

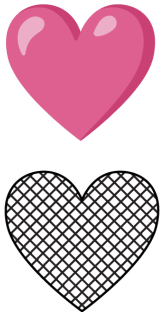


Pink Heart Unicode Emoji Proposal

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Last Update: April 11, 2021

I. Identification & Images

Sample Image 72px	Sample Image 18px	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
		Pink Heart	Pink, like, cute, love, heart	

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

II. Sort location

[emotion](#)



III. Selection factors — Inclusion

A. Compatibility

While these characters are not being proposed to resolve vendor interoperability it is worth noting that the original KDDI and Softbank emoji set included pink hearts. Specifically, to distinguish 'Heavy Black Heart' from the red heart suit. Sadly, this is where vendor color fragmentation begins.

As recently as 2017, the Android 7.0 “Heavy Black Heart” (Red Heart) was pink. (They have since unified with other vendors to make it red). **Due to the high frequency of the red-heart emoji we are not pursuing a path forward where we modify the design to its original color.**

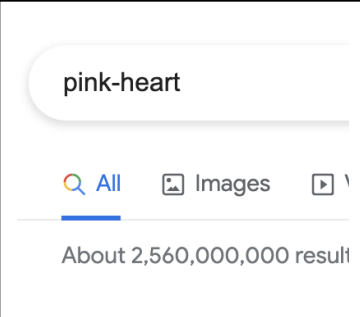
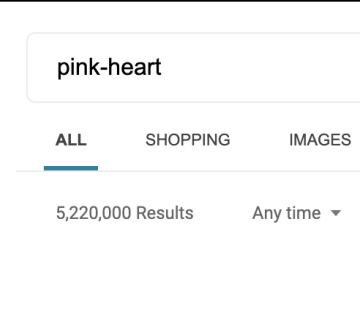
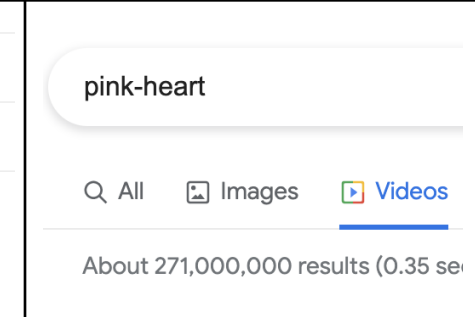
Heart symbols (7. Abstract Concepts)						
e-B0C	 U+2764 unified	HEAVY BLACK HEART	♥ #136 'Black heart' 黒ハート 「黒 haato」 U+E6EC SJIS-F991 JIS-7834	♥ #51 ハート 「haato」 U+E595 SJIS-F7B2 JIS-7834	♥ #33 #old34 ハートマーク 「haatomaaku」 U+E022 SJIS-F962	U+FEB0C
Cards (7. Abstract Concepts)						
e-B1A	 U+2665 unified	BLACK HEART SUIT = ARIB-9373	♥ #80 'Heart' ハート 「haato」 U+E68D SJIS-F8EE JIS-7959	♥ #414 ハート(トランプ) 「haato(toranpu)」 U+EAA5 SJIS-F378 JIS-7959	♥ #373 #old192 ハート 「haato」 U+E20C SJIS-F7AC	U+FEB1A
e-B1B	 U+2660 unified	BLACK SPADE SUIT = ARIB-9375	♠ #81 'Spade' スペード 「supeedo」 U+E68E SJIS-F8EF JIS-7840	♠ #314 スペード 「supeedo」 U+E5A1 SJIS-F7BE JIS-7840	♠ #374 #old194 スペード 「supeedo」 U+E20E SJIS-F7AE	U+FEB1B
e-B1C	 U+2666 unified	BLACK DIAMOND SUIT = ARIB-9372	♦ #82 'Diamond' ダイヤ 「daiya」 U+E68F SJIS-F8F0 JIS-7841	♦ #315 ダイヤ 「daiya」 U+E5A2 SJIS-F7BF JIS-7841	♦ #374 #old193 ダイヤ 「daiya」 U+E20D SJIS-F7AD	U+FEB1C
e-B1D	 U+2663 unified	BLACK CLUB SUIT = ARIB-9374	♣ #83 'Club' クラブ 「kurabu」 U+E690 SJIS-F8F1 JIS-7842	♣ #316 クラブ 「kurabu」 U+E5A3 SJIS-F7C0 JIS-7842	♣ #376 #old195 クローバー 「kuroobaa」 U+E20F SJIS-F7AF	U+FEB1D

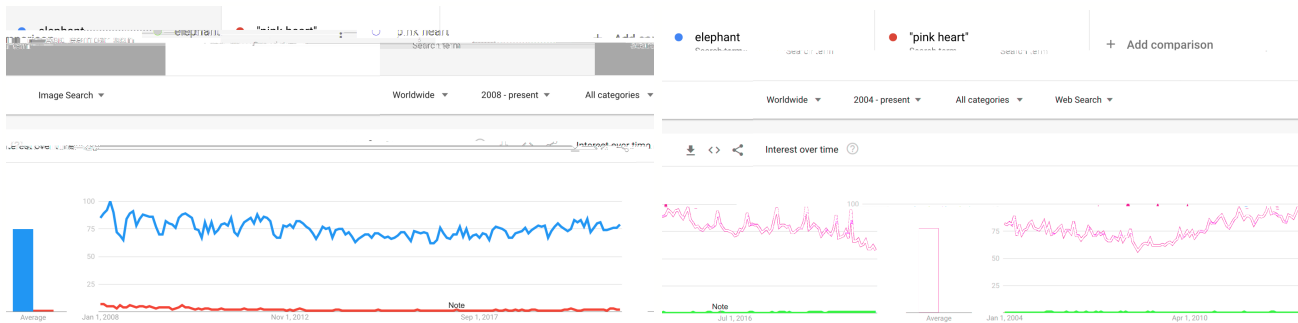
B. Expected use

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
pink-heart	2,560,000,000	5,220,000	271,000,000	See below	See below

Search term	Google Search	Bing Search	Google Video Search
get-well-heart			



Above: Google Trends Web, Google Trends Image results for “pink-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.

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:

PINK (including but not limited to)

[Newfoundland](#), Canada

[Chai Nat Province](#), Thailand

[Espírito Santo](#), Brazil

[Jalal-Abad](#), Kyrgyzstan

With the inclusion of PINK (and TBD light-blue-heart and gray-heart) 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.

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 PINK, GREY and CYAN in their design:

PINK

[Bisexual](#) flag

[Pansexual](#) flag

[Polysexual](#) flag

With the inclusion of PINK (and TBD light-blue-heart and gray-heart) users would additionally gain the ability to represent [Pansexual](#) flag, amongst others)

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.

3. Use in sequences


As mentioned in the colored heart strategy document (L2-XXXX) there are many compelling uses. Users juxtapose the nine colored-heart emoji next to each other to denote markers of identity or affiliation that are not represented with atomic emoji in the Unicode Standard. Colored hearts are also [the most common emoji used in non-messaging spaces](#) like Twitter bios.

Identifying new emoji additions that operate more as building blocks and less as specific concepts provides the flexibility to create new concepts without requiring the addition of *new* emoji. This is increasingly important as emoji gain in popularity — the more emoji can operate at the speed of language online the more versatile, fluid, and useful they become.

Take the Bisexual Flag as an example. Because it includes a pink stripe, a color not currently represented with hearts, squares, or circles users are unable to convey the concept of bisexuality using existing emoji



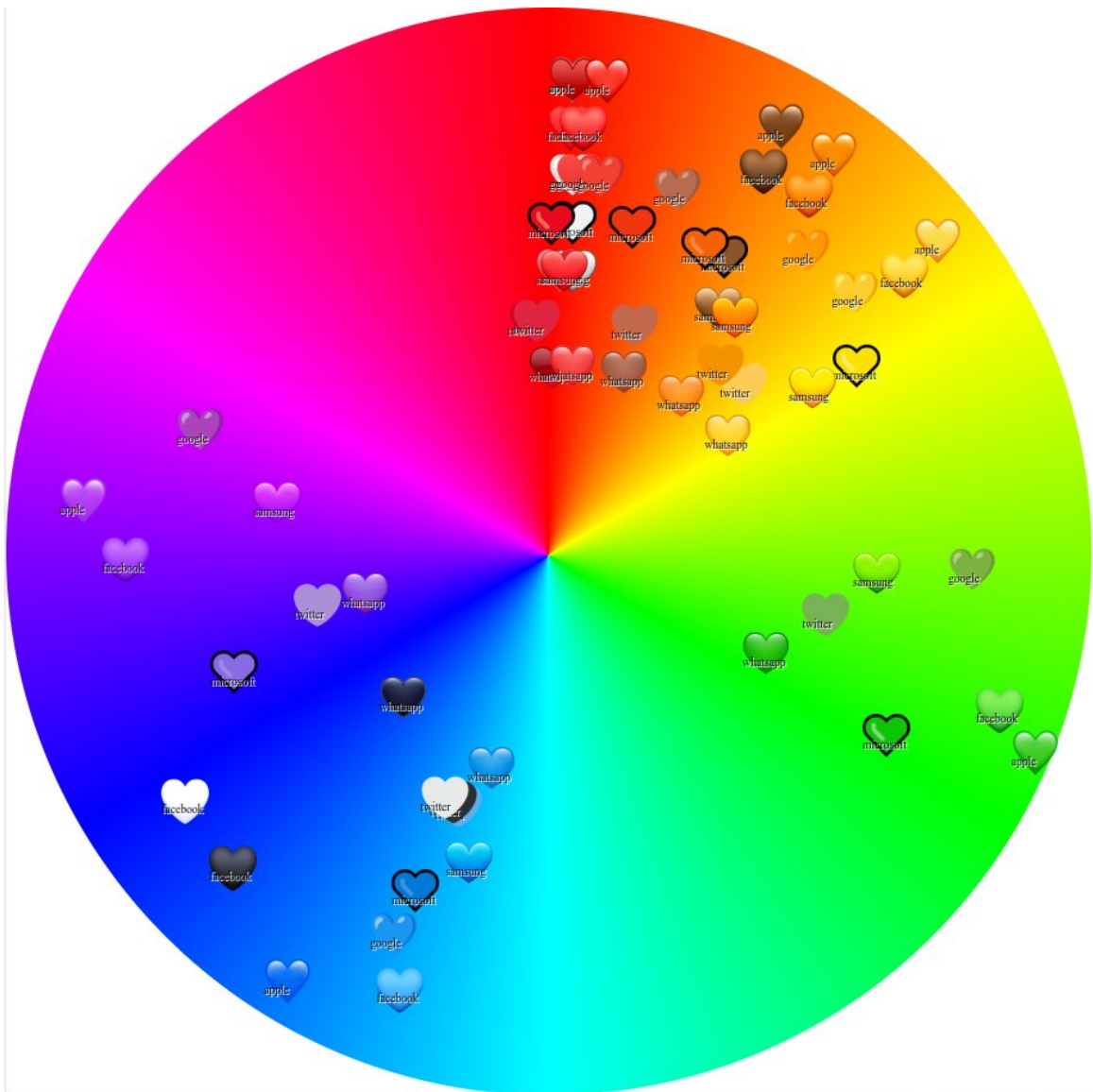
The “flag use case” is particularly compelling because the flag emoji are the bulk of emoji fonts’ files size and yet they are the least frequently used of all emoji. Since flags are largely out of the ESC’s scope in the foreseeable future identifying solutions such as this one is critical to meet user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

While the addition of an bisexual flag has very specific use (represents one singular concept) the addition of a pink heart has a much broader range of utility delivering on both the usecase for sexual identity ().

💙💜), adornment in affectionate messages (💖 It's so cuuuuuuuute 💖), and combined with other emoji to denote pink (Baby Girl 💖👶).

4. Breaking new ground

A color visualization of where vendors currently fall with regard to the existing color spectrum neatly illustrates color spaces that are more dense than others. See also Section D: Completeness. The addition of these new proposed colored-hearts definitively break new ground without risk of needing to add more later.



Note: RGB converted to hue only. The different radiuses are the different vendors. Caption: While the upper left quadrant is quite crowded, there are clear leaps between red and purple, purple, and blue, cyan and green, and green and yellow. Most vendors put Purple too close to Blue, and Blue too close to Cyan. Green is often too yellow. Image with permission and courtesy of [@fakeunicode](#)

C. Image distinctiveness

Yes, these colors are distinct from one another in a meaningful way. 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

As languages evolve, they acquire new basic color terms in a predictable sequence; if a basic color term is found in a language, then the colors of all earlier stages are typically present. The sequence is as follows:

- Stage I: Dark-cool and light-warm (this covers a larger set of colors beyond English's "black" and "white".)
- Stage II: Red
- Stage III: Either green or yellow
- Stage IV: Both green and yellow
- Stage V: Blue
- Stage VI: Brown
- Stage VII: Purple, pink, orange, or gray

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. 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.

The inclusion of pink hearts brings us closer to the full set of 11 basic colors that are named across languages.

For demonstration only, this is what it could look like cross vendors :



IV. Selection factors — Exclusion

F. Overly specific

No.

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.

H. Already representable

We believe that PINK heart is not already representable in the current set of options, as discussed above. “We already have a dozen pink hearts” is a common rebuttal but the truth is that this is not consistent across platforms. The diagram of cross-platform representation below is taken from [Emojipedia](#). While, e.g. RED HEART is constantly red, SPARKLING HEART, TWO HEARTS, GROWING HEART and others are consistently represented across platforms. This is preventing people from consistently using these hearts as, e.g. a representation of trans pride. Rather than forcing vendors to align on the color of these secondary hearts, the inclusion of a pink heart will ensure this color is consistently available and usable in identity representation.

	Apple	Google	Samsung	Microsoft	WhatsApp	Twitter	Facebook
Red Heart							
Heart Suit							
Heart Exclamation							
Sparkling Heart							
Two Hearts							
Growing Heart							
Beating Heart							
Revolving Heart							
Heart With Arrow							
Heart With Ribbon							

See also: section Image Distinctiveness.

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 for their guidance. Adam Pearce for his additional work creating visualizations.