



**DRAFT v1.0**



# Using the ApeCoin DAO brand

Welcome to the ApeCoin DAO Brand Guidelines. We've created this guide to help you effectively utilize our core brand elements, including our logo, #hashtag, and the @reply, and Tweets. We've kept it concise, so it won't take much of your time. Make sure to review it before you begin.

Please note that while this guide covers many aspects, it may not be exhaustive. If you have any specific questions or need further assistance, please reach out to [trademarks@apecoin.com](mailto:trademarks@apecoin.com).



# Our logo

# The basics

Our logo is the most recognizable asset of ApeCoin DAO. We take great pride in it and kindly request that you adhere to the following rules when using it:

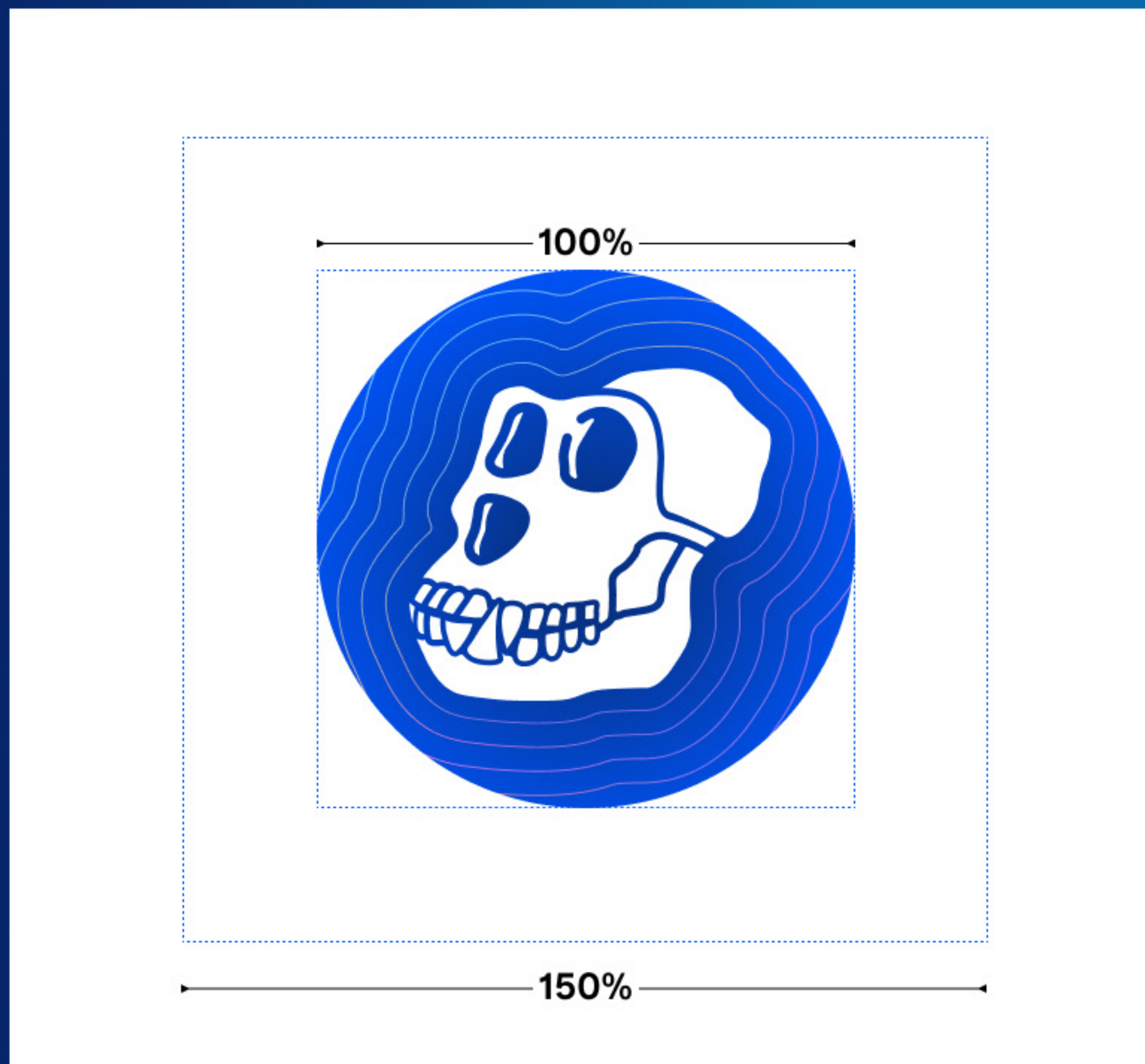
- Use the logo only in the provided format.
- Exceptions: For specific cases, you may use black or white versions.
- Do not alter, rotate, or modify the logo.
- Always utilize the latest version of the logo.



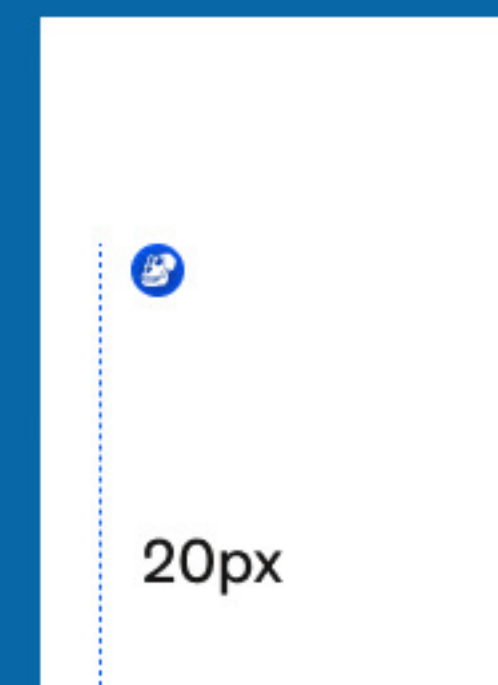


# Spacing

- Maintaining proper spacing around the logo is crucial. Ensure that the empty space around the logo is at least 150% of its width.
- Never use the logo at a width smaller than 20 pixels.



Logo clear space



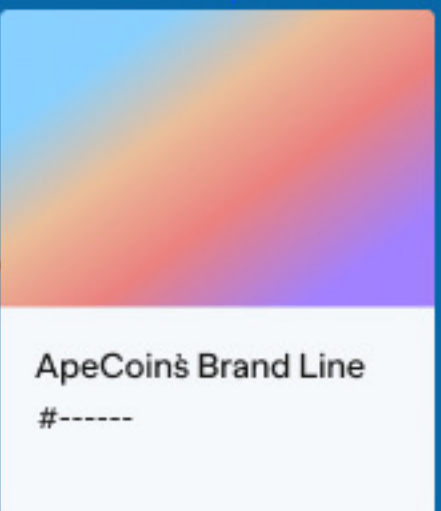
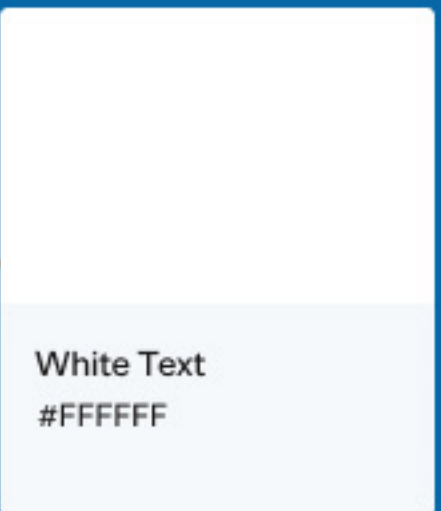
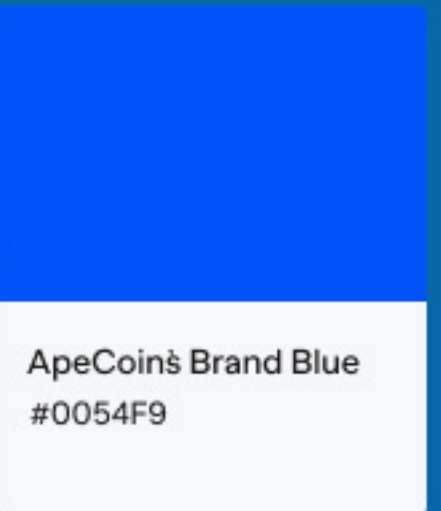
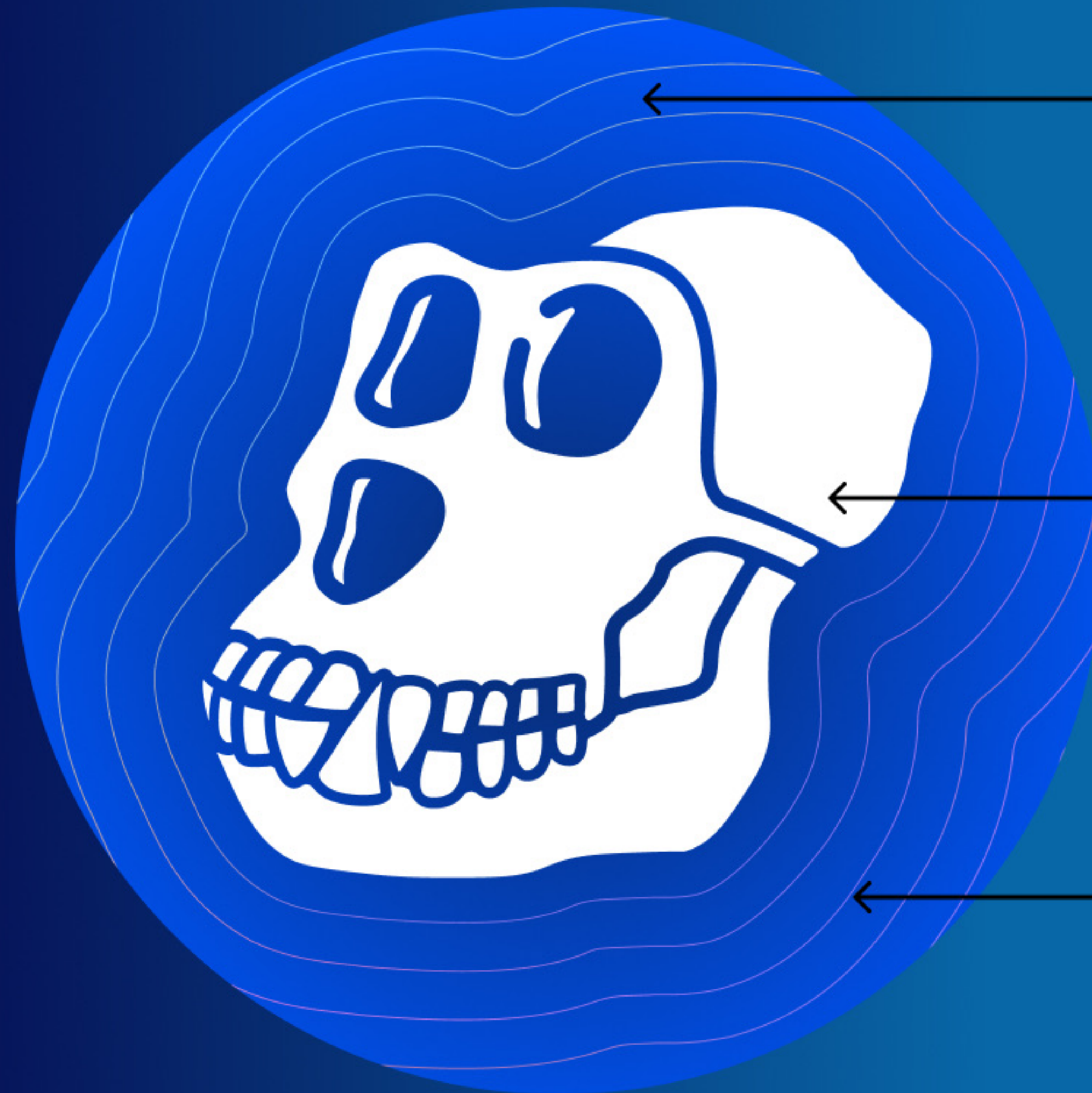
Logo minimum size



# Color

The ApeCoin DAO logo always features a blue background, colored lines, and a white skull.

- When placing the logo on an image, we recommend applying a 10-20% black tint to the entire image to ensure legibility.
- You may use the logo with or without the text "ApeCoin."





# AIP Icons

If your AIP has been approved by the DAO and you'd like to showcase the DAO's support, we have several AIP icons for you to choose from. You can download them from our brand page. Remember to only use the logo in the provided formats.



White Powered by Logo



Black Powered by Logo



White Powered by Logo on Black BG



Black Powered by Logo on White BG



White Powered by Logo on Black BG



Black Powered by Logo on White BG

# Social icons

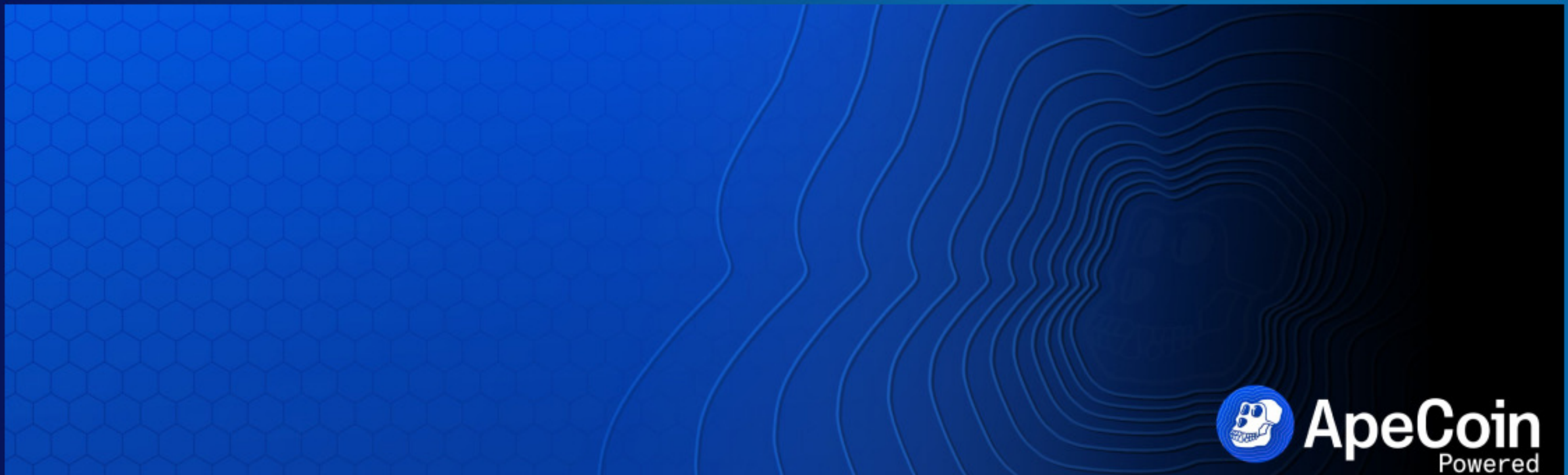
If you own 1 \$APE and want to promote the DAO on your social media accounts, we have various social icons available for download on our brand page. Remember to only use the logo in the provided formats.



Square logo



rounded Square logo



ApeCoin Twitter Banner







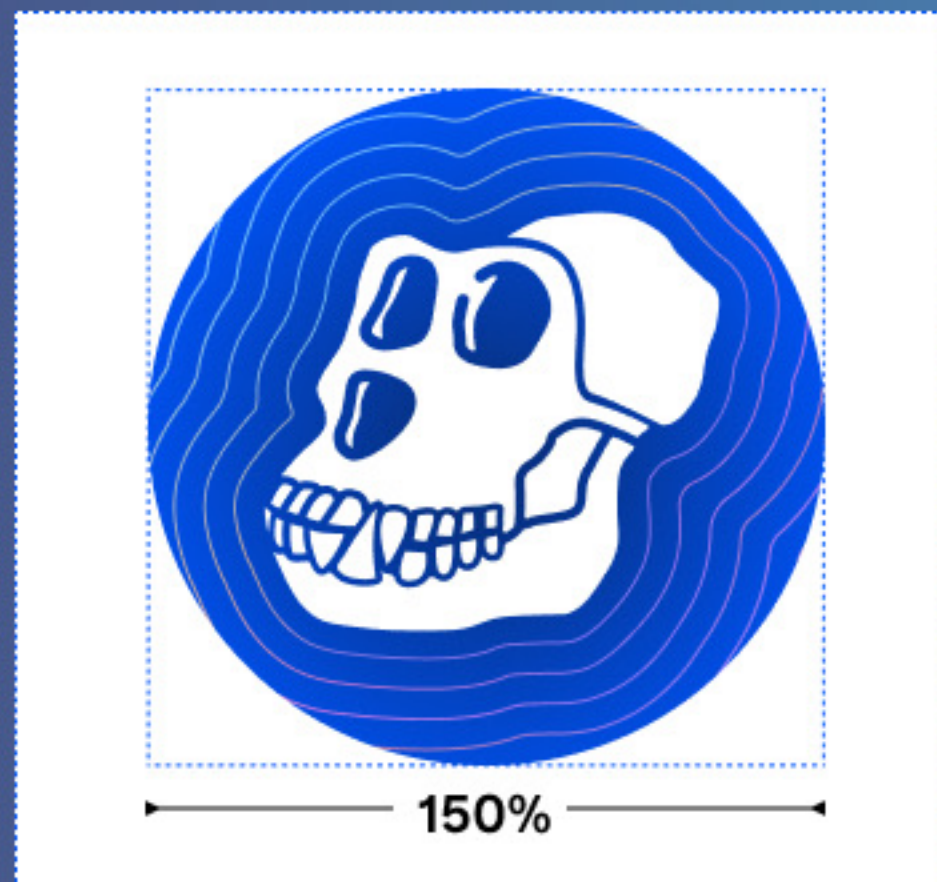
# Logo pairing lockups

# Usage

To facilitate the inclusion of your @handle or #hashtag on Discourse, we've created logo lockups.

Download them from our brand page and follow these instructions:

- When pairing a handle or #hashtag with the ApeCoin DAO logo, ensure the logo is in the exact format.
- Follow our clear space rules by scaling the text to 100% of the height of the logo.
- Feel free to use a typeface from our brand's design system, as long as you treat our logo with respect. The hashtag and @handle are yours to use.





# Misuse

To maintain the integrity of our brand, please avoid the following:

- Do not alter, rotate, or modify the logo.
- Do not animate the logo or make it talk.
- Do not overemphasize the logo.
- Always use the latest version of the logo.
- Adhere to the clear space guidelines.



Don't  
Add drop shadows.



Don't  
Add special effects.



Don't  
Add gradients.



Don't  
Add unapproved patterns.



Don't  
Skew, rotate, or stretch.



Don't  
Change orientation.



Don't  
Add elements.



Don't  
Add anatomy.



Don't  
Change color.



# ApeCoin Marks

# ApeCoin Marks

The ApeCoin marks include, but are not limited to:

1. The ApeCoin name
2. ApeCoin logo
3. The term "ApeCoin"
4. Any word, phrase, image, or other designation identifying the source or origin of any Twitter product.

Please capitalize the "A" and "C" in "ApeCoin," as well as "DAO."



## Naming and visual design

(logos, websites, products)

- Never use ApeCoin logos or icons as your own.
- You may only use ApeCoin logos or icons if you are an official ApeCoin DAO member.
- You are allowed to use the ApeCoin symbol "\$APE."
- Do not incorporate ApeCoin's marks, in whole or in part, in the name of your company, domain name, application, or website without prior approval from the DAO.

## Books or publications

(education, guides, conferences)

- Always make it clear that your work is about ApeCoin and not by ApeCoin, unless you have obtained permission from the DAO.
- Choose a unique name for your books and publications, without incorporating ApeCoin's marks in the title or cover, unless you have obtained permission from the DAO.

## Merchandise

- A product branded with the ApeCoin name or logo reflects ApeCoin. While we allow others to create, sell, or distribute items featuring our name or logo, please follow the clear space guidelines.



# Legal: ApeCoin trademark guidelines



# Legal

**By using the ApeCoin trademarks outlined in these Brand Guidelines, you agree to adhere to these ApeCoin Trademark Guidelines, our Terms of Service, and all other ApeCoin rules and policies. ApeCoin DAO reserves the right to cancel, modify, or change this policy at any time.**

These Guidelines specifically apply to your use of the ApeCoin trademarks. You may only use the ApeCoin Trademarks for purposes explicitly authorized by ApeCoin DAO.

**If you have any questions regarding these Guidelines, please contact [trademarks@apecoin.com](mailto:trademarks@apecoin.com).**

## By Ape Foundation

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