

Proposal for a Rainbow Flag Emoji Character

To:

Unicode Consortium


Author / submitter:Maurice Beljaars - copywriter & conceper in Amsterdam, The Netherlands. Website: <http://www.moriesbel.nl>**Subject:**

Proposal for a new emoji character: Rainbow Flag, to be sorted in the section: 'Flags', in sub section: 'flag', after the existing white flag emoji.

Date of submission:

June 25, 2016

Dear Unicode Consortium,

Please add a new emoji character: the rainbow flag. The rainbow flag is the international symbol for the gay community since the late 70's. Therefore the emoji should be a distinct flag and can not be represented by the existing rainbow-emoji: 

Below, you will find a link to the Wikipedia page about the rainbow fag.

Expected usage

Millions of people who are gay, lesbian, transgender, etc. worldwide and their allies (people who support the acceptance of sexual diversity etc.) will add the rainbow flag emoji to their messages. On social media and in any other form of communication or expression. Doing so, they will express care and support, and show their pride of being who they are. A rainbow flag emoji empowers people and always spreads a positive vibe.

Besides, President Barack Obama announced June 24th he was designating the area around the Stonewall Inn in New York City as the country's first national monument to lesbian, gay, bisexual and transgender (LGBT) rights. I think a rainbow flag emoji should be available for use in our communications already.

Completeness

The colorful rainbow flag emoji is worldly, non-political, non-religious and stands for positiveness, peace, diversity, and support, thus making the over-all emoji set more complete.

Character properties and Image Distinctiveness

The rainbow flag emoji should be a waving flag with the following 6 colors in the following order:

red - orange - yellow - green - indigo - violet

Examples

This is an example of a flat, not waving version of the rainbow flag:



This is an example of a waving version of the rainbow flag:



Line Breaking

The proposed character can appear at the end of a line, has no specific behavior at the end of a line, can be broken across the line even if it comes before or after surrounding characters as it has no relation to surrounding characters.

Collating and Ordering

N/A as it is an emoji

Identifiers

N/A as it is an emoji

Appendix

This rainbow flag character:


- is uncased
- is a stand alone symbol
- is not white space nor does it separate other characters
- has no numeric value
- can combine with other emoji characters
- is not a combining character
- is not a punctuation character

Engagement

My tweet asking Twitter for a rainbow flag emoji has had a total engagement of 1,285, including 134 retweets (quotes not included) and 67 likes, on June 25th. Expectations are that these amounts will increase after submission of this proposal.

Tweet Activity

Maurice Beljaars @moriesbel
 Dear @twitter, wouldn't it be great to have a rainbow flag emoji, in the flags section? 🍌 (Pls RT)

 **Reach a bigger audience**
 Get more engagements by promoting this Tweet!

Get started

Impressions	33,358
Total engagements	1,285
Detail expands	889
Profile clicks	187
Retweets	134
Likes	67
Replies	8

About the Rainbow Flag on Wikipedia

Read more about the symbolic meaning of the rainbow flag here: https://en.wikipedia.org/wiki/Rainbow_flag

Blog article about this proposal

moriesbel.nl/rainbowflag