

Forever Apes // Upgrade #4

// ApeCoin Capsules Vol.1

Category: Core: Brand Decision

Submitted by: Forever Apes (Team: [@12GAUGE](#), [@Brazy](#))

## ABSTRACT

This proposal presents the idea that the Forever Apes team produce 1000 ApeCoin Capsules. Contents include 4 stickers, 1 patch, and 1 poster.

FREE to claim (plus shipping) to anyone with 20 \$APE in their wallet. We believe this encourages token accumulation, furthers \$APE brand recognition IRL, and reduces unauthorized sales via unofficial channels. We are requesting roughly 3800 \$APE and use of the ApeCoin logo to do this.

- 250 Capsules will be reserved for giveaways to encourage DAO participation.
- 1 Capsule per wallet / physical address.

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IMG\_1483

1266×1688 210 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/0/0c4f3df8a251a18cc22c8a863c02bc4522c7a723.jpeg>)

(POSTER DESIGN)

## AUTHOR / TEAM DESCRIPTION

Brazy and 12GAUGE // Ben Wadolowski & Treven LePage, We co-founded a digital agency and grew it to 30+ people before stepping away last in 2021 to focus on web3. A Creative Director, Brazy has 15+ years of experience in graphic design. 12GAUGE has a background in Video Production and has been actively producing digital media for 10 years.

[Brazy portfolio](#)

[12GAUGE Portfolio](#)

## MOTIVATION

We are a proud bunch, and following some great patches from Apefest and recent BAYC x McBess x The Dudes collab, the community is looking for a tasteful way to rep ApeCoin.

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However, lack of official supply has resulted in improper and illegal representation of the brand on sites like [redbubble.com](#). A quick search will net you 231 results, and they aren't flattering.

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](<https://global.discourse-cdn.com/apecoin/original/2X/0/020a6e5fb0530926827a47871f2d074bf5b1521a.png>)

([Redbubble.com](#) search results - BAD)

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1072×1548 1.46 MB

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(BAYC x McBess x The Dudes Collab - GOOD)

## RATIONALE

We need to protect our IP. Stickers and patches are the perfect way to spread some ApeCoin love but lack of an official sales channel has resulted in disgraceful imitations via unauthorized websites. The Forever Apes team will produce 1000 capsules and give our community an official outlet to rep ApeCoin.

## SPECIFICATIONS

Capsules will be available for claim on the Forever Apes Shopify website with tokenproof integrated authentication. We are absolutely willing to perform a 3rd party audit if required.

1. Capsule Contents
  2. 1 Poster
- 11x17" dimensions (common frame size)
  - 20pt heavy weight silk laminate soft-touch stock
    - 4 Stickers
  - Weather proof vinyl to survive the elements
  - Heavy adhesive for durability
  - Custom diecut
    - 1 Patch
  - Custom high-detail
  - Durable and high quality
  - Adhesive backing for easy application

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sm-coin

1400×1667 395 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/1/15e5076304dcfe3fcb6bae83c7ee30f776ad2e81.jpeg>)

(POSTER DESIGN)

## STEPS TO IMPLEMENT

Forever Apes has proven we are a strong design team and are fully capable of creating a capsule pack people will enjoy. We would also like to extend an invite to any / all DAO members who would like to submit sticker designs. These community members will be compensated for approved designs.

## TIMELINE

Once the DAO approves this AIP, Forever Apes is positioned to implement these steps at once. Design will begin immediately.

The estimated timeline for the above steps is as following -

1. Capsule design + production [4 Weeks]
2. Launch + Claim [5 Weeks]

## OVERALL COST

This section highlights the rough cost structure including collaborations, design, web, and organization.

100% ApeCoin payment would be preferred.

Please see the attached document for the cost breakdown.

[Budget Breakdown](#)

Total Cost: \$23,000 USD PAID IN \$APE