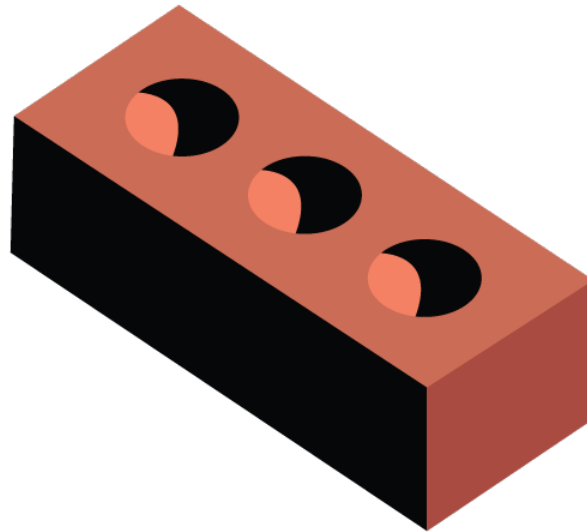


## Brick Emoji Submission



### 1. Proposal for a New Emoji: Brick

This proposal is to request inclusion of a new emoji as a Unicode emoji character: brick.

The brick (or house brick) is a highly common object that dates back to 5000BC, and is one of the world's most standard building materials. Further to being universal and commonplace, it is an object that is used in range of other phrases and uses that will make it a widely used symbol to share as an emoji. This versatile emoji will be inclusive (of people in geographies around the world) and be a commonly used in a variety of ways.

One of the most important additions this emoji will provide is to allow people from around the world to use it in various phrases:

- “brick by brick” – make steady and ongoing progress;
- “bricked electronic device” – phone or device that no longer functions; essentially functioning as a brick
- “brick” to signify cold weather / or missed basketball shot
- and many more (see Multiple Uses section below).

It's ability to be used to describe a common physical item; common phrases (above); or to represent other concepts (brick wall / yellow brick road) – make this worthy of inclusion as a new emoji.

## **2. Names**

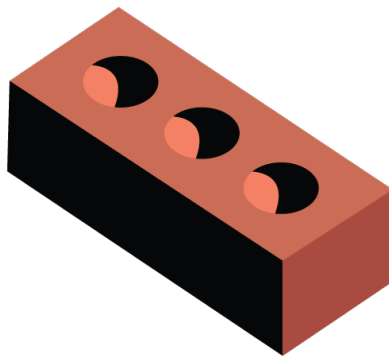
### **2.1 CLDR Short Name**

Recommended name: brick

### **2.2 CLDR Keywords**

Recommended keywords: house brick; block

## **3. Images**



*Brick Emoji -- CCO: For any use*

## **4. Selection Factors – Inclusion**

### **4.A Compatibility**

This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below.

### **4.B Expected usage level**

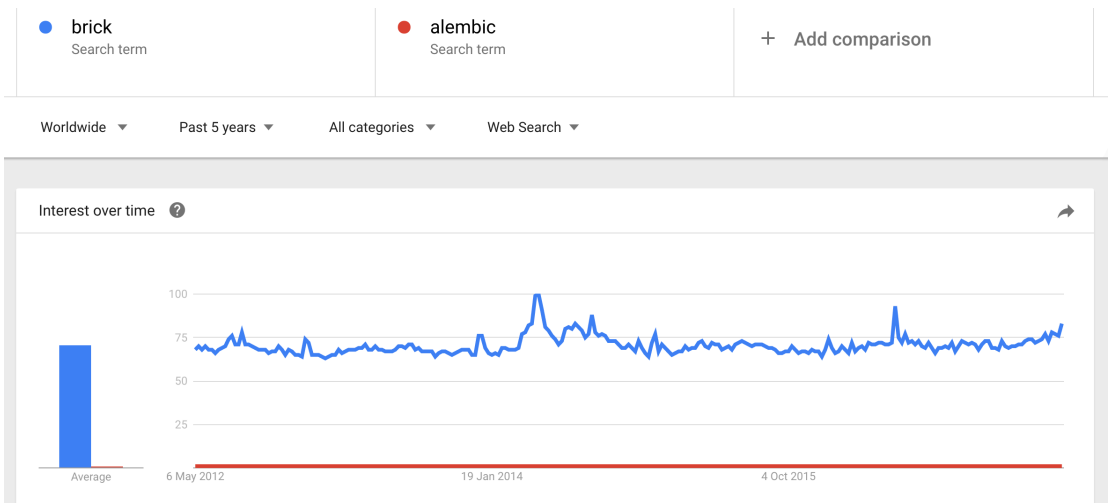
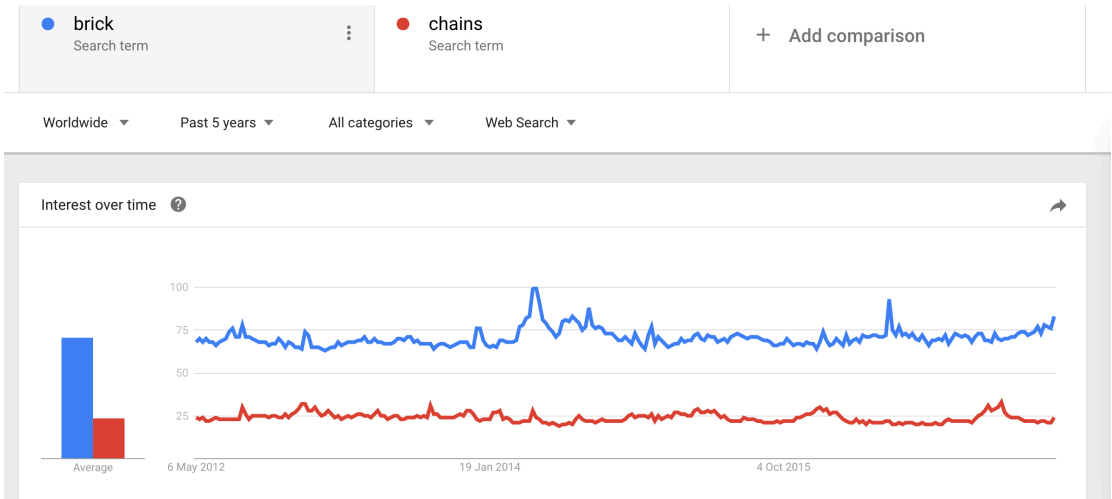
#### **4.B.1 Frequency**

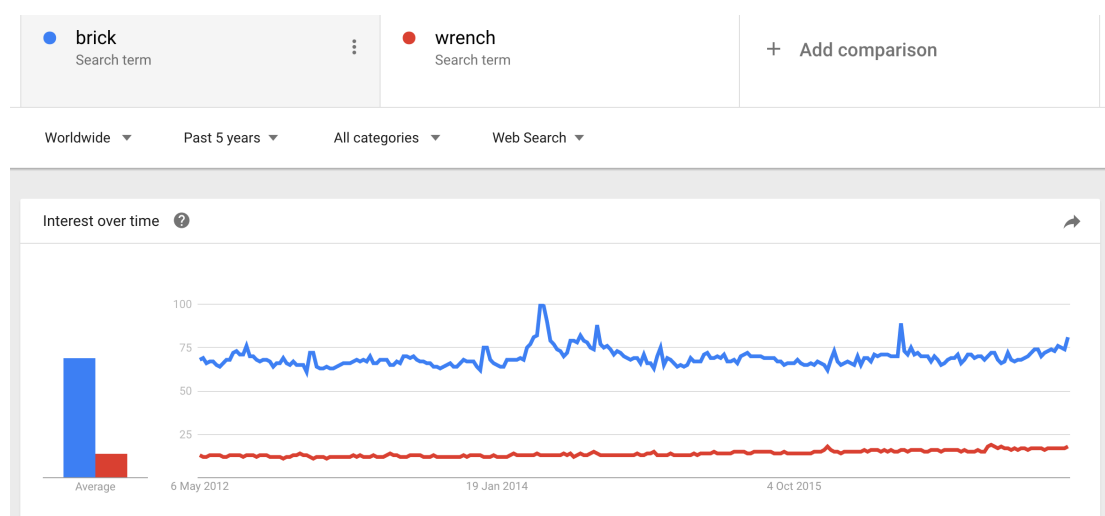
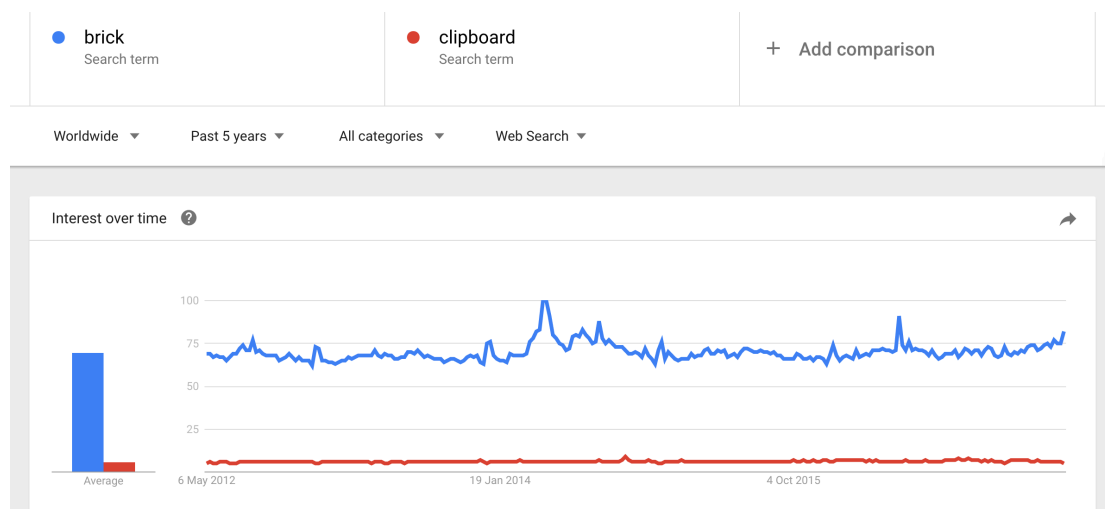
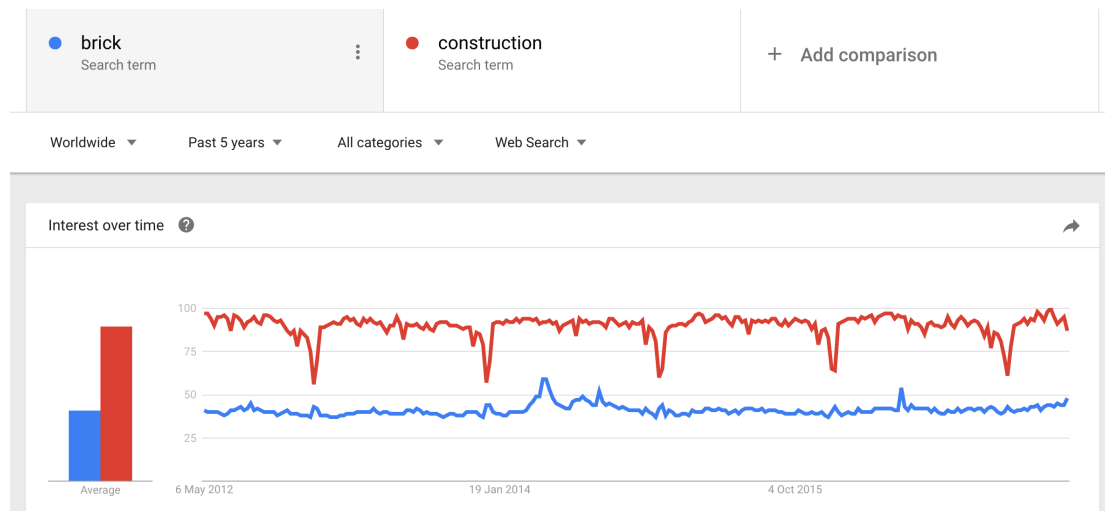
It's the proposer's expectation that the brick emoji will have high and widespread, global use. As can be seen in the Frequently Requested section below, people are using the phrase "brick emoji" typed in full, and would certainly use the emoji if available.

The many and varied options from actual representation of the item; to common phrases; to slang terms would make this common on messaging, online platforms, and other places.

The following series of charts from Google Trends show the usage of brick vs a series of other words that are emojis in a similar genre (tools, equipment,

working) that are somewhat related. As can be seen – brick (always shown in blue) is used more commonly than many of the related words, and in similar numbers to others.





*Date source: Google Trends – 3 May, 2017*

#### 4.B.2 Multiple usages

One of the real strengths of this submission is that in addition to being a common item, “brick” is also used regularly in common conversation and pop culture and in a wide variety of phrases:

- “brick phone” – large or dated phone;
- “throw a brick” – act of resistance or protest;
- “bricked electronic device” – phone or device that no longer functions; essentially functioning as a brick
- “thick as bricks” – stupid;
- “the weather is brick” – very cold;
- “brick and mortar” – real world place – particularly in commerce, as opposed to online shopping;
- “shoot a brick” Great basketball – missed shot;
- “brick by brick” – make steady and ongoing progress;
- “built like a brick outhouse” – large or well-built person;
- “sh\*t bricks” – be scared or surprised;
- and many more.

These phrases could readily be captured in emoji or expressions commonly through social media, online, chatting apps and other places that emoji are used.

Further to this brick is used as modifier or descriptor in a range of contexts: “yellow brick road”; “brick house”; and “brick wall” (where phrases like “banging your head against a brick wall” (indicating frustration).

Within pop culture: the name of Steve Carell’s character in Anchorman is named Brick Tamland; Dorothy travels the Yellow Brick Road in the Wizard of Oz; and in the Three Little Pigs where the final pig makes his house of bricks.

Further to this – there are many slang terms that brick is used for – as outlined in the Urban Dictionary:

<http://www.urbandictionary.com/define.php?term=brick>

## Brick

There are a number of different meanings for the word **brick** so **don't** just dump it there's some good stuff here:

- 1 Very **cold**. Usually only used to describe the temperature of a place, e.g. the weather or indoors in a particular location.
- 2 An unintelligent **person**. Derived from "thick as a brick."
- 3 A basketball shot in which the ball bounces off the backboard and/or **hits** the rim, but does not go through the net.
- 4 A large quantity of **drugs** packaged in a brick shape, especially **cocaine**.
- 5 An external power transformer that provides power from a wall socket to a laptop, wireless router, projector, etc
- 6 A piece of electronic equipment that has been rendered inoperable. This usually happens when trying to update the firmware or BIOS of the device, when "jail-breaking", installing new mobile phone ROMs, etc.
- 7 A large mobile phone.
- 8 British slang for a reliable person.
- 9 To bail, ditch, let down, not show up or do something as promised/agreed to.
- 10 To **hit** something or someone with **bricks**.
- 11 To avoid doing something because of **fear**, derives from shitting bricks.

- 1 It's **brick** outside today, I'm going to have to put on my thermals.
- 2 That twonk is such a brick!
- 3 He keeps on hitting bricks, the useless wanker.
- 4 I'm gonna score a brick tonight.
- 5 The sodding brick is **fucked**.
- 6 I think I've fucked up the brick.
- 7 That's not a mobile phone, it's a brick.
- 8 You can always rely on **Charlie**, he's a real brick.
- 9 Looks like he's gonna brick on the party, but the rest of us are coming.
- 10 That fat bastard has pissed them off once too often, they're going to brick him.
- 11 I knew he'd brick it, no way would he do a parachute **jump**.

#chilly #thicko #netball #junk #mobile phone #shitting bricks

by **AKACroatian** April 27, 2015

*Urban Dictionary – Top Definition: Brick (Accessed 3 May, 2017)*

### 4.B.3 Use in Sequences

The brick is a singular item and will work effectively by itself.

### 4.C Image distinctiveness

The brick is a clearly identifiable shape – even on small screens as an emoji character. It will be able to be clearly differentiated from things of related shapes (such as bread, parcel, and folder).

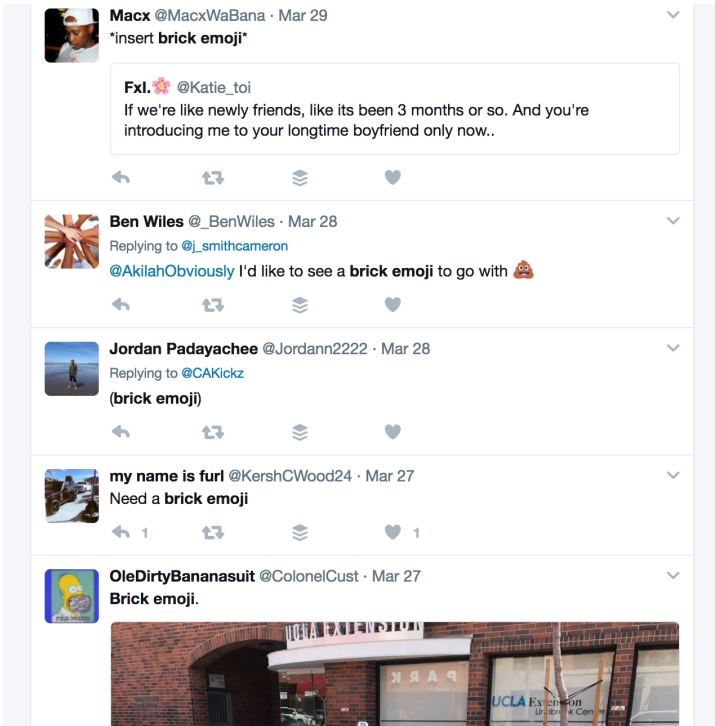
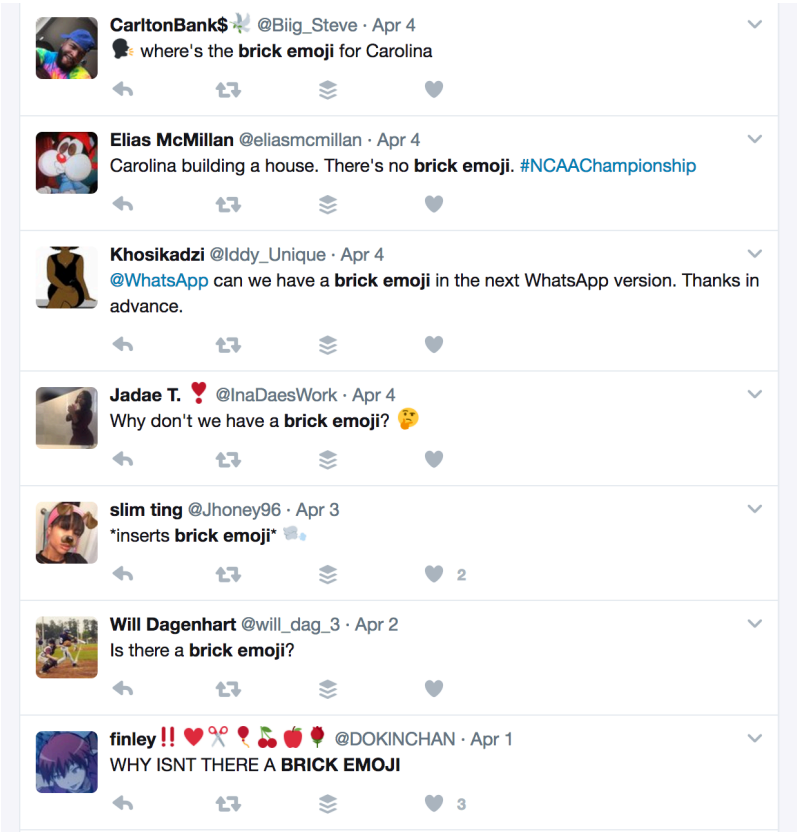
### 4.D Completeness

This will continue build out commonplace and daily items in the Objects part of the emoji. It is not a direct part of a series such as Zodiac symbols.


### 4.E Frequently requested





Requests for a brick emoji are consistent and widespread. Here is a small sample of the many tweets for people requesting a brick emoji – or who would use it if it


was available. There are some passionate people out there. These are all in a short period of time.








...





**Aaron** @AMayErryDayDay · Mar 23  
There should be a **brick emoji** cause that's exactly what the fuck it is outside


 1





**Sulka** @sean\_mulka · Mar 23  
[@nick\\_leginza](#) happy birthday brick! 🧱🧱🧱🧱 (it's a **brick emoji**)


 1



**Dos Pac** @CallmeKdos · Mar 23  
Is there a **brick emoji** ?








**Bruce** @words0fb Bruce · Mar 22  
Replying to [@parris\\_dj](#) [@Truants](#)  
damn, I can't find a **brick emoji**...


 1

**Dylan Pourier** @pourier42 · Mar 22  
There isn't a **brick emoji** [@Abby\\_Johnson21](#)



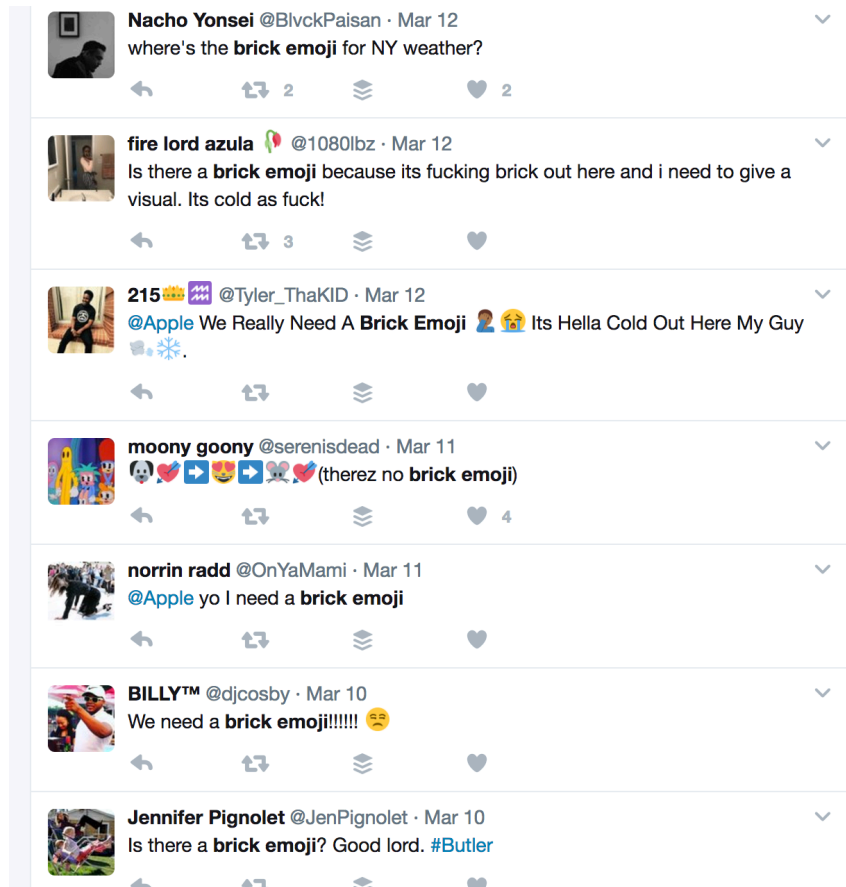
 [@CashTuesday](#)  
There isn't a washing machine emoji  
[@glennjackson12](#)

 1

**JaMaal White** @Smashola\_ · Mar 22

...





## 5 Counterarguments to Factors for Exclusion

### 5.F Overly specific

The brick emoji is not overly specific, and can be used in a range of contexts through its use in numerous phrases, ideas, and concepts.

Furthermore it can be used to signify a range of building materials, physical objects or as a direct representation of a brick itself. It can be used to represent cinder blocks, building, construction, heavy objects and more.

### 5.G Open-Ended

The brick is not just one of many items within a set; it is distinct and doesn't open up a direct open-ended set of related symbols.

### 5.H Already Representable

The brick cannot be easily represented using existing emoji. One of the closest similar concepts is "Building Construction" which is significantly different and conveys a different idea – building as a process (and visually looks like a crane).

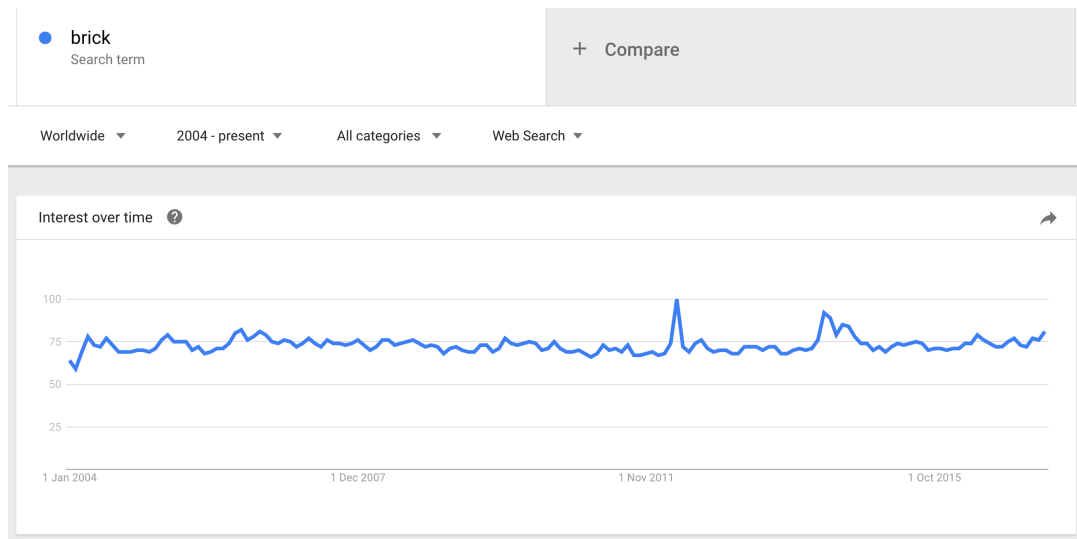
Also on this, many of the phrases that would be readily be able to be expressed with the brick emoji are not able to be easily represented within the current emoji set.

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

The brick emoji is not directly associated with any specific logos, brands, UI icons, signage, specific people, or deities. It's a simple and versatile emoji, free from any single stigma or brand identity. It's a commonplace item that is near universally recognisable.

### 5.J Transient

This is one item that there is no need to fear being transient. Bricks have been around since ~ 5,000 BC and remain one of the most common forms of building materials. In fact, brick is being used more commonly in slang in a range of uses



*Google Trends Data since 2004 - Accessed: 2 May, 2017*

This Google Trends data shows the consistency in interest of online users in the phrase “brick” since 2004.

It is expected that this will continue well into the foreseeable future.

### 5.K Faulty Comparison

The submission for the brick emoji is one made on its own merits; in line with the Unicode selection factors for inclusion (above) and that it avoids the factors for exclusion (also above).

No case is made that the brick emoji should be included due to other emojis; emoji patterns; or due to comparison to others.

## 6 Sort Location

## **6.A Category**

The proposer suggests that the brick emoji be inserted within Objects.

## **6.B Emoji before**

There are a few places that this would effectively fit, but it is recommended to fit before, “oil drum”, or before, “wrench”. This would place it with other objects in related fields.

## **7 Other Information**

This would be a great and highly used addition to the current set of emoji.

If you require any further information, please let me know.

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