





Heart on Fire Emoji

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I. Identification and Images

Sample Image in Color	Sample image in black and white	Proposed Unicode and CLDR name	Possible CLDR English keywords	Proposed ZWJ	Closest Unicode Emoji
		heart-on-fire	Love, heart, burn, lust, sacred heart		

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

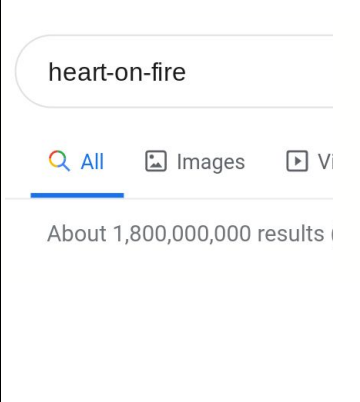
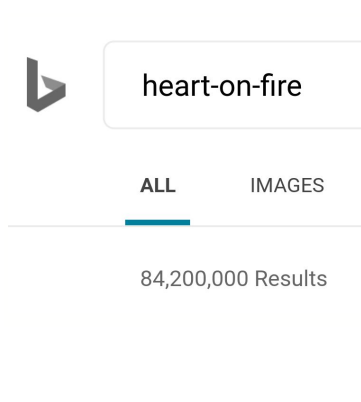
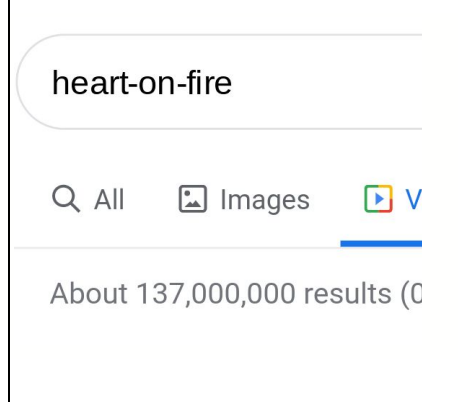
n/a

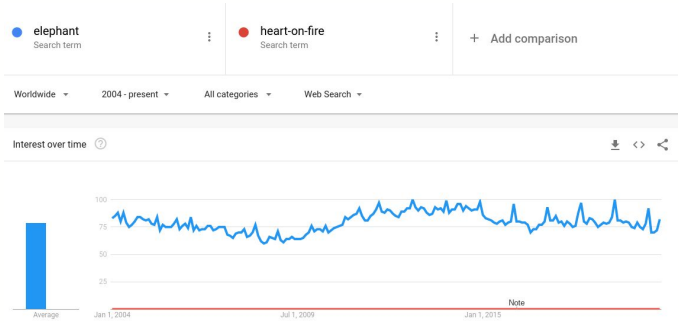
B. Expected use

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..

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
heart-on-fire	1,800,000,000	137,000	169,000,000	See below	See below

Search term	Google Search	Bing Search	Google Video Search
heart-on-fire			



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.



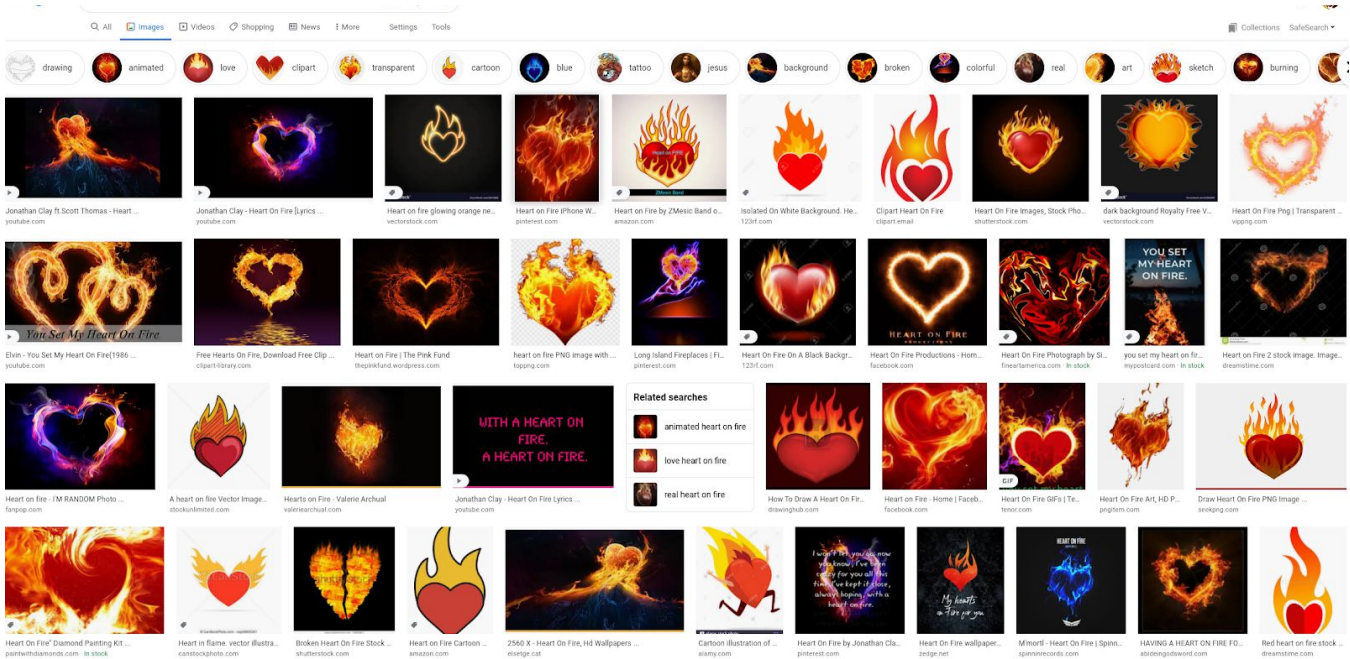
D. Completeness

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.