


**Proposal for a New Emoji: Seal****Submitted by: Erik Carter (hello@erikcarter.net)****Date: April 2019**

This proposal requests the addition of a new animal emoji to the Unicode Emoji Standard: the SEAL. Seals are often depicted as cute and playful characters representative of love and friendship and evidence suggests that if the seal emoji were to exist, it would be widely used for its friendly nature and universal appeal. Though the seal is known worldwide, its addition would help to fill-in the largely underrepresented areas of marine and arctic mammals in the Unicode emoji character set.

**1. Identification**

1. **CLDR short name:** Seal
2. **CLDR keywords:** Seal | Baby Seal | Sea Lion

**2. Images (.zip)**

1. **At emoji size (18px) :** 
2. **License:** Design by Erik Carter, to be licensed for public use

**3. Sort location**

1. **Category**  
Nature and Animal: **animal-mammal**
2. **Emoji it should come after in that category**  
After SHARK 🦈 (U+1F988) and before SQUID 🦑 (U+1F991)

**4. Reference Emoji****Type:** Animal, **Median Emoji:** Elephant

## 5. Selection factors — Inclusion

### 1. Compatibility

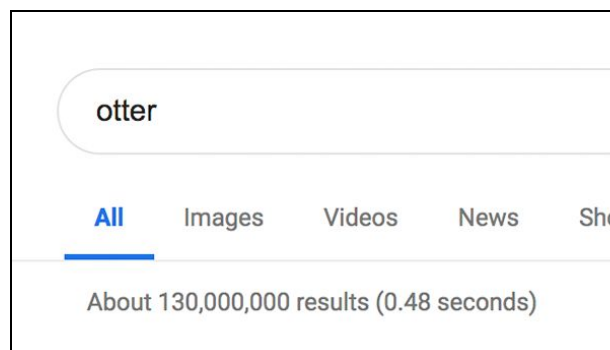
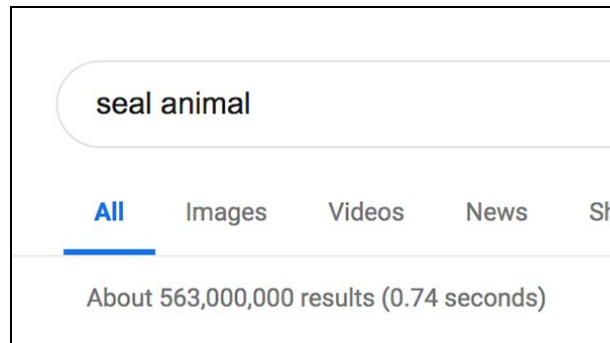
N/A, This is a new emoji for inclusion in the Unicode emoji standard and other platforms. There aren't existing non-unicode seal emoji, nor non-emojified unicode characters that would cause any compatibility issues.

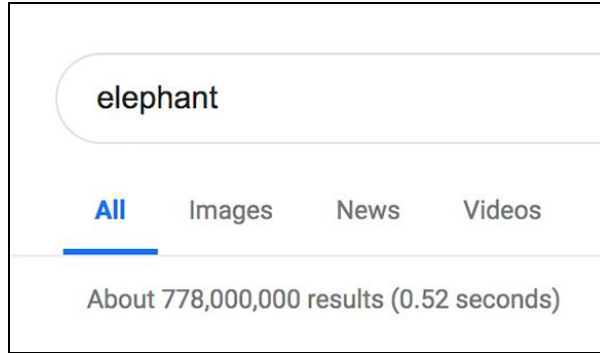
### 2. Expected usage level

#### 1. Frequency

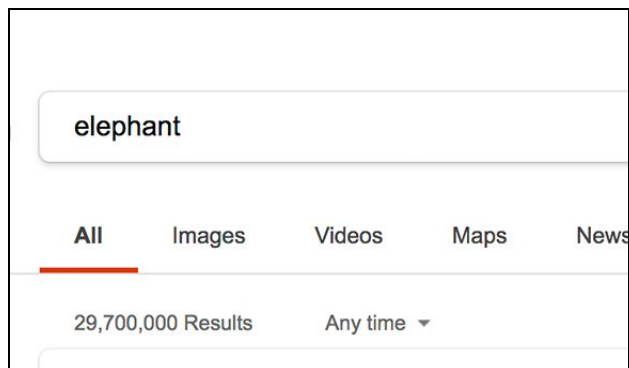
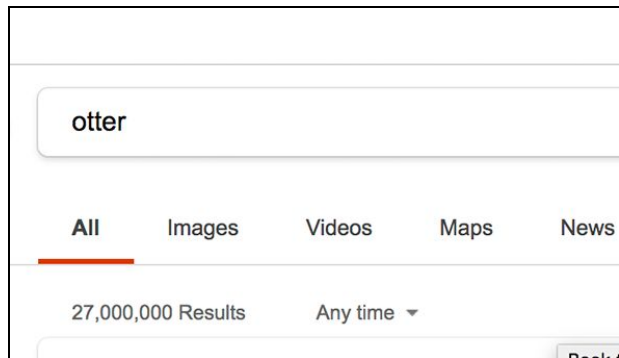
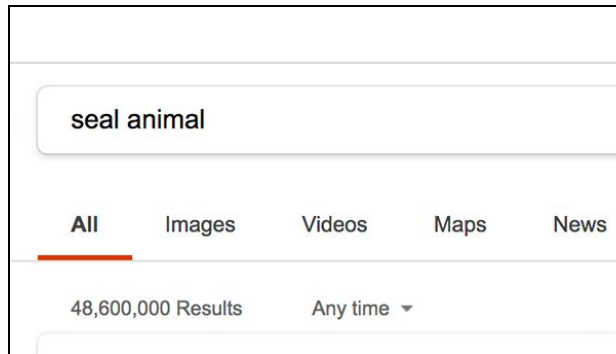
Comparing to **elephant** (the median emoji comparison for the animal category), and **otter** (an animal added to Unicode 12). The seal shows high and consistent interest, often surpassing otter and close to elephant. All results taken on April 16th, 2019.

#### 1. Google: otter < seal < elephant





## 2. Bing: otter < elephant < seal



3. **Youtube:** otter < seal < elephant

seal animal site:www.youtube.com

**All** Images Videos News Sho

About 6,180,000 results (1.11 seconds)

otter site:www.youtube.com

**All** Images Videos News Sho

About 3,090,000 results (0.70 seconds)

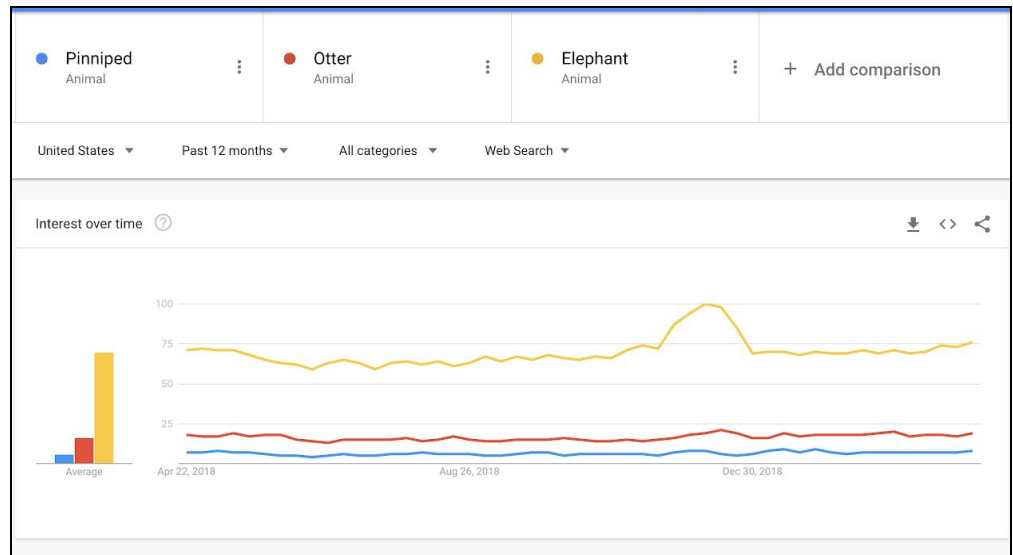
elephant site:www.youtube.com

**All** Images News Videos Sho

About 648,000,000 results (0.70 seconds)

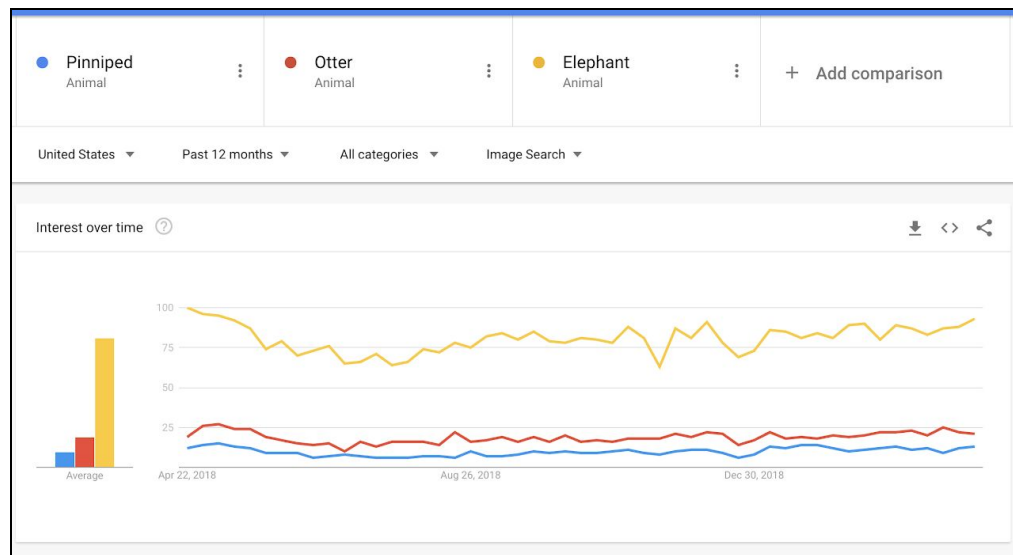
#### 4. Google trends: web search

\*The search term "Pinniped" (the scientific name for "seal") was used as that is what Google has in place of "seal"



#### 5. Google trends: image search

\*The search term "Pinniped" (the scientific name for "seal") was used as that is what Google has in place of "seal"

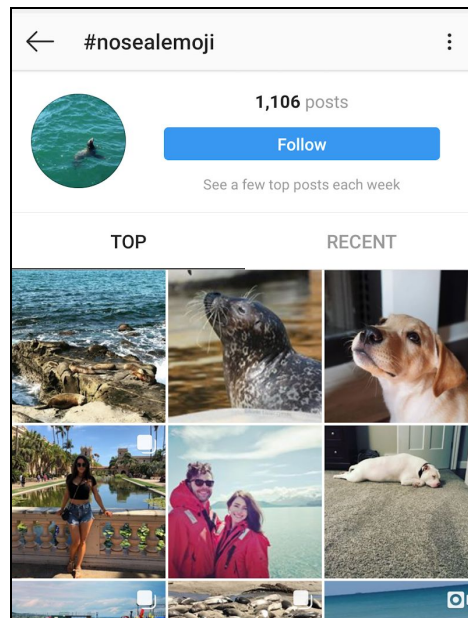
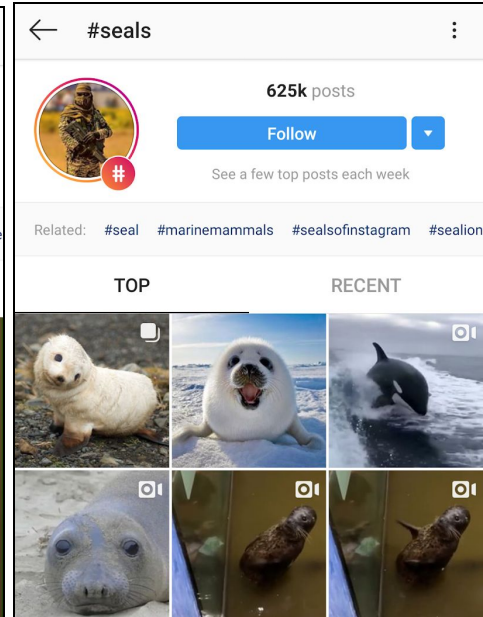
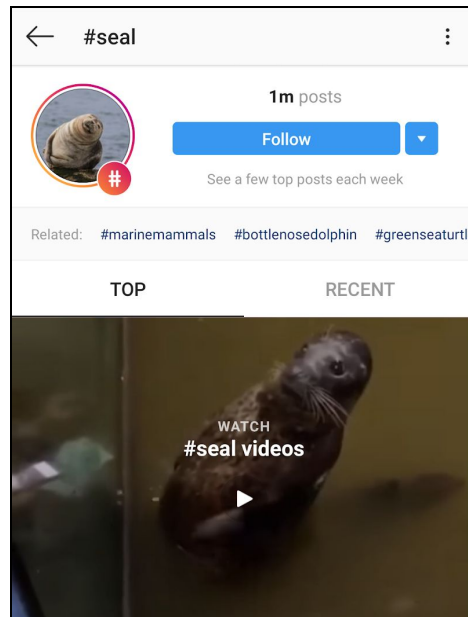


## 6. Instagram: Instagram hashtag posts

#seal - 1m

#seals - 625k

#nosealemoji - 1,106



## 2. Multiple usages

- Cuteness
- Friendship
- Youth

- Arctic
- Forgiveness
- Fun
- Climate Change
- Playfulness
- Cold
- Cuddling
- Winter

### 3. Use in sequences

-The seal could be used as a pun to represent the act of sealing or a seal

(the object), such as 🐻 → 💋 (“sealed with a kiss”), 📝 🐻 📧 (“signed, sealed, delivered”), or 🐻 ✅ (“seal of approval”).

### 4. Breaking new ground

The seal cannot be represented by any existing emoji.

### 3. Image distinctiveness

Seals have a very distinct body shape; they have small flippers, large bellies, round heads, and no ear flaps. The seal represented in the emoji is a Harp seal pup, known for its distinct white coat that is unlike other mammals. There are no marine life emoji that look like the seal.

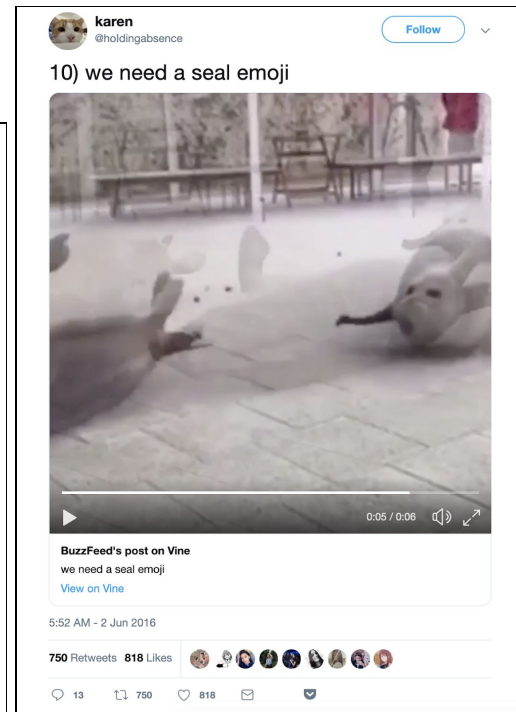
### 4. Completeness

The otter is the only other semiaquatic mammal represented as an emoji (only being added last year), with seals, beavers, and platypuses not being depicted. In addition, the only other arctic animal that is represented as an emoji is a penguin, with omissions of seals, polar bears, and walruses. The inclusion of a seal would help to fill out the underrepresented categories of arctic and semiaquatic mammals.

### 5. Frequently requested

#### Twitter

A seal emoji is requested almost daily on Twitter ([search results](#)). Below are some examples:



## 6. Selection factors — Exclusion

### 1. Overly specific

As discussed in 5.2.2–5.2.3 this would have several uses. The seal emoji is no more specific than it needs to be in order to represent the intended range of expression.

### 2. Open-ended

As discussed in 5.4, there are not many animals like the seal represented as emoji, namely semiaquatic and arctic mammals



3. **Already representable**

N/A, there is no animal emoji that looks like a seal. Aquatic mammals are barely represented (the only other case being an otter). The concepts depicted in the proposed set are not representable with existing emoji.

4. **Logos, brands, UI icons, signage, specific people, deities**

N/A, there are no logos, brands, signage or otherwise among the proposed characters. There is a popular musician named Seal, but he bears no likeness to the animal.

5. **Transient**

Seals have existed for millions of years, and unless they become extinct they are here to stay.

6. **Faulty comparison**

Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

7. **Exact Images**

Seals have a very distinct face and body, so the emoji should at least include the face and ideally the body.

