOSAL NAME:

AIP-291: Approve and Publish ApeCoin DAO Brand Guidelines

PROPOSAL CATEGORY:

Brand Decision

ABSTRACT:

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

") on the official website, [apecoin.com](https://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](mailto:trademarks@apecoin.com)" for specific questions regarding The Brand Guidelines.

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AUTHOR DESCRIPTION:

I am Mr. Hype, an enthusiastic member of the ApeCoin community dedicated to fostering inclusivity and driving community growth. Within the ApeCoin DAO, I actively contribute by streamlining proposals and integrating valuable feedback to ensure optimal success. My professional expertise lies in establishing and expanding early-stage media and technology ventures. With a solid background in law, I have accumulated five years of experience providing legal counsel in infrastructure sectors, including green energy, water, communications (5G), and natural gas. Notably, I served as a legal advisor for The Quarry Rehabilitation Fund, overseeing multimillion-dollar valuation executions, shaping long-term policies, and actively collaborating with the public sector to ensure democratic laws and implementation strategies.

About the web3 landscape, I have dedicated the past two years full-time to web3 endeavors. As CEO of an NFT investment DAO, I meticulously analyze market trends and possess in-depth insights into blockchain technology from a programming standpoint.

My educational qualifications include an LL.B and B.A. from Reichman University, specializing in Finances and Risk Management. Presently, I take pride in my role as the creator of The Pixelated Apes and the visionary founder of Pixelabs DAO.

In short, The Diamond Handed Zombie

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diamond-handed-zombie

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MOTIVATION:

The implementation of The Guidelines will establish a unified and professional brand identity for ApeCoin DAO. By adhering to these guidelines, community members can effectively represent the DAO's values and enhance recognition and trust among community.

## RATIONALE:

Having consistent and well-defined brand guidelines ensures that all community members present a cohesive image and message to the public. By publishing these guidelines and committing to them, we align with the DAO's mission of transparency, professionalism, and inclusivity.

## BENEFIT TO APECOIN ECOSYSTEM:

### Consistent and Professional Brand Identity

By implementing these brand guidelines, all community members and initiatives associated with ApeCoin DAO will adhere to a consistent and professional brand identity.

### Brand Protection and Integrity

The guidelines set strict rules to prevent the misuse or alteration of the ApeCoin logo and other brand assets.

## SPECIFICATIONS:

The Guidelines cover the following aspects:

1. Logo usage and specifications;
2. Spacing requirements around the logo;
3. Color guidelines for the logo;
4. Rules to prevent misuse of the logo;
5. Legal aspects and terms of use.

## STEPS TO IMPLEMENT:

1. Create a new email "[trademarks@apecoin.com](mailto:trademarks@apecoin.com)" by Ape Foundation and set responsibility.
2. Publish the approved the guidelines on [apecoin.com](https://apecoin.com), making it accessible to the community.
3. Communicate the publication of the guidelines to the community through official channels.

## TIMELINE:

### Milestone #1:

End of Q3 2023

1. Create a new email "[trademarks@apecoin.com](mailto:trademarks@apecoin.com)" by Ape Foundation and set responsibility.
2. Publish the approved the guidelines on [apecoin.com](https://apecoin.com) and official channels.

## APECOIN DAO BRAND GUIDELINES

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OVERALL COST: 0 \$APE

- The brand guidelines have already been created by community members and been approved by The Ape Foundation as part of their ongoing responsibilities.
- The Ape Foundation will address any questions or concerns, requiring no additional financial resources.