

Proposal for Emoji: Holly

Submitted by: Cassidy Moody & Emily Rogers

Date: December 20, 2019

1. Identification

CLDR short name: HOLLY

CLDR keywords: holly, berries, holiday, christmas

2. Images

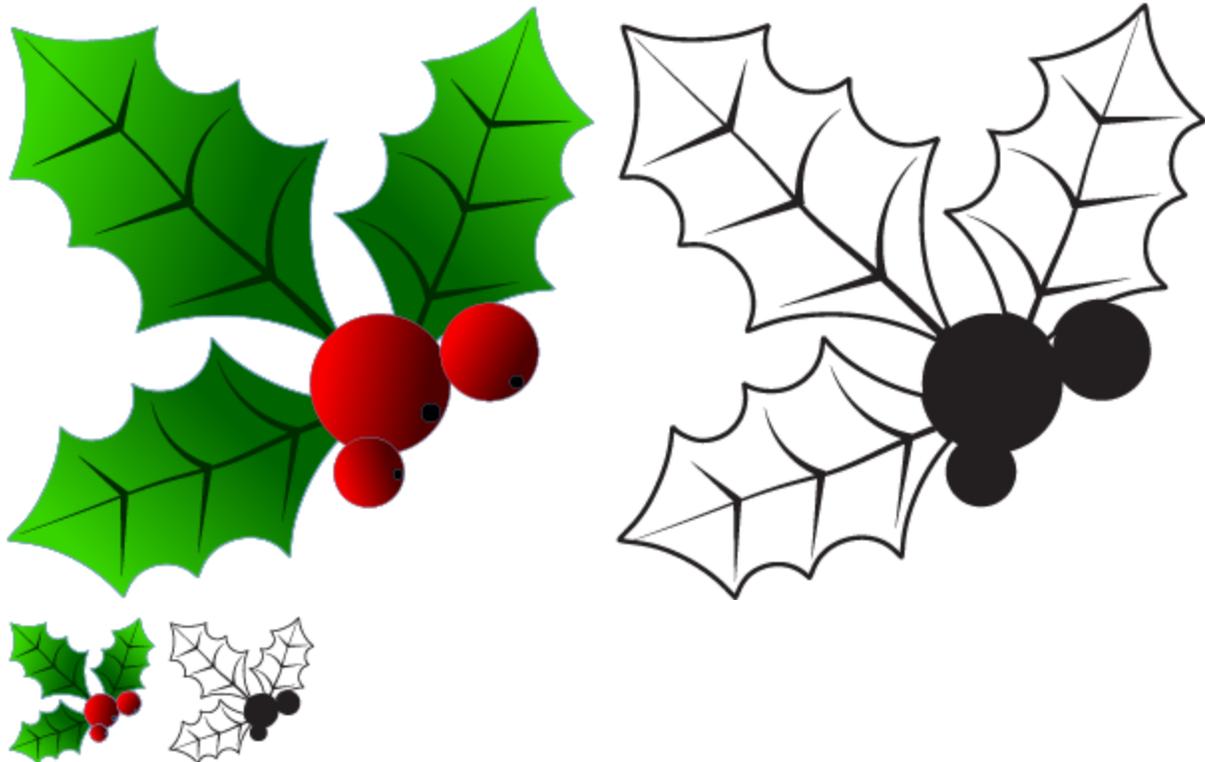


Image is licensed for use in the public domain:

<https://publicdomainvectors.org/en/free-clipart/Vector-clip-art-of-season-holly-detail/17049.html>

3. Sort Location

Category: Animals & Nature

After FOUR LEAF CLOVER and before MAPLE LEAF

4.

5. Selection Factors - Inclusion

A. Compatibility

There is no HOLLY emoji used on major platforms.

B. Expected Usage Level

1. Frequency

Expected frequency of use is high. HOLLY is a family of about 480 species found throughout the world on every continent except Antarctica. Several species of HOLLY are culturally important. At least three are valued for their caffeinated properties, and used to make Yerba mate, guayusa, and yaupon teas.

The English HOLLY is synonymous with the Christmas season, known for its striking red berries and evergreen foliage. The plant is the inspiration for several holiday songs, including the song “Deck the Halls” in which listeners are urged to decorate their homes with HOLLY. It would be expected that a large amount of the usage of this emoji would be in relation to the holidays.

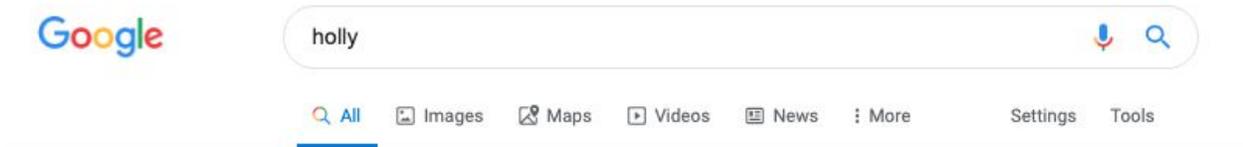
Historically, HOLLY was revered by the druids as a sign of good luck and protection against evil spirits. HOLLY also holds symbolism in Christianity, with the sharp leaves help representing the crown of thorns worn by Jesus and the red berries considered drops of blood that were shed for salvation.

HOLLY is also a popular name for both people and their pets. The use of the name ranks particularly high in the United Kingdom. Among the most famous places bearing the HOLLY name is Hollywood, California.

Because of its evergreen appearance, HOLLY is a popular plant for landscaping in temperate regions of the world. There are organizations dedicated to spreading knowledge about how to grow these plants, such as the Holly Society of America.

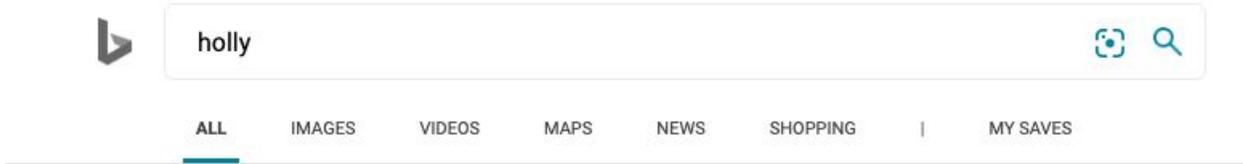
There is no substitute for HOLLY among existing plant emojis. While the CHRISTMAS TREE emoji evokes the holidays, it does not cover all the other uses and meanings of HOLLY. The proposed HOLLY emoji would be unique among existing plant emoji because it would feature both fruit and leaves, which is not currently represented with other emoji.

Below is the requested search results for HOLLY and comparison to the reference emoji, ELEPHANT. Also included is a Google Trends comparison with CHRISTMAS TREE, showing HOLLY is a more consistently searched term year-round and not just at the holidays. A third search shows HOLLY trending comparably to MAPLE and above SUNFLOWER and CHERRY BLOSSOM, which are all existing emoji.



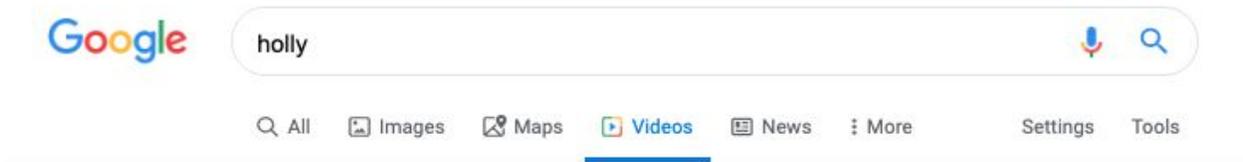
Google search results for the query "holly". The search bar contains "holly" and the search button is visible. Below the search bar, navigation tabs include "All", "Images", "Maps", "Videos", "News", "More", "Settings", and "Tools". The "All" tab is selected.

About 628,000,000 results (0.71 seconds)



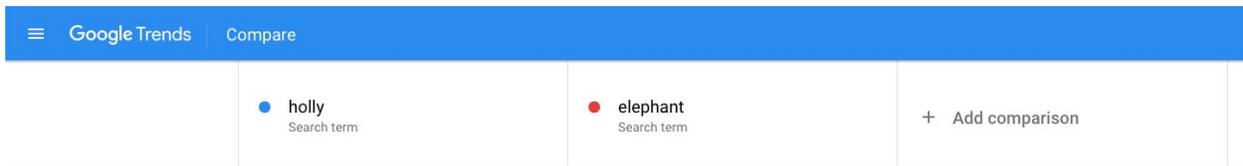
Google Images search results for the query "holly". The search bar contains "holly" and the search button is visible. Below the search bar, navigation tabs include "ALL", "IMAGES", "VIDEOS", "MAPS", "NEWS", "SHOPPING", and "MY SAVES". The "ALL" tab is selected.

149,000,000 Results Any time ▾



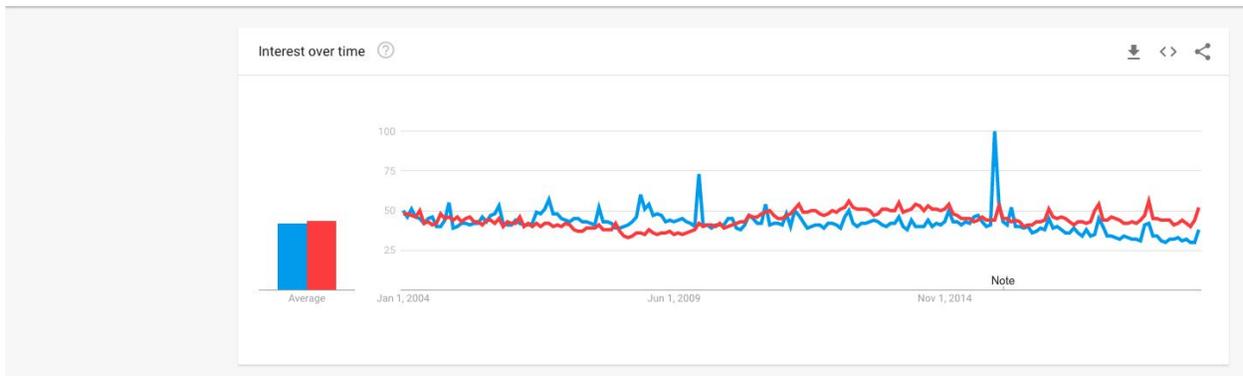
Google Videos search results for the query "holly". The search bar contains "holly" and the search button is visible. Below the search bar, navigation tabs include "All", "Images", "Maps", "Videos", "News", "More", "Settings", and "Tools". The "Videos" tab is selected.

About 67,000,000 results (0.31 seconds)

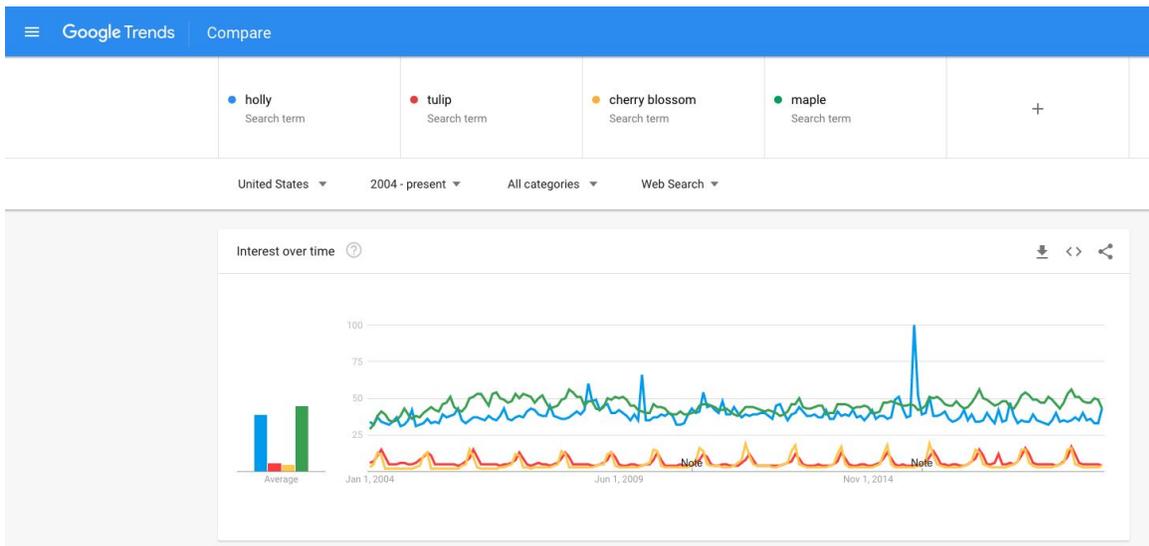
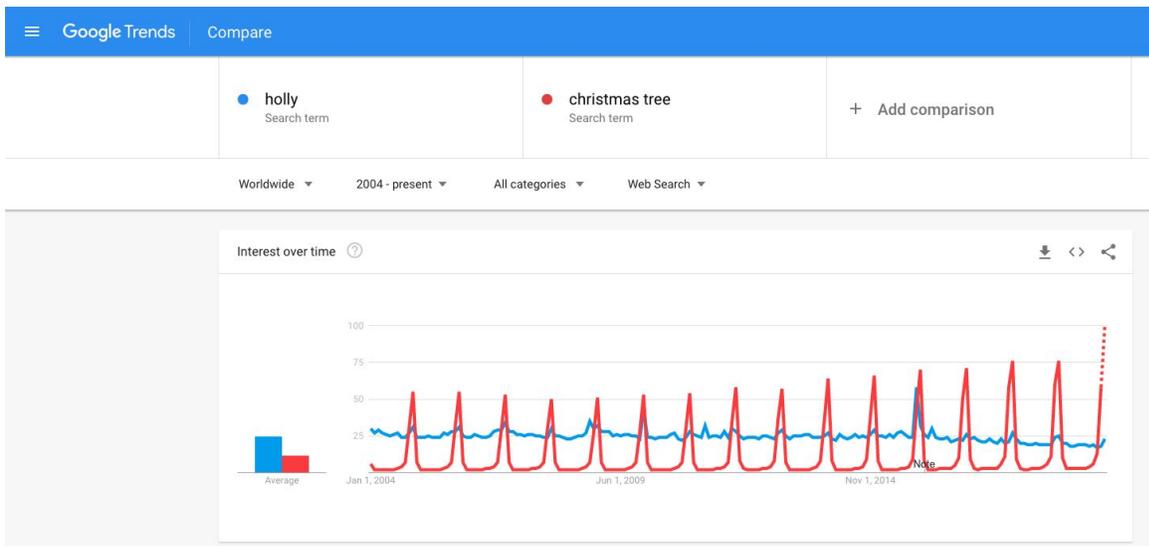
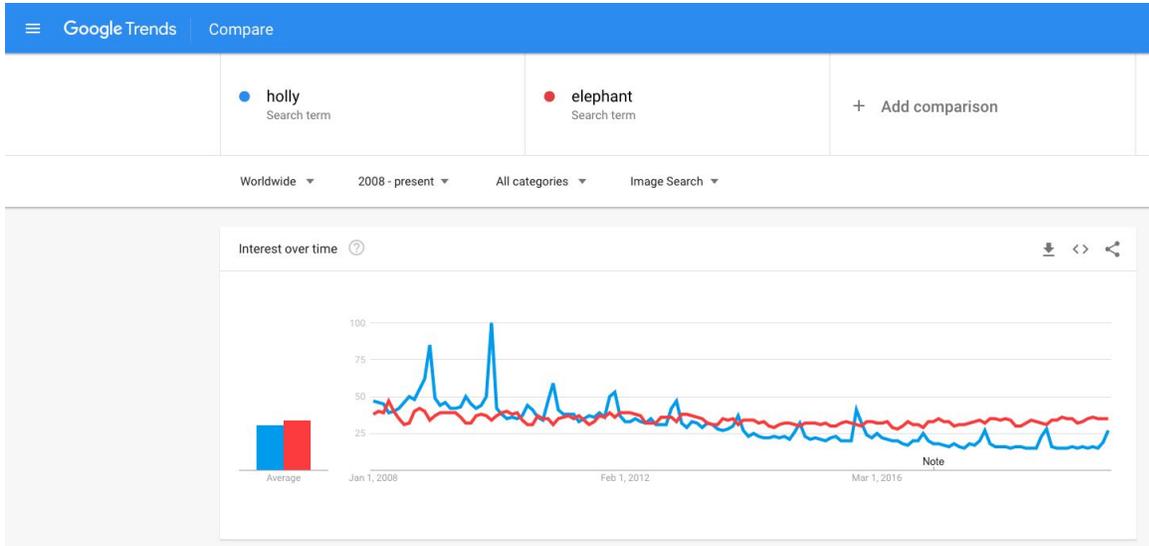


Google Trends Compare interface. The header shows "Google Trends" and "Compare". Below the header, there are two search term input fields: "holly" (blue dot) and "elephant" (red dot). A "+ Add comparison" button is also present.

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



Proposal for Emoji: Holly



2. Multiple Usages

As mentioned above, HOLLY will have multiple uses across different cultures. It could be used to represent tea leaves, Christmas and more broadly the winter holiday season, someone's name, and even just the plant itself.

3. Use in Sequences

The HOLLY emoji has the potential to be used in several sequences. It could be used along with other holiday-related emoji. It could also be combined with CALENDAR to represent holly-days, a playful spin on holidays, or with HOLLY+TREE to denote Hollywood. People with the name HOLLY also have the opportunity to use it in sequence with other emoji of their choice for personalized expression.

4. Breaking New Ground

Yes. Although there are existing plant emojis, HOLLY is identifiably unique with its sharp, green leaves and bright, red berries. No other emoji uses a combination of berries and leaves.

C. Image Distinctiveness

Yes. HOLLY immediately identifiable because of its leaves and berries. This iconic shape would set it apart from other existing plant emoji. The distinctive image would be easily recognizable at small size.

D. Completeness

n/a

Selection Factors for Exclusion

E. Frequently Requested

Social media is full of examples of people who want, and even demand, a HOLLY emoji. This is especially true of people named HOLLY, or in conjunction with a noticeable gap in its availability for holiday related social media posts.

F. Overly Specific

No. The proposed HOLLY emoji has several general uses.

G. Open-ended

No. Although there are more than 400 species of HOLLY, this image is designed to represent all by being so easily identifiable.

H. Already Representable

There are emoji, such as CHRISTMAS TREE and SANTA CLAUS that represent the holidays. But, because HOLLY has a broader use beyond the holidays, there is no single emoji conveying all possible uses.

I. Logos, brands, UI icons, signage, specific people, deities

N/A

J. Transient

HOLLY has been culturally important to many people for thousands of years. There is no reason to think it is a fad, and usage level should remain high into the future.

K. Faulty comparison

The justification for a HOLLY emoji is based on its broad cultural symbolism and appeal. It is not predicated on the existence of other emoji.

L. Exact Image

N/A

M. Region Flags Without Code

N/A