

IDENTITY DESIGN

BRAND STRATEGY

Brand Name

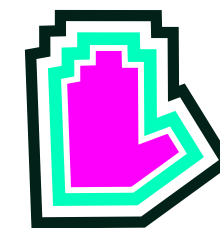
Small Hands Against Big Phones

Positioning Statement

Small Hands Against Big Phones is a club for tiny-handed people against the growing sizes of smartphones. They rally for universal size inclusion in the technology industry. It's a geographically diverse club with chapters nationwide with activities spanning from emotional support to activism. They detest the need for tools designed to accommodate exclusive phone sizes like pop-sockets, rings, and phone cases for those who struggle to hold their phones. The smart-technology world should not exclude small hands from their ultrawide, HD, XXL world.

Core Attributes

Passionate, ambitious, outraged, grassroots, undeterred, community-focused, brave



SMALL HANDS
AGAINST **BIG PHONES**

SMALL HANDS
AGAINST **BIG PHONES**

PIERCING PINK

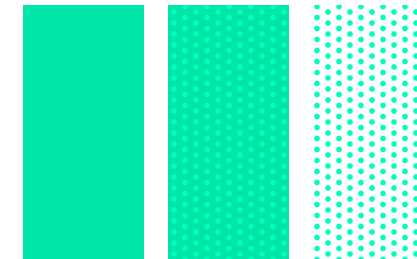
Pantone 807 C
CMYK: 12 76 0 0
RGB: 253 0 251

Spray Paint Matches:
Montana Gold – Fluorescent F4000 Gleaming Pink
151 – Fluorescent Neon Pink
Ronan Paints – RG08 Shock Pink

ACID STING

Pantone 929 C
CMYK: 100 0 26 0
RGB: 0 255 188

Spray Paint Matches:
Hedrix Custom Paint (Pantone 929 C)
Montana Gold – F6000 Acid Green
Rustoleum – Gloss Spring Green



VEXED BLACK

CMYK: 86 51 76 66
RGB: 2 50 35

Spray Paint Matches:
Montana White – 6080 Greenblack
Rustoleum – Gloss Hunter Green
Any Black

CMYK: 82 57 72 67
RGB: 2 33 24

SULFUR CONTEMPT

CMYK: 3 8 74 0
RGB: 250 223 9

Spray Paint Matches:
Montana Black – BLK 1010 Easter Yellow
Rustoleum – JD Yellow



SMALL HANDS AGAINST BIG PHONES CLUB

Type Specimen Version #2

Positioning Statement

Small Hands Against Big Phones is a club for tiny-handed people against the growing sizes of smartphones. They rally for universal size inclusion in the technology industry. It's a geographically diverse club with chapters nationwide with activities spanning from emotional support to activism.

They detest the need for tools designed to accommodate exclusive phone sizes like pop-sockets, rings, and phone cases for those who struggle to hold their phones. The smart-technology world should not exclude small hands from their ultrawide, HD, XXL world.

Audience

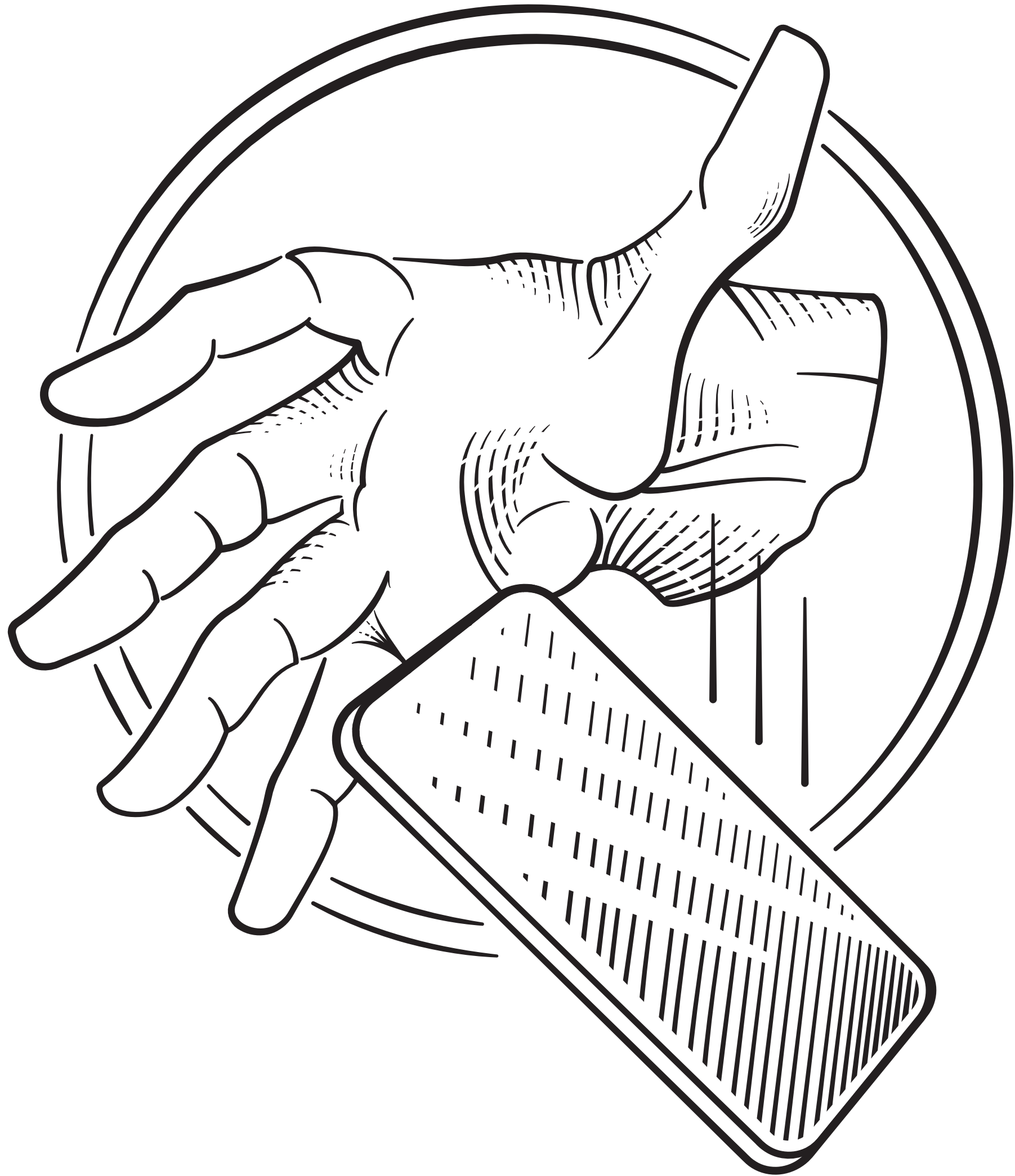
- 👉 Ages 16-40
- 👉 Activists
- 👉 Small Handed People

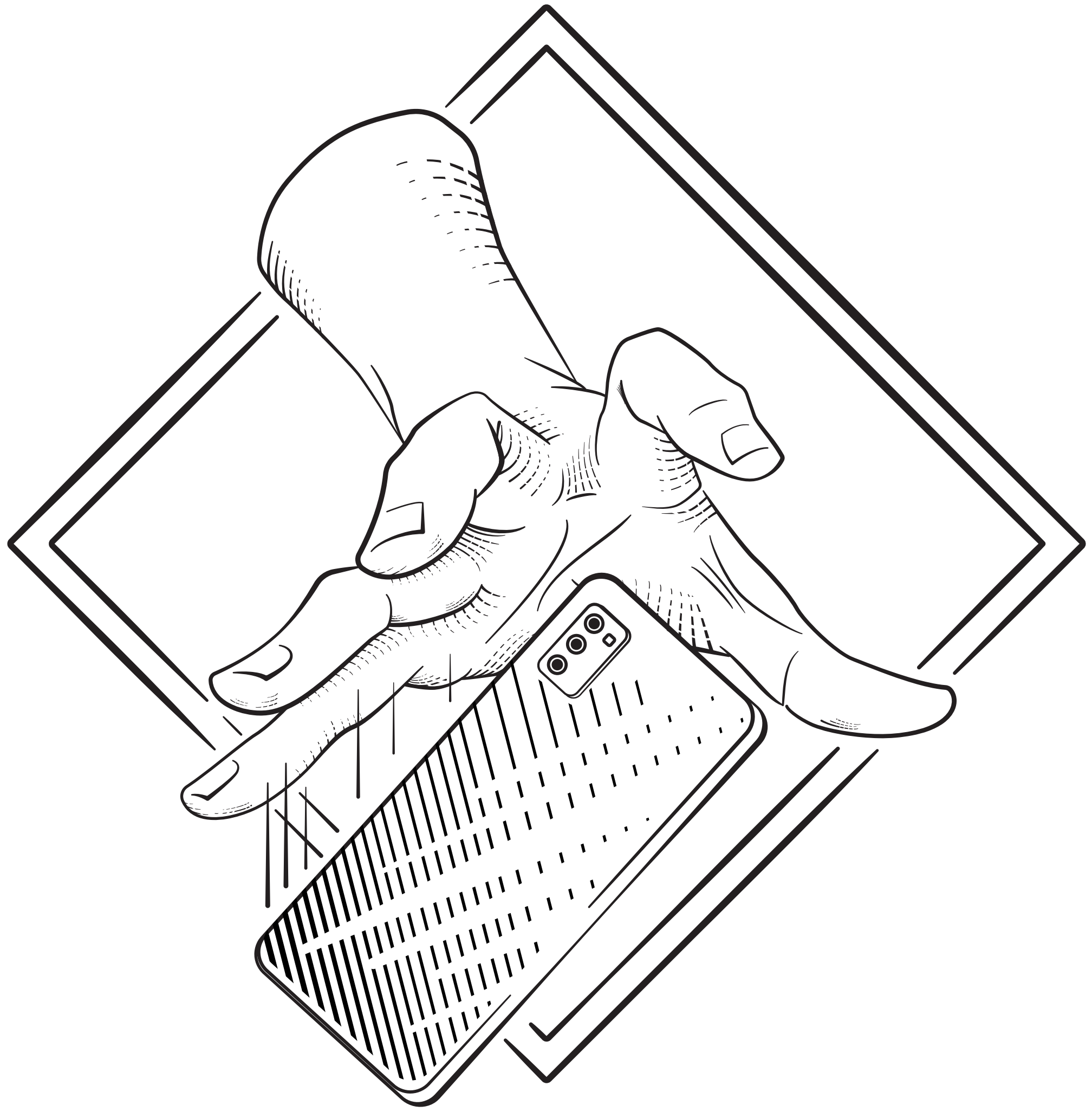
Core Attributes

"Passionate, ambitious, outraged, grassroots, undeterred, loud, brave."

Touchpoints

"Website, protest signs, posters, pins, buttons, shirts, Social Media, emails, protests, flyers."







PRINT CAMPAGIN

OPEN UP!

DROP EVERYTHING.
YOU HAVE MAIL.



MAIN CLUB HEADQUARTERS

ADDRESS 116 McLin Creek Rd S, Conover, NC 28613
WEBSITE us.vsbigphones.org
EMAIL you@vsbigphones.org
CALL CENTER (910) 534-7784

MR. HYUN SUK KIM
Samsung Strategy & Innovation Center
2480 Sand Hill Road, #Suite 101,
Menlo Park, CA 94025

KNOCK KNOCK



WE ARE
THE TINY &
MIGHTY FIGHT
FOR SIZE
INCLUSIVE
TECHNOLOGY



ALEX CRANZ
Club President | CHAPTER XI, NY

229 Broad St, Staten Island,
NY 10304
(917) 830-0071
acranz@vsbigphones.org
ny.vsbigphones.org



MAIN CLUB
HEADQUARTERS

ADDRESS 116 McLin Creek Rd S,
Conover, NC 28613
WEBSITE us.vsbigphones.org
CALL CENTER (910) 534-7784

CHAPTER XI,
NEW YORK

ADDRESS 229 Broad St, Staten
Island, NY 10304
WEBSITE ny.vsbigphones.org
PHONE (917) 830-0071
EMAIL ny@vsbigphones.org

Mr. Hyun Suk Kim,
President & CEO — Samsung Electronics

June 9th, 2021

Fuck your large phones. My first smartphone had a 2.9" screen. It was great. Fit in my pocket, could do everything with one hand. My next one was 3.2" and ran android. A little bigger but no biggie android needed it. It was android and little small still so my next one was 4". It was an android little big now but tolerable. So then my next phone is 4.7" naturally. Now it's way too big. It doesn't fit in my pocket comfortably. I can barely hold it with one hand. I definitely need two to use it. I drop it a lot because it's so big. It costs \$700 new unlocked. There's no room on the sides to hold it that aren't buttons, nor space for the buttons aren't the bottom.

I'm really afraid. How big will my next phone be? I just can't move to 5.5". Who the fuck are you making phones for—giants? You realize that people's hands stop growing in after adulthood, right? Year after year, phones grow bigger and our hands remain the same size. As time goes on, it starts to feel more like those with tiny-hands are being excluded and pushed to phones inferior in quality. Guess what: it will no longer be tolerated.

Your abelism and tyranny will be put to an end—for I am not alone. If you are wise, you will heed my warning now that a rebellion is on the rise. One way or another, the demographic you have been long denying compliance with will have the world listen. Fuck big phones. Give us what we want. Small phones again.

Fuck you kindly.

Alex Cranz

Alex Cranz,
Club President — Chapter XI, NY

PHONE: (917) 610-5091
EMAIL: acranz@vsbigphones.org

WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY

WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY



ALEX CRANZ
Club President | CHAPTER XI, NY
.....
229 Broad St, Staten Island,
NY 10304
(917) 830-0071
acranz@vsbigphones.org
ny.vsbigphones.org

WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY



ALEX CRANZ
Club President | CHAPTER XI, NY
.....
229 Broad St, Staten Island,
NY 10304
(917) 830-0071
acranz@vsbigphones.org
ny.vsbigphones.org

WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY



WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY



ALEX CRANZ
Club President | CHAPTER XI, NY
.....
229 Broad St, Staten Island,
NY 10304
(917) 830-0071
acranz@vsbigphones.org
ny.vsbigphones.org



ALEX CRANZ
Club President | CHAPTER XI, NY
.....


WE ARE THE TINY & MIGHTY FIGHT FOR SIZE INCLUSIVE TECHNOLOGY

 Join us in the

FIGHT FOR SIZE INCLUSIVE SMART TECHNOLOGY

Small Hands Against Big Phones is a nation wide club that rallies for universal size inclusive technology. If you'd like to join the tiny & mighty fight for size inclusive technology, find your SHABP chapter.

MAY 5TH WED
10:30

**FROM UNION SQUARE
TO EMBARCADERO PLAZA** 

We are marching to protest the growing size of smartphones year after year. If you're tired of dropping your phone, constant wrist and thumb strain caused by your phone, or struggle to find pants with pockets that suitably fits your phone, bring your fury and join us in Union Square.

**SMALL HANDS
AGAINST BIG PHONES**

WEBSITE: us.vsbiphones.org
CALL CENTER: (910) 534-7784



END BIG PHONES NOW.

 **DEMAND SIZE INCLUSIVE TECHNOLOGY.**
us.vsbiphones.org



MY HANDS
AREN'T TOO
SMALL.
PHONES ARE
TOO BIG.





DIGITAL CAMPAGIN

Alex Craz,

I know people were complaining 10 years ago that phones were getting too big like the iPhone 5 and the Galaxy Note 3, but then people got used to them and the vast majority of people liked and accepted the bigger phones. But now, during this trend of continuously bigger phones year-after-year, they have officially become too BIG! Now we have the technological capability of producing phones with extremely thin bezels/chins, so there's no need for huge smartphones anymore. The main point for thinner bezels wasn't the aesthetics, it was that we can have larger screens and maintain a relatively hand-sized comfortable device. Look at all the women with their tiny hands and their phones! Most of them have to 2-hand it all the time! Now I'm seeing phones like the OnePlus 7 Pro and the Xperia 1 and I just sigh at the size of them. I have a OnePlus 6T and that is as big I'm gonna go. I know there are some newer phones that are smaller, but the flagships are all forever growing in size. I just want the trend to end.

Jack Kelly | Chapter II President, PA
T 215.217.2016 W philly.vsbigphones.org
A 2960 East, Orthodox St, Philadelphia, PA 19137

.....
SMALL HANDS
AGAINST BIG PHONES

**See the rest of the Digital Campaign
by opening the HTML file.**

It may take time to load.