Proposal Name: Community Competition for SMB Logo

Author: Stroll
Governance Reviewer: Nano

Voting Rules

Category: General (Requires Treasury Spending)
Duration: 7 days
Quorum: 5.0% (= 248/4958 non-frozen SMB Gen2 NFTs)
Passing vote: Super Majority (66%)

Summary
Hold a community-led competition to choose the official SMB logo

Overview
The purpose of this initiative is to establish a robust and transparent decision-making process within MonkeDAO, specifically empowering SMB Gen2 holders to actively participate in two critical aspects: the selection of the new SMB logo and Name (separated into another vote for clarity). By involving the community in these pivotal decisions, MonkeDAO aims to foster a sense of collective ownership, decentralisation, and inclusivity.

The author of this proposal wants to make clear they have nothing against the current logo or the people involved in its design. This proposal was established to rectify the situation where the greater DAO was not involved in the decision making process and to ensure that when it comes to significant decisions, every Monke has the right to share their opinion and cast their vote.

Proposed Steps

The voting process will take place over a set period to allow all community members sufficient time to participate and cast their votes. The following timeline is recommended:
- **Announcement of logo design competition**
  (open to all Gen2 and Gen3 monkes, as well as non-holders)
- **Logo design submission period**
  Will last 2 weeks from competition start date
- **Logo selection voting period** (Top 14)
  Will last 3 days from the submission deadline

- **Bracket tournament**
  Timing per round TBA
- **Announcement of the winning logo**
  Immediately upon completion of the bracket tournament
- **Implementation of the winning logo**
  As soon as possible, once the competition is over

Proposed Step Details

Logo Design Submission Phase
- Community members and interested designers are invited to submit their logo designs during this phase
- Submissions can be made through a designated channel/platform

Logo Review and Shortlisting: Community Voting Phase
- After the submission deadline, the Gen2 Community will review all logo entries to ensure they meet the established guidelines
- A shortlist of up to 14 top logo designs will be created (in addition to the original SMB logo and the current SMB logo which will round out the 16 entries for the bracket tournament)

Community Voting Phase
- The shortlisted logo designs will be presented for voting in a [tournament bracket](#) format. The original SMB logo and current SMB logo will also be included in the bracket
- Each community member will be given one vote to cast for their favourite logo design

Promotion and Engagement
- Throughout the voting period, the MonkeDAO community should be actively engaged and encouraged to participate in the voting process
- Regular updates should be provided on social media channels, community forums, and the DAO's website to keep everyone informed about the ongoing voting

Transparent Vote Tallying
- Once the voting period ends, the votes should be tallied in a transparent manner
- To maintain transparency and trust, the voting results, including the total number of votes for each logo design, should be made publicly accessible

Announcement of the Winning Logo

- After the vote tallying is complete, the winning logo design should be announced to the MonkeDAO community, and publicly
- The announcement should also include a note of appreciation to all participants for their contributions and engagement

Implementation of the Winning Logo
- The winning logo design will be adopted as the official SMB logo
- If any necessary modifications are required for the chosen logo (to suit various formats, etc.), they should be made in collaboration with the original designer

Upon the conclusion of the logo competition, a subsequent vote will be proposed to determine whether a complete rebranding effort (e.g. all branding aspects other than the logo) will be pursued or not. This approach allows us to gauge the community's response to the logo designs and make an informed decision based on their feedback.

Goals / Evaluation Metrics
- Ensure decision is approved by the community
- High participation rates for each stage of the competition

Benefits to DAO & Individual Members
- Community cohesion
- Clarity on what the DAO wants the official SMB logo to be
- Ability for members to directly impact the brand by submitting their ideas
- Fun and interactive decision making process

Risks & Concerns
- Process may take a long time
- Competition may have low participation rates

Tentative Timeline/Roadmap
- Competition to start within 1 month if this vote is successful

Treasury Spending
- An SMB Gen2 will be awarded to the winner of the competition. This can either be an SMB Gen2 already held within the treasury, or an SMB purchased from the market floor for this purpose (estimated current cost 76.5 SOL or $1,500 USD - this may fluctuate by the time the competition is executed).
- Any costs relating to producing and distributing collectible NFTs for logo submission participants, with a special version for the top 14 shortlist (estimated cost < $500)