

Proposal for Emoji: PHOENIX BIRD

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Codepoints for this proposed ZWJ sequence: U+1F426 🐦, U+200D, U+1F525 🔥

1. Identification

- A. **CLDR Short name:** Phoenix Bird
- B. **Other keywords:** firebird, rebirth, reincarnation, fantasy

2. Images

- a. **Zip File:** Include all 4 images in a zip file attached to your submission.
- b. **License** — We certify that the images have appropriate licenses for use by the UTC.

3. Category

- a. New “animal-mythological” category — move DRAGON FACE, DRAGON and UNICORN into the category along with PHOENIX.



Selection Factors – Inclusion

Compatibility

N/A

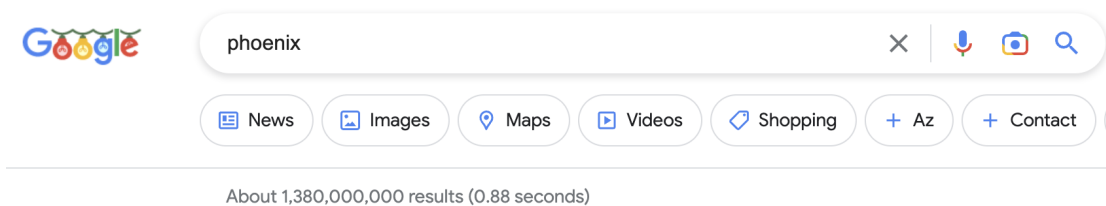
Expected Usage Level

Frequency

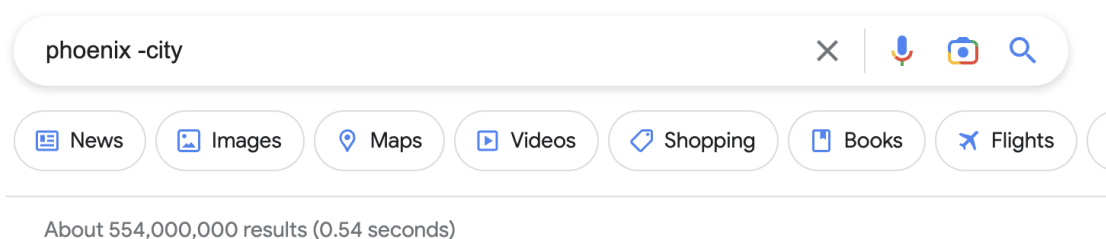
The PHOENIX bird has global relevance —various cultures include myths of majestic and fire-themed birds as a symbol for rebirth and overcoming great obstacles.

Google Search

Phoenix returns 1.38 billion Google results.



Removing pages that also mention "city," to isolate out the city of Phoenix, gives us 554 million results. (That said, PHOENIX can also be used as a symbol of the city).



Bing

Bing gives us 4.3 billion results. (It is hard to isolate the references to the city in Bing.)

Bing Search

Microsoft Bing

phoenix

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7-20 of 4,350,000,000 results Any time ▾

Google Video Search

Google

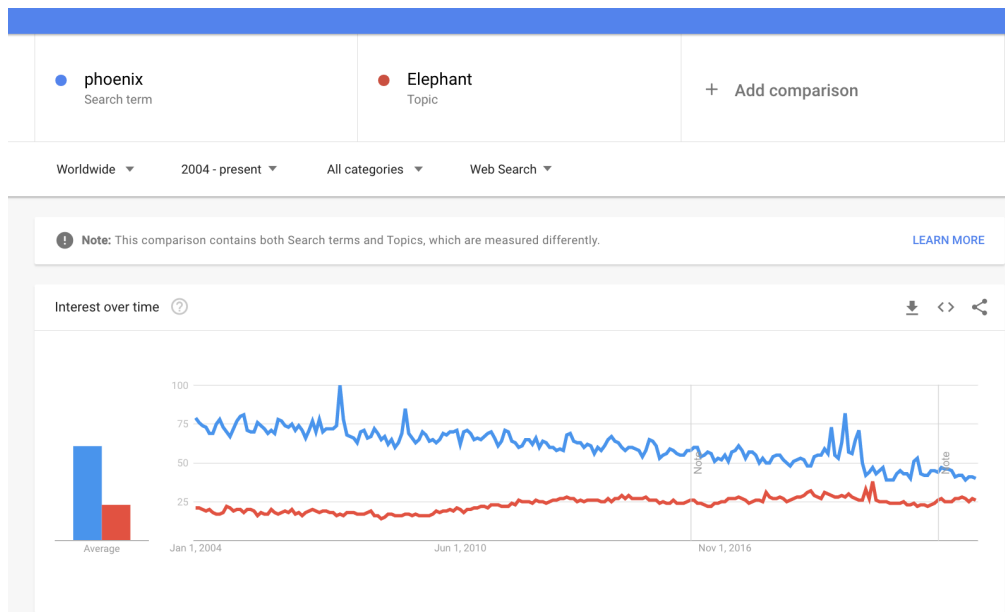
phoenix -city

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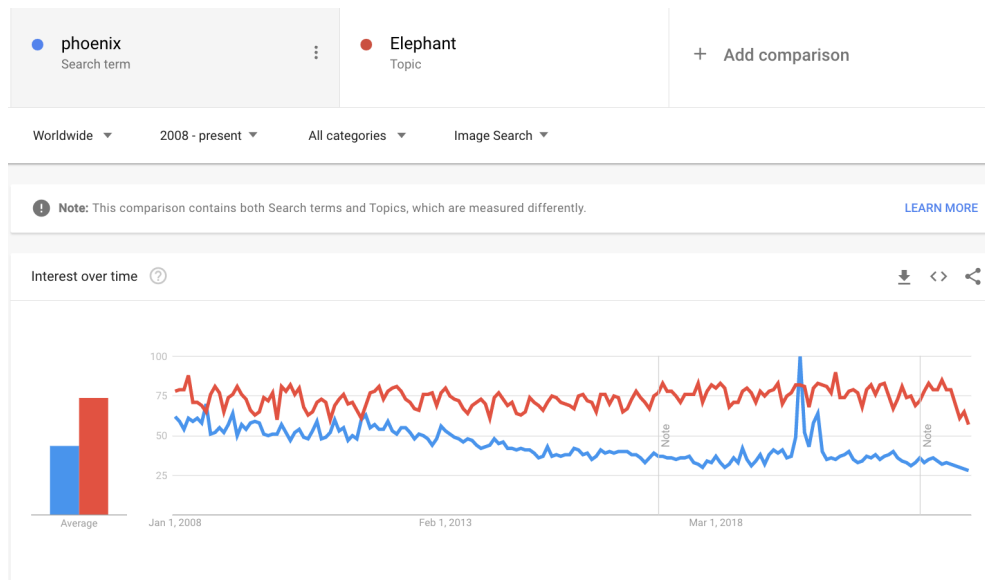
About 81,400,000 results (0.24 seconds)

Google Trends: Web Search

Worldwide, “phoenix” as a search term has historically outperformed “elephant” as a topic. However, there is no way to currently isolate out the Arizona city of Phoenix, which is likely driving a number of it the search queries.



Google Trends: Image Search



Multiple Usages

This emoji will symbolize the category of majestic mythological birds with supernatural abilities that appears frequently in various cultures around the world. Some examples include: the firebird in Slavic culture, *fenghuang* in Chinese, *bennu* in ancient Egyptian culture, *anka* in Arabic culture, *hou-ou* in Japan, *simurgh* and *huma* in Persian culture, *konrul* in Turkic cultures, and thunderbird in various Native American communities.

A symbol of rebirth, phoenix is a fantasy icon. PHOENIX has multiple uses and meanings globally. A popular character in ancient mythologies around the world it also has contemporary relevance today in pop culture, literature, movies, comics, and television.

- Rebirth and rejuvenation, as in “rising from the ashes,” from Greek mythology.
- Nobility and executive power in Asian culture, including the Korean presidency (which uses two phoenixes in its presidential seal) and the Japanese imperial family, which uses the phoenix as one of its symbols.
- Queens and empresses in Asian culture (“female royalty”)
- Love, specifically half of love (when paired with “🐉” meaning the other half) in Japanese, Chinese and Korean cultures.

Use in Sequences

- 🦅🐉 = marriage in Chinese culture (“longfeng” 龙凤 or dragon-phoenix is a commonly used phrase in Chinese that is similar to yin yang)
- 🦅🌩️ = a severe tropical typhoon in Cantonese-speaking cultures.
- 🦅👑 = “empress” in Japanese, as phoenix is used to symbolize female royalty, much as dragon is used to symbolize (male) emperors
- 🔥🦅 = “rebirth”

Breaking New Ground


Given the metaphorical use of this animal, the introduction of this character is not merely a new bird but also a long and well established symbol for rebirth. While there are existing bird emoji that appear to be “born” (🥚🐣) the concept of “birth” and “rebirth” are meaningfully distinct. To the best of our knowledge there are no existing emoji that can be combined to convey the concept of rebirth.



Image Distinctiveness

The image is typically of a majestic bird with a beak and crest on its head. Its wings are outstretched, sometimes curved, in a red-orange-yellow color palette. Many include a tail or tails of fire, like our proposed image.



It is distinct even at emoji sizes 🦅 because no other emoji birds are red or orange. The closest in shape is the Dove 🕊️ and the closest in color is the Flamingo 🦩. In addition, the flame behind the bird is distinct from other flame emoji like Heart on Fire 💖 and plain Fire 🔥.

Culture	Image of Fire-themed bird
<p><i>fenghuang</i>, Chinese</p>	
<p><i>simurgh</i>, Persian</p>	

<p><i>bennu</i>, Egyptian</p>	
<p><i>konru</i>, Turkish</p>	

Completeness

In East Asian cultures, PHOENIX completes DRAGON 🐉 (or the commonly used phrase dragon-phoenix, 龍鳳, 🐉🔥) in that the phrase concept is used to symbolize male and female, or a couple, like “yin yang.”

Selection Factors – Exclusion

Petitions or "Frequent Requests"

This proposal is not affiliated with any petitions or social media campaigns.

Overly Specific

While the visual description of a phoenix varies from story to story — fiery plumage, golden plumage — we landed on this design because it encompasses all the main distinctive features of these creatures around the world - namely, a red-orange bird with flame in its tail feathers.

Open-Ended

Phoenix is a symbol of rebirth and not merely just another of a long list of mythological creatures. In many ways it completes the set on birth/life/death/rebirth (🥚🐣💀🔥). With regard to mythological creatures such as Yeti/Big Foots, Loch Ness monster sea creatures ... these are all regionally specific and lack the symbolism that the phoenix captures. Many ancient mythological creatures with long standing symbolism are well represented in emoji (ex. griffins are a symbol of strength and military courage, 🛡️🌟💪); however, the concept of rebirth remains absent.

Already Representable

Phoenix is not already representable with existing or combining existing emoji. The proposed ZWJ sequence (🐦🔥) is a reasonable approximation for technical implementation but semantically given the ordering (bird fire rather than fire, bird) falls short conveying the intended range of expression described in this proposal. The phoenix has a very specific visual representation dating back as far as 5th Century BC¹ (*See also: Image Distinctiveness.*)

Logos

While there are many Phoenix-based logos, the concept is in the public domain. There are no logos, brands, other third-party IP rights, UI icons, signage, specific people, specific buildings/landmarks, or deities represented by our specific image.

Transient

The image of phoenix-type birds has been around for over 2,000 years, as demonstrated in cultural artifacts from around the world. The ones with long phoenix-type imagery include Greek mythology, Chinese culture and Persian culture, all of which have been recorded for thousands of years and continue to enjoy popular relevance and influence today.

Faulty Comparison

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

Exact Images

An exact image is not required.

¹ [https://en.wikipedia.org/wiki/Histories_\(Herodotus\)](https://en.wikipedia.org/wiki/Histories_(Herodotus))

NEW Lack of Required Rights

As indicated in the attached [Emoji Proposal Agreement and License](#), we affirm that there is no legal limitation to this proposal.

Variations on Direction

Does not apply.

Includes Text

Does not apply

Acknowledgements

Thanks to Alona Tiunina and Claire Fridkin for their contributions to this proposal.