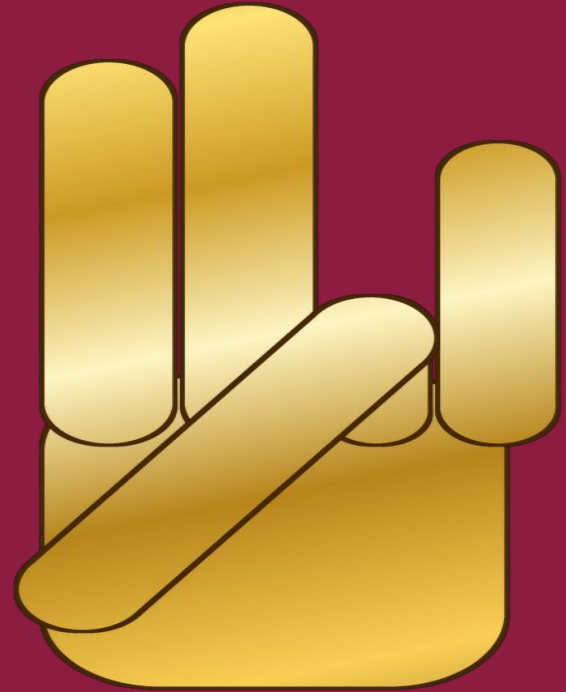


GAME DAY EMOJI

**ASU Emojis + American Sign
Language (ASL) Emojis**



THE SPARK

“I was texting another Sun Devil and couldn’t send the pitchfork.”

That simple moment revealed an opportunity.

The Opportunity

The pitchfork hand symbol doesn't exist in today's messaging apps

It's also the ASL sign for the number 7

One fix. Also a more inclusive way to communicate.



The Solution

A set of ASL hand emojis for the numbers 0–9, starting with 7.



START HERE

Celebrates ASU spirit and represents a symbol used by the Deaf and ASL communities.

Why This Matters

Inclusive by design

Celebrates ASU while supporting the Deaf and ASL communities.

Low cost, high impact

A simple digital innovation with potential for national recognition.

ASU can lead

Combine school pride with accessibility.

A path to adoption

Spark conversations with the Unicode Consortium on emoji standards.

Long-Term Vision

1

ASL Emojis 0–9

Starting with 7

2

ASU Spirit Set

**Official Pitchfork,
Sparky, more Sun
Devil emojis**

3

Beyond ASU

**Other universities,
then pro sports
teams**

A new category of digital fan engagement, with accessibility at its core.

ASU can lead.

**School pride + accessibility,
one emoji at a time.**

Thank you for your time and consideration.

