

Title: Proposal for New Valid Emoji Sequence (Lighthouse)

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Date: 17th March 2018

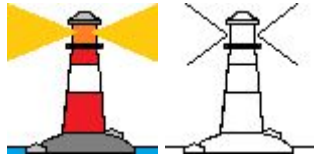
Introduction

This is a proposal to add emoji sequence of the “light bulb” and “house” emoji to form “lighthouse”.

1. Identification

- 1.1. CLDR short name “lighthouse”
- 1.2. CLDR keywords “lighthouse”|”house”|”light”

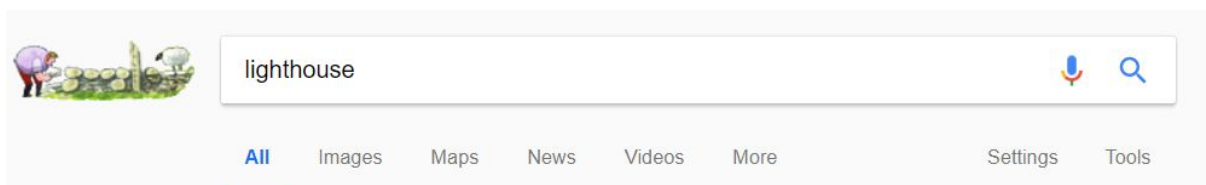
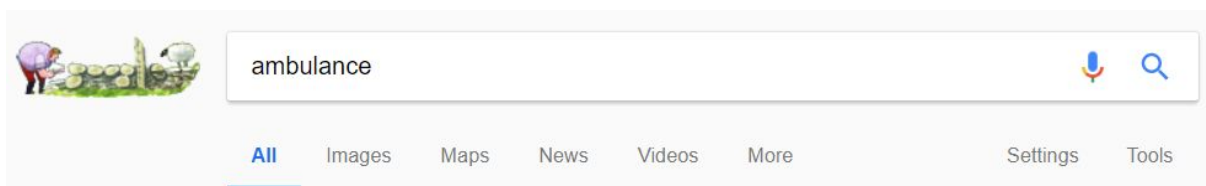
2. Images



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3. Selection factors — Inclusion.

- 3.1. Compatibility N/A
- 3.2. Expected usage level
 - 3.2.1. Frequency, compared to ambulance; All frequency analysis was carried out on the 17th of March 2018
 - 3.2.1.1. Google Search



- 3.2.1.2. Bing Search

ambulance

All Images Videos News | My saves

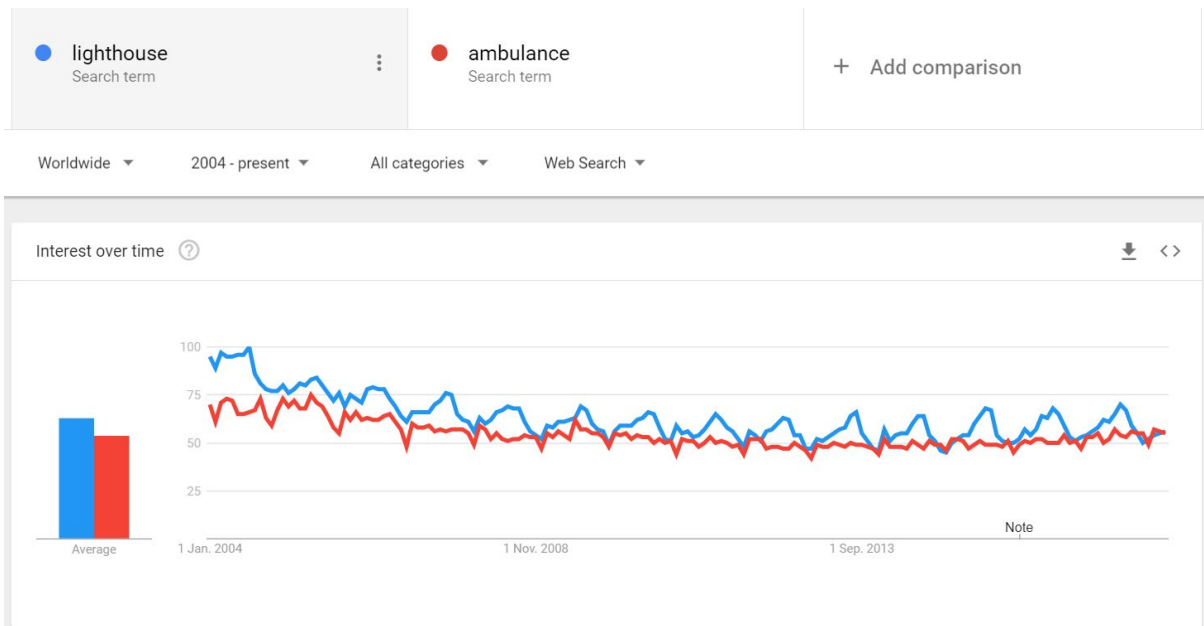
14,900,000 Results Date Language Region

lighthouse

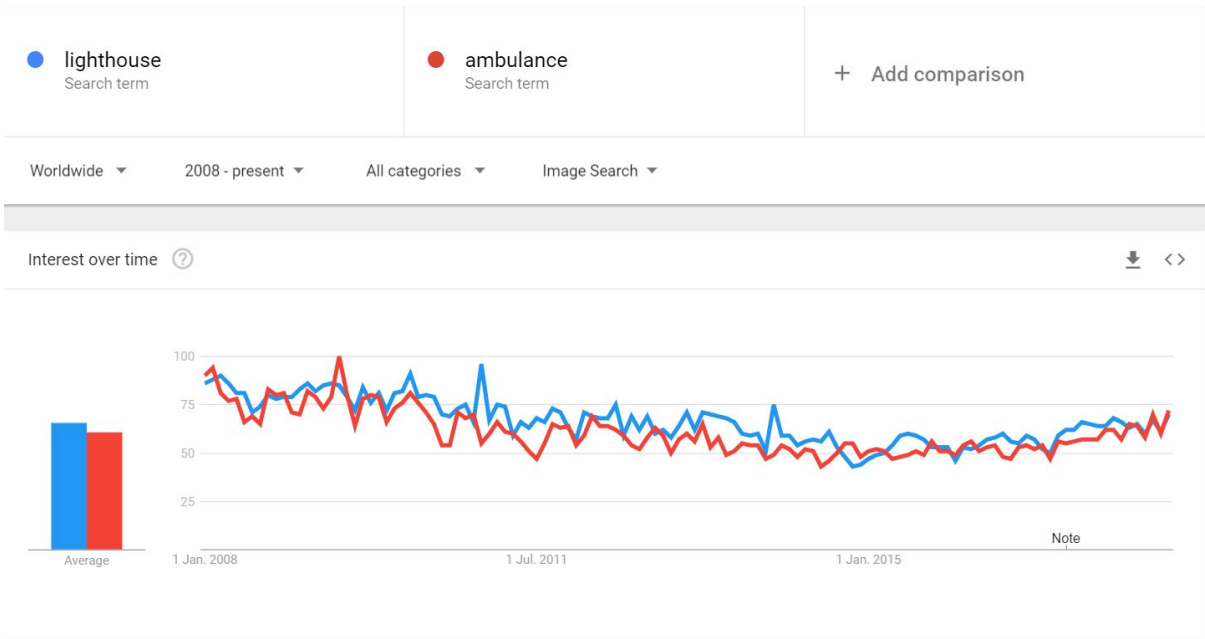
All Images Videos News | My saves

15,300,000 Results Date Language Region

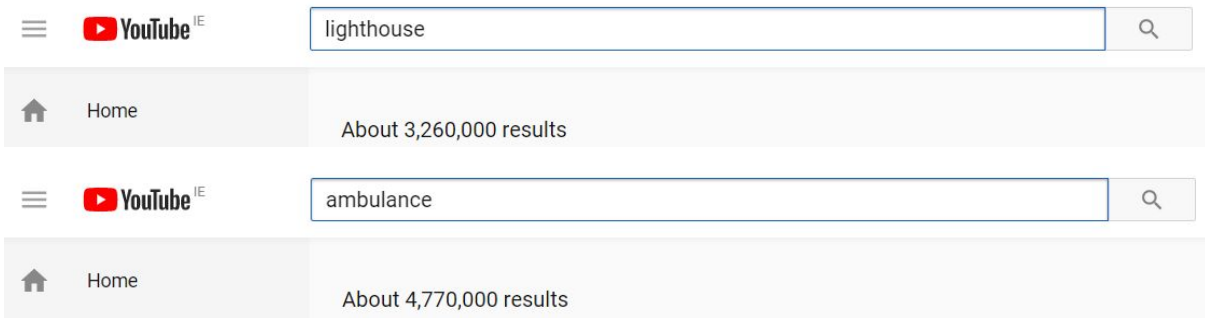
3.2.1.3. Google Trends: Web Search



3.2.1.4. Google Trends: Image Search



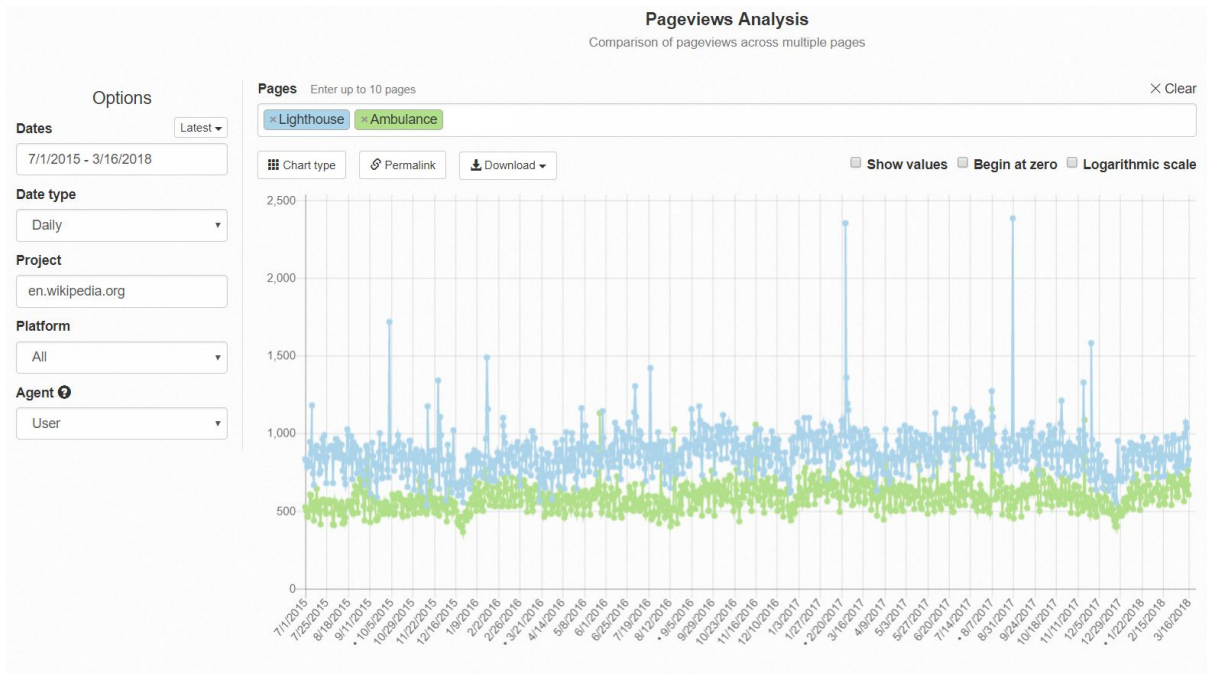
3.2.1.5. Youtube Search



3.2.1.6. NGram Viewer



3.2.1.7. Wikipedia Search



3.2.2. Multiple usages

3.2.2.1. Can be used to denote reference to a physical lighthouse.

3.2.2.2. A guiding light

3.2.2.3. Hope (lighthouse in a storm)

3.2.3. Use in sequences

3.2.3.1. Could be used in conjunction with the “ship” emoji to suggest shipping or a port.

3.2.3.2. Could be used with the “anchor” and “spiral shell” to evoke a nautical idea

3.2.4. Breaking new ground

3.3. Image distinctiveness, the ratio of height to width of the building coupled with a yellow/bright colour to denote light would clearly represent a lighthouse without confusion.

3.4. Completeness - this emoji would complement the buildings set of emojis and the various emojis under the nautical theme; “ship”, “anchor”, “spiral shell”, “beach with umbrella” and “water wave”

4. Selection factors — Exclusion

4.1. Overly specific - as discussed in 3.2.2 this would have several uses

4.2. Open-ended - N/A

4.3. Already representable - N/A

4.4. Logos, brands, UI icons, signage, specific people, deities - N/A

4.5. Transient - Lighthouses have a long history, the first lighthouse was in Alexandria and became One of the Seven Wonders of the Ancient World. While lighthouses are no longer actively manned, they still serve as a vital active navigational aid.

- 4.6. Faulty comparison - see 3.3
- 4.7. Exact Images - According to *Lighthouse Directory*, there are more than 20,000 lighthouses worldwide with many distinct paint patterns providing many options for emojis to be based on.¹

5. Sort location

- 5.1. Category - “place-building”
- 5.2. Ordering - It should come after the “Statue of Liberty” emoji

6. Other information

N/A

¹ The Lighthouse Directory <http://www.unc.edu/~rowlett/lighthouse/> 17-March-2018