

# Badger Emoji Submission

To: Unicode Consortium  
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*Art: Aphee Messer (Free to us in any context that discusses this emoji)*

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## Abstract

This proposal requests the addition of the BADGER emoji to the Unicode emoji library. Badgers are part of the *Mustelidae* family, which includes otters, weasels and wolverines – none of which has yet to be included in the emoji library. In addition, the Badger is a well-recognized symbol in pop culture and literature, and has cultural resonance in Great Britain.

## Introduction

Badgers are short-legged creatures with stout noses and sharp claws<sup>1</sup>. They are often found with a white stripe on the top of their head<sup>2</sup>. There are at least eight species of badgers<sup>3</sup> including the Honey Badger and the American Badger that can be found across several continents: American Badgers are located in Western United States, Canada, and Mexico; honey badgers are in Southern Africa; badgers can also be found

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<sup>1</sup> <https://www.britannica.com/animal/badger>

<sup>2</sup> <https://a-z-animals.com/animals/badger/>

<sup>3</sup> <https://a-z-animals.com/animals/badger/>

in Asia and Europe<sup>4</sup>. Badgers are nocturnal animals that like to burrow holes to find food and shelter<sup>5</sup>. They are also hunted for their pelts<sup>6</sup>.

Honey badgers, who have a fondness for honey, are known to be domesticated<sup>7</sup>.

Badgers are also widely recognized symbols. Wisconsin's state nickname is the "Badger State" due to the Wisconsin miners who would dig makeshift shelters into the caves, similar to badgers<sup>8</sup>. Wisconsin's animal is also a badger. It is the mascot of the Hufflepuff House in the Harry Potter series and is described as an animal that is "often underestimated, because it lives quietly until attacked, but which, when provoked, can fight off animals much larger than itself, including wolves<sup>9</sup>." The Honey badger is a primal Zodiac sign<sup>10</sup>.

The badger is referenced in literature such as in C.S. Lewis's Chronicles of Narnia where the "Trufflehunter" is a badger<sup>11</sup>.

There is also a viral 2008 YouTube video known as the "Badger Song" that has been viewed over 3 million times<sup>12</sup>.

**Names** (Suggested short name and keywords, as in the [Emoji List](#)).

- CLDR short name: BADGER
- CLDR keywords: BADGER

## **Selection Factors Inclusion**

### *Compatibility*

The badger emoji has yet to exist across popular messaging platforms.

### *Expected Usage Level*

Frequency

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<sup>4</sup> <https://a-z-animals.com/animals/badger/>

<sup>5</sup> <https://a-z-animals.com/animals/badger/>

<sup>6</sup> <https://www.britannica.com/animal/badger>

<sup>7</sup> <https://www.britannica.com/animal/badger>

<sup>8</sup> <https://statesymbolsusa.org/symbol/wisconsin/state-mammal/badger>

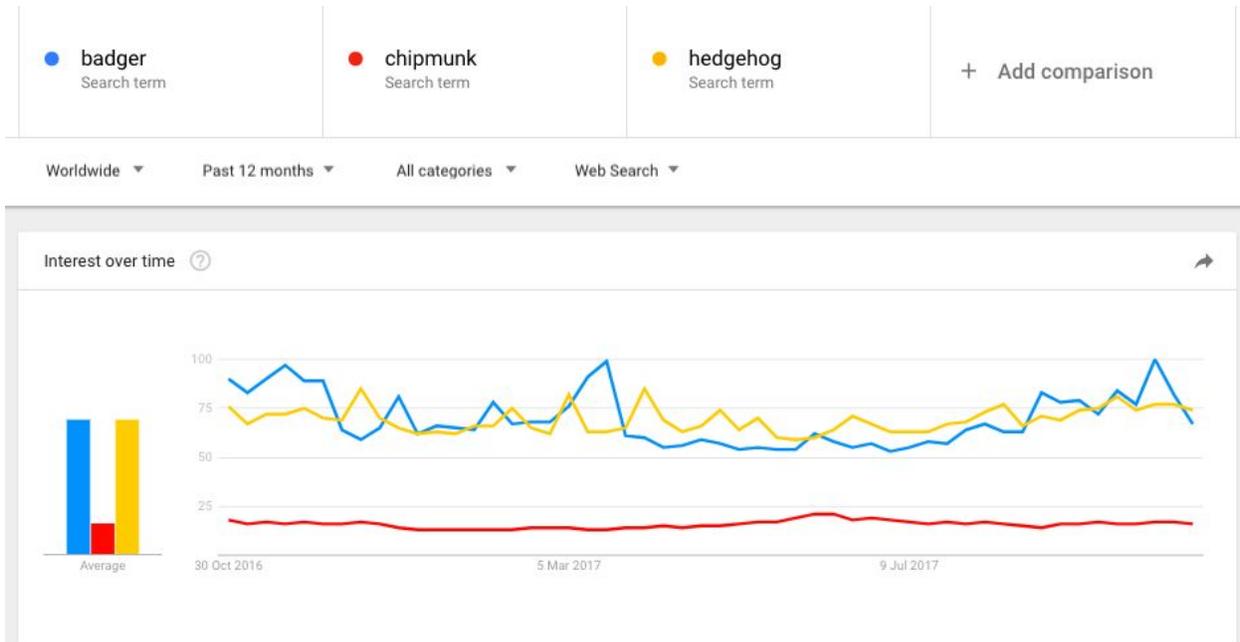
<sup>9</sup> <http://harrypotter.wikia.com/wiki/Badger>

<sup>10</sup> <http://www.primalastrology.com/honey-badger.html>

<sup>11</sup> <http://www.sciencekids.co.nz/sciencefacts/animals/badger.html>

<sup>12</sup> <https://www.youtube.com/watch?v=NL6CDFn2i3I>

- According to Google Trends, badger is searched for more than chipmunk, which has its own emoji, and comparable to hedgehog.
- There are over 186,000 #badger posts on Instagram<sup>13</sup>.



### Multiple Usages

- The badger emoji has multiple usages beyond its animal reference. The badger can be viewed as well-known mascots such as for the Hufflepuff House in the Harry Potter series as well as for the Wisconsin Badgers football, University of Wisconsin-Madison's football team that competes in the Big Ten Conference<sup>14</sup>. It is also Wisconsin's nickname and a primal zodiac symbol.
- In 2015, The Washington Post created a NCAA Tournament Emoji where the Wisconsin Badger was represented with a mascot emoji of a badger that could be shared with friends via message or social<sup>15</sup>.

### Image Distinctiveness

- Badgers have distinct features such as its stout nose and white stripe that make them quite different from the other animals in the emoji list.

### Completeness

<sup>13</sup> <https://www.instagram.com/explore/tags/badger/>

<sup>14</sup> <http://www.uwbadgers.com/>

<sup>15</sup> <https://www.washingtonpost.com/graphics/sports/ncaa-march-madness-emoji/>

- The badger would be the first animal in the *Mustelidae* family, which includes otters and weasels, to be represented. Badgers are found in many parts of the world. In addition, they represent various well-known symbols and mascots.

#### Frequently Requested

- The badger emoji has been frequently requested on various platforms. A petition on Change.com wants a badger emoji for use on Facebook chats and claims that Hufflepuffs need better representation on social media<sup>16</sup>. Another proposal asked for honey badgers emoji to be represented on FB Messenger<sup>17</sup>.
- The badger emoji has also been highly requested on Twitter.



<sup>16</sup>

<https://www.change.org/p/facebook-we-want-a-badger-emoji-for-hufflepuff-facebook-group-chats-and-we-want-it-now>

<sup>17</sup> <https://www.gopetition.com/petitions/petition-to-make-honey-badger-emoji-on-fb-messenger.html>



## Selection Factors Exclusion

### Overly Specific

- The badger emoji is not overly specific, as we are asking for one that can represent various types of badgers, including Badger and the American Badger. It represents a “look” of an animal that is not otherwise well represented and is common throughout the world.

### Open Ended

- The badger emoji is the most demanded of the *Mustelidae* family. In the future, however, other members of the *Mustelidae* family — otters, and weasels — could one day be requested.

### Already Representable

- The badger emoji is the first of *Mustelidae* family, which includes otters, weasels and wolverines. It is not represented in the current animal set.
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#### Transient

- Badgers have existed since the 16th century<sup>18</sup> and have references in literature and pop culture.

#### Logos, brands, UI icons, signage, specific people, deities

- The badger is an animal but also represents well-known mascots including the Hufflepuff mascot in Harry Potter, a college football team, and a Zodiac symbol.

#### Faulty Comparison

- The badger emoji has no faulty comparison.

#### **Sort location** (Proposed sort location for the emoji in [Emoji Ordering](#))

- Category: animal-mammal
- The badger emoji should appear before the HEDGEHOG.

#### **Other Character Properties**

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

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<sup>18</sup> <https://www.etymonline.com/word/badger>

