

Proposal for Emoji: CORAL



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I. And II. Identification and Images

| Sample Image | Proposed Unicode and CLDR name | Possible CLDR English keywords | Closest Unicode Emoji |
|---|--------------------------------|--------------------------------|---|
|  | Coral | Coral, coral reef, reef, ocean |  |

License: CORAL: Icon made by Smashicons from www.flaticon.com. Author E.S. Chang has Premium FlatIcon subscription, which comes with a [license agreement](#) that allows unlimited personal or commercial use and modification.

III. Sort location

[animal-marine](#)



IV. Selection factors — Inclusion

A. Compatibility

N/A. This is a new emoji for the inclusion in Unicode and other systems, therefore there are no compatibility issues.

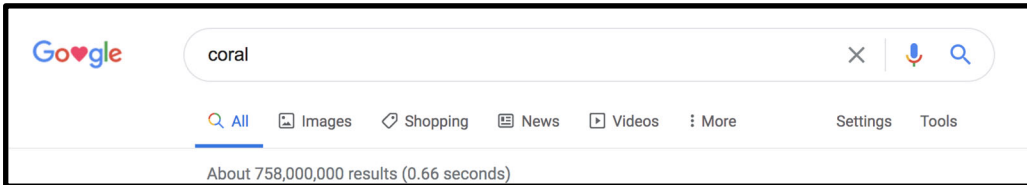
B. Expected use

Frequency

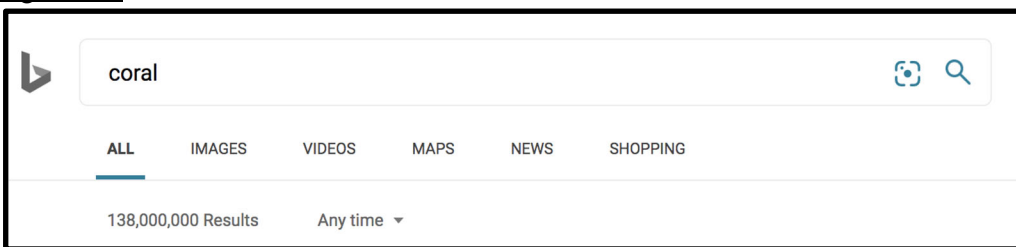
Usage is expected to be high. CORAL (🪸) is found in all ocean waters, makes up one of the seven natural wonders of the world (the Great Barrier Reef), and the frequency data indicates usage will be high. All searches conducted on 9 April, 2020.

| Search term | Google Search | Bing Search | Google Video Search | Google Trends: Web | Google Trends: Image |
|-------------|---------------|-------------|---------------------|--------------------|----------------------|
| coral | 758,000,000 | 138,000,000 | 102,000,000 | See below | See below |

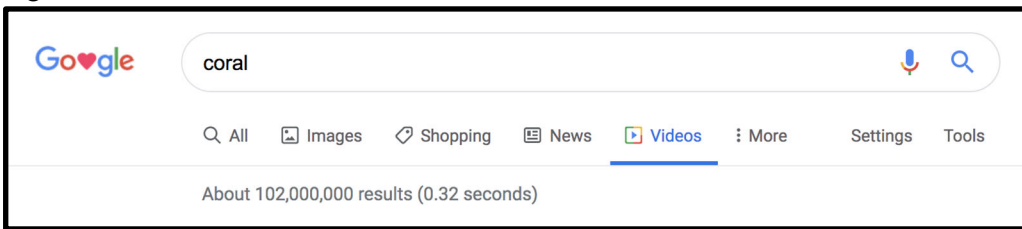
B.1.a Google Search



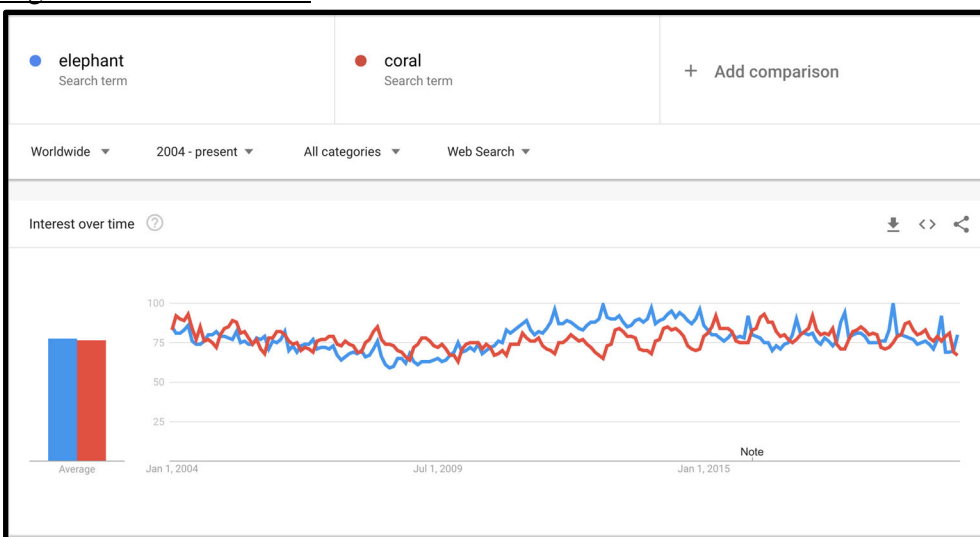
B.1.b Bing Search



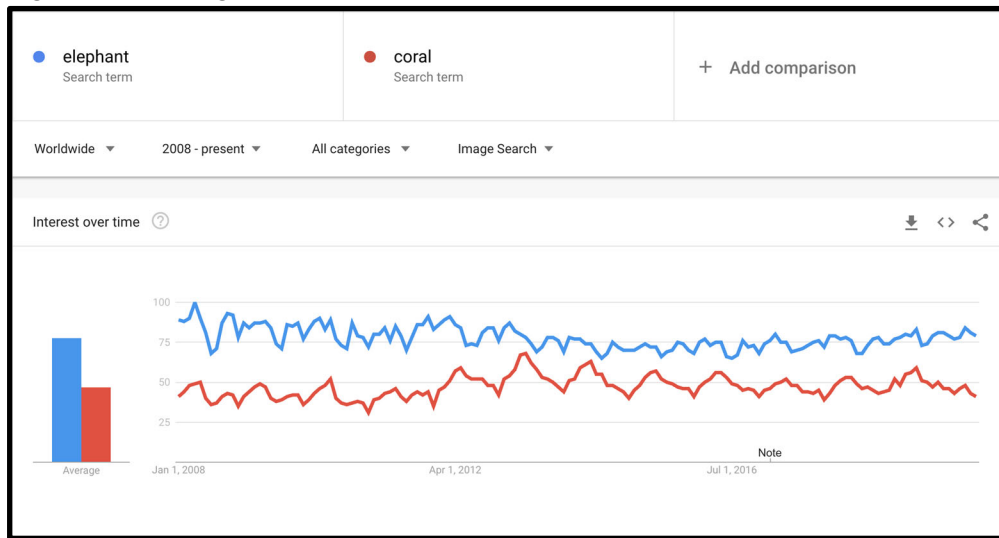
B.1.c Google Video Search



B.1.d Google Trends: Web Search



B.1.e Google Trends: Image Search



Multiple Usages

Coral is associated with a number of concepts:

- Main usage is in representing the literal animal
 - *“There are so many fish and animals living with the CORAL.”*
 - *“We named a new species of CORAL!”*
- Habitat/environment/natural scene
 - *“Reef-building CORALS can only be found in shallow tropical and subtropical ocean waters.”*
- As a location/destination
 - *“I am traveling to Australia just to see the CORAL in the barrier reef.”*
- Activity part of an activity
 - *“I cannot wait to go snorkel through the CORAL reefs!”*
 - *“I have to be very careful with my boat that I do not hit any CORAL.”*
- As a pun
 - *“I have no coral with you, sir.”*
- Cultural importance in coastal communities
 - *“Small-scale fisherman all over the world depend on CORAL for their livelihood.”*
 - *“My happy place is with the CORAL.”*
- Colorful/pristine/beauty
 - *“Did you see that art exhibit that was inspired by the CORAL reefs?”*
- Climate Change (e.g. coral bleaching)
 - *“We are seeing more CORAL bleaching due to global warming!”*
- Aquarists
 - *“Look at my new beautiful CORAL purchase for my tank!”*
- Promotion for environmental and government agencies (e.g. Great Barrier Reef Authority, Marine Parks, Australian Marine Conservation)
 - *“Please protect our pristine CORAL.”*

Use in sequences

- Underwater habitats: 🌐🪸
- Tropical and exotic locations: 🌴🪸 or 🍹👙🪸 or 🌴🪸
- Protected/conservation zones: 🛑🪸
- Recreational activities such as:
 - SCUBA, snorkeling: 🤿🪸
 - Boating: 🚤🪸
 - Fishing: 🎣🪸
- Coral bleaching events (water warming): 🔥🪸 or 🌡️🪸
- Use with already represented tropical fish and animals: 🐠🐡🐟🐠🪸
- Coral/coral reef research: 🧪🪸 or 📖🪸

Breaking new ground

Marine animals represent 9% of existing animal emojis. Corals are found all over the globe, covering about 1% of the Earth's surface, and coral [houses over 25% of marine fish species](#). The inclusion of the coral would be a welcome addition to the marine animal category.

C. Image distinctiveness

Corals are very distinct due to their simple body shape and vibrant color.

D. Completeness

The inclusion of coral would more completely represent the variety of marine life represented by emoji.

VI. Selection Factors — Exclusion

E. Petitions of “frequent requests”

Corals and coral reefs emoji have been requested on [Twitter](#), but to our knowledge no petition for a CORAL emoji exists.

F. Overly-specific

The proposed CORAL emoji can be broadly used to represent many different types of coral, and is no more specific than other animal emoji.

G. Open-ended

No, this emoji is not part of a similar set.

H. Already representable

There are no current animal emoji that can be used to represent CORAL.

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

There are several logos and brands that may display coral reef landscapes (e.g. [NOAA Coral Reef Conservation Program](#), [Friends of Our Coral Reefs](#), [Australian Coral Reef Society](#)), but none are similar to the presented emoji.

J. Transient

N/A. Coral reefs are major marine habitats that have persisted for hundreds of millions of years. Because coral reefs are important culturally, economically, and environmentally, as well as being [common research animals/environments](#) across the world, we expect a wide audience for the use of a CORAL emoji.

K. Faulty comparison

N/A. Justification for encoding the proposed emoji does not depend on other emoji encoded only for compatibility reasons.

L. Exact Images

No exact image is required.