

Proposal for SUBMARINE Emoji

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Identification

CLDR Short Name: submarine

CLDR Keywords: submarine, sub, submersible

Images

72x72



18x18



License



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Category

The proposer suggests the submarine emoji be inserted in the travel category next to the other watercraft.

Emoji Before

The submarine emoji would appear next to the anchor emoji.

Reference Emoji

Transport: Ambulance / 

Selection Factors: Inclusion

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.

Expected Usage Level

Evidence of Frequency

It's the proposer's expectation that the submarine emoji will have high and widespread global use.

The results for "submarine" compared to "ambulance" across are as follows:

- Google (122 million vs. 192 million for ambulance)
- Bing (27.7 million vs. 29.4 million)
- YouTube (5.6 million vs. 9.61 million)
- Google Trends (60 vs. 58 "interest")
- Google Trends Image Search (62 vs. 37)

Google Web Search

The image shows two screenshots of Google search results. The top screenshot is for the search term "submarine". The search bar contains "submarine" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs: "All" (underlined), "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". Below the tabs, it says "About 122,000,000 results (0.53 seconds)". The bottom screenshot is for the search term "ambulance". The search bar contains "ambulance" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs: "All" (underlined), "Images", "Videos", "News", "Maps", "More", "Settings", and "Tools". Below the tabs, it says "About 192,000,000 results (0.54 seconds)".

Bing



submarine



All Images Videos Maps News Shopping | My saves

27,700,000 Results Any time ▾



ambulance



All Maps Images Videos News Shopping | My saves

29,400,000 Results Any time ▾ Near San Francisco, California · [Change](#)

YouTube

site:youtube.com "submarine"



All Images News Videos Shopping More Settings Tools

About 5,670,000 results (0.46 seconds)

site:youtube.com "ambulance"

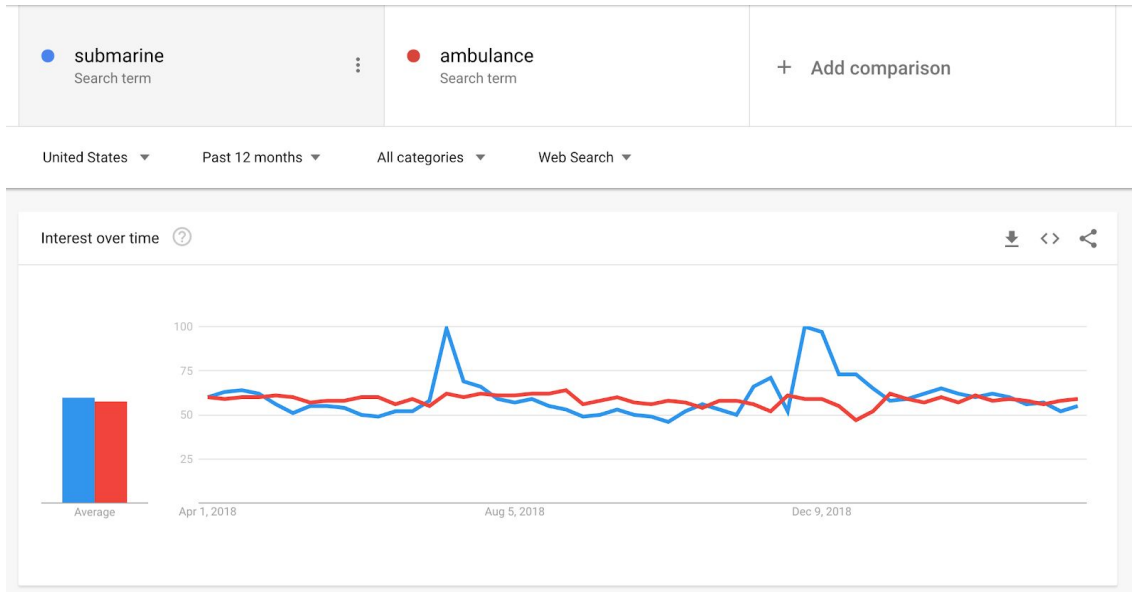


All Images Videos News Maps More Settings Tools

About 9,610,000 results (0.49 seconds)

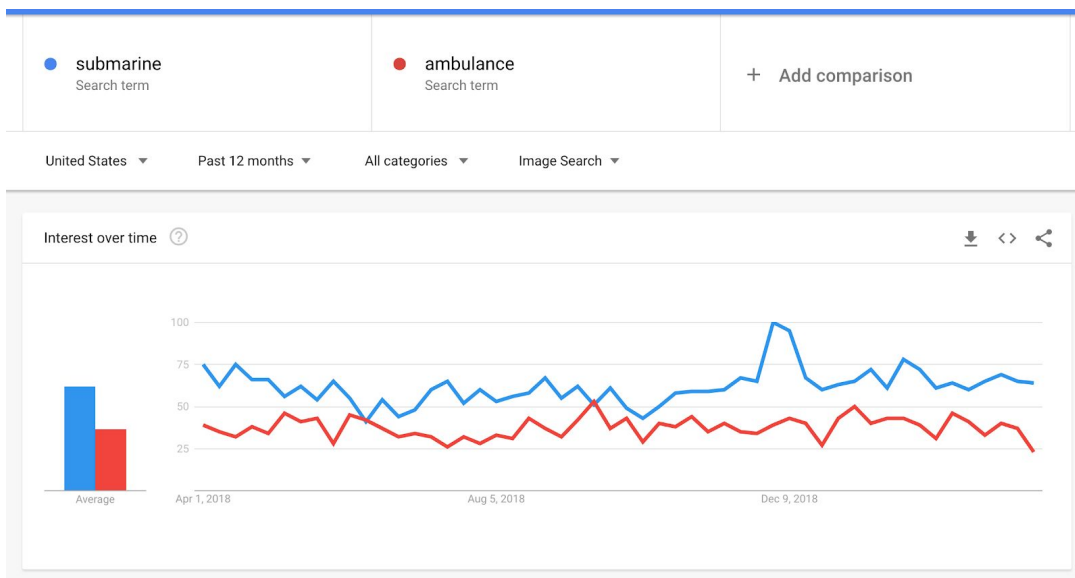
Google Trends (Web Search)

Compared to the reference emoji of “ambulance” submarine does about the same:

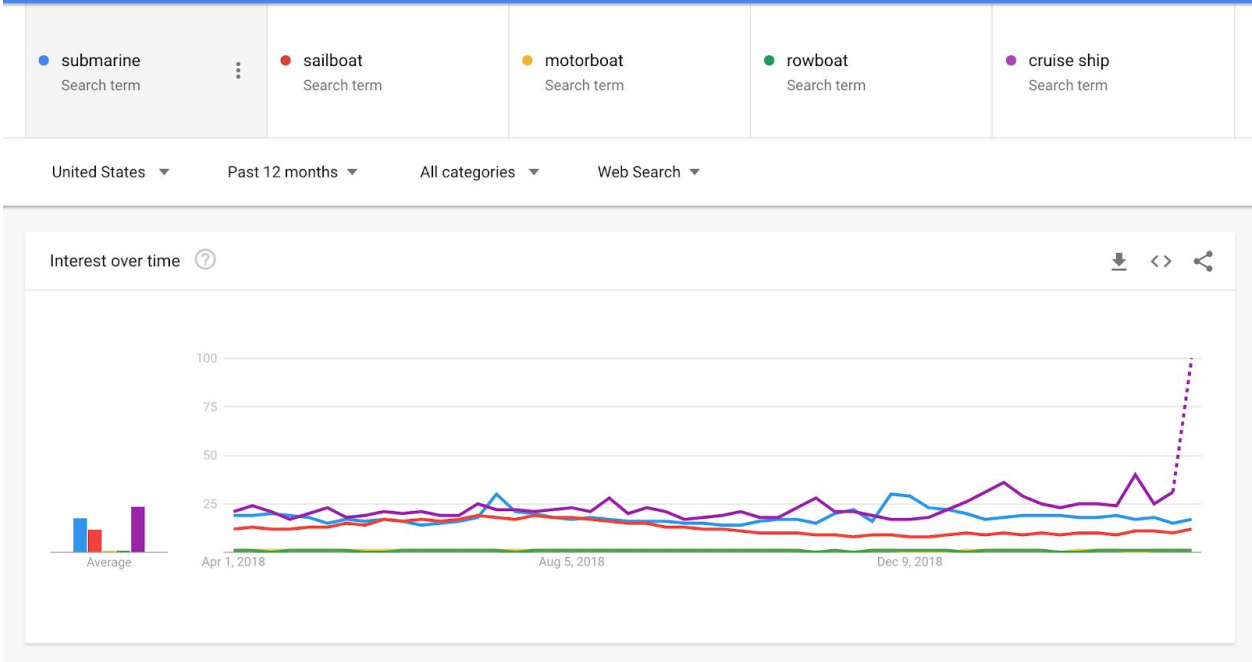


Google Trends (Image Search)

Submarine have greater interest in Google image searches than ambulance:



Comparatively speaking, submarine is ahead of most other bot related search terms such as sailboat, motorboat, with the exception of cruise ship – all of which have their own emoji:



Multiple Usages

The submarine is an iconic and versatile watercraft.

Several usages, meanings and idioms exist around submarines:

- The seafaring vessel used in military and national defense
- Sub sandwich (to distinguish a larger sandwich from the ordinary emoji sandwich)
- The idea of “going under” or being beneath something
- The submarine pitch in baseball – a rare notoriously difficult pitch to bat against
- Use in place of “sub” which is a stem for the commonly used word “substitute”
- To be underwater on a task or deadline

Use in Sequences

N/A

Breaking new ground

This emoji does not break new ground as it completes an already existing set of watercraft related emoji.

Image Distinctiveness

Due to its unique form factor, the submarine emoji is a highly distinctive visual symbol which will be recognizable by virtually any owner of a smartphone. Even at low resolution, the shape of the submarine conveys its nature. There are no other emojis that could substitute for the submarine emoji.

Completeness

This will continue build out the watercraft items in the travel category of emoji. It is not a direct part of a series such as Zodiac symbols.

Frequently Requested

The submarine emoji has been long requested on social networks such as Twitter.

The first public request was in November 2011:



Since then “submarine emoji” returns thousands of results of users requesting it.

The Monterey Bay Aquarium, a well established Twitter account known for its cheeky social media presence, recently constructed their own emoticon-based submarine which received well over 5,000 retweets and more than 25,000 likes on Twitter:



Counterarguments to Factors for Exclusion

Overly Specific

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

It can be used to represent the watercraft, as a reference to the sandwich, or as an more abstract metaphor about “going under”.

Open Ended

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

Already Representable

The submarine emoji cannot be easily representable given current emoji. The closest option to an submarine emoji might be the anchor emoji or the sailboat emoji, but neither can properly substitute for a watercraft that goes under water.

Transient

Submarines are not transient symbols in culture, and submarines will forever be part of modern civilization.

Logos, brands, UI icons, signage, specific people, deities

The submarine emoji has only coincidental associations with any specific logos, brands, UI, icons, signage, people or deities.

Generally, submarines are commonplace symbols that are universally recognizable and unlikely to be associated with any particular stigma or brand.

Faulty Comparison

The submission for the submarine 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 submarine emoji should be included due to other emojis; emoji patterns; or due to comparison to others.

Additional Images

