Pink Heart Unicode Emoji Proposal
Emoji Submitter: Jennifer Daniel and Lauren Gawne
Date: January 20, 2020
Last Update: April 11, 2021

I. Identification & Images

<table>
<thead>
<tr>
<th>Sample Image 72px</th>
<th>Sample Image 18px</th>
<th>Proposed Unicode and CLDR name</th>
<th>Possible CLDR English keywords</th>
<th>Closest Unicode Emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Sample Image" /></td>
<td><img src="image2" alt="Sample Image" /></td>
<td>Pink Heart</td>
<td>Pink, like, cute, love, heart</td>
<td><img src="image3" alt="Closest Unicode Emoji" /></td>
</tr>
</tbody>
</table>

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

II. Sort location

emotion

III. Selection factors — Inclusion

A. Compatibility

While these characters are not being proposed to resolve vendor interoperability it is worth noting that the original KDDI and Softbank emoji set included pink hearts. Specifically, to distinguish 'Heavy Black Heart' from the red heart suit. Sadly, this is where vendor color fragmentation begins.

As recently as 2017, the Android 7.0 “Heavy Black Heart” (Red Heart) was pink. (They have since unified with other vendors to make it red). Due to the high frequency of the red-heart emoji we are not pursuing a path forward where we modify the design to its original color.
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 also indicates this emoji will be useful and frequently used.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>pink-heart</td>
<td>2,560,000,000</td>
<td>5,220,000</td>
<td>271,000,000</td>
<td>See below</td>
<td>See below</td>
</tr>
</tbody>
</table>

Search term:
get-well-heart

Google Search:

Bing Search:

Google Video Search:

About 2,560,000,000 results
2. Multiple usages
Colored hearts have proven to be popular with users, who have found a variety of uses for them. Many of these uses have strongly meaningful representational functions. We discuss a number of high-value use-cases below.

**National colors**
People use colored hearts to represent national pride, especially when it can be easier to locate colorful hearts than a specific national flag.

Of the 5,000 sub regional flags, we can see from this list by color and this color breakdown of subregional flags by country, that many have a CYAN or pale blue rather than a darker blue. There are also more flags at the subregional level will pink or grey, including:

**PINK (including but not limited to)**
- Newfoundland, Canada
- Chai Nat Province, Thailand
- Espírito Santo, Brazil
- Jalal-Abad, Kyrgyzstan

With the inclusion of PINK (and TBD light-blue-heart and gray-heart) the only main flag colours not included in emoji hearts are ‘tan’ and ‘murrey’, both of which can often be covered by BROWN HEART or RED HEART depending on the flag.

**Identity Representation**
Identity representation can include flags that are not within the current scope of emoji encoding. This includes 🌈❤️ to represent the Pan-African flag, and ❤️💛❤️ to represent the Australian Aboriginal Flag. There are also a number of flags for gender and sexuality identification and the happy potential for more of these in the future. Many of these flags draw upon PINK, GREY and CYAN in their design:
PINK
Bisexual flag
Pansexual flag
Polysexual flag

With the inclusion of PINK (and TBD light-blue-heart and gray-heart) users would additionally gain the ability to represent Pansexual flag, amongst others)

Decorative uses
Finally, colorful hearts are popular as a decorative feature. As this Emojipedia deep-dive into usage data demonstrates, many of the colored hearts collocate with other colored hearts in ngram sequences. This means that additional colored hearts in the chromatic sequence will likely have strong uptake for a decorative functionality.

3. Use in sequences
As mentioned in the colored heart strategy document (L2-XXXX) there are many compelling uses. Users juxtapose the nine colored-heart emoji next to each other to denote markers of identity or affiliation that are not represented with atomic emoji in the Unicode Standard. Colored hearts are also the most common emoji used in non-messaging spaces like Twitter bios.

Identifying new emoji additions that operate more as building blocks and less as specific concepts provides the flexibility to create new concepts without requiring the addition of new emoji. This is increasingly important as emoji gain in popularity — the more emoji can operate at the speed of language online the more versatile, fluid, and useful they become.

Take the Bisexual Flag as an example. Because it includes a pink stripe, a color not currently represented with hearts, squares, or circles users are unable to convey the concept of bisexuality using existing emoji 🌈❤️🧡💛💚💙💜🤎🖤🤍🔴🟠🟡🟢🔵🟣🟤⚫⚪🟥🟧🟨🟩🟦🟪🟥⬛⬜.

The “flag use case” is particularly compelling because the flag emoji are the bulk of emoji fonts’ files size and yet they are the least frequently used of all emoji. Since flags are largely out of the ESC’s scope in the foreseeable future identifying solutions such as this one is critical to meet user demand (as long as their flags are simple stripes lol) and keep up with the speed of language online.

While the addition of an bisexual flag has very specific use (represents one singular concept) the addition of a pink heart has a much broader range of utility delivering on both the use case for sexual identity (❤️
💙💜, adornment in affectionate messages (❤️ It’s so cuuuuuuute❤️), and combined with other emoji to denote pink (Baby Girl 💗❤️).

4. Breaking new ground
A color visualization of where vendors currently fall with regard to the existing color spectrum neatly illustrates color spaces that are more dense than others. See also Section D: Completeness. The addition of these new proposed colored-hearts definitively break new ground without risk of needing to add more later.

Note: RGB converted to hue only. The different radiuses are the different vendors. Caption: While the upper left quadrant is quite crowded, there are clear leaps between red and purple, purple, and blue, cyan and green, and green and yellow. Most vendors put Purple too close to Blue, and Blue too close to Cyan. Green is often too yellow. Image with permission and courtesy of @fakeunicode.
C. Image distinctiveness
Yes, these colors are distinct from one another in a meaningful way. In the past there has been feedback from the UTC that the concept of “pink” is not as universal in (all?) languages. There was a study about twenty years ago that isolated cultures about color perception. Every culture has a word for “red”, and it was somewhat predictable for what colors they’d have names for if they had x-number of colors. People who didn’t grow up with a word for a color could not distinguish it from other nearby colors. This confusion is not unique to pink — confusion most of us have over cyan/blue is similar to what some cultures had over yellow/green. All that being said, just because a culture doesn’t have a word for a particular color does not mean it will result in miscommunication.

D. Completeness
As languages evolve, they acquire new basic color terms in a predictable sequence; if a basic color term is found in a language, then the colors of all earlier stages are typically present. The sequence is as follows:

- Stage I: Dark-cool and light-warm (this covers a larger set of colors beyond English’s "black" and "white".)
- Stage II: Red
- Stage III: Either green or yellow
- Stage IV: Both green and yellow
- Stage V: Blue
- Stage VI: Brown
- Stage VII: Purple, pink, orange, or gray

Basic Color Term theory has been debated and problematised, but we believe it still provides some useful basis for the approach to the expansion of the range of colored hearts. We do not presume that people can only distinguish between the colors if they have distinct terms for them, or that they will only be useful if the color terms are lexified in a particular language. We do not presume that all people will find the additional hearts equally useful, but that each provides more flexibility for the current emoji set.

The inclusion of pink hearts brings us closer to the full set of 11 basic colors that are named across languages.

For demonstration only, this is what it could look like cross vendors:

```
j.pink.apple j.pink.facebook j.pink.google j.pink.microsoft j.pink.samsung j.pink.twitter j.pink.whatsapp
h.2764.apple h.2764.facebook h.2764.google h.2764.microsoft h.2764.samsung h.2764.twitter h.2764.whatsapp
```
IV. Selection factors — Exclusion

F. Overly specific
No.

G. Open-ended
No, this is not part of a set of similar items. See section Completeness.
We would argue that rather than being open ended, the addition of these colors has the potential to allow Unicode to close the set of heart color options.

H. Already representable
We believe that PINK heart is not already representable in the current set of options, as discussed above. “We already have a dozen pink hearts” is a common rebuttal but the truth is that this is not consistent across platforms. The diagram of cross-platform representation below is taken from Emojipedia.
While, e.g. RED HEART is constantly red, SPARKLING HEART, TWO HEARTS, GROWING HEART and others are consistently represented across platforms. This is preventing people from consistently using these hearts as, e.g. a representation of trans pride. Rather than forcing vendors to align on the color of these secondary hearts, the inclusion of a pink heart will ensure this color is consistently available and usable in identity representation.

<table>
<thead>
<tr>
<th></th>
<th>Apple</th>
<th>Google</th>
<th>Samsung</th>
<th>Microsoft</th>
<th>WhatsApp</th>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Heart</td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
<td><img src="image" alt="Red Heart" /></td>
</tr>
<tr>
<td>Heart Suit</td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
<td><img src="image" alt="Heart Suit" /></td>
</tr>
<tr>
<td>Heart Exclamation</td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
<td><img src="image" alt="Heart Exclamation" /></td>
</tr>
<tr>
<td>Sparkling Heart</td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
<td><img src="image" alt="Sparkling Heart" /></td>
</tr>
<tr>
<td>Two Hearts</td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
<td><img src="image" alt="Two Hearts" /></td>
</tr>
<tr>
<td>Growing Heart</td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
<td><img src="image" alt="Growing Heart" /></td>
</tr>
<tr>
<td>Beating Heart</td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
<td><img src="image" alt="Beating Heart" /></td>
</tr>
<tr>
<td>Revolving Heart</td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
<td><img src="image" alt="Revolving Heart" /></td>
</tr>
<tr>
<td>Heart With Arrow</td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
<td><img src="image" alt="Heart With Arrow" /></td>
</tr>
<tr>
<td>Heart With Ribbon</td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
<td><img src="image" alt="Heart With Ribbon" /></td>
</tr>
</tbody>
</table>
See also: section Image Distinctiveness.

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.

Acknowledgements
Special thanks to fakeunicode@ for generously generating many charts for this proposal. Charles Carson for their guidance. Adam Pearce for his additional work creating visualizations.