

**L2/18-277**

# Proposal for Capsicum Emoji

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## 1. Identification

### A. CLDR short name

capsicum

### B. CLDR keywords

capsicum | bell pepper | pepper | fruit | vegetable | food | red

## 2. Images

### A. ZIP file

[\[capsicum.zip\]](#)

### B. License

I created the images for this proposal. It can be shared and used under the [CC BY-NC 3.0 AU](#) license.

### C. Document

See the images at 72 x 72 pixels and 18 x 18 pixels at the top of the document.

## 3. Selection Factors — Inclusion

### A. Compatibility

N/A

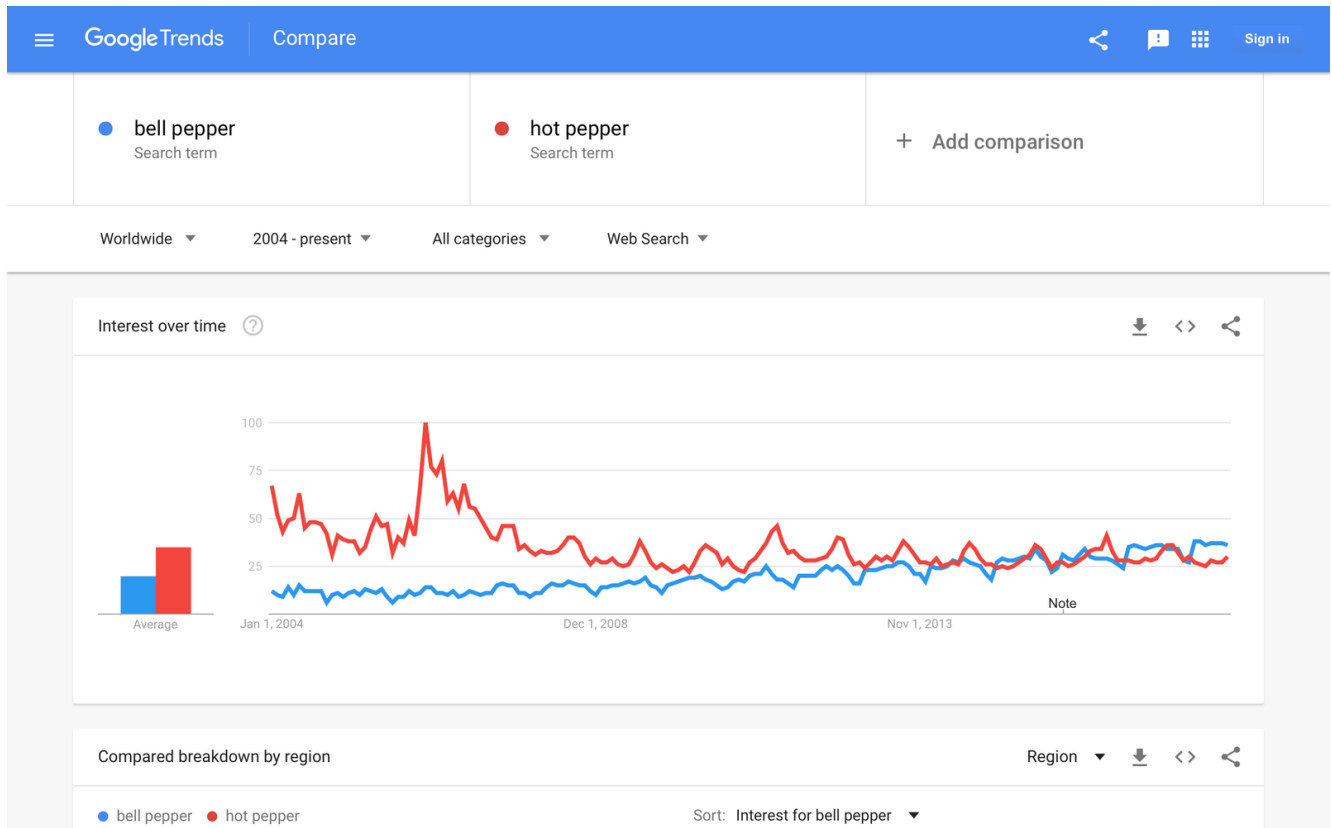
### B. Expected usage level

#### 1. Frequency

Capsicums (also known as bell peppers) are cultivated and sold all over the world [[source](#)].

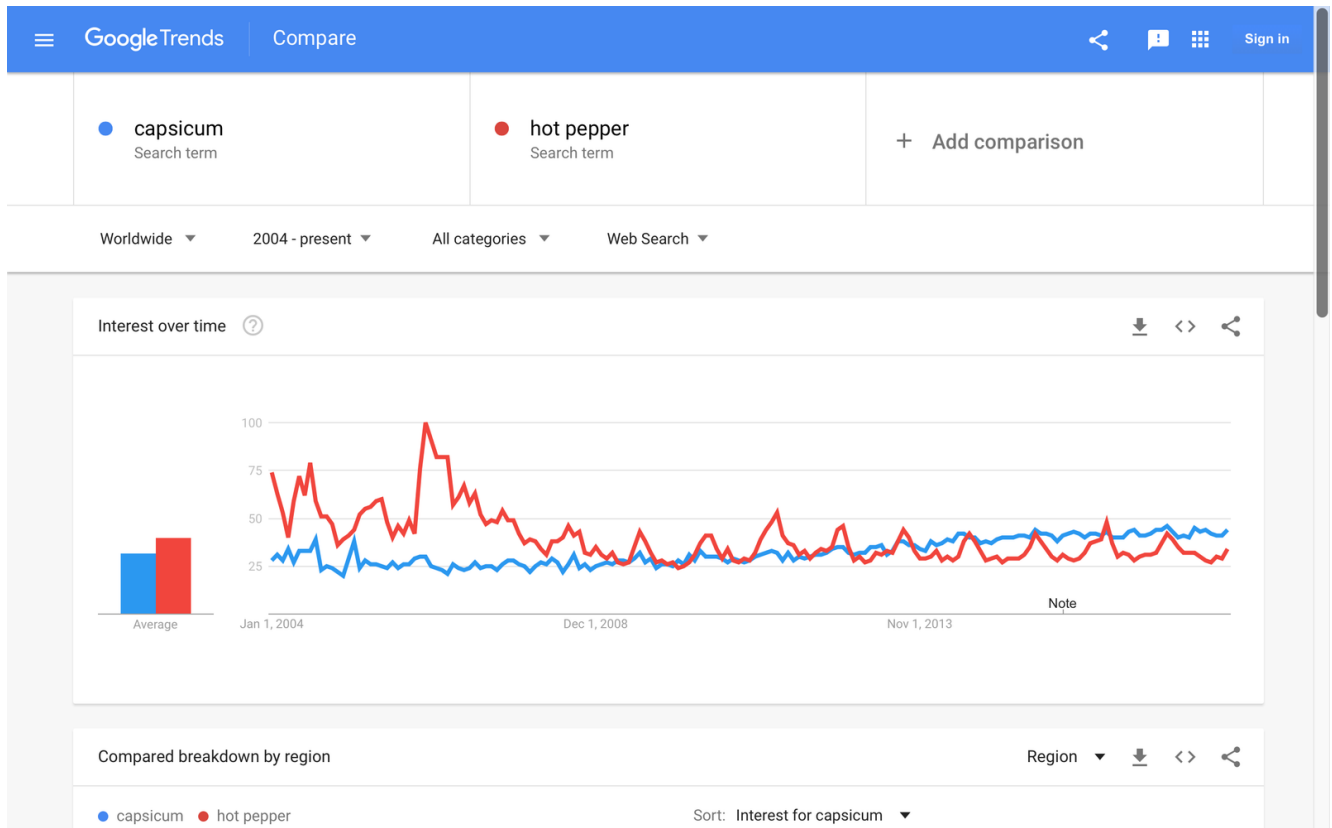
They can be eaten raw or cooked and are used in a wide variety of cuisines. While botanically

a fruit, they are considered a vegetable in a culinary context. They are native to the Americas, however, following the Columbian Exchange in the 15th and 16th centuries, they spread around the globe. Due to their worldwide availability, it's plausible many would want to use a capsicum emoji when communicating about it being consumed as part of their meal. We can rationalise that a capsicum emoji would have high usage. Below, some sources are examined to reveal the popularity and relevance this new emoji could have.



*A worldwide comparison of the terms 'bell pepper' and 'hot pepper' on Google Trends from 2004 - present*

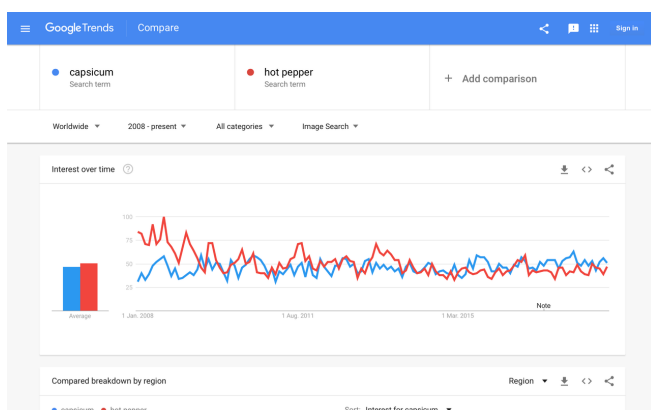
The above screenshot from [Google Trends](#) compares the search terms 'bell pepper' and 'hot pepper' using worldwide data from 2004 to present. The 🌶️ hot pepper is an existing emoji and used as comparison due to it being from the same family of plants. Red (🔴) represents searches for **hot pepper** and blue (🔵) for **bell pepper**. We can see here that searches for bell pepper have steadily been growing over the years and have recently overtaken searches for hot peppers.



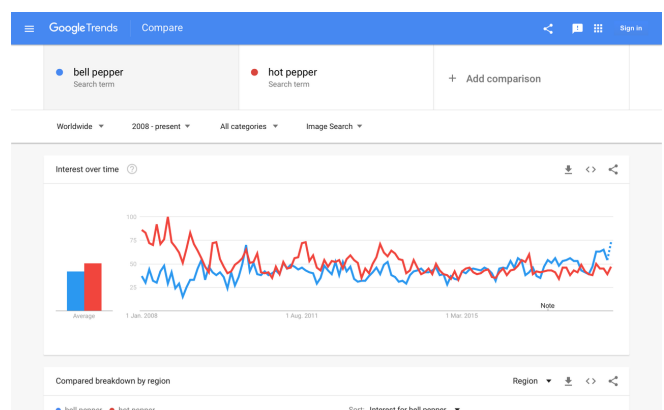
*A worldwide comparison of the terms 'capsicum' and 'hot pepper' on Google Trends from 2004 - present*

When the search term 'bell pepper' is replaced with the term 'capsicum', we see similar results with searches for capsicum increasing over time and overtaking that of 'hot pepper' [[source](#)].

When the Google Trends search is repeated using the Image Search category, we get the following results. Again, blue represents capsicum/bell pepper and data shows it is currently searched for more often than hot pepper represented with red.

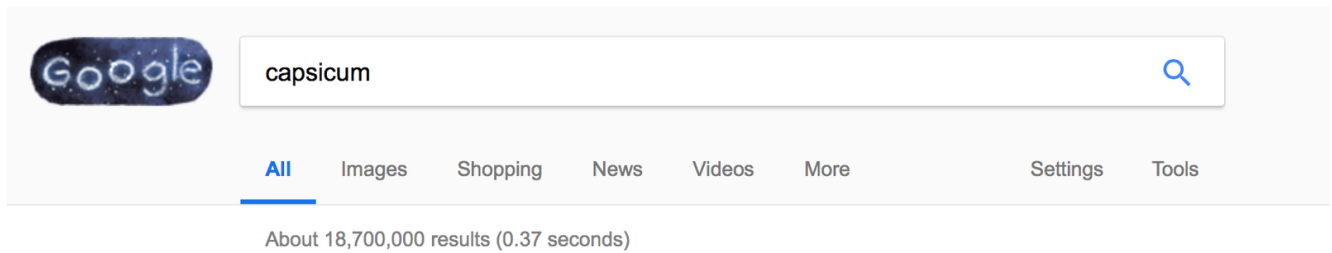


*A worldwide comparison of the terms 'capsicum' and 'hot pepper' on Google Trends with Image Search [[Link](#)]*

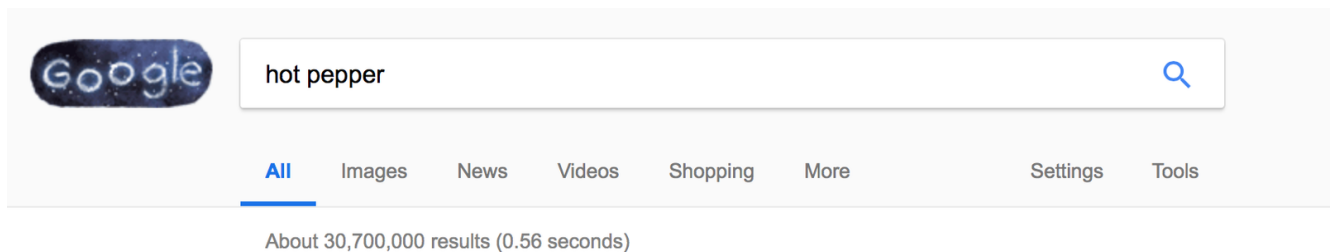


*A worldwide comparison of the terms 'bell pepper' and 'hot pepper' on Google Trends with Image Search [[Link](#)]*

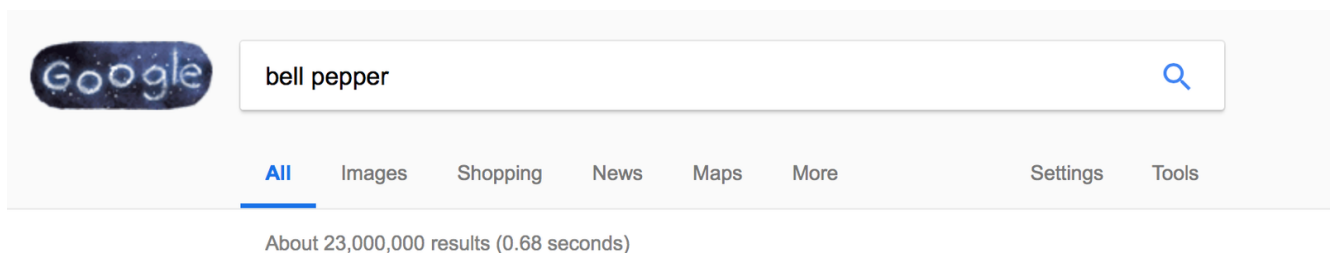
Google searches for 'capsicum' and 'hot pepper' reveal **18.7 million** and **30.7 million** results, respectively. 'Bell pepper' reveals **23 million** results. While 'hot pepper' is still higher here, **18-23 million** search results for capsicum/bell pepper still shows a high level of significance.



*A screenshot of the search term 'capsicum' on Google [\[Link\]](#)*

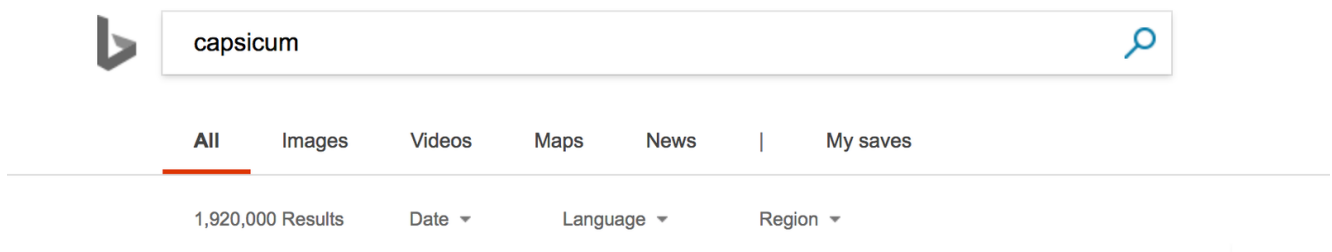


*A screenshot of the search term 'hot pepper' on Google [\[Link\]](#)*



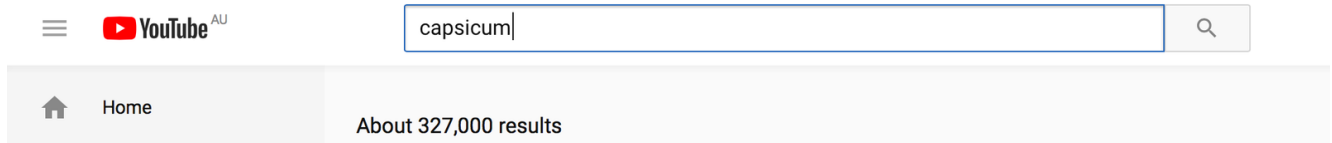
*A screenshot of the search term 'bell pepper' on Google [\[Link\]](#)*

Capsicum has **1.92 million** results on the Bing search engine. Searches for 'bell pepper' and 'hot pepper' don't show the number of results, but ask to further refine the search.

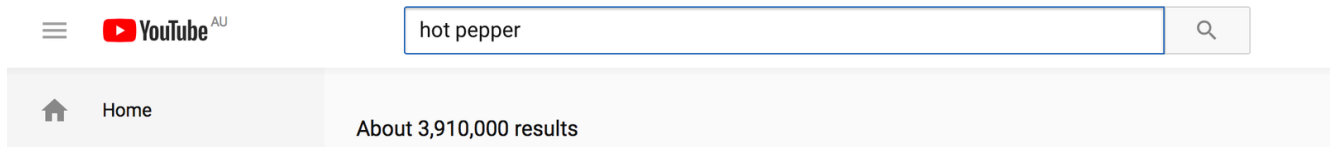


*A screenshot of the search term 'capsicum' on Bing [\[Link\]](#)*

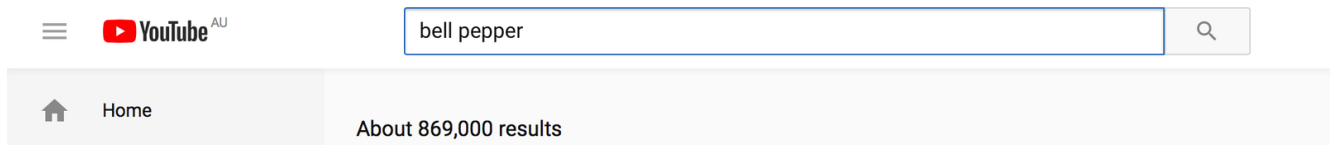
A search on YouTube for 'capsicum' reveals **327,000** results in comparison to **3.91 million** for 'hot pepper'. However, 'bell pepper', the alternative name for capsicum, has a larger **869,000** results.



*A screenshot of the search term 'capsicum' on YouTube [\[link\]](#)*



*A screenshot of the search term 'hot pepper' on YouTube [\[link\]](#)*



*A screenshot of the term 'bell pepper' on YouTube [\[link\]](#)*

## 2. Multiple usages

The capsicum emoji could be used as a metaphor for Mexican culture. According to [WorldCrops](#), peppers are an essential component of Mexican cuisine. It could also be used to represent Hungary, where the mild bell pepper cultivar was developed in 1920 [\[source\]](#). Similarly, other countries where capsicums are eaten and have a long history, could use the emoji to represent cultural significance.

Additionally, it could be used to communicate the colour red, nutritious eating, and fruits and vegetables.

## 3. Use in sequences

The capsicum emoji could be used together with other fruit and vegetable emojis. For example, in a linear sequence for "eating the rainbow": 🍏🍎🍌🥥🍇🍉.

## 4. Breaking new ground

Yes. The capsicum or bell pepper, while related to a chili pepper (or hot pepper), is quite different. Capsicums are mild and do not contain the chemical compound *capsaicin*, which is what makes chili peppers hot [\[source\]](#). People who cannot tolerate hot and spicy foods, could tolerate bell peppers. Using a capsicum emoji would communicate something different than using the hot pepper (🌶️) emoji.

## C. Image distinctiveness

Yes. Capsicums are distinctively bell-shaped. Because of their shape, they can easily be told apart from hot peppers (🌶️) and other fruits and vegetables.

#### D. Completeness

The proposed emoji is advantageous to the [Food & Drink](#) category, helping to make the vegetable collection more complete.

#### E. Frequently requested

N/A

## 4. Selection Factors — Exclusion


#### F. Overly specific

The proposed emoji is not overly specific. While there are multiple variations of capsicums/bell peppers, a red one is one of the most common.

#### G. Open-ended

People could want additional colours of capsicums. According to [Wikipedia](#), “**The most common colors** of bell peppers are green, yellow, orange and **red**” and “More rarely, brown, white, lavender, and dark purple...”. However, red capsicums are “simply ripened green” ones. So, red is still a good representation.

#### H. Already representable

The closest emoji people have to represent a capsicum is a hot pepper (). However, a hot pepper is quite different to a mild capsicum. While a hot pepper could represent hot and spicy food, a capsicum cannot.

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

The image used isn't one that belongs to a particular brand or logo. Capsicums are available to anyone and are for all.

#### J. Transient

Usage would continue in the future as capsicums will continue to be grown and eaten around the world.

#### K. Faulty comparison

N/A

#### L. Exact images

The proposed capsicum emoji does not call for an exact or identical representation. Vendors are free to create and adapt a capsicum emoji that fits their design style.

## 5. Sort Location

#### A. Category

The category of the emoji would be [food-vegetable](#).

**B. The emoji in that category that it should come after**

The capsicum emoji should come after the 🌽 ear of corn or 🌶️ hot pepper emoji, since capsicums and hot peppers are both part of the nightshade family and should ideally be grouped.

## 6. Other Information

The best representation of the capsicum would most likely be front-on & standing up, not lying down, not sliced or a cross-section. Red would be the ideal colour choice with a green stalk.