Heart on Fire Emoji
Emoji Submitter: Jennifer Daniel and the Emoji Subcommittee
Date: March 31, 2020
Last Update: April 21, 2020

I. Identification and Images

<table>
<thead>
<tr>
<th>Sample Image in Color</th>
<th>Sample Image in black and white</th>
<th>Proposed Unicode and CLDR name</th>
<th>Possible CLDR English keywords</th>
<th>Proposed ZWJ</th>
<th>Closest Unicode Emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Heart on Fire Emoji" /></td>
<td><img src="image" alt="Heart on Fire Emoji" /></td>
<td>heart-on-fire</td>
<td>Love, heart, burn, lust, sacred heart</td>
<td><img src="image" alt="Heart icon" /> + <img src="image" alt="Flame icon" /></td>
<td><img src="image" alt="Heart icon" /></td>
</tr>
</tbody>
</table>

Note: Codepoints for this proposed zwj sequence: U+2764 U+FE0F U+200D U+1F525.

License
We certify that the images have appropriate licenses for use by the UTC.

III. Sort location
Emotion

💖 💘 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 💖 🚫
II. Selection factors — Inclusion

A. Compatibility

n/a

B. Expected use

1. Frequency

Usage is expected to be extremely high. Heart emojis consistently remain in the top three most frequently used emojis around the world in nearly every language. Frequency data indicates this emoji will be useful and frequently used as the search results over double our median threshold.

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</thead>
<tbody>
<tr>
<td>heart-on-fire</td>
<td>1,800,000,000</td>
<td>137,000</td>
<td>169,000,000</td>
<td>See below</td>
<td>See below</td>
</tr>
</tbody>
</table>

Above: Google Trends Web, Google Trends Image results for “heart-on-fire”
2. Multiple usages
Conveys a range of meanings.
- To express love and desire
  - You look caliente!!
- Pain
  - “Oy, I know better than to drink pickle juice, it gives me heartburn.”
- Religious/Devotion

3. Use in sequences
Using the heart emoji as a proxy for how this will be used, we see a high number of non-repeating and repeating emoji sequences for a heart on fire emoji.
- To denote intensity of love
  - I love you
  - I really love you
  - I will, always
- Paired with smileys
- Paired with other hearts

4. Breaking new ground
n/a

C. Image distinctiveness
Yes, this image has longstanding relevancy and is distinct from the other “heart” related emojis both conceptually and visually while simultaneously operating very well within the existing inventory.

D. Completeness
n/a
III. Selection factors — Exclusion

F. Overly specific
No. This design is iconic of this commonly understood feeling. It is expressed in pop culture, as tattoos, in religion and in media.

G. Open-ended
No, this is not part of a set of similar items.

H. Already representable
A fire emoji next to the heart emoji doesn’t achieve this intended range of expression. Particularly for communicating pain – a heart emoji next to a fire emoji is almost entirely a positive expression however when you combine the two it gives you more scope for multiple semantical uses to include both love, lust and heartburn.

I. Logos, brands, UI icons, signage, specific people, deities
Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient
Not applicable.

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

L. Exact Images
An exact image is not required.