# Proposal for Emoji: Orchid

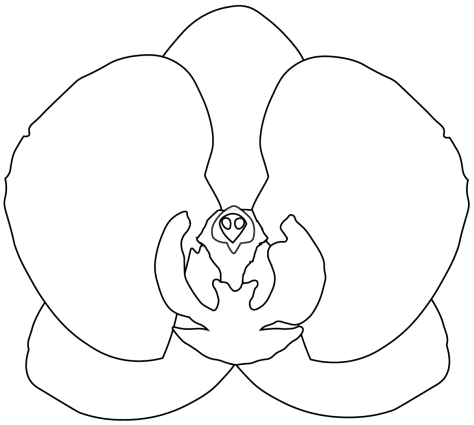
Submitted by: Cassidy Moody & Sam Balmer
Date: July 16, 2019

## 1. Identification

CLDR short name: ORCHID
CLDR keywords: orchid, flower, bloom, beauty, rare

## 2. Images









## 3. Sort Location

Category: Animals & Nature
After HIBISCUS and before SUNFLOWER

## 4.

# 5. Selection Factors - Inclusion

A. Compatibility

Mahjong Tile Orchid is part of Unicode 5.1, but there is no emoji and it is not currently used on any major platform. This proposal is requesting a stand-alone ORCHID emoji, and not one tied to the game of Mahjong. There is also no other stand-alone ORCHID emoji used on these platforms.

B. Expected Usage Level

1. Frequency

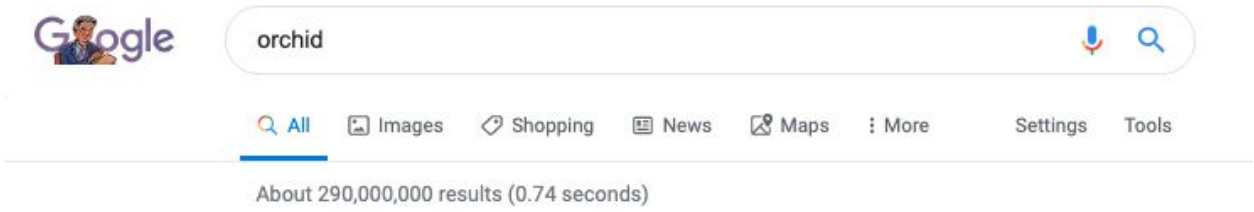
Expected frequency of use is high. ORCHIDS are the largest flowering plant family on earth, occurring on every continent except Antarctica. There are more than 25,000 known species and 70,000 hybrid varieties. Different varieties of ORCHIDS are the national flower of Hong Kong, Singapore, Costa Rica, Panama, Belize, and Colombia. ORCHIDS are often used in horticultural displays, and cut blooms are used by florists in flower arrangements and corsages.

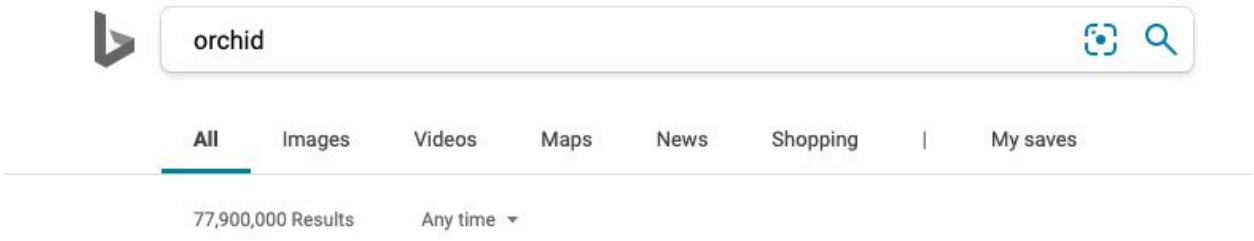
This unique and showy plant is one of the most popular flowering house plants in the world, and is often given as a gift. ORCHIDS are also popularly used in leis to symbolize friendship, affection, and celebration. This custom is particularly prevalent in Hawaii, Polynesian countries, and Asian countries.

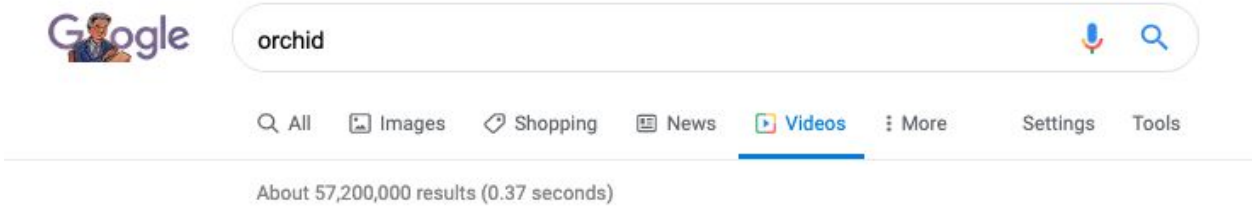
Videos and articles about proper care and cultivation of ORCHIDS are extremely popular. ORCHIDS are also used in many beauty products, including perfumes, skin care products, and lipstick. Radiant orchid was named the trend color of the year by Pantone in 2014.

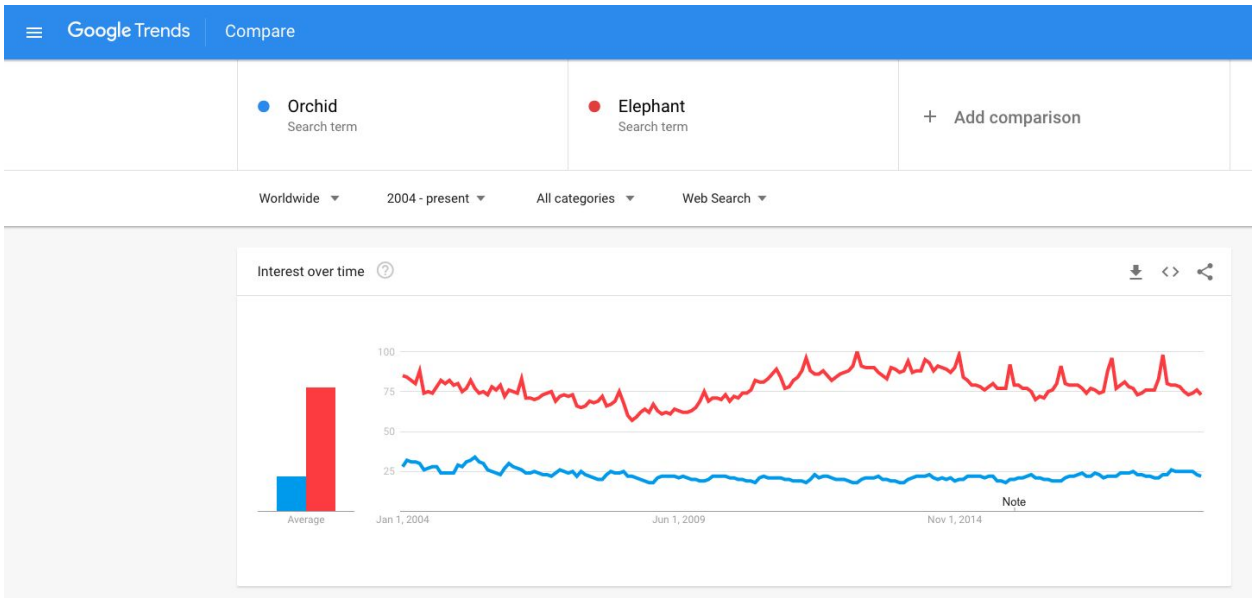
Because of its unique flower structure, there simply is no substitute for the ORCHID among existing flower emojis. There are many examples of people posting a photo of an orchid and using an existing emoji like CHERRY BLOSSOM or HIBISCUS, but specifically calling attention to the lack of an appropriate ORCHID emoji.

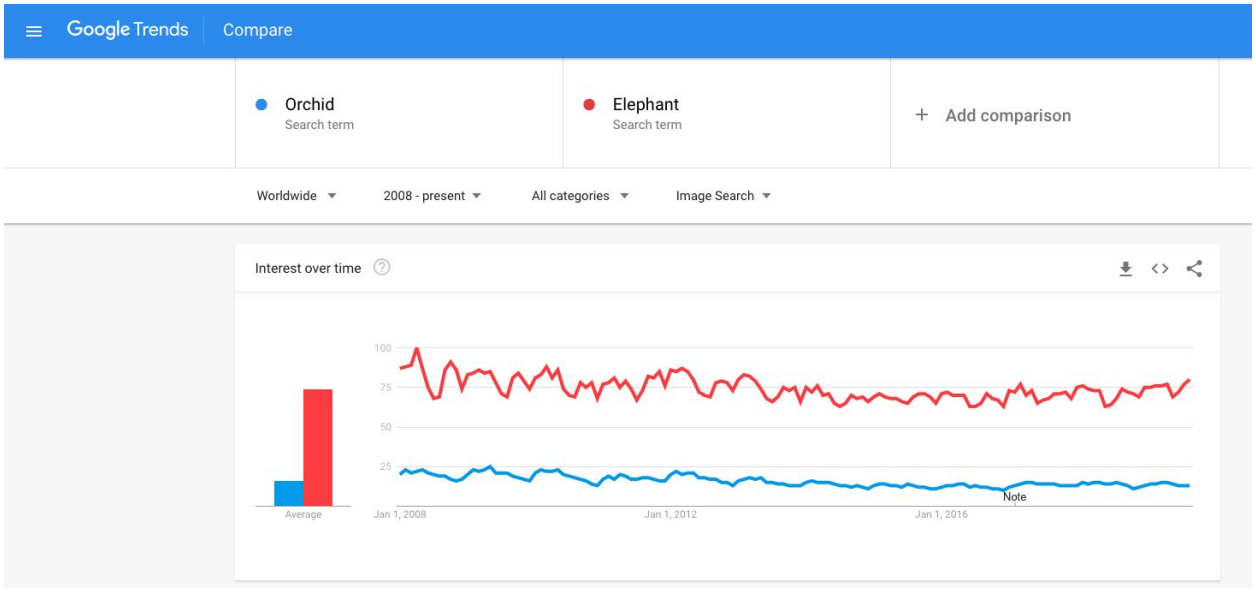
Below is the requested search results for ORCHID and comparison to the reference emoji, ELEPHANT. For a more direct comparison with other floral emoji, we have also included Google Trends results for CHERRY BLOSSOM, HIBISCUS, SUNFLOWER and TULIP. ORCHID can be seen to be at least as, if not more frequent, of a search term than current comparable emoji. Aside from ROSE, ORCHID would be the most-trending floral emoji if added to the lineup.

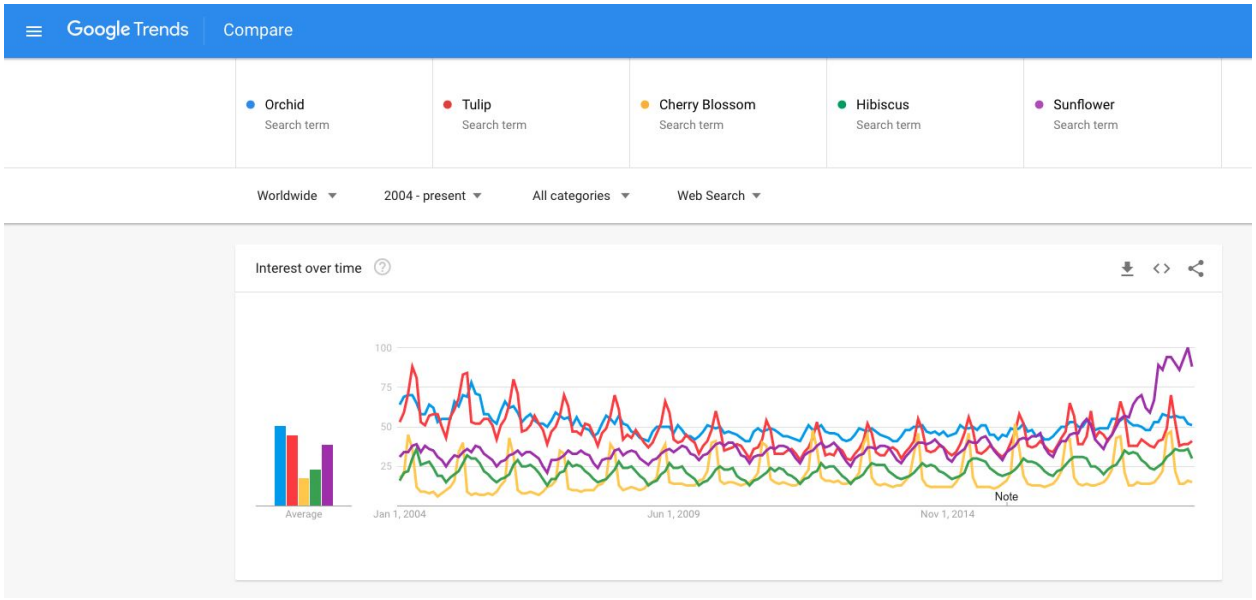

orchid
All
Images
Shopping
News
Maps
More
Settings
Tools
About 290,000,000 results (0.74 seconds)


orchid
All
Images
Videos
Maps
News
Shopping
My saves
77,900,000 Results
Any time


orchid
All
Images
Shopping
News
Videos
More
Settings
Tools
About 57,200,000 results (0.37 seconds)


Google Trends
Compare
Orchid
Search term
Elephant
Search term
Add comparison
Worldwide
2004 - present
All categories
Web Search
Interest over time
100
75
50
25
Note
Average
Jan 1, 2004
Jun 1, 2009
Nov 1, 2014




2. Multiple Usages

The word ORCHID comes from orkhis, the greek word for testicle. Early symbolism associated with ORCHIDS is similarly tied to its root name—fertility, virility, and sexuality.

During the Victorian era, ORCHIDS from the New World were highly sought after by Europeans as a symbol of wealth and luxury. Like many flowers, ORCHIDS also symbolize love and beauty.

Some cultures also believe ORCHIDS contain medicinal properties, using them to help ward of cancer or treat inflammation.

And, as mentioned above, ORCHIDS are also used in leis in many cultures and countries as a sign of friendship and greeting. ORCHID leis are also often worn for graduation ceremonies.

3. Use in Sequences

The ORCHID emoji has the potential to be used in sequence with existing flower emojis. Expected usage would also include sequences with hearts, eyes, and potentially nose to denote smell. Because the ORCHID family is so large, it could also be used in sequence with national flags to denote location.

4. Breaking New Ground

Yes. Although there are existing flower emojis, the ORCHID is identifiably unique in its shape and structure. This is not simply a different species of plant, but represents an entire family of flowering plants that is not represented by emoji.

C. Image Distinctiveness

Yes. As mentioned above, the shape of the ORCHID flower is unique and immediately identifiable. This iconic shape would set it apart from other existing flower emoji, even at small scale.

D. Completeness

ORCHIDS are a large category of flowering plants, and this emoji would provide iconic representation of that category.

E. Frequently Requested

Social media is full of examples of people who want, and even demand, an ORCHID emoji. Requests are often accompanied by the hashtag #orchidemoji or #noorchidemoji, or with (orchid emoji) or *orchid emoji*. The included examples specifically mention Unicode members.












# Selection Factors for Exclusion

F. Overly Specific

No. The proposed ORCHID emoji is loosely based on the Phalaenopsis, or Moth, orchid. However, the broad popularity of this type of orchid makes it readily recognizable as an ORCHID and a suitable example to represent the larger orchid family.

G. Open-ended

There are many types of ORCHIDS that could be represented in emoji. However, the iconic and instantly recognizable image in this proposal makes it the most complete option to represent the broader ORCHID family. Inclusion of this emoji should satisfy the demand for any additional ORCHID emojis.

H. Already Representable

There is no suitable existing emoji to represent ORCHIDS.

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

N/A

J. Transient

Orchids are not a fad, they are plants. Expected use of this emoji would continue into the future as orchids have been culturally popular for generations.

K. Faulty comparison

The justification for an ORCHID emoji is based on its broad cultural symbolism and appeal. It is not predicated on the existence of other emoji.

L. Exact Image

N/A

M. Region Flags Without Code

N/A