

# Proposal for New Mango Emoji

To: Unicode Consortium

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## Identification

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### CLDR short name

mango

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### CLDR keywords

mango / fruit / food

## Image



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<sup>1</sup> Art by Yiqiu Huang, Licensed under CC BY 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

# Selection Factors – Inclusion

## Expected Usage Level (Frequency)

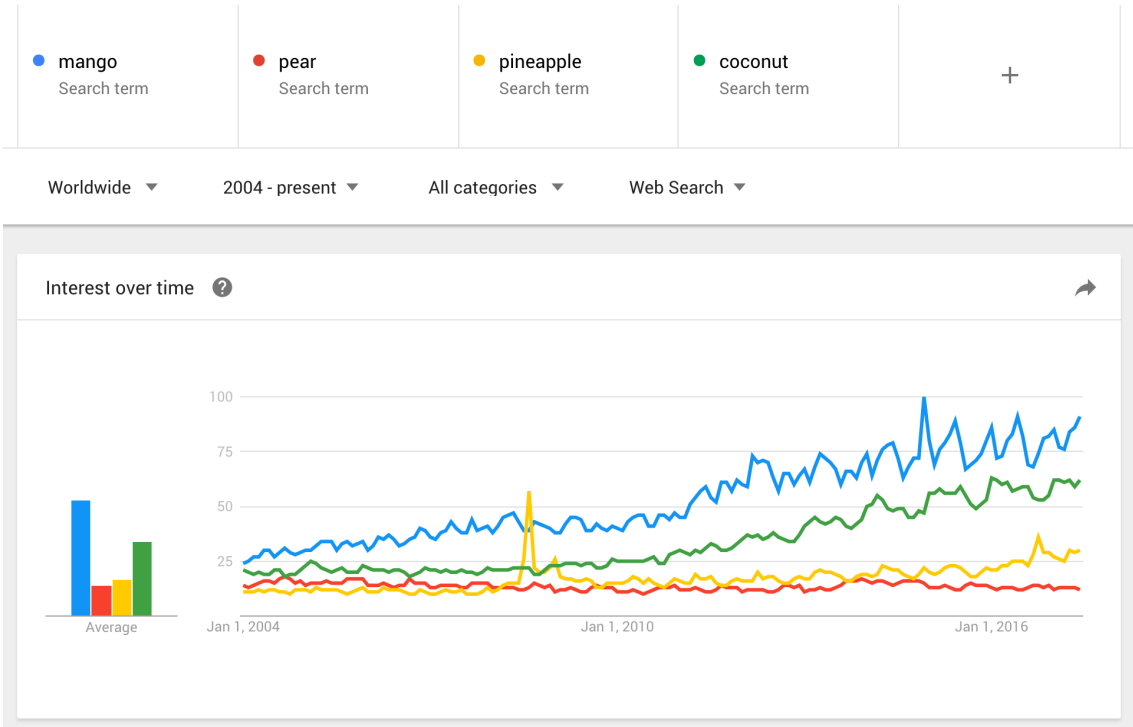
Mango is a type of tropical fruit with juicy flesh. It is native to South Asia and is widely distributed and consumed around the world.

It has a distinct sweet aroma and is widely used in cuisines in different cultures.

Mango was cultivated in South Asia for thousands of years and has since spread into Southeast Asia, North America, South and Central America, the Caribbean, South, West, and Central Africa and became one of the most cultivated tropical fruit of the planet.

Given the significant history of cultivation and consumption, mango also conveys cultural significance; it is the national fruit of India, Pakistan, and the Philippines.

As shown in the Google Trends result, mango has outranked other existing fruit emojis such as **pear**, **pineapple**, and **coconut**.



A search on Instagram reveals similar story, with mango being much more popular than existing fruit emojis.

Hashtag	# of posts
<i>#pear</i>	905,331
<i>#pineapple</i>	4,403,805
<i>#peach</i>	3,166,641
<i>#coconut</i>	5,288,051
<b><i>#mango</i></b>	<b>9,080,761</b>

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### Image Distinctiveness

A mango emoji would be visually distinct from any current emoji and immediately recognizable.

The closest image replacement would be the lemon emoji, which does not have the distinct shape or color a mango has. Usage of such substitution on social networks often resulted in confusion, frustration, and the calling for a distinct mango emoji.

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### Completeness

The mango emoji could complete the fruit section with a tropical fruit along with the *kiwi fruit*, *coconut* and *pineapple*.

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### Frequently Requested

There are vocal supports for the emoji to be included on social medias, including campaigns calling for mango emoji such as ***#MangoEmojiPlease***.

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It was also one of the EP runners-ups along with Carrot and Giraffe, which has since been added to the emoji collection.

## Selection Factors – Exclusion

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### **Overly Specific**

A mango emoji would not be overly specific. The proposed emoji would be canonical to depict different types of mango without confusion.

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### **Open Ended**

Mango is unique in its consumption and culture significance that it deserves its own representation in the fruit category.

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### **Already Representable**

Due to its uniqueness there is no way to compose emoji to represent the mango fruit. The closest existing emoji shaped like mango would be a lemon, which already has distinct meaning and cannot be easily modified to represent mango.

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### **Logos, Brands, UI icons, Signage, Specific People, Deities**

As a common fruit widely consumed, mango is not distinctly associated with any entity.

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### **Transient**

Mango has been around for thousands of years and will continue to be cultivated and consumed in the foreseeable future. The production volume has been increasing every year.

Given the trend, the emoji will most likely see a continuous increase of usage.

## Sort location

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### Category

food-fruit