

Proposal for PLACARD Emoji

Submitted by: Theo Schear, Jennifer 8. Lee of Emojination

Date: February 19, 2019

Emoji Name: PLACARD

Reference Emoji: HAMBURGER, SCISSORS, GOBLIN

Sort location Category: symbol

The sign emoji should appear after PUBLIC ADDRESS LOUDSPEAKER and before I AM A WITNESS in the subsection of modifiers in the symbols section.



Credit: Aphelandra Messer. Free for use in conjunction with this proposal.

1. Identification

CLDR short name

Recommended name: placard

CLDR keywords

Recommended keywords: placard | protest | sign | picket

Abstract

This proposal requests the addition of PLACARD to the Unicode emoji character library, or alternatively PICKET SIGN or SIGN.

The PLACARD, a sign bearing a message, represents a ubiquitous container for human communication. The proposed emoji design for PLACARD is based on the picket sign, the classic symbol of strikes and boycotts. Although the roots of the image design are political, we expect that the sign would be used widely with other topics such as sports.

Considering the heavy role of social media and the Internet in modern protest, the political interpretation of the sign emoji could become relevant in political movements worldwide. The sign emoji would also likely be used as a frame or tone modifier for written statements of all kind, and perhaps also as an alert like ROTATING LIGHT (better known as “siren”).

Introduction

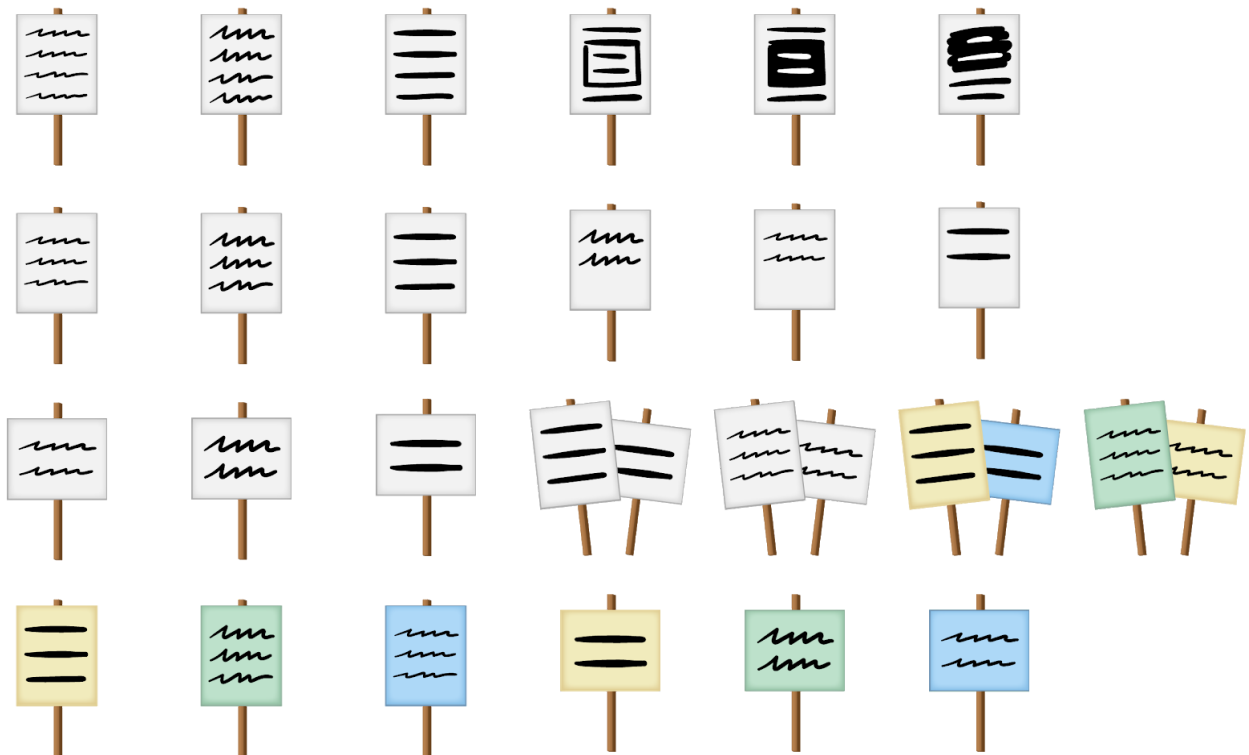
The sign represented in our proposed emoji is based on the classic picket sign. It would be difficult to overstate the global prominence of the picket sign, a universal symbol for protest. The first recorded strike was 3000 years ago in Egypt during the reign of Ramses III. Today, picket signs are standard fare at protests in most every culture. The much wider idea of a “sign” itself is beyond a universal object, but rather a universal form of expression: a written statement directed at an audience. It is also worth considering the unique position of the sign emoji as a modifying frame to a written statement, as if the characters were lettered on the sign.



"Penn[sylvania] on the picket line-- 1917," National Woman's Party Records, Group I, Container I:160, Folder: Pickets, 1917. Library of Congress.

As a prefix and/or suffix, the emoji could serve as a political frame for any statement. The emoji could also serve as an amplification modifier in the same way that 🗣️ does. Retweeting with the sign emoji would imply that you are holding a sign with the statement you've retweeted. The emoji, as part of our most universal language, could play a major role in multilingual political organization.

2. Images



We are offering a wide range of designs for a PLACARD emoji, but we recommend either of the two images at the top of the proposal.

We do not have a strong position on the visual representation of picket sign, but believe it should exist in some form.

3. Sort location

Category: symbol

The sign emoji should appear after PUBLIC ADDRESS LOUDSPEAKER and before I AM A WITNESS in the subsection of modifiers in the symbols section.

4. Reference Emoji: HAMBURGER, SCISSORS, GOBLIN

5. Selection Factors - Inclusion

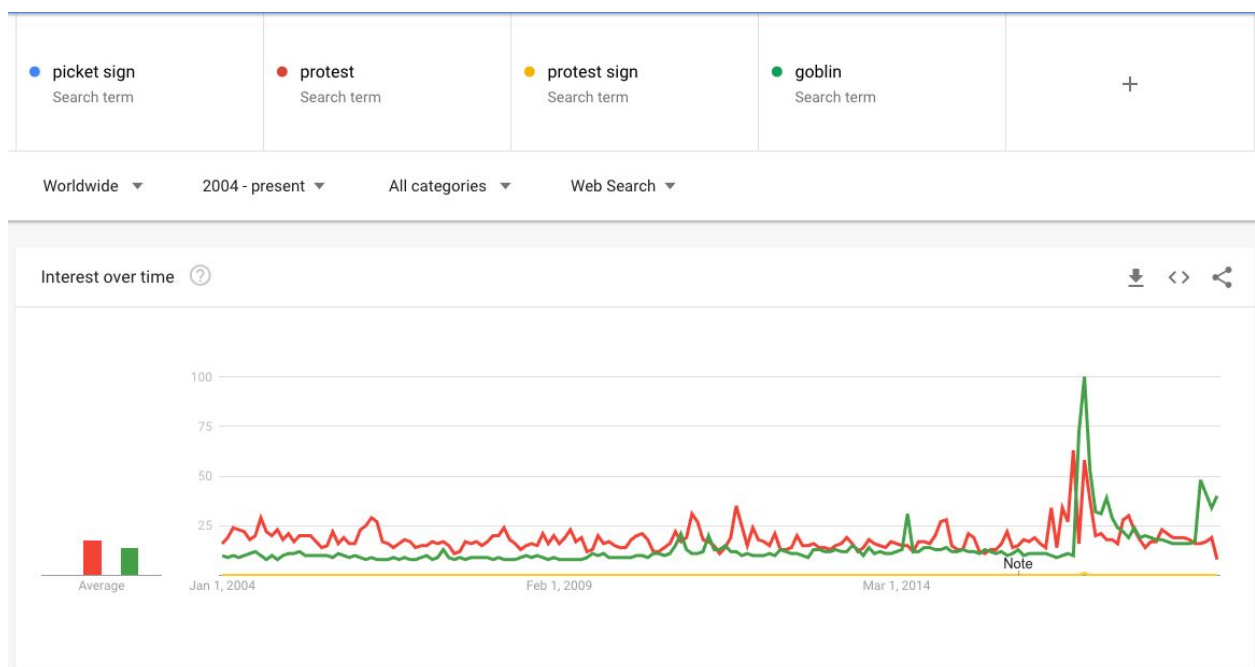
A. Compatibility

While there have been many requests for a picket sign emoji, most popular messaging services have not included a picket sign emoji yet. This proposal seeks to rectify that.

B. Expected Usage Level

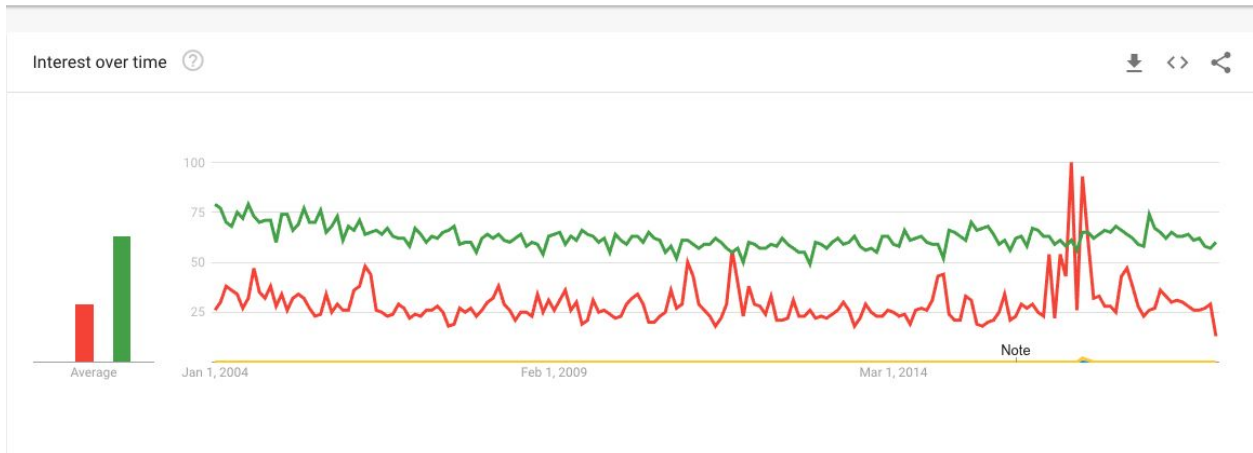
B1. Frequency

The following Google Trends data shows that, while “picket sign” and “protest sign” are not exactly comparable to reference emoji, usage of the term “protest” is very comparable to reference emoji such as “hamburger”, “goblin” and “scissors”:



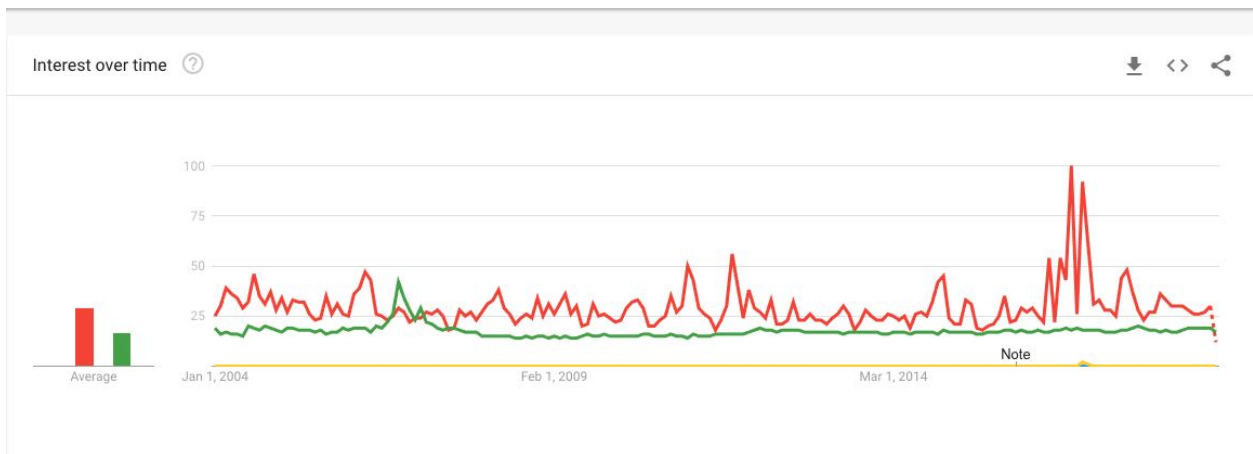
● picket sign Search term	● protest Search term	● protest sign Search term	● hamburger Search term	+
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Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



● picket sign Search term	● protest Search term	● protest sign Search term	● scissors Search term	+
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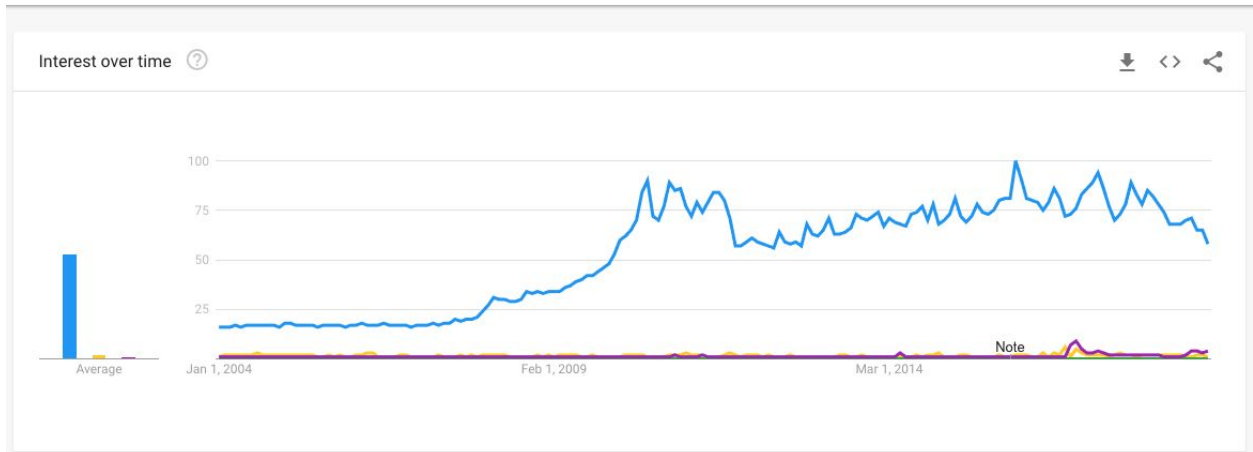
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



However, usage of the term “sign” alone far exceeds each of those three reference emoji:

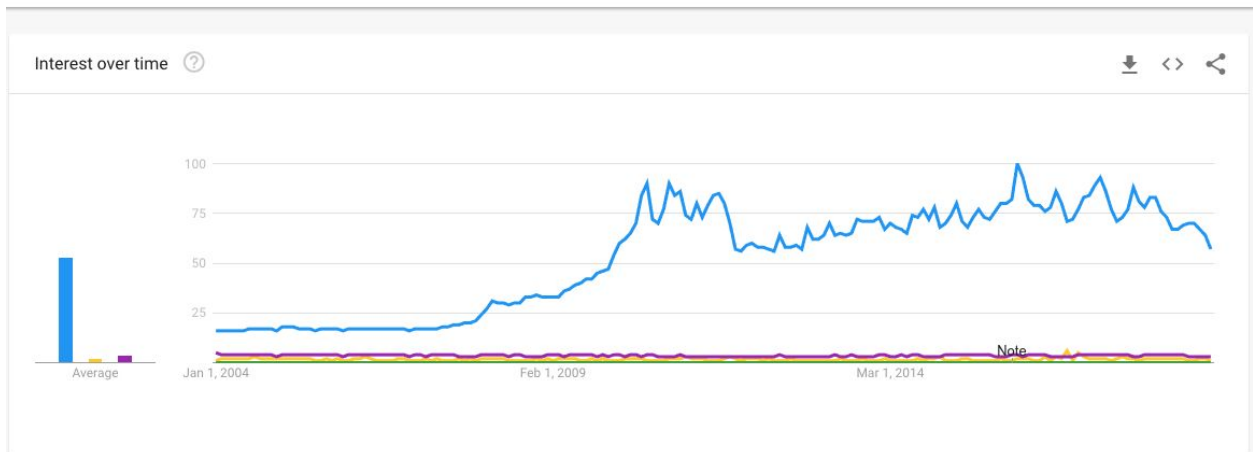
<p>● sign</p> <p>Search term</p>	<p>● picket sign</p> <p>Search term</p>	<p>● protest</p> <p>Search term</p>	<p>● protest sign</p> <p>Search term</p>	<p>● goblin</p> <p>Search term</p>
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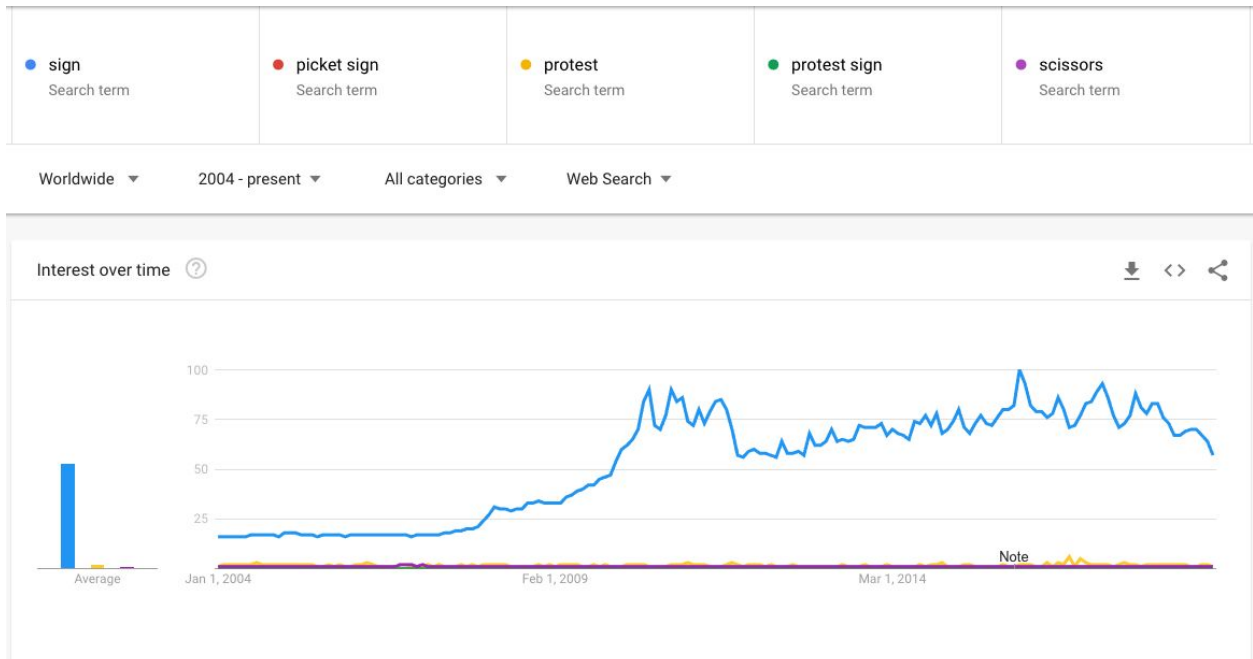
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾




<p>● sign</p> <p>Search term</p>	<p>● picket sign</p> <p>Search term</p>	<p>● protest</p> <p>Search term</p>	<p>● protest sign</p> <p>Search term</p>	<p>● hamburger</p> <p>Search term</p>
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Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾






In a regular Google Search, “protest sign” surprisingly delivers more results than “hamburger”, “goblin” and “scissors”:

🔍


[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 61,200,000 results (0.46 seconds)

🔍

[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 364,000,000 results (0.34 seconds)

🔍

[All](#) [News](#) [Images](#) [Videos](#) [Books](#) [More](#) [Settings](#) [Tools](#)

About 693,000,000 results (0.54 seconds)



sign



All

Images

Videos

Maps

News

More

Settings

Tools

About 13,960,000,000 results (0.56 seconds)



hamburger



All

Maps

Images

News

Shopping

More

Settings

Tools

About 283,000,000 results (0.74 seconds)



goblin



All

Images

Videos

News

Shopping

More

Settings

Tools

About 89,800,000 results (0.52 seconds)



scissors



All

Images

Shopping

Videos

News

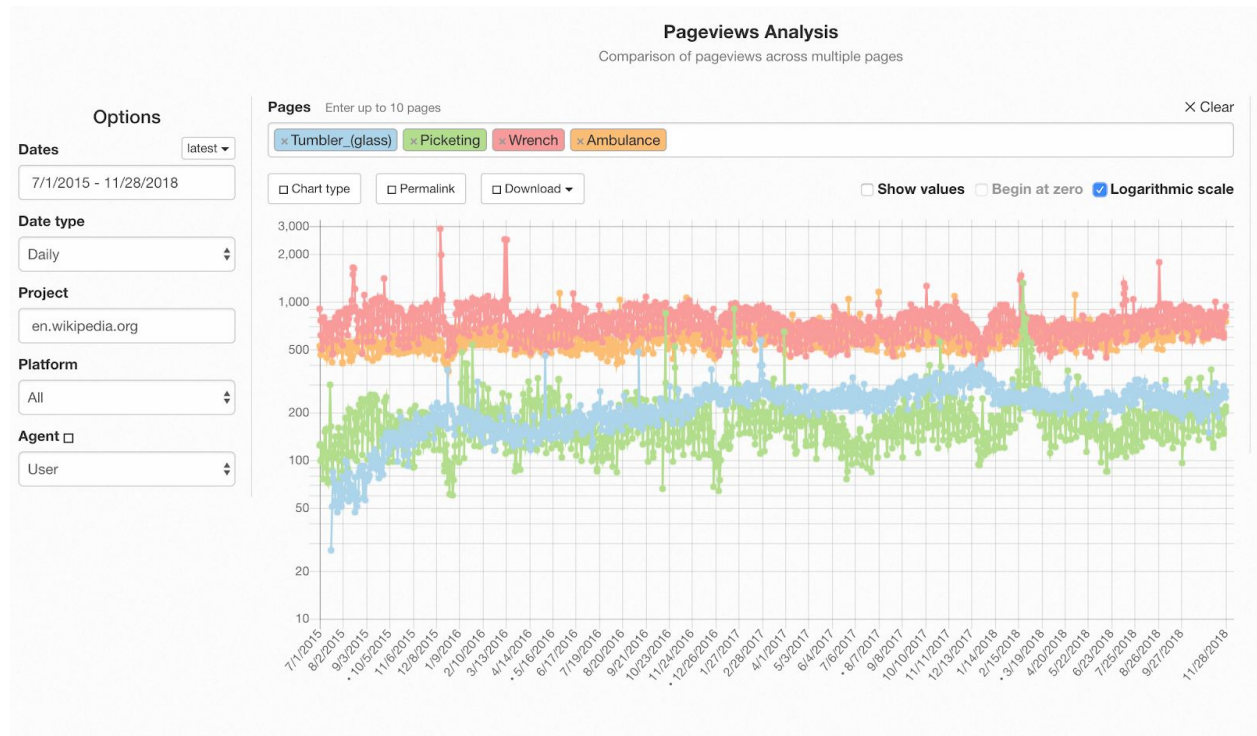
More

Settings










Tools

About 210,000,000 results (0.44 seconds)

Wikipedia Pageviews Analysis also shows that “protest” and “sign” are in the same range as the three reference emoji cited above:










B2. Multiple Usages

“Sign up” ( ), “sign on”, “sign in” and “give me a sign” are common phrases that could be emojified with the addition of the sign emoji.   could represent a gas sign.   could specify the gender and skin tone of the author of the sign’s message.   = 

The sign emoji would also likely be used with words such as "Ban" and "Go" to indicate political and sporting statements.

B3. Use in Sequences

Below are examples of the sign emoji as a frame or modifier:

1. Protest:  Abolish Patriarchy 
2. Attention Grabber: Where are you?  I'm here
3. Sports:  Go A's 
4. Yelling:  OK I GET IT 

C. Image Distinctiveness

There really isn't another emoji that looks like a picket sign because of the visual combination of white card with a stick handle. The frame or the clipboard is vaguely similar but there certainly is not another symbol intentionally made to look similar. The picket sign is an iconic symbol recognizable to much of the world.

D. Completeness

The sign would be a welcome addition to the existing set of modifiers in the symbols section including loudspeaker, woofer, thought balloon and speech bubble.

E. Frequently Requested

Below is a sample of requests for a picket sign emoji on Twitter:



Yo I want a protest emoji. A person holding a picket sign. I'll put it in my bio.

7/15/17, 01:19



Replying to @DeLaGhettoDiva

@DeLaGhettoDiva you lucky I can't find a picket sign emoji "give us free!!" 📢

4/22/12, 19:05



Replying to @MichelleMahaney

@MichelleMahaney there's no picket sign emoji 😞

2/25/13, 17:24



They should make a picket sign emoji

4/12/13, 19:50 from Strongsville, OH

Replying to @leinadrobinsn

@leinadrobinsn there's no picket sign emoji either how can they get away w this

9/19/14, 12:26

Replying to @C___Stephens

@C___Stephens they're are no emoji picket signs nor flaming torches on a stick 🗡️🔥

1/29/15, 16:53

Replying to @alanismarieg

@alanismarieg I wish there was a picket sign as an emoji

4/7/15, 11:09

Replying to @VezzyParmesan

@VezzyParmesan 🤦 I'm mad there's no emoji of someone holding a picket sign

1/27/16, 06:04

Replying to @LivnLifeTillEnd

@LivnLifeTillEnd damn I need a picket sign emoji 😞

2/22/16, 22:47

Replying to @EmilyAnnFord

@EmilyAnnFord YOU PLEAD, WE BREED. (Insert picket sign emoji)

8/24/13, 19:15



They should have like a picket sign emoji

10/25/13, 11:59



We want Salt 🧂 and picket sign emojis 😂😂 @APPLEOFFICIAL [picket sign emoji?]

7/6/15, 21:00



Who needs cuffing season when it's strike/rally season *insert picket sign emoji*

10/18/16, 11:01



Woke up today and immediately wanted to go back to bed.

I'm nope-ing out of today. I'm going on strike. *picket sign emoji*



11/2/16, 10:27



In light of the current world situation can we please have a picket sign emoji?

3/6/17, 15:31

People are even creating their own “sign” out of text:



6. Selection Factors - Exclusion

F. Overly Specific

The picket sign is universal. The sign itself is a basic concept. Here are some pictures of picket signs around the world:







G. Open Ended

This would be one of a few signal-related emoji (BUS STOP, STOP LIGHT) and one of a few protest-related emoji (PEACE SIGN, RAISED FIST, PUBLIC ADDRESS LOUDSPEAKER). There would be no obvious vacancies in either category with the addition of the sign emoji.

H. Already Representable

The closest thing to expressing a picket sign is the thought bubble or loudspeaker, but both have very different implications. Visually, the most similar existing emoji is BUS STOP, which represents a very specific kind of sign that is almost never used.

I. Logos, brands, UI icons, signage, specific people, deities

The picket sign cannot be trademarked because it is a universal form of expression.

J. Transient

Signs have existed literally since cave drawings. Signs will evolve but never cease to exist.

K. Faulty Comparison

There is nothing to compare to the picket sign.

7. Other Information

We suggest the sign be represented by the single picket sign design in order to emphasize the universal modifier function. Using the three picket sign design would emphasize the expression of protest.

Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

Author Bios

Theo Schear (tschear@gmail.com) is an emoji enthusiast and Media Specialist at a non-profit in San Francisco. Theo grew up in Oakland, California – a city home to revolutionaries such as The Black Panther Party, Angela Davis and Tupac Shakur. He is proud to help bring the picket sign to our universal pictorial lexicon, especially in the face of widespread authoritarianism.

Jennifer 8. Lee (jenny@emojicon.co) is also an emoji enthusiast. She thinks this is a great emoji for many reasons.