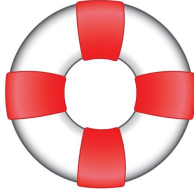



Life Preserver Emoji Proposal for Unicode 14.0

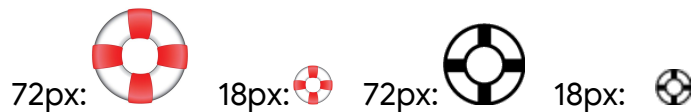
Emoji Submitter: Tamara Shopsin, tshopsin@gmail.com

Date: May 2020

I. Identification

Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
	LIFE PRESERVER	Safety, life saver, hero, rescue, bail out	

II. Images



License

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

III. Sort location



IV. Selection factors — Inclusion

A. Compatibility

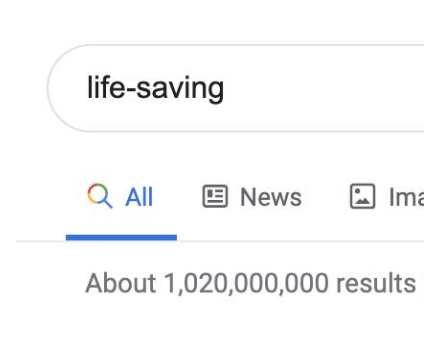
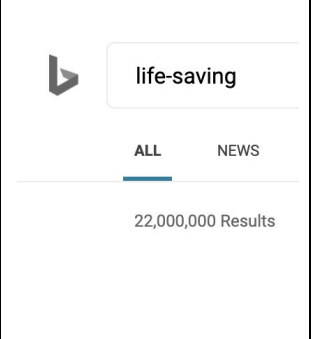
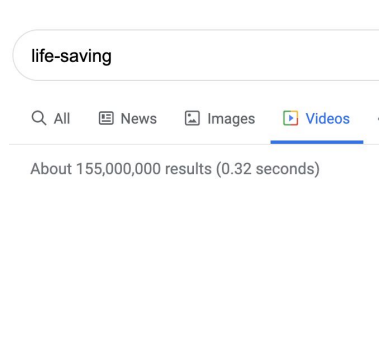
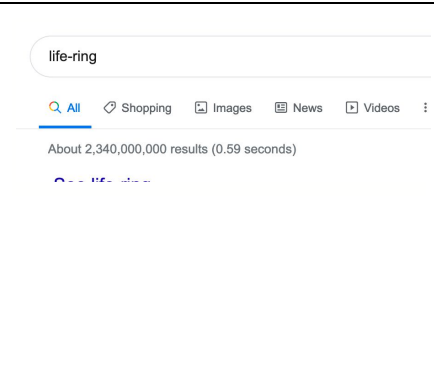
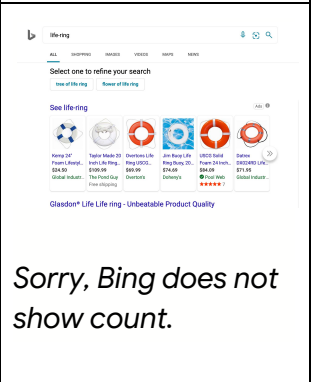
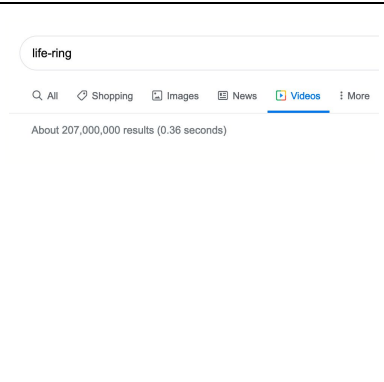
n/a

B. Expected use

1. Frequency

LIFE PRESERVER is expected to have high usage given it's literal and abstract applications. Frequency data indicates it is well over the median search threshold.

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
life-saving	1,020,000,000	22,000,000	155,000,000	See below	See below
life-ring	2,340,000,000	N/A	207,000,000	See below	See below

Search term	Google Search	Bing Search	Google Video Search
life-saving			
life-ring		 <p>Sorry, Bing does not show count.</p>	

● elephant
Search term

● life-saving
Search term

+

Worldwide ▾ 2008 - present ▾ All categories ▾ Image Search ▾

Interest over time ?



● elephant
Search term

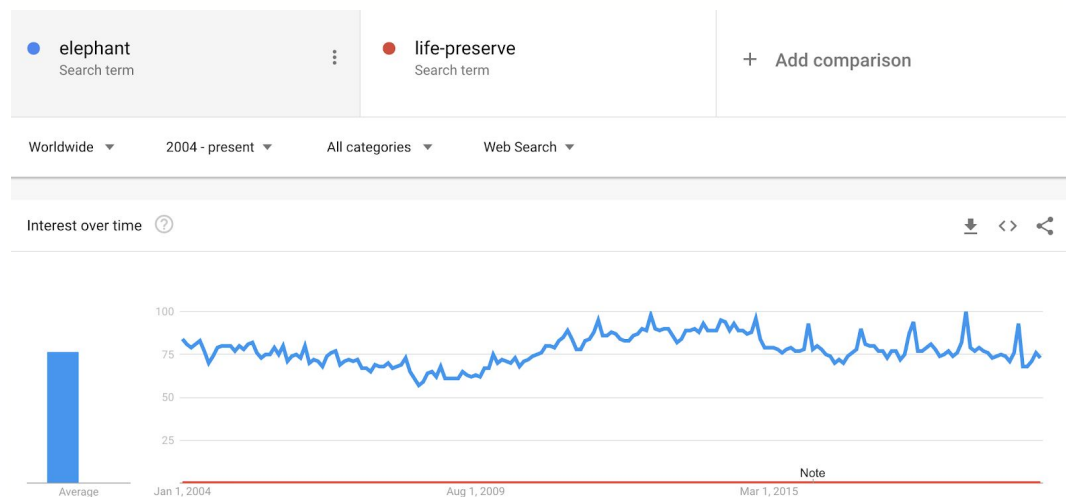
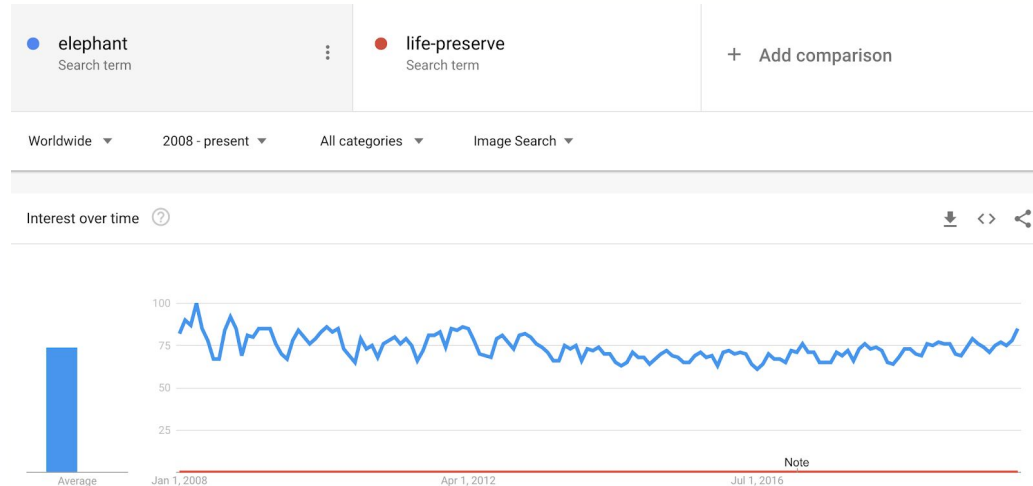
● life-saving
Search term

+

Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾

Interest over time ?





2. Multiple usages

It is difficult to effectively and efficiently communicate relief, assistance, and gratitude via text. Sometimes a small problem feels large. Sometimes a small kindness makes a huge difference. A life preserver can visually communicate the depth of a person's concern or gratitude, no matter the scope of the problem or solution. A life preserver has a range of metaphorical uses in addition to the literal application of being saved at sea.

- To communicate a need or stress
 - S 🚢 S!
 - Lost! Can't find you ... pls save us 🚢
- Compliment as a hero or problem solver:
 - u r a life saver 🚢

- Advice:
 - Bring nuts for the flight 🥜🚢✈️
 - Rice will save your phone 📶🚢📱
- Relief:
 - Stimulus Check came 🚢

3. Use in sequences

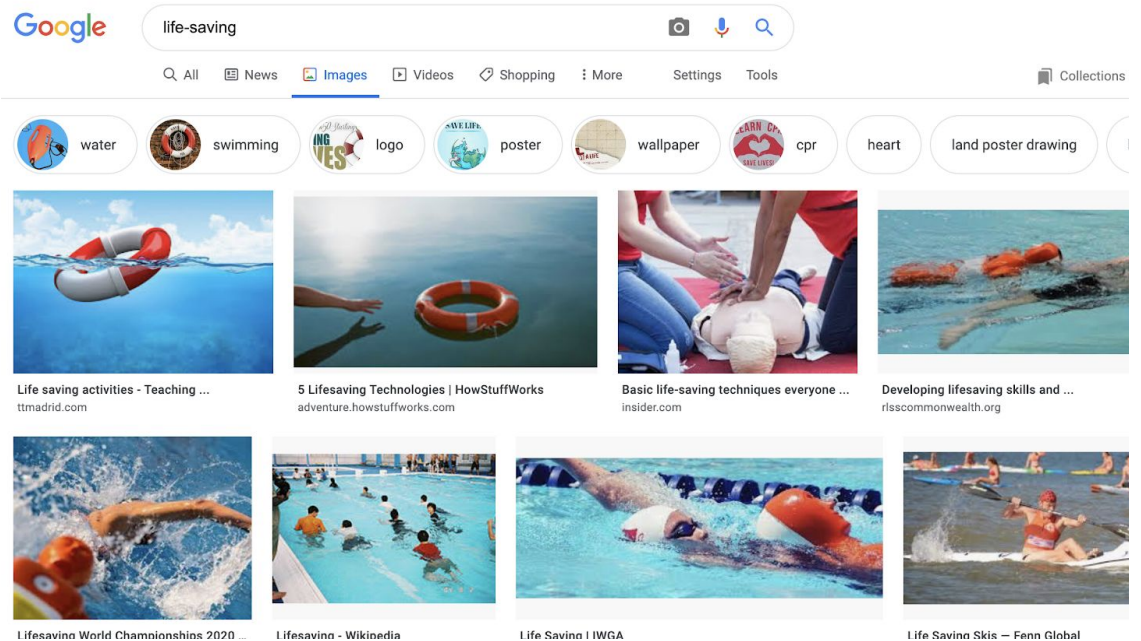
- 🙏🚢 (prey for help)
- ☕🚢 (was tired coffee saved the day)
- ⌚🚢🌍 (time is running out save earth)
- 🚢🗽😷 (help NYC by wearing a mask)
- 🧼👉🚢👉👉👉👉👉 (wash hands protect elderly)

4. Breaking new ground

As far as we can tell there are no existing emoji that communicate help! Information Desk (🧑🎓) is the closest. The life-preserver focuses more on the feeling of help vs the role of being a helper.

C. Image distinctiveness

A life-preserver emoji would be very distinctive, iconic and provide a valuable addition to the existing help and assistance related emojis. It is strongly iconic of "life-saving" as per google image results.



Internationally recognized, there are [regulations](#) about what materials lifebuoy rings should be made of. With regard to the design there are [standards](#) to follow:

“Lifebuoy ring should have a popping color that is highly visible to the rescuer from a good distance and the casualty against crashing waves. The international distress orange is the recommended color as it is contrasting to both the blue sea and sky and is easy to see during the day and night too with a little illumination. It is also a color universally recognized for water safety lifebuoy devices.”

D. Completeness

n/a

VI. Selection factors — Exclusion

F. Overly specific

No

G. Open-ended

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

H. Already representable

No.

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.