Proposal Name: Return to OG SMB branding

Authors: mdao_bot
Governance Reviewer: Nano

Voting Rules

Category: General (No Treasury Spending)
Duration: 7 days
Quorum: 5.0% (= 248/4958 non-frozen SMB Gen2 NFTs)
Passing vote: Simple Majority (51%)

Summary

As the current SMB branding was not fully embraced or voted for by the DAO before being implemented, this proposal is to return the SMB account branding on X (Twitter) to the original SMB logo and name ("Solana Monkey Business" with a "y") until such a time that we can vote and agree as a DAO on a clear direction for any changes to the branding in the future.

Proposal Details

Due to unclear responsibilities and authorities at a time where a lot was going on for the DAO, a new set of SMB branding assets and guidelines were developed and then implemented without sufficient community involvement.

The visual identity of an NFT project is especially important to its community and given that MonkeDAO owns and operates the SMB project, it seems fundamental that key decisions about this major asset should heavily involve the community and ensure the end results are what the community wants.

This proposal, if successful, would reinstate the OG SMB logo *(see below)* and the "Solana Monkey Business" name (with the "y") to the [Solana Monke Business (@SolanaMBS) / X](#) account.

This original branding would remain on the account until such a time that the DAO votes for and approves a new set of branding assets.
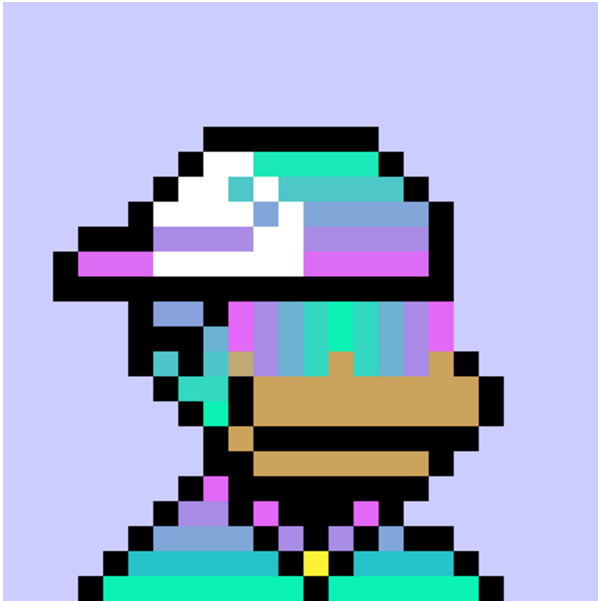
Goals / Evaluation Metrics
- Send a strong message that the fundamentals of the DAO (governance over the DAO's assets) are important and will be respected
- Accept that mistakes were made and position ourselves to recover from them

Benefits to DAO & Individual Members
- Stop the usage of a logo the DAO does not identify with
- Realignment to the importance of community involvement for significant decisions
- The OG branding has strong recognizability across web3 and has long been a part of SMB's visual identity

Risks & Concerns
- If the branding is changed (back to this OG SMB logo) and then the DAO comes up with a new direction for the branding soon afterwards, it could be confusing to outside observers why things keep changing
- The OG SMB logo is fully tied to the SMB Gen2 art and may alienate SMB Gen3 holders as not being representative of the whole brand as it exists today

Tentative Timeline/Roadmap
- To be implemented on the MonkeDAO X (Twitter) account upon successful passing of this proposal

Treasury Spending
None