



Splash Emoji

Emoji Submitter: Aurora Zeng, Kamile Demir

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I. Identification

| Sample Image | Proposed Unicode and CLDR name | Possible CLDR English keywords | Closest Unicode Emoji |
|---|--------------------------------|---|---|
|  | Splash | Drip, Splat, Stain, Squash, Sauce, Spice, Red, Yellow |  |

II. Images



License

We certify that the images have appropriate licenses for use by the UTC.

III. Sort Location

- a. Activities – after Palette, before thread



IV. Selection Factors — Inclusion

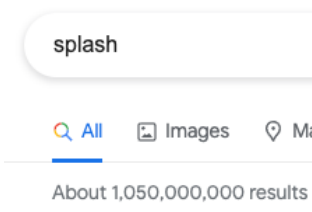
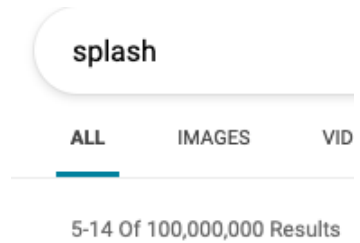
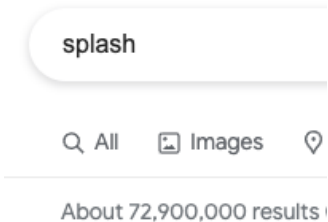
- a. **Compatibility** — N/A as this emoji is not proposed for compatibility with non-Unicode emoji on existing systems.

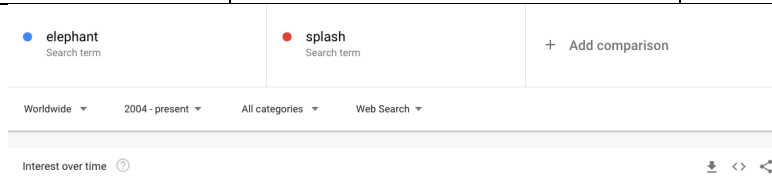
b. Expected Use

- i. **Frequency** — Usage is expected to be high:

Splash






| Search Term | Google Search | Bing Search | Google Video Search | Google Trends: Web | Google Trends: Image |
|-------------|---------------|-------------|---------------------|--------------------|----------------------|
| Splash | 1,050,000,000 | 100,000,000 | 72,200,000 | See Below | See Below |

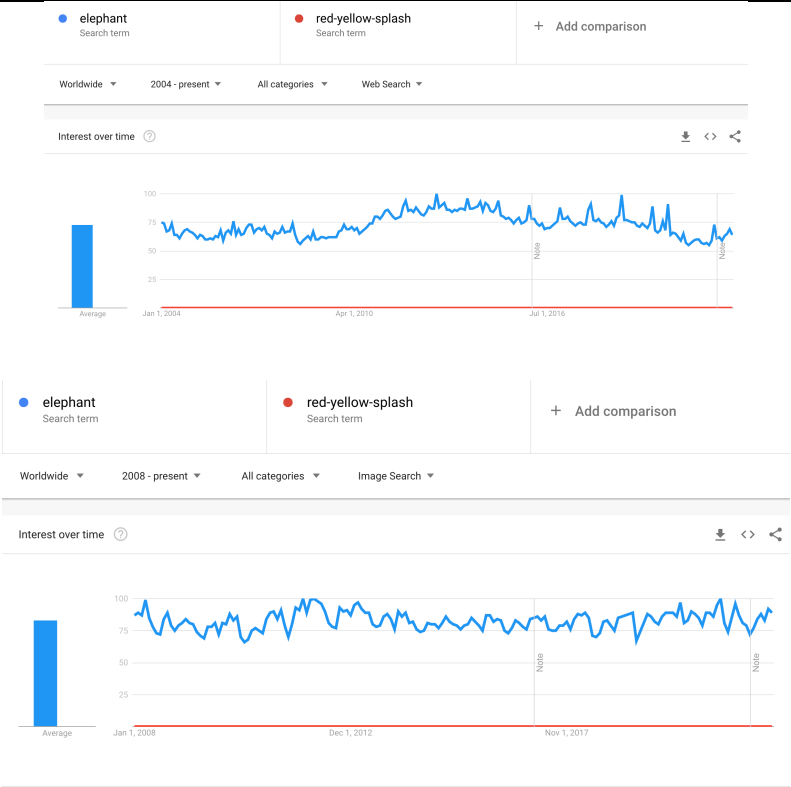
| Search Term | Google Search | Bing Search | Google Video Search |
|-------------|---|--|---|
| Splash |  |  |  |



Red-Yellow-Splash

| Search Term | Google Search | Bing Search | Google Video Search | Google Trends: Web | Google Trends: Image |
|-------------------|---------------|-----------------------|---------------------|--------------------|----------------------|
| Red-Yellow-Splash | 225,000,000 | 2,460,000,000 Results | 16,500,000 | See Below | See Below |

| Search Term | Google Search | Bing Search | Google Video Search |
|-------------------|---|---|--|
| Red-Yellow-Splash | <div>red-yellow-splash</div> <div> All  Images</div> <div>About 225,000,000 results</div> | <div>red-yellow-splash</div> <div>ALL IMAGES</div> <div>2,460,000,000 Results</div> | <div>red-yellow-splash</div> <div> All  Images </div> <div>About 16,500,000 results</div> |



ii. Multiple Usages

Splash can represent a wide range of physical and non-physical concepts:

- Emblematic of a physical splash. We see this type of splash in everyday life, in multiple forms and contexts. This includes but is not limited to paint, powder, liquids, etc. This emoji was specifically designed to represent splashes that are not water, but of other material:
 - a. Paint Splatter
 - b. Stains
 - c. Food splat (tomato/pie/dropped food)

Although 🌈 exists to represent colors, there is currently no emoji that can represent something generally seen as a “splash” or “splatter”. The above are general examples of the many uses of “splash”.

- Splash is not only representative of material that has been dropped, splattered, or squished, but it also is emblematic of:
 - a. Sauces
 - b. Condiments (ketchup, mustard, etc)
 - c. Spices

Google Search Images of both “splash of sauce” and “splash of spices” bring up images and colors very closely related to 🌈. Both concepts have been requested before but were unable to be encoded due to too-specific concepts. However, splash represents the concepts of liquids and material that can relate to sauce & spice, while not representing them too-specifically.

Because sauces can be of different colors, we included two colors most found in sauces based on image search. Additional sauce colors can be highlighted with food emoji, color circles or color hearts.

- Splash is also emblematic of Holi/Festival of Spring/Festival of Colors/Festival of Love:
 - a. This is a popular ancient Hindu festival celebrated by millions of people globally.
 - b. The main part of the holiday’s festivities is throwing colorful powder into the crowd, creating a splash of colors.
 - c. Currently, there is a gap in the emoji keyboard in representing Holi, or the concept of throwing colorful powder in the air.
 - d. Although Splash emoji does not display all the colors found in Holi festivities, the concept of throwing powder can be well-portrayed with the addition of splash, alongside with color-hearts and/or color-circles.

Use In Sequences

- a. Happy Holi! 🤗👉🌸 ✨💚💛💜💖💗💙💡
- b. I stained my shirt at work today 🧑💼🌸😞
- c. This movie deserves a rotten tomato... 🍅👤🌸 or 🍅🌸
- d. Pie Splat! 🤝🥧🌸
- e. Paintball game 🌸🔫
- f. I squashed the bug! 🦋🌸
- g. This recipe involves lots of sauce 🍷🌸
- h. BBQ & hot dogs! 🌭🌸
- i. Need to add some spices 🌸🌶️👉
- j. What a mess. 🌸🧑
- k. Painting 🎨🌸🖌️🖼️

iii. Breaking New Ground

Splash represents multiple new and different concepts both physical and metaphorical. Ranging from as simple as a splash of color, a stain, sauce, or spices, to concepts such as Holi, a holiday celebrated by millions of people globally and is not representable by the current emoji set.

c. Image Distinctiveness

- i. This image is symbolic and distinctive of a splash and the concepts that we described in the multiple usages and use in sequences section.

d. Completeness

- i. The proposed Splash emoji fills in an important gap in the emoji keyboard to represent several concepts that have been previously requested or mentioned but does so in a not-too-specific way to enhance use.


V. Selection Factors — Exclusion

a. Overly specific

- i. Splash is a simple image — it is not too specific as it can represent several concepts, but it is also symbolic and not too general so that it can clearly establish what it represents.

b. Open-ended

- i. This is not open ended, as it does not promote the encoding of more similar emoji. This instead fills in the gap for several emoji concepts that have been requested in the past.

- c. **Already representable**
 - i. No current emoji represent the concept of splash/splatter/etc. Although  exist, these are too specific to water.
- d. **Logos, brands, UI icons, signage, specific people, deities** — not applicable, as there are no logos, icons, brands, signage, specific people, deities proposed.
- e. **Transient** — not applicable, as splash physically exists in the natural world as well as within media.
- f. **Faulty comparison** — not applicable, as the justification of encoding this emoji does not depend on the arguments of another already-encoded emoji.
- g. **Exact Images** — not applicable, we are not requesting an exact image.