

**Re: Emoji Colors****From:** ESC**Date:** 2018-05-01**Proposal**

Add 14 colored emoji characters for decorative and/or descriptive uses. These may be used to indicate that an emoji has a different color, for instance:











  or   for “white bear”





  or   for “yellow ribbon”

*No RGI ZWJ sequences are requested or planned at this time.*

**Proposed characters**

The following 14 characters are proposed for inclusion in 2019:

Proposed Character	Sample Image	Code Point
ORANGE CIRCLE		1F7E0
YELLOW CIRCLE		1F7E1
GREEN CIRCLE		1F7E2
PURPLE CIRCLE		1F7E3
BROWN CIRCLE		1F7E4
RED SQUARE		1F7E5
BLUE SQUARE		1F7E6
ORANGE SQUARE		1F7E7
YELLOW SQUARE		1F7E8
GREEN SQUARE		1F7E9

PURPLE SQUARE		1F7EA
BROWN SQUARE		1F7EB
WHITE HEART		1F90D
BROWN HEART		1F90E










The addition of these 14 new characters will create a consistent set of nine emoji colors for circles, hearts, and squares:





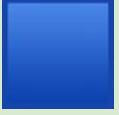













- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- White
- Black
- Brown

### Chart of existing and proposed characters

For context, the proposed additions are marked with green background below. Existing characters are shown with a white background.

All colors are currently represented in at least one of these three emoji shapes, except brown.

	CIRCLE	SQUARE	HEART
RED	 U+1F534		 U+2764
ORANGE			 U+1F9E1
YELLOW			 U+1F49B

GREEN			 U+1F49A
BLUE	 U+1F535		 U+1F499
PURPLE			 U+1F49C
WHITE	 U+26AA	 U+2B1C	
BLACK	 U+26AB	 U+2B1B	 U+1F5A4
BROWN			

## Background

A very common request is for emoji of different colors. A polar bear, or a glass of white wine, or particular color of ribbon, etc. We don't foresee encoding all the characters for these, or even ZWJ sequences, but having basic "adjectives" for color — some of the most frequent descriptive adjectives — will go a long way towards improving expressiveness.

*Note: these proposal from the ESC is for structural components, and thus doesn't follow the normal submission form.*

The ESC has considered different models for accommodating this request. Paul Hunt did some earlier work on colors in [L2/16-318](#).

In addition, the frequency of use of the existing colored circles, squares, and hearts is very high.

## Color choice

The list of colors is essentially unbounded; all of the 16,777,216 RGB colors cannot be encoded; and

across cultures, the set of colors considered to be “major”/ “primary” can be different. Pink might be considered a major color in some cultures, but just a pale/light red in others — the same for light blue (голубой). For historical comparison, the original Crayola box contained eight colors: red, orange, yellow, green, blue, violet, brown, and black.

The particular choices proposed complete the set of hearts by adding white, then flesh out the circles and squares to match. The one additional color added is brown, from [L2/16-318](#), reflecting the very common usage in nature and common objects. This yields three sets of 3 colors for each of squares, circles, and hearts:

- Primary colors: red, yellow, blue
- Secondary colors: orange, green and purple (formed by combining pairs of primary colors)
- “Neutral” colors: white, brown, and black.

## **Additions**

This proposal recommends the addition of new characters which provide a consistent set of colors for hearts, circles, and squares.

When assessing the possibility of adding new colors, there were various factors that differed for each shape.

### **Hearts**

Hearts require the fewest additions, and “White Heart” is already a popular request as a standalone character. Hearts are less useful for describing the color of another emoji, due to the positive inference of the shape.

### **Circles**

Circles that are encoded today (particularly red and blue) already see high use. Red circle is in the top 10% on EmojiTracker. These are used both decoratively, as well as descriptively.

### **Squares**

Squares are potentially more flexible for use as swatches. These may be considered the most neutral shape when it comes to specifying color.

An earlier version of this document favored circles or squares as the preferred implementation for colors. This revision seeks to add 14 new characters which allows a consistent set of colors for each of these shapes.