

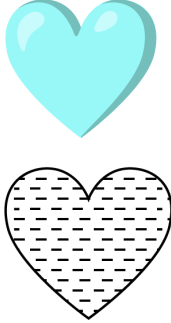


Light Blue Heart Emoji Proposal

Emoji Submitter: Jennifer Daniel to Unicode Technical Committee

Date: November 7, 2019

Last Updated: April 15, 2019

I. Identification & Images

Sample Image 72px	Sample Image 18px	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
		Light Blue Heart	Teal, cyan, light blue, aquatic, heart	

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

II. Sort location

[emotion](#)



II. Selection factors — Inclusion

A. Compatibility

n/a

B. Expected use

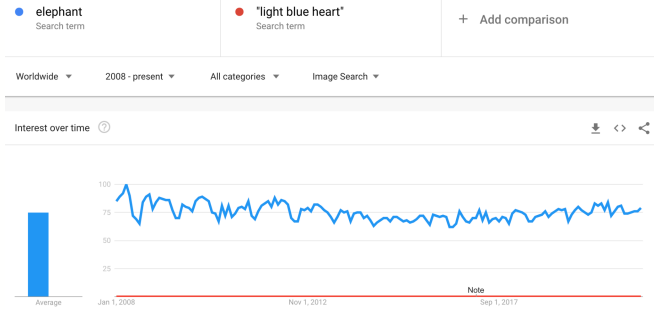
1. Frequency

Usage is expected to be extremely high. Heart emojis consistently remain in the top three most frequently used emojis around the world in nearly every language. Frequency data also indicates this emoji will be useful and frequently used.

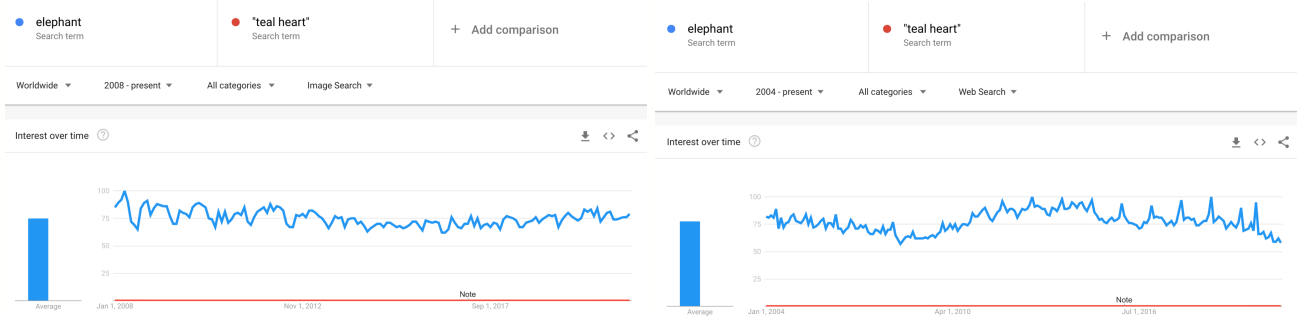
Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
light-blue-heart	1,970,000,000	159,000,000	109,000,000	See below	See below

teal-heart	3,440,000,000	73,500	340,000,000	See below	See below
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Search term	Google Search	Bing Search	Google Video Search
get-well-heart			
recovering -song -data			



Above: Google Trends Web, Google Trends Image results for “light-blue-heart”



Above: Google Trends Web, Google Trends Image results for “teal-heart”

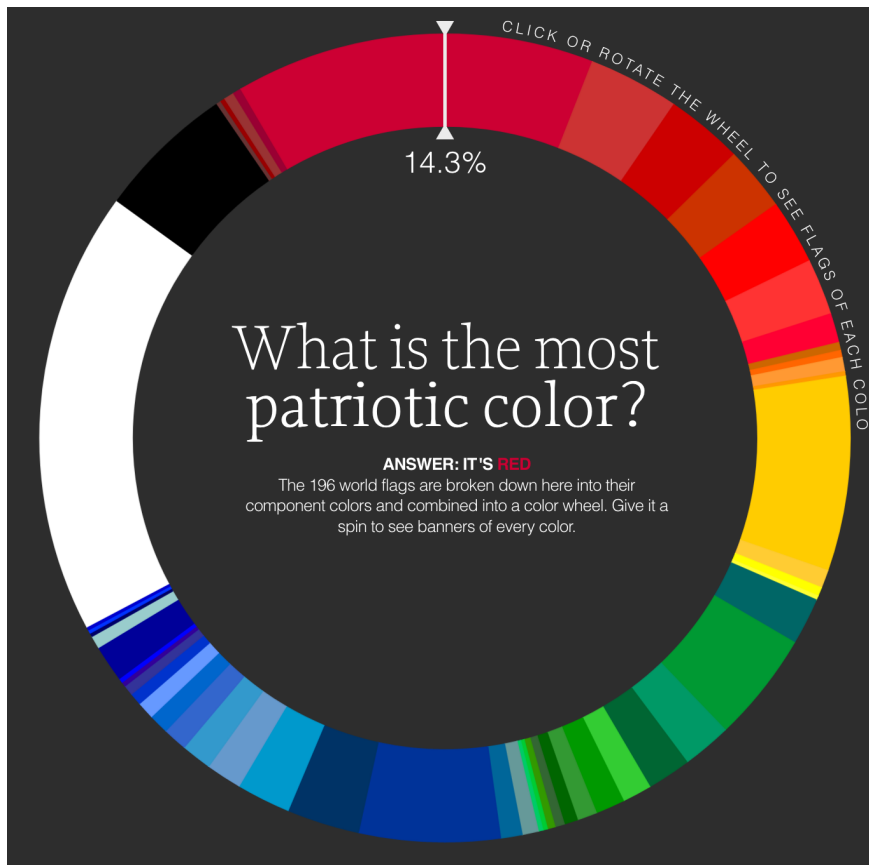
2. Multiple usages

Colored hearts have proven to be popular with users, who have found a variety of uses for them. Many of these uses have strongly meaningful representational functions. We discuss a number of high-value use-cases below.

National colors

People use colored hearts to represent national pride, especially when it can be easier to locate colorful hearts than a specific national flag.

This interactive infographic from [Time](#) shows the frequency of colors on national flags:



This graphic makes a good case for the inclusion of a light blue alongside a darker blue, for the flags of countries including, but not limited to Argentina, Botswana and Kazakhstan.

There are also contexts where national colors are not represented by flags (e.g. Australians use 🟢🟡 (AKA the [Green and Gold](#)) rather than 🟡🟢🇺🇸 and the national color of the Netherlands is 🟡 rather than 🇳🇱).

Non-national regional colors

Of the 5,000 sub-regional flags, we can see from [this list by color](#) and this [color breakdown of subregional flags](#) by country, that many have a CYAN or pale blue rather than a darker blue. There are also more flags at the subregional level will pink or grey, including:

LIGHT BLUE (including, but not limited to):

[Antarctica](#)

[Bavaria](#), Germany

[Gdynia](#), Poland

[Madison, Wisconsin](#), United States

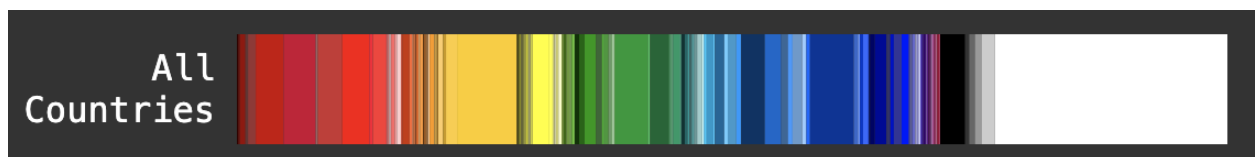
[Valle del Cauca](#), Colombia

[Cochabamba](#), Bolivia

[Alagoas](#), Brazil

[San Pedro de Ycuamandiyú](#), Paraguay

Etc.



Caption: Sub-regional flags broken down by color. The addition of light blue and gray would extend coverage of representation.

Chart by Adam Peirce, used with permission. Source: <https://blocks.roadtolarissa.com/1wheel/ba7b6295c9e3e9aea7b164e1e22e9366>

Identity Representation

Identity representation can include flags that are not within the current scope of emoji encoding. This includes 🇳🇵🇳🇵🇳🇵 to represent the Pan-African flag, and 🇳🇵🇳🇵🇳🇵 to represent the Australian Aboriginal Flag. There are also a number of flags for [gender and sexuality identification](#) and the happy potential for more of these in the future. Many of these flags draw upon a light blue in their design such as [Pansexual](#) flag.

Sports Colors

People use emoji for their sports teams, whether local, college or national level. Many teams are currently accommodated by the range of hearts on offer, but expanding the range slightly allows for more sports fans to show their affection. Representation of sports teams was the motivation behind the orange heart proposal ([L2/16-124](#)).

Colors can represent identity beyond the scope of topics discussed above. One of the most dominant examples would be BTS fans using 💜 (and by which making it the [third most used heart](#) on Twitter).

Decorative uses

Finally, colorful hearts are popular as a decorative feature. As [this Emojipedia deep-dive into usage data](#) demonstrates, many of the colored hearts collocate with other colored hearts in ngram sequences. This means that additional colored hearts in the chromatic sequence will likely have strong uptake for a decorative functionality.

Note: With the inclusion of these colours the only main flag colours not included in emoji hearts are 'tan' and 'murrey', both of which can often be covered by BROWN HEART or RED HEART depending on the flag.

3. Use in sequences

As mentioned in the above section we see many compelling uses. Take the Pansexual Flag as an example. Because it includes a light blue stripe, a color not currently represented with hearts, squares, or circles users are unable to convey the concept of pansexuality using existing emoji

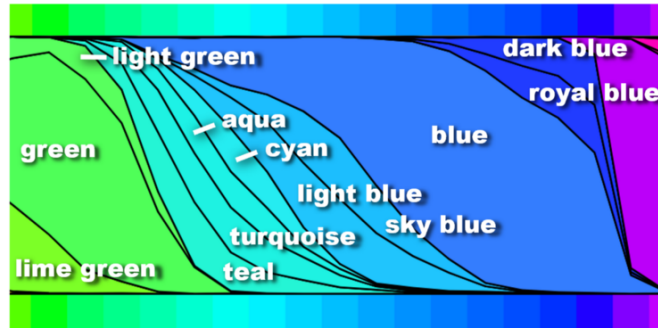


The “flag use case” is particularly compelling because the flag emoji are the bulk of emoji fonts’ files size and yet they are the least frequently used of all emoji. Since flags are largely out of the ESC’s scope in the foreseeable future identifying solutions such as this one is critical to meet user demand (as long as their flags are simple stripes lol) and keep up with the speed of language online.

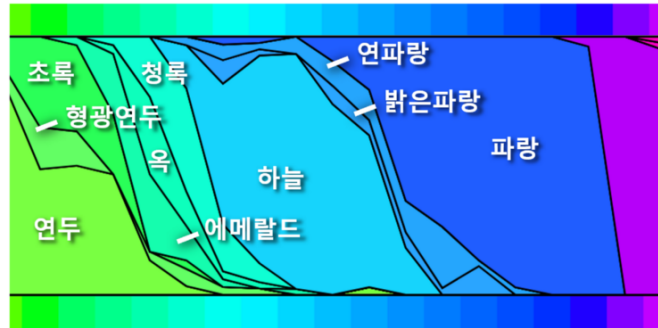
4. Breaking new ground

There is an existing literature in cross-linguistic study of color terms that suggests there are a maximum of 11 basic color terms across cultures ([Basic Color Terms](#), Berlin & Kay 1969). Of these, the current set of emoji hearts are only missing PINK and GREY, both ‘Stage VII’ color terms. We also suggest adding LIGHT BLUE as well, as there are languages, including [Russian](#) and [Korean](#), which do not have a single basic color term for blue, but divide the space in two.

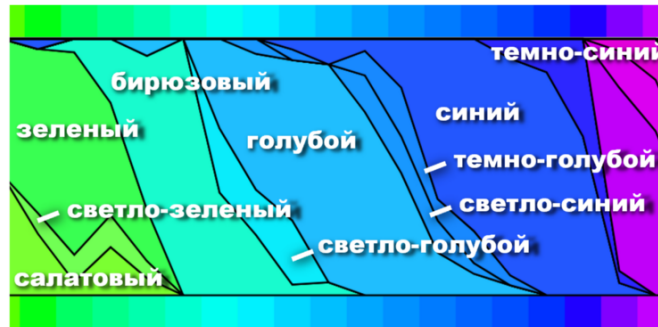
English



Korean



Russian



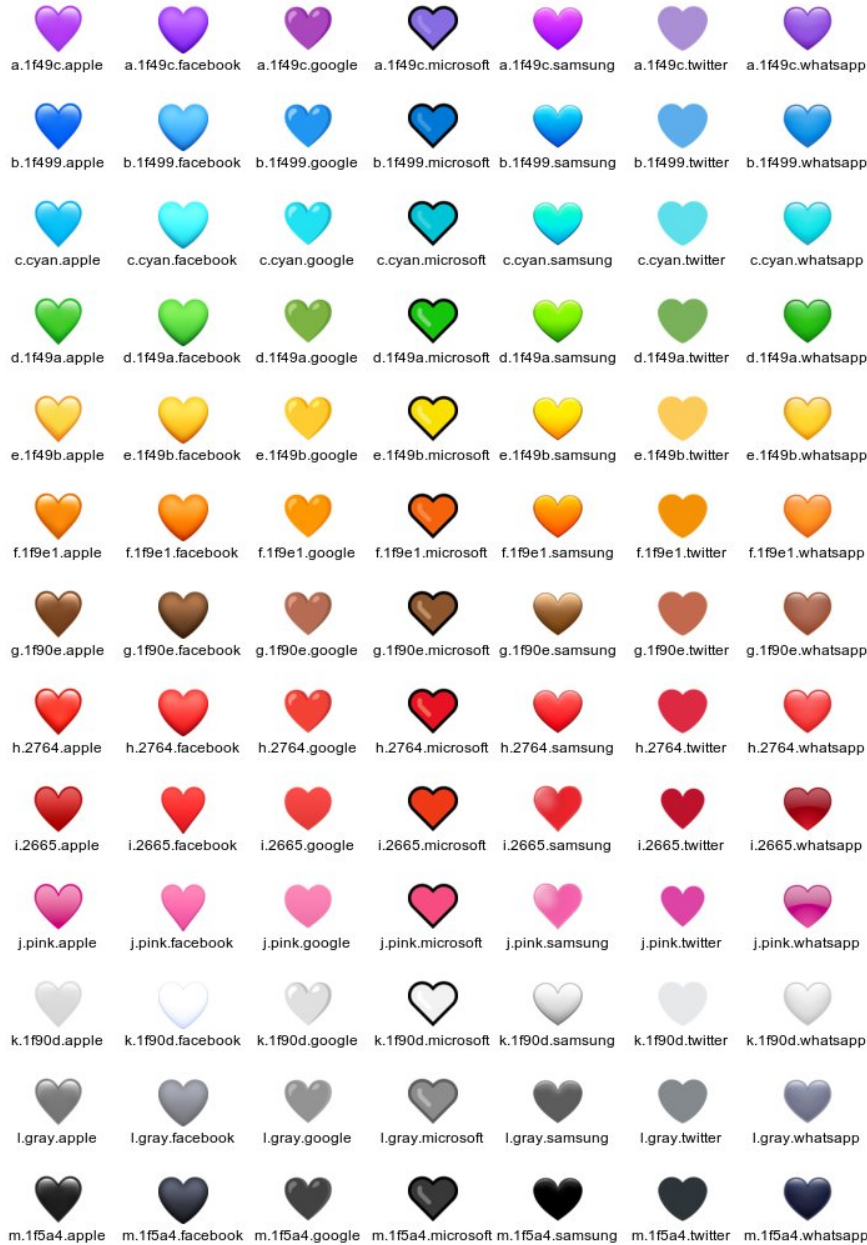
Caption: As you can see in the above, the “blue” area in English is used almost to the left end of the graph where the greens are, while in Korean and Russian, the dark blues (“파랑” and “синий”) only extend part way to green, and there is a significant light blue color (“하늘” and “голубой”) which extends the rest of the way to green.
Source: <https://medium.com/hci-design-at-uw/there-is-no-blue-in-korean-ea6ac0d25d34>

Yes, these colors are distinct from one another in a meaningful way. For demonstration only, this is what it could look like cross vendors :

In the past there has been feedback from the UTC that the concept of “pink” is not as universal in (all?) languages. There was a study about twenty years ago that isolated cultures about color perception. Every culture has a word for “red”, and it was somewhat predictable for what colors they’d have names for if they had x-number of colors. People who didn’t grow up with a word for a color could not distinguish it from other nearby colors. This confusion is not unique to pink — confusion most of us have over cyan/blue is similar to what some cultures had over yellow/green. All that being

said, just because a culture doesn't have a word for a particular color does not mean it will result in miscommunication.

D. Completeness



Caption: For demonstration purposes only. This is what it could look like cross vendors. Visualization by fakeunicode@

Basic Color Term theory has been debated and problematised, but we believe it still provides some useful basis for the approach to the expansion of the range of colored hearts available. We do not presume that people can only distinguish between the colors if they have distinct terms for them, or that they will only be useful if the color terms are lexified in a particular language. We do not presume that all people will find

the additional hearts equally useful, but that each provides more flexibility for the current emoji set.

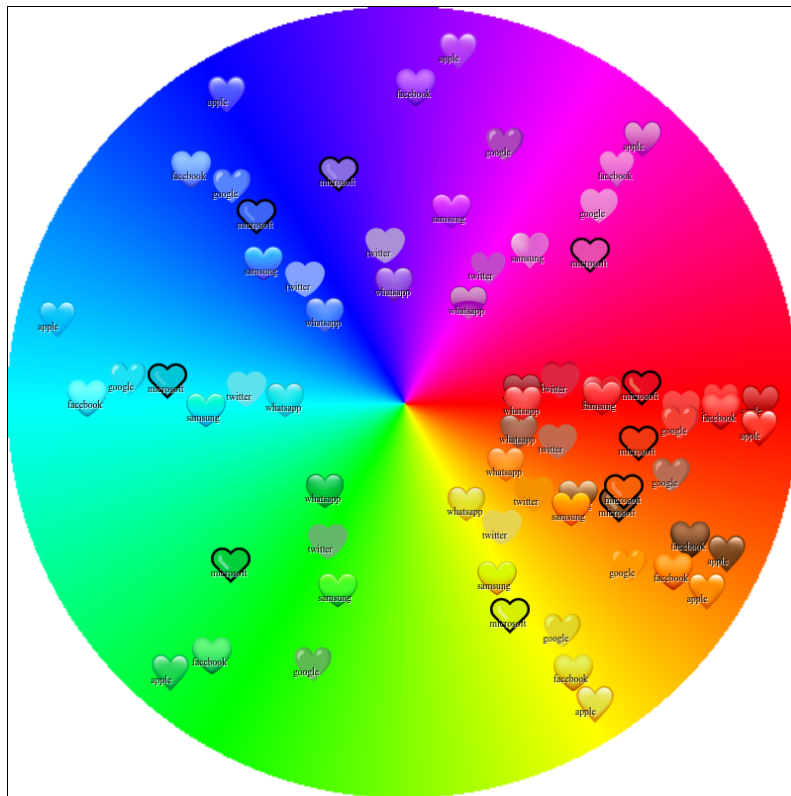


Caption: For demonstration purposes only. This is what it could look like cross vendors. Visualization by fakeunicode@

IV. Selection factors — Exclusion

F. Overly specific

No. As discussed in [L2/21-075](#) modifications of existing heart emoji are in place to make room for the addition of light blue and potentially pink and gray hearts. This visualization neatly illustrates color spaces that are more dense than others and how the addition of light blue colored-hearts fills a gap for more broad coverage rather than adding another overly specific color



Caption: Light Blue and Pink added to the shifted set. @fakeunicode

G. Open-ended

No, this is not part of a set of similar items. See section *Completeness*.

We would argue that rather than being open ended, the addition of these colors has the potential to allow Unicode to close the set of heart color options. Lastly, the ESC does not propose extending more colors to the circle and square emoji which are used far less frequently than hearts.

H. Already representable

We believe that GREY and CYAN are not already representable in the current set of options, as discussed above.

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

Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient

Not applicable.

K. Faulty comparison

Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

L. Exact Images

An exact image is not required.

Acknowledgements

Special thanks to fakeunicode@ for generously generating many charts for this proposal. Charles Carson, Lauren Gawne, for their guidance. Adam Pearce for additional work creating visualizations.