

Proposal to encode ORANGE HEART emoji character — REVISION #1

To: Unicode Consortium

From: Paul D. Hunt

Date: 4 May 2016

Introduction

I am requesting the addition of an orange heart emoji. This symbol is strong enough to justify its encoding and its own code point. Although there are already several colored hearts encoded as part of the Miscellaneous Symbols and Pictographs block, the absence of an orange heart is quite strongly felt. The suggested name for this character is ORANGE HEART, in order to be consistent with names of other colored heart emoji.

- Unicode: Miscellaneous Symbols and Pictographs Range: 1F300–1F5FF
<http://www.unicode.org/charts/PDF/U1F300.pdf>

 **ScottMatthewPittman**
@sttmtppt ⚙️ + Follow

These are nice and everything, but when will we get an orange heart emoji? 😞



8:32 PM - 21 Oct 2015



Figure 1: Twitter status example of emoji user commenting on the absence of an orange heart emoji.

<https://twitter.com/sttmtppt/status/657036824309841920>

Factors for Inclusion

A. Compatibility

Not applicable.

B. Expected Usage

1. Frequency Using emojitracker.com as a tool to measure frequency, all colored heart emoji are in the top 10% of most used emoji characters of those currently tracked on the Twitter platform. It is expected that an orange heart emoji would enjoy a similar level of usage. The current rankings as of the submission date of this proposal are as follows:

- #3 HEAVY BLACK HEART (displayed as a red heart when used as emoji)
- #33 PURPLE HEART
- #40 BLUE HEART
- #72 YELLOW HEART
- #81 GREEN HEART

• emojitracker

<http://emojitracker.com/>

2. Multiple usages The color orange has many associations that vary depending on cultural associations. Many of these associations carry positive meanings. In Confucianism, orange represents transformation. In Buddhism it represents illumination, the highest state of perfection. Orange is used to represent safety due to its high visibility: it is the color most easily seen in dim light or against blue sky or water. In nature, this color can often be found in plants as orange photosynthetic pigments called carotenes convert light energy into chemical energy. These pigments give color to many flowers, fruits and fall leaves. For this reason, orange is often associated with the autumn season. Orange is also a popular color for sports teams worldwide. Emoji users occasionally want to represent the rainbow as a series of colored hearts, but the absence of an orange heart emoji prevents this from being realized satisfactorily for many users.

• Wikipedia: Orange (colour)

[https://en.wikipedia.org/wiki/Orange_\(colour\)](https://en.wikipedia.org/wiki/Orange_(colour))

3. Emotional Content As with other heart emoji, it is expected that an orange heart will typically evoke a strong positive feeling, especially in connection with orange colored objects or with any of the above listed connotations.



James Gosnell

June 26, 2015 · San Francisco, CA · 🌐



There's no orange heart, but Halloween is pretty gay.

286 Likes 14 Comments

Figure 2: Facebook status update on the occasion of the US Supreme Court ruling in favor of marriage equality using an orange JACK-O-LANTERN emoji in place of an orange heart.

<https://www.facebook.com/gosnell.james/posts/10153394744278480>

4. Persistence The proliferation of hearts throughout the Unicode standard and their frequent use as emoji are a testament to their popularity and persistence. It is expected that an orange heart emoji would be among the most used as long as emoji usage remains popular.

C. Image distinctiveness

This symbol is very distinct and recognizable. There is no other single emoji (nor combination of Unicode characters) already encoded that can represent the same meaning of this symbol. In absence of an orange heart, users may default to other heart emoji with RED HEART and YELLOW HEART being closest in terms of color. However, neither of these colors is typically considered adequate given modern-day color sensibilities where orange exists as a named color separate from red and yellow in many languages. For example, the Wikipedia article for Orange (color) has corresponding entries in 100 languages. Red has Wikipedia articles translated into 139 languages. Yellow has Wikipedia articles in 133 languages. Indigo, teal, and maroon have 59, 19, and 11 Wikipedia articles in other languages, respectively. In the absence of an orange heart emoji, users may substitute orange-colored emoji such as TANGERINE, JACK-O-LANTERN, &c. Otherwise, other heart emoji may be substituted, or the author may simply omit the inclusion of any replacement symbol and make some note or comment on its absence instead.

- Wikipedia: Red
<https://en.wikipedia.org/wiki/Red>
- Wikipedia: Yellow
<https://en.wikipedia.org/wiki/Yellow>
- Wikipedia: Indigo
<https://en.wikipedia.org/wiki/Indigo>
- Wikipedia: Teal

<https://en.wikipedia.org/wiki/Teal>

• Wikipedia: Maroon

<https://en.wikipedia.org/wiki/Maroon>



Figure 3: Social media posts by Apple’s App Store accounts highlight the absence of an orange heart emoji.

[https://www.facebook.com/AppStore/photos/a.](https://www.facebook.com/AppStore/photos/a.10150245610459421.336770.286893159420/10153771747389421/)

[10150245610459421.336770.286893159420/10153771747389421/](https://www.facebook.com/AppStore/photos/a.10150245610459421.336770.286893159420/10153771747389421/)

<https://twitter.com/appstore/status/666725488442802176>

D. Completeness

The color orange is a common inclusion in various divisions of the visible light spectrum. In the arts, the Red-Yellow-Blue model of color theory, which has been popular in western art since renaissance times, includes red, yellow, and blue as ‘primary’ colors that can be combined to produce other hues. Orange, green, and purple (or violet) are referred to as ‘secondary’ colors in this model as they represent the combinations of two primaries, eg.

orange consists of the combination of red and yellow pigments. In his writings on the nature of the visible spectrum, Isaac Newton includes orange as one of the seven named colors that can be easily differentiated by the human eye. Crayola, the popular manufacturer of colored crayons, includes orange in their most basic set of eight colors.

- Wikipedia: Color theory
https://en.wikipedia.org/wiki/Color_theory
- Wikipedia: RYB color model
https://en.wikipedia.org/wiki/RYB_color_model
- Wikipedia: Visible spectrum
https://en.wikipedia.org/wiki/Visible_spectrum
- Wikipedia: Crayola
<https://en.wikipedia.org/wiki/Crayola>

E. Frequently requested

As there is no one sanctioned way to request new emoji of the Unicode consortium, gathering data about emoji requests via existing channels is tenuous at best. Orange heart is mentioned in Emojipedia's article on its top 30 emoji requests for 2016 along with white heart and pink heart, but no weighted values are given.

- Emojipedia: Top Emoji Requests 2016
<http://blog.emojipedia.org/top-emoji-requests-2016/>

Factors for Exclusion

F. Overly specific

The author assumes that an orange colored heart emoji would be no more specific than the other existing colored heart emoji characters as demonstrated by the common inclusion of orange within several minimal color sets in D above.

G. Open-ended

The human eye can distinguish up to ten million colors. In computing, typical display technologies can display between 65,536 to 16,777,216 color variations (16-bit and 24-bit color depths, respectively) within an RGB color space. This means that it is theoretically possible that the set of colored heart emoji could potentially be prohibitively large. However, as demonstrated in D above, orange is typically included in the most basic divisions of the color spectrum and can therefore be thought of as belonging to a much smaller set.

- Wikipedia: RGB color model
https://en.wikipedia.org/wiki/RGB_color_model
- Wikipedia: Color depth
https://en.wikipedia.org/wiki/Color_depth

H. Already representable

While it is possible for any of the heart emoji with no specific color designation to be

presented in orange color, the interoperability of the color of these emoji cannot be relied upon to consistently convey the concept of an orange heart. For example, although HEART WITH ARROW is depicted as an orange heart on the Android platform, it appears on other platforms in colors more accurately described as 'pink' or 'red' .

- Emojipedia:  Heart With Arrow
<http://emojipedia.org/heart-with-arrow/>

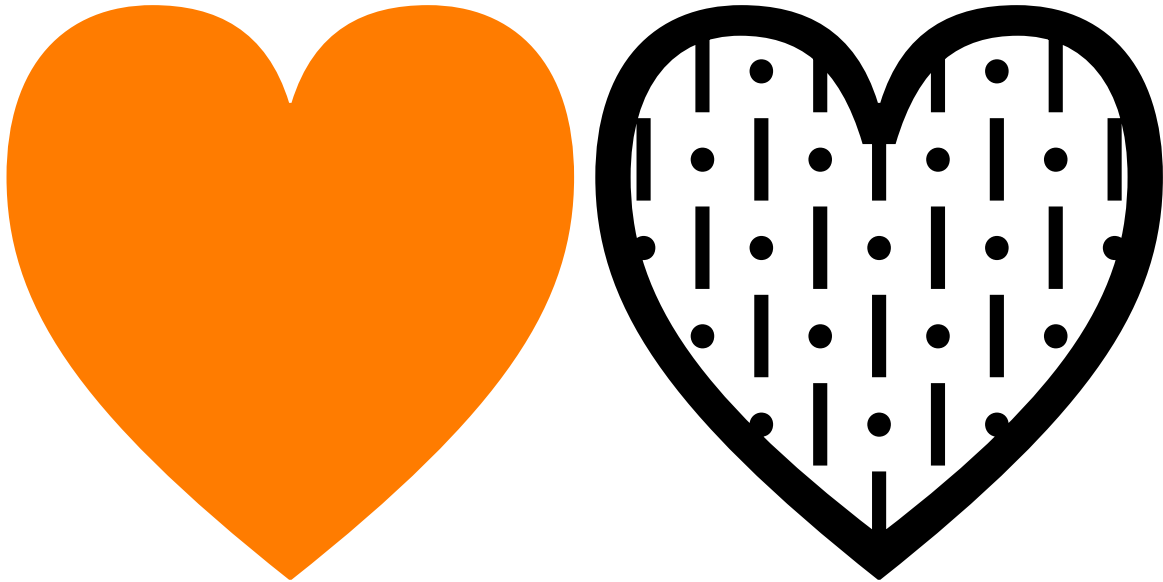


Figure 4: Examples of color and black & white artwork for proposed emoji character

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

None of these factors apply.

Evidence of Frequency

The best metric of frequency that I could imagine for the popularity of an orange heart image was to perform a Google trends search comparing how often an orange heart image is searched for in comparison to image searches for other colored hearts. The graph below shows that in the past five years, the frequency of orange heart has been roughly on par with that of yellow heart. Although it is hard to say how this will translate to emoji usage, the author believes that this reinforces the assumption that an orange heart emoji would attain a similar level of usage as other colored heart emoji that are very popular.

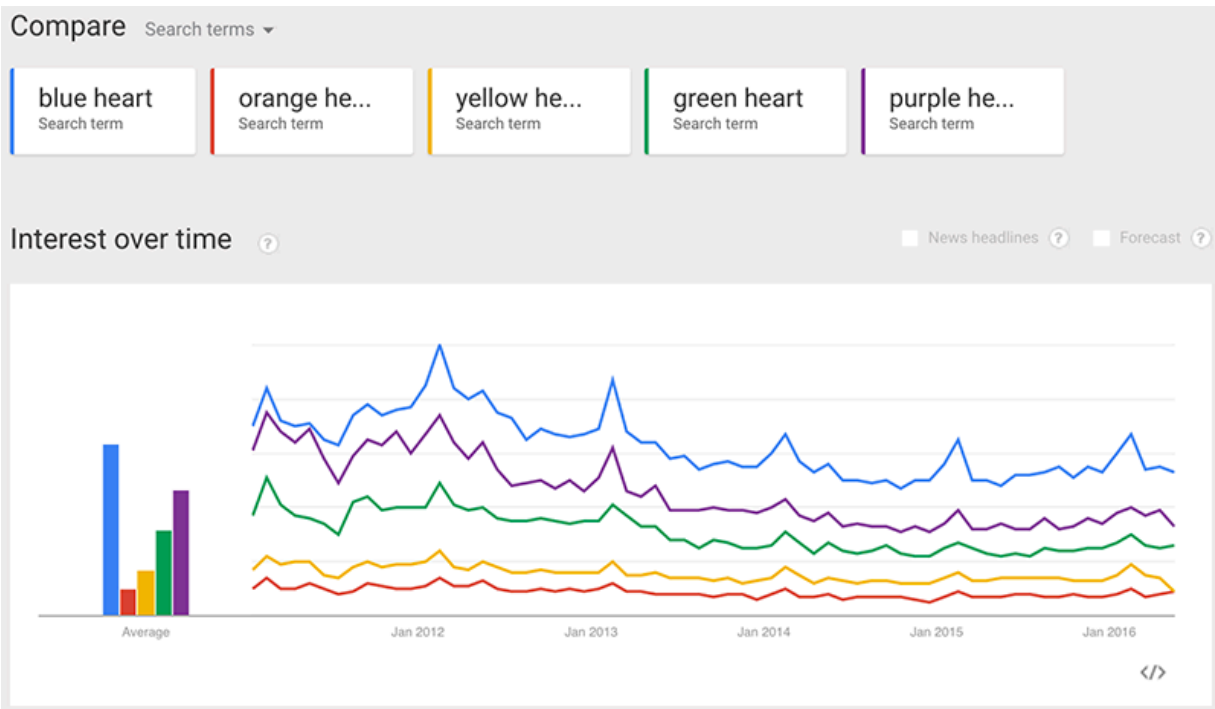


Figure 5: Google Trends image search graph comparing the terms ‘blue heart’, ‘orange heart’, ‘yellow heart’, ‘green heart’, and ‘purple heart’.

<https://www.google.com/trends/explore#q=blue%20heart%2C%20orange%20heart%2C%20yellow%20heart%2C%20green%20heart%2C%20purple%20heart&date=1%2F2011%2066m&gprop=images&cmpt=q&tz=Etc%2FGMT-10>

**ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646¹.**

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before filling this form.

Please ensure you are using the latest Form from <http://std.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

See also <http://std.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest Roadmaps.

A. Administrative

1. Title:	<i>Proposal to encode ORANGE HEART emoji character</i>
2. Requester's name:	<i>Paul D. Hunt</i>
3. Requester type (Member body/Liaison/Individual contribution):	<i>Individual Contributor</i>
4. Submission date:	
5. Requester's reference (if applicable):	
6. Choose one of the following:	
This is a complete proposal:	<input checked="" type="checkbox"/>
(or) More information will be provided later:	<input type="checkbox"/>

B. Technical – General

1. Choose one of the following:		
a. This proposal is for a new script (set of characters):	<input type="checkbox"/>	
Proposed name of script:		
b. The proposal is for addition of character(s) to an existing block:	<input checked="" type="checkbox"/>	
Name of the existing block:	<i>Supplemental Symbols and Pictographs</i>	
2. Number of characters in proposal:	<i>1</i>	
3. Proposed category (select one from below - see section 2.2 of P&P document):		
A-Contemporary <input type="checkbox"/>	B.1-Specialized (small collection) <input checked="" type="checkbox"/>	B.2-Specialized (large collection) <input type="checkbox"/>
C-Major extinct <input type="checkbox"/>	D-Attested extinct <input type="checkbox"/>	E-Minor extinct <input type="checkbox"/>
F-Archaic Hieroglyphic or Ideographic <input type="checkbox"/>	G-Obscure or questionable usage symbols <input type="checkbox"/>	
4. Is a repertoire including character names provided?	<input checked="" type="checkbox"/>	<i>YES</i>
a. If YES, are the names in accordance with the "character naming guidelines" in Annex L of P&P document?	<input checked="" type="checkbox"/>	<i>YES</i>
b. Are the character shapes attached in a legible form suitable for review?	<input checked="" type="checkbox"/>	<i>YES</i>
5. Fonts related:		
a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard?	<i>I intend to provide such a font</i>	
b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.):		
6. References:		
a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided?	<input checked="" type="checkbox"/>	<i>YES</i>
b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached?	<input type="checkbox"/>	<i>NO</i>
7. Special encoding issues:		
Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)?	<input type="checkbox"/>	<i>NO</i>

8. Additional Information:

Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see Unicode Character Database (<http://www.unicode.org/reports/tr44/>) and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

¹ Form number: N4502-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04, 1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03, 2008-05, 2009-11, 2011-03, 2012-01)

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? If YES explain	<i>NO</i>
2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)? If YES, with whom? If YES, available relevant documents:	<i>NO</i>
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? Reference:	<i>Emoji users</i>
4. The context of use for the proposed characters (type of use; common or rare) Reference:	<i>Very common</i>
5. Are the proposed characters in current use by the user community? If YES, where? Reference:	<i>NO</i>
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? If YES, is a rationale provided? If YES, reference:	<i>NO</i>
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	<i>NO</i>
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>NO</i>
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>NO</i>
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to, or could be confused with, an existing character? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>NO</i>
11. Does the proposal include use of combining characters and/or use of composite sequences? If YES, is a rationale for such use provided? If YES, reference: Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided? If YES, reference:	<i>NO</i>
12. Does the proposal contain characters with any special properties such as control function or similar semantics? If YES, describe in detail (include attachment if necessary)	<i>NO</i>
13. Does the proposal contain any Ideographic compatibility characters? If YES, are the equivalent corresponding unified ideographic characters identified? If YES, reference:	<i>NO</i>