Proposal for a New Emoji: Otter
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The material below points to a real desire from emoji users for an otter emoji. Evidence suggests that an otter emoji, should it exist, would be enthusiastically used by people who love otters for their endearing qualities, and the metaphorical extensions of these qualities like love, friendship, and trust. Additionally the otter emoji would likely be used for otter preservation efforts. Beyond this, the word “otter” is often used in puns and wordplay, and this is another context in which people might playfully insert the otter emoji (examples of emoji wordplay with already existing emoji include im❤️ for “impeach” and 🐻lieve for “believe”).

You 🦗lieve (“otter believe”) that this emoji will be a welcome addition to the official Unicode offerings.

1. Identification.
   A. **CLDR short name**: Otter
   B. **CLDR keywords**: Otter | sea otter | river otter

2. Images. One sample color image and one sample black & white image

A. **At emoji size**: 🦗❤️
   B. **License.** Design by Monica Dinculescu, to be licensed for public use

   A. **Compatibility**: N/A, there aren’t existing non-unicode otter emoji on any platforms, nor non-emojified unicode characters that would cause compatibility issues.

   B. **Expected usage level**
1. **Frequency:**

Comparing to *elephant* (the Unicode-suggested comparison for the *animal* category), and *raccoon* (an animal added to Unicode 11).

1. **Google**: raccoon < otter < elephant

![Google search results](image)

2. **Bing**: raccoon < otter < elephant

![Bing search results](image)

3. **YouTube**: otter < raccoon < elephant

![YouTube search results](image)

4. **Google trends**: web search
2. **Multiple usages**
   - Otters are used to represent friendship and love, since they're often seen holding hands.
   - Otters usually float, so they could be used as a metaphor for...
“staying afloat”
- In English, they’re heavily used in puns (“my significant otter,”
“otterly amazing,” “we otter go see a movie,” “hello from the
otter side,” etc.) They could also be used in emoji wordplay,
where emoji that sound like common words or morphemes in
English represent a word or cluster of letters (e.g., im🐱 for
“impeach” and 🌌lieve for “believe”).

3. **Use in sequences**
   - Otters hold hands when they sleep, so 🐬 🐬 would illustrate that, and by extension love and friendship.

4. **Breaking new ground**
   - Otter cannot be represented by any existing emoji.

C. **Image distinctiveness**
   Otters have a very specific face, profile, and tail. There are no other
aquatic mammals (or marine life emoji, in general) that are brown, so
an otter emoji would be incredibly distinct in this way.

D. **Completeness**
   While there are about 10 fish and crustacean emoji, aquatic mammals
seals, otters, beavers, etc. are not currently represented. The addition
of an otter emoji would help round out this set.

E. **Frequently requested**
   Otter is often requested on Twitter ([search results](https://twitter.com)) -- there are at least
5 requests a day. I've spared you screenshots since they all basically
say “why is there no otter emoji?”

   Of more interest is the Monterey aquarium, who ran a [Twitter poll](https://twitter.com) for
what ocean animal emoji people want next, and 56% of 1500 people
voted for the otter:
4. **Selection factors — Exclusion.**

A. **Overly specific**  
   - as discussed in 3.B.2 this would have several uses

B. **Open-ended**  
   - as discussed in 3.D, there are not many animals like the Otter represented as emoji

C. **Already representable**  
   N/A, there is no animal that looks like an otter (or for that matter, any mammal that isn’t a fish and also lives in the water

D. **Logos, brands, UI icons, signage, specific people, deities**  
   There is a brand of phone cases called Otterbox (#1 company for phone cases, logo image), but otherwise not really.

E. **Transient**  
   Otters have been around for a fairly long time, and since they have been added to the endangered list their numbers have been increasing, so they’re unlikely to die off (unless humanity is extra horrible) or become unpopular.

F. **Faulty comparison**  
   See 3.C

G. **Exact Images**  
   Otters are usually most recognizable by their face, and then by the shape of their body, so an emoji should use one of these two

5. **Sort location.** A proposed sort location for the emoji in **Emoji Ordering**
   A. Category: animal-mammal or animal-marine (it is technically both)
   B. After panda face 🦠 or after squid 🐙