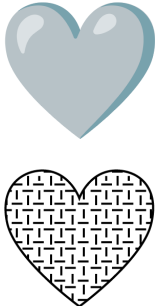# Gray Heart Unicode Emoji Proposal

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This document builds on the ESC Strategy to [L2/21-075](#) to improve the coverage of heart emoji

I. Identification & Images

Sample Image 72px	Sample Image 18px	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
		Gray Heart	Gray, silver, slate, heart	

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

II. Sort location

[emotion](#)

II. Selection factors — Inclusion

A. Compatibility
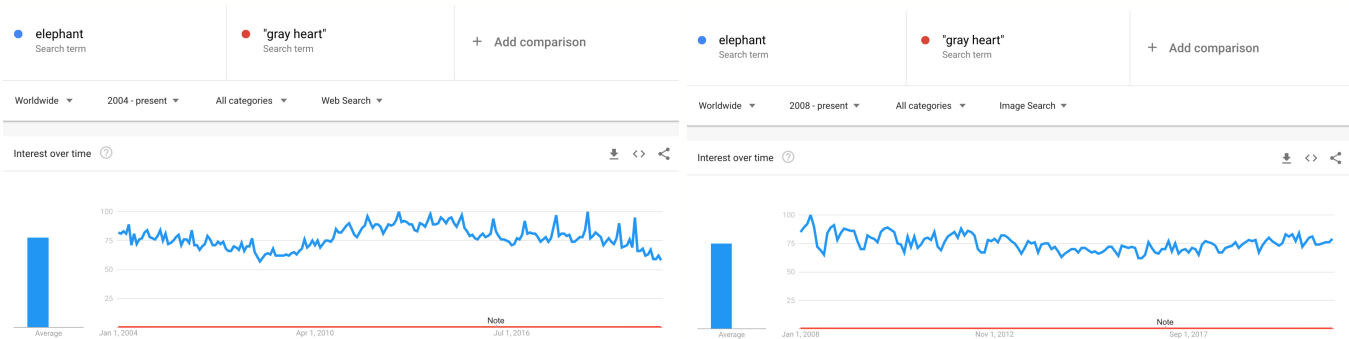n/a

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 also indicates this emoji will be useful and frequently used.

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image

gray-heart	2,720,000,000	160,000	375,000,000	See below	See below

Search term	Google Search	Bing Search	Google Video Search
gray-heart	gray-heart 🔍 All 🖼 Images 🏷 Shop About 2,720,000,000 results (0	gray-heart ALL IMAGES SHOPPING 160,000 Results Any time ▾	gray-heart 🔍 All 🖼 Images 🏷 Shopping ▶ Videos About 375,000,000 results (0.35 seconds)

Above: Google Trends Web, Google Trends Image results for "gray-heart"

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 grey, including:

GREY (including but not limited to)
Santiago Metropolitan Region, Chile
Brussels, Belgium
Cocle, Panama
Northern Mariana Islands (US insular area)
Valle del Cauca, Colombia
Las Vegas, Nevada, United States

With the inclusion of this color 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.

Sports Colors
People use emoji for their sports teams, whether local, college or national level. Many teams are currently accommodated by the range of hearts on offer, but expanding the range slightly allows for more sports fans to show their affection. Currently fans of the San Antonio Spurs are missing the sliver/grey heart, and their colors are listed as one of the [five most popular color schemes](#) in US sport today.

Representation of sports teams was the motivation behind the orange heart proposal ([L2/16-124](#)).

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 GREY in their design:

GREY (including but not limited to)
[Aromantic](#) flag
[Asexual](#) flag
[Demiromantic](#) flag
[Demisexual](#) flag
etc.

Colors can represent identity beyond the scope of topics discussed above. One of the most dominant examples would be BTS fans using 💜 (and by which making it the [third most used heart](#) on Twitter). We believe the three colors proposed could find their own subculture home, GREY might have a home with the #[grombre](#) community on Instagram (people embracing early grey hair)

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 introduction we see many compelling uses. Take the Asexual Flag as an example. Because it includes a gray stripe, a color not currently represented with hearts, squares, or circles users are unable to convey the concept of asexuality using existing emoji ❤️🧡💛💚💙💜🤎🖤🤍🔴🟠🟡🟢🔵🟣🟤⚫️⚪️🟥🟧🟨🟩🟦🟪🟫⬛️⬜️).
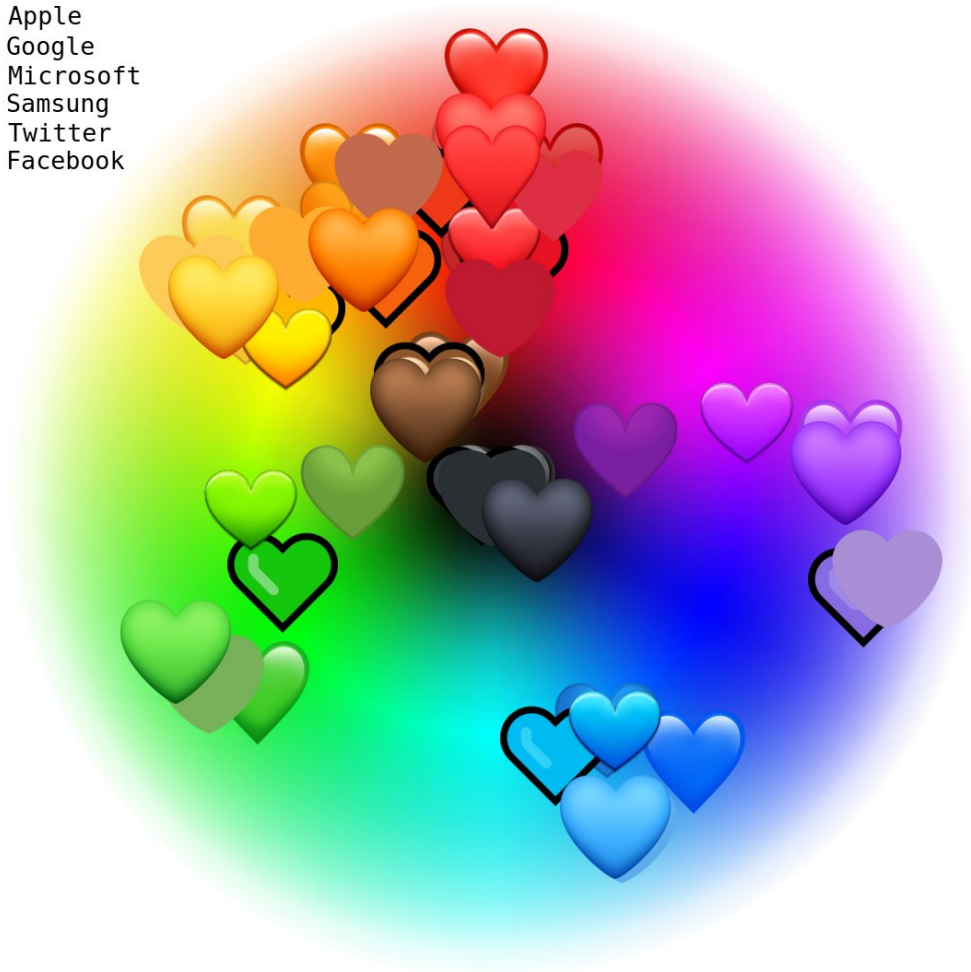
While the addition of an asexual flag has very limited use (represents one singular concept) the addition of a gray heart has a much broader range of utility delivering on both the usecase for sexual identity (🖤🩶🤍💜) , adornment in affectionate messages (🩶So goth, so cute 🩶), and combined with other emoji to denote silver (Silver Fox 🩶🦊).

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.

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 this new colored-heart definitively break new ground without risk of needing to add more later.

Apple
Google
Microsoft
Samsung
Twitter
Facebook

(Above) 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.

D. Completeness
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 available. 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 gray heart 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 :

apple_gray facebook_gray google_gray microsoft_gray samsung_gray twitter_gray twitter_gray whatsapp_gray

Caption: To create these fakeunicode@ rotated -30 degrees via convert -modulate "100,100,88",and then took the black and modulated the brightness with -level "-20%,100%,1.75", then took the red and did both -modulate "100,100,88" -level "0%,100%,2.0". it would probably be close to what the vendors would do

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 the concept of GRAY is not already representable in the current set of options, as discussed above.

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.