

# PROPOSAL FOR EMOJI: TREASURE CHEST

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## I. IDENTIFICATION

**Keywords:** Valuables, Cache, Loot, Trove, Find, Uncover

**Category:** Money

## 2. IMAGES



72px

18px

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## 3. FACTORS FOR INCLUSION

### a. Multiple Meanings

The concept of treasure is universal. It can apply to physical things with monetary value, but can also apply to emotional or sentimental items. While frequently associated with pirates, of a which an emoji already exists, a treasure chest has many other opportunities for use.

- As a symbol for any valuable or collection of valuable items, especially in abundance. This value could either be monetary or sentimental.
- Finding something that has been lost or hidden. The treasure chest is a widely understood symbol for something that has been uncovered. This is equally as applicable to discovering a new archaeological site as it is to finding an earring under a car seat or a keepsake in your grandma's attic.
- A treasure trove is a term often used as a metaphor for a "valuable find." It is also used as a legal concept to determine ownership of discovered valuables.
- Many video games incorporate "loot" or boxes of highly beneficial items.

### b. Use in Sequences

The treasure chest can be combined with other emojis to indicate the search for something exciting but undefined, e.g. looking for something cute at a thrift store 🧑🏻🔍️👛 or 🔍️👛

It can also be combined with a variety of thematic emojis to imply a non-monetary treasure trove such as:

- 🎸🎵🎸👛 - A great lineup at a music festival
- 🍷🍕🍔👛 - An extensive menu full of tasty food
- 🚗🏎️🏎️👛 - An impressive selection at a car show
- 🎬🎥👛 - A cinematic classic/masterpiece

### c. Breaks New Ground

Although there are already a few emojis that represent valuable items, that value is currently only monetary or physical. A sequence of coins 🌐🌐🌐 or a bag of money 💰 only represents wealth with no potential for alternative interpretations of emotional value. There are also multiple emojis that imply a search 🕵️🔍 but none that symbolize an item has been found or a discovery made. The treasure chest has a much more broad utility.

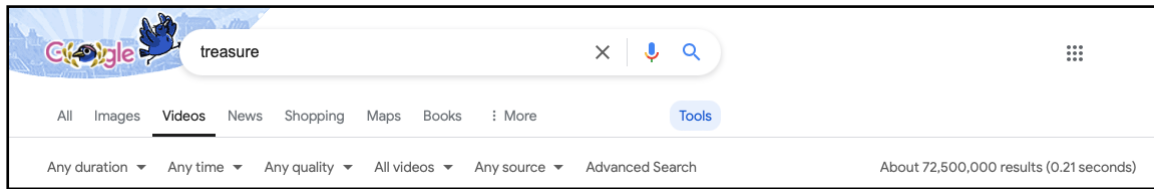
### d. Distinctiveness

The treasure chest as represented is a universal symbol. Even at a small resolution it is still distinguishable from a standard box or package. The open wooden chest with a rounded top and pile of gold coins is instantly recognizable.

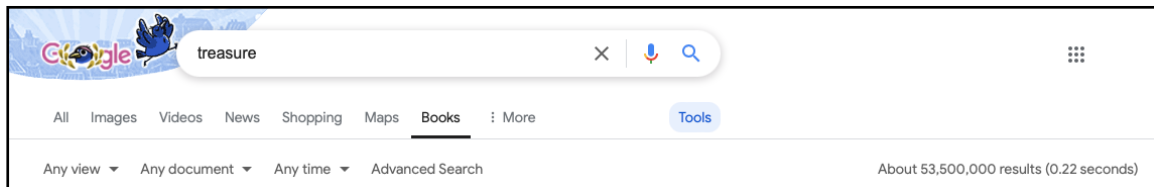
### e. Usage Level

This is expected to be high, with multiple interpretations driving frequent usage.

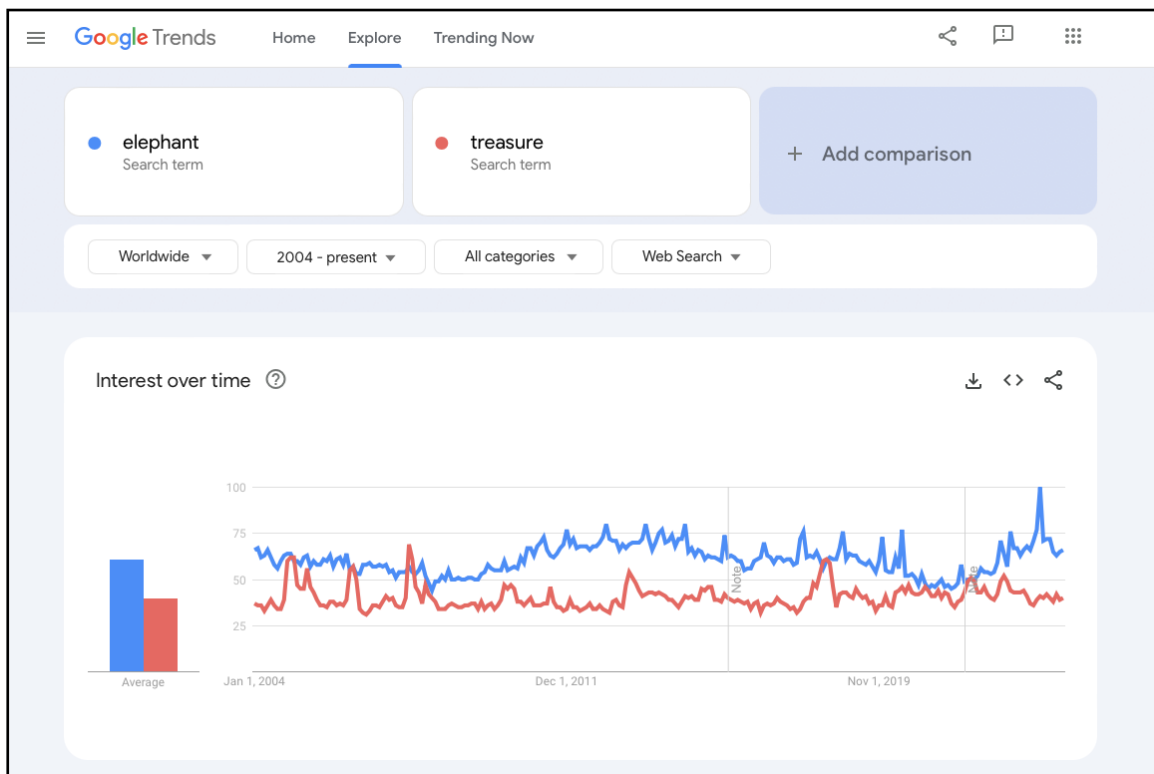
#### Google Video Search - 72,500,000 Results



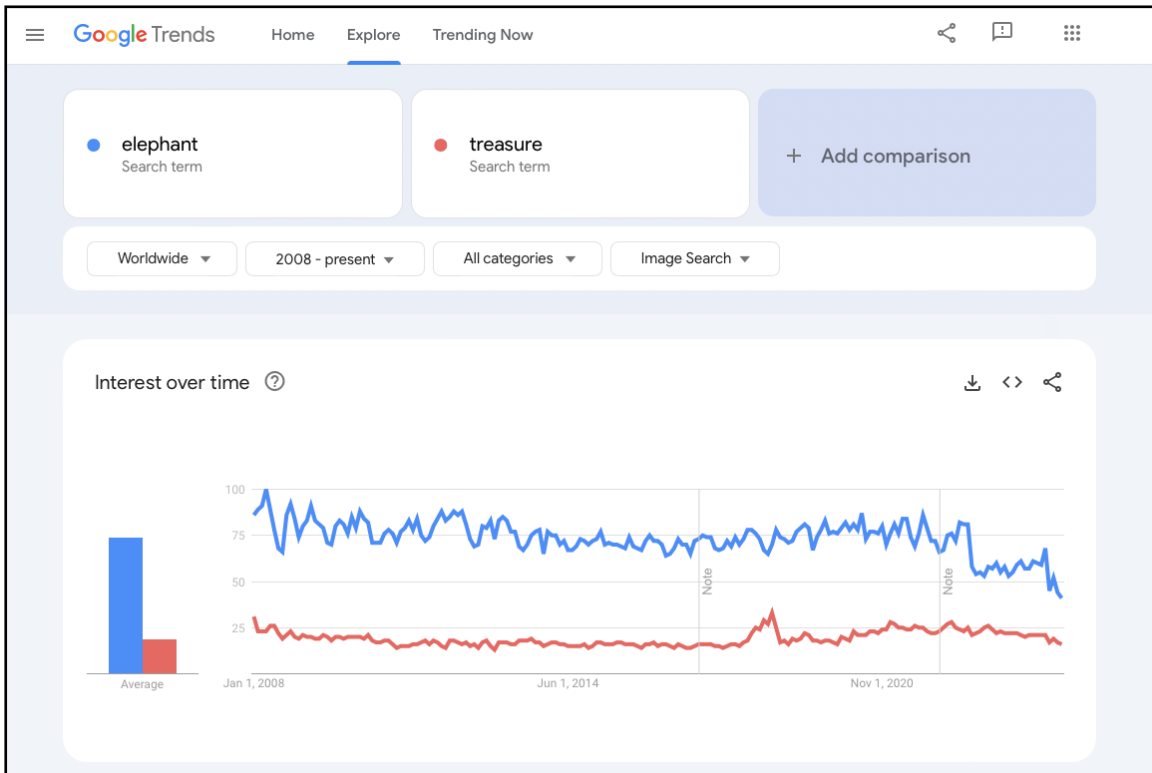
#### Google Books Search - 53,500,000 Results



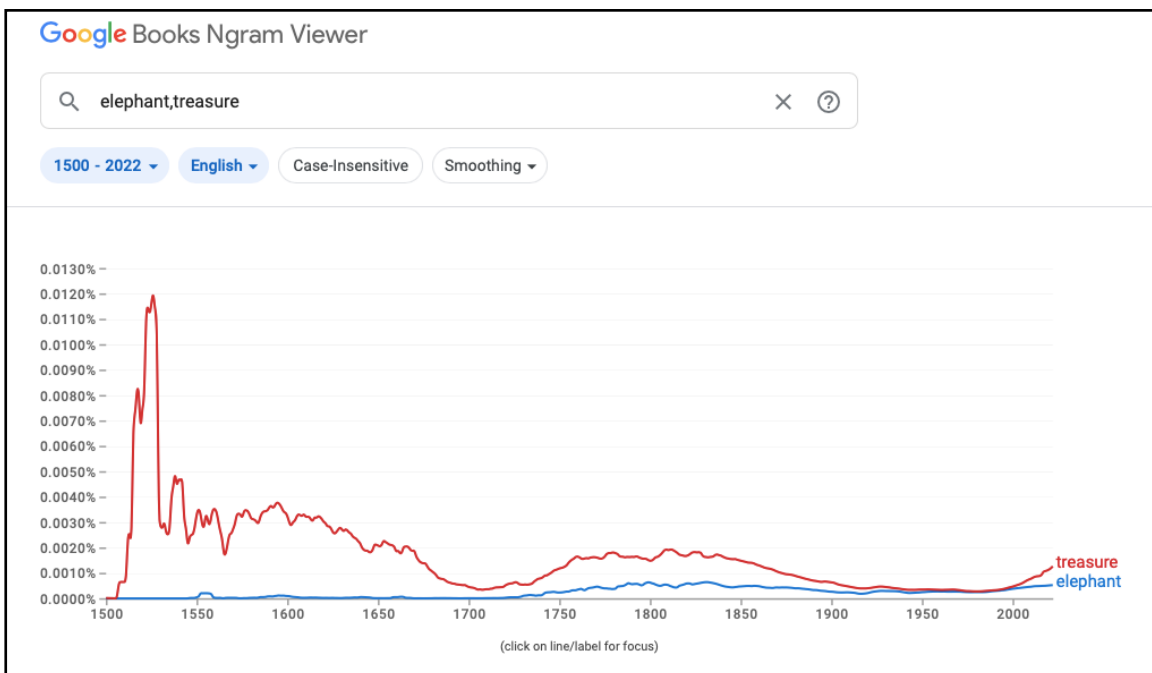
#### Google Trends: Web Search



## Google Trends: Image Search



## Google Books Ngram Viewer



### f. Completeness

N/A

### g. Compatibility

N/A

## 4. FACTORS FOR EXCLUSION

### a. **Already Representable**

No, there are no emojis that currently represent a general collection of valuables or the discovery of such an item. Any comparable sequence would have to consist of overly specific emojis that already exist at the exclusion of every other possible item not currently represented.

### b. **Overly Specific**

While the proposed chest is filled with gold coins, as this is universally the quickest read of a treasure chest vs another kind of box, it can easily be interpreted as anything that holds value to the user.

### c. **Open-ended**

No, this is not part of a set.

### d. **Transient**

Treasure is a concept that has existed for thousands of years across many cultures. The symbol of the treasure chest as a representation of hidden or secret valuables has been a literary trope since the early 1800s and continues to be universally recognized today.

### e. **Faulty Comparison**

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

## 5. OTHER INFORMATION

Considering the design, the contents of the treasure chest can be varied but for the sake of simplicity it is recommended that only gold coins be used. At small resolutions, other contents may become muddled and may not be as easily recognized.