

# Proposal for New RGI Emoji Sequence: AROMANTIC FLAG

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## Identification

CLDR short name: Aromantic Flag

CLDR keywords: aromantic, aro, flag, green, gray, white, black

## Images



72 x 72px:

18 x 18px: A small icon consisting of four horizontal bars in green, white, gray, and black, followed by a small square icon.

**License:** The images provided in this submission are the work of the submitters and have been placed in the public domain.

## Category

**Category:** Flags / flag

**Sort Order:** after *TRANSGENDER FLAG*

### Possible ZWJ Sequence:

Building on the precedent used by the rainbow flag, the transgender flag, and the pirate flag, we propose the following ZWJ sequence to represent the aromantic flag:

U+1F3F3	WAVING WHITE FLAG	
U+FE0F	VARIATION SELECTOR-16	
U+200D	ZERO WIDTH JOINER	
U+2B08	NORTH EAST BLACK ARROW	
U+FE0F	VARIATION SELECTOR-16	

## Introduction

Aromanticism is an orientation defined by the lack of any romantic attraction and/or desire to form romantic relationships. It has been recognized by several states and Washington, DC in 2021, through official declarations recognizing Aromantic Spectrum Awareness Week. Because it focuses on romantic attraction, it cannot be considered to be adequately covered by the rainbow flag, which usually refers to sexual attraction, or the transgender flag, which refers to gender identity. It also does not fall under any other orientation umbrellas, being its own spectrum.

According to a study in the Journal of LGBT Issues in Counseling, at least 1% of people identify as aromantic<sup>1</sup>. If that is accurate, that means about 78 million people around the world are aromantic and might want to use this flag - that is more people than the country of France .

The aromantic flag consists of five horizontal colored stripes of equal height. From top to bottom, the colors of the stripes are: Green, light green, white, gray, and black. The exact shades are not strictly defined. For this example image, we have used RGB #008000 for green, RGB #32CD32 for light green, RGB #FFFFFF for white, RGB #808080 for gray, and RGB #000000 for black, but implementers would have leeway to deviate from these exact RGB values.

Since the aromantic flag is made up of colored stripes, it is impossible to provide a black and white variant of that design. A possible alternative, shown above, is a plain white flag with an arrow symbol in the middle. The arrow symbol is a commonly used symbol for aromanticism, given its association with the word “aro”, which is a frequently used phonetic shortening of the word “aromantic”.

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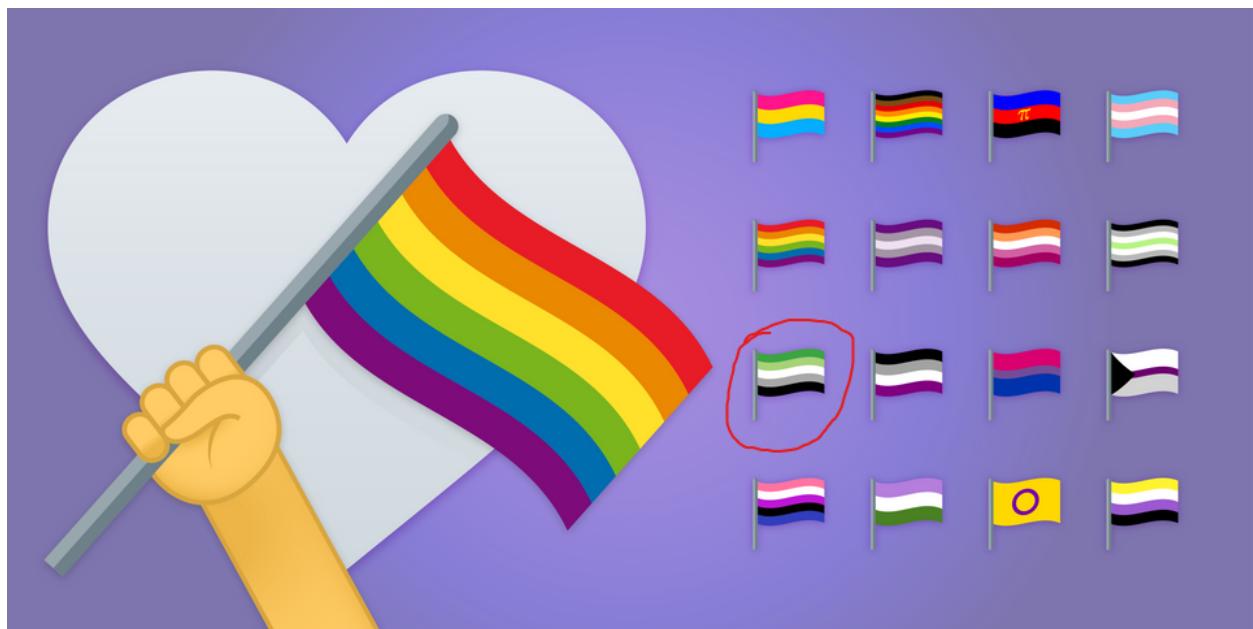
<sup>1</sup> Emily M. Lund, Katie B. Thomas, Christina M. Sias & April R. Bradley (2016) Examining Concordant and Discordant Sexual and Romantic Attraction in American Adults: Implications for Counselors, *Journal of LGBT Issues in Counseling*, 10:4, 211-226, DOI:

[10.1080/15538605.2016.1233840](https://doi.org/10.1080/15538605.2016.1233840)

## Selection Factors -- Inclusion

### A. Compatibility

Joypixels has provided a set of pride flag emojis:



<https://blog.joypixels.com/worlds-first-lgbt-emoji-flags-for-pridemonth/>

### B. Expected usage level

1. Frequency
  - **B.1.a Google Search**



<https://www.google.com/search?q=aromantic>



<https://www.google.com/search?q=aromanticism>

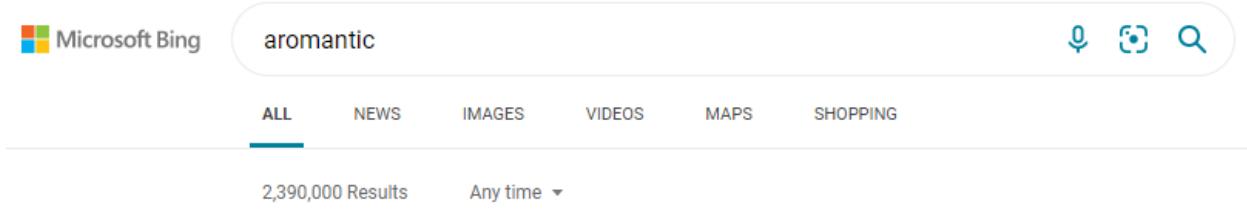


<https://www.google.com/search?q=aromantic-flag>



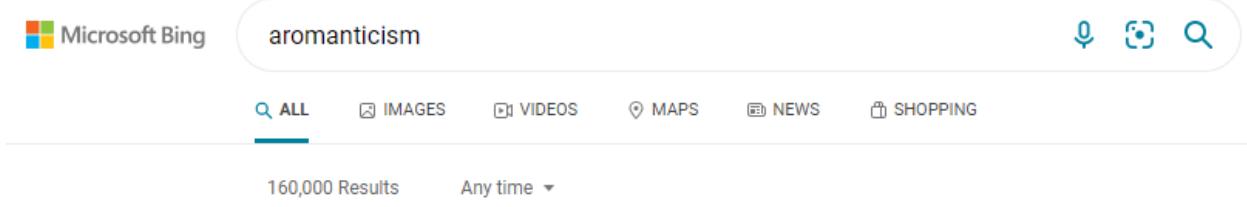
<https://www.google.com/search?q=aro-flag>

## ■ B.1.b Bing Search



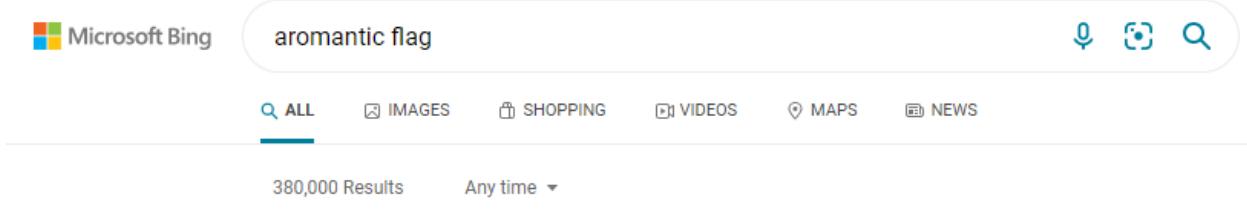
Microsoft Bing search results for "aromantic". The search bar shows "aromantic". Below it, the "ALL" tab is selected, followed by NEWS, IMAGES, VIDEOS, MAPS, and SHOPPING. The results count is 2,390,000. A dropdown menu for "Any time" is visible.

<https://www.bing.com/search?q=aromantic>



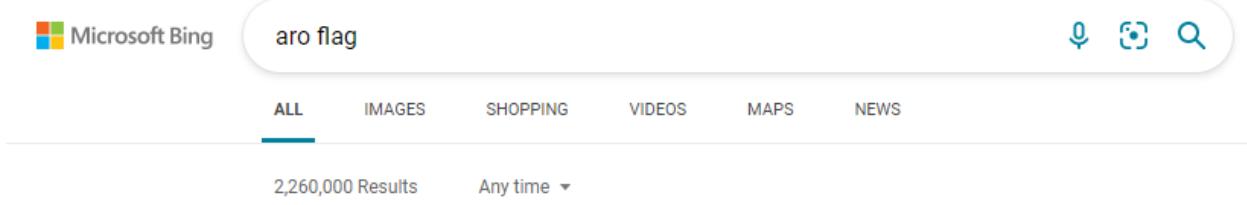
Microsoft Bing search results for "aromanticism". The search bar shows "aromanticism". Below it, the "ALL" tab is selected, followed by IMAGES, VIDEOS, MAPS, NEWS, and SHOPPING. The results count is 160,000. A dropdown menu for "Any time" is visible.

<https://www.bing.com/search?q=aromanticism>



Microsoft Bing search results for "aromantic flag". The search bar shows "aromantic flag". Below it, the "ALL" tab is selected, followed by IMAGES, SHOPPING, VIDEOS, MAPS, and NEWS. The results count is 380,000. A dropdown menu for "Any time" is visible.

<https://www.bing.com/search?q=aromantic%20flag>



Microsoft Bing search results for "aro flag". The search bar shows "aro flag". Below it, the "ALL" tab is selected, followed by IMAGES, SHOPPING, VIDEOS, MAPS, and NEWS. The results count is 2,260,000. A dropdown menu for "Any time" is visible.

<https://www.bing.com/search?q=aro%20flag>

■ B.1.c Google Video Search

A screenshot of a Google search results page. The search bar at the top contains the query "aromantic". Below the search bar, there are several navigation links: "All", "Images", "News", "Shopping", "Videos" (which is underlined in blue), and "More". A "Tools" link is also present. The text "About 14,700,000 results (0.19 seconds)" is displayed. The main content area shows a grid of video thumbnail previews.

<https://www.google.com/search?tbm=vid&q=aromantic>

A screenshot of a Google search results page. The search bar at the top contains the query "aromanticism". Below the search bar, there are several navigation links: "All", "News", "Images", "Shopping", "Videos" (underlined in blue), and "More". A "Tools" link is also present. The text "About 169,000 results (0.38 seconds)" is displayed. The main content area shows a grid of video thumbnail previews.

<https://www.google.com/search?tbm=vid&q=aromanticism>

A screenshot of a Google search results page. The search bar at the top contains the query "aromantic-flag". Below the search bar, there are several navigation links: "All", "Images", "Shopping", "News", "Videos" (underlined in blue), and "More". A "Tools" link is also present. The text "About 651,000 results (0.35 seconds)" is displayed. The main content area shows a grid of video thumbnail previews.

<https://www.google.com/search?tbm=vid&q=aromantic-flag>

Google

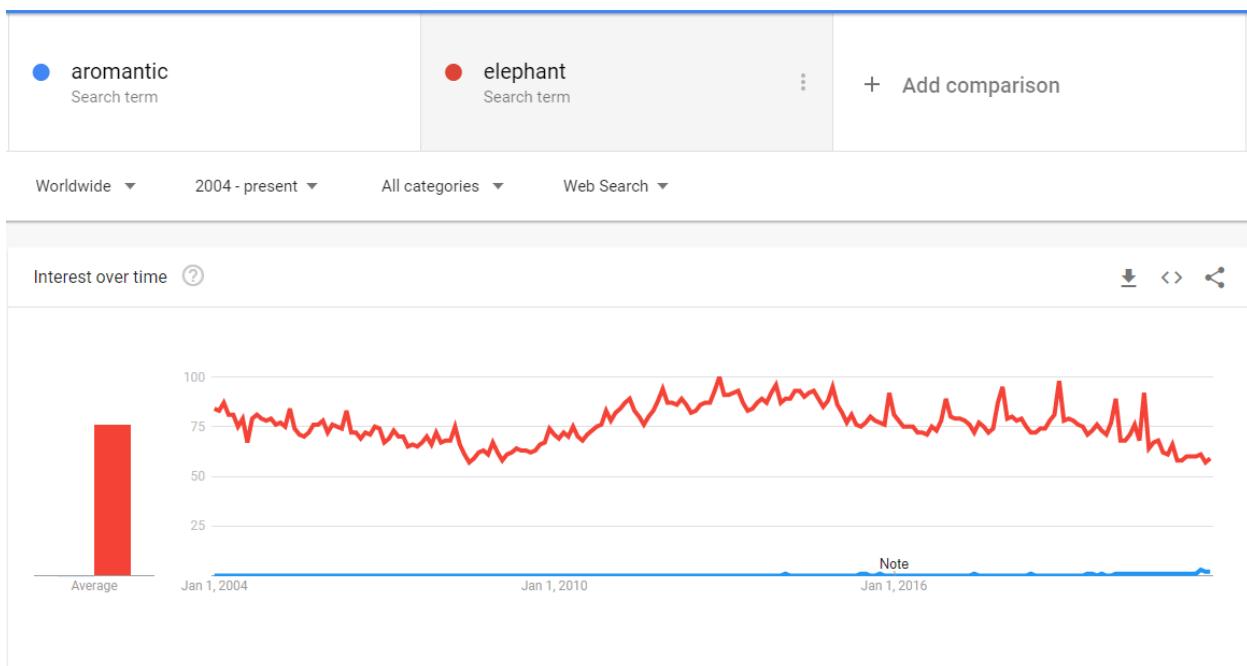
aro-flag

All Images Shopping News Videos More Tools

About 156,000 results (0.36 seconds)

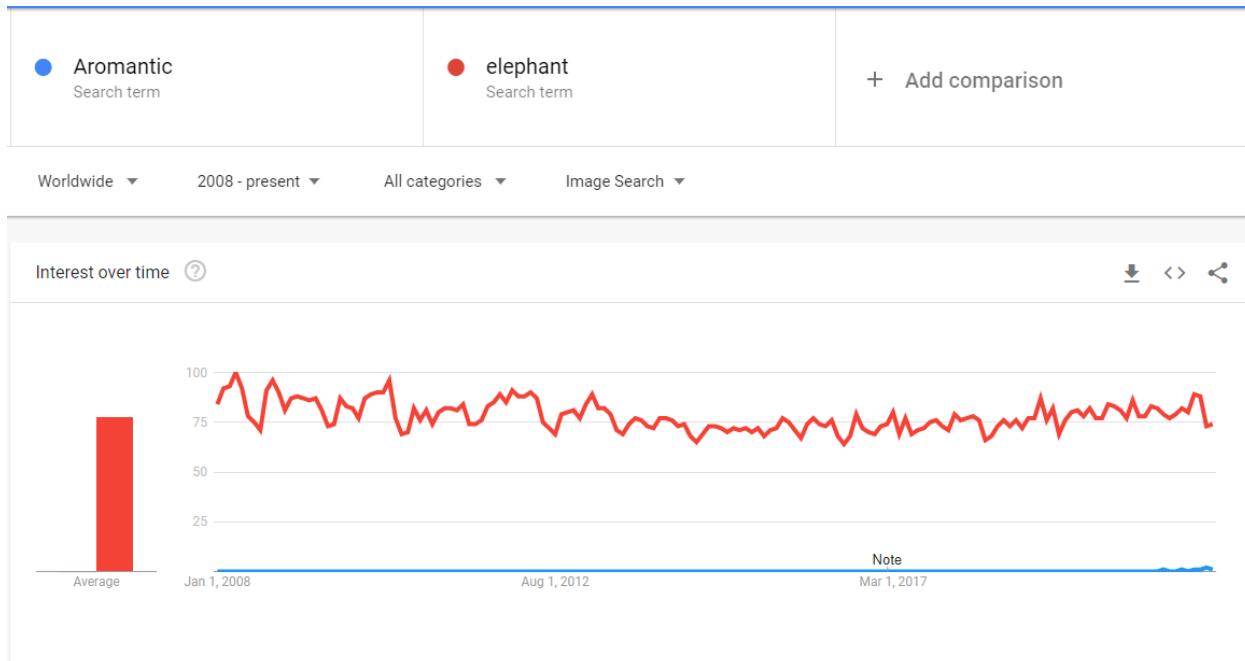
<https://www.google.com/search?tbm=vid&q=aro-flag>

### ■ B.1.d Google Trends: Web Search



<https://trends.google.com/trends/explore?date=all&q=aromantic,elephant>

### ■ B.1.e Google Trends: Image Search



[https://trends.google.com/trends/explore?date=all\\_2008&gprop=images&q=Aromantic.elephant](https://trends.google.com/trends/explore?date=all_2008&gprop=images&q=Aromantic.elephant)

## 2. Multiple usages

An aromantic flag emoji can be used to indicate that an individual is aromantic, or that an individual or group is supportive of aromantic people.

## 3. Use in sequences

The aromantic flag would neither encourage nor prevent use within ZWJ sequences.

## 4. Breaking new ground

There is currently no unambiguous way to indicate the concept of aromanticism in emoji form. While people of other romantic orientations can use emoji formed with gender ZWJ sequences to indicate their identity, this method does not work for aromantic people.

There are a multitude of ways to express romantic feelings in emoji form, including numerous hearts, couples, kisses, even a love letter, yet there is no adequate, unambiguous way to express a lack of romantic attraction.

### c. Distinctiveness

The aromantic flag is distinct and recognizable, even at very small display sizes. No other commonly used flags have the same color pattern of stripes.

### D. Completeness

The inclusion of the aromantic flag will fill a gap within the Flags / flag category, which currently only includes the rainbow and transgender flags, despite there being a number of common and well-recognized LGBTQIA+ pride flags.

## Selection Factors -- Exclusion

### E. Petitions or “Frequent Requests”

In accordance with the emoji proposal form guidelines, we are not submitting petitions or evidence of frequent requests.

### F. Overly specific

The aromantic flag image is as specific as it needs to be to represent the concept of aromanticism. Aromanticism is a separate and distinct romantic orientation, therefore it needs a separate and distinct emoji. Existing emoji, such as the rainbow flag, do not adequately represent aromanticism.

### G. Open-ended

The aromantic flag is one of many common and well-recognized LGBTQIA+ pride flags, but as it specifically represents aromantic people, its inclusion is warranted alongside those other flags.

## H. Already representable

As noted in the “Breaking New Ground” section above, there is no current method of unambiguously representing aromanticism in the current emoji set.

It has been suggested that use of colored heart emojis could be used as a substitute, but this is inadequate for two reasons:

First, there aren’t enough variations of colored hearts to simulate the flag using them. The aromantic flag requires two shades of green, and there is only one green heart emoji, and it also requires a grey color, which is not currently available at all. That leaves green, white, and black hearts.  Those colors are also shared by the agender and neutrois flags in the Pride Flag category, and many national flags, such as those of  Jordan and the  U.A.E.

Second, some aromantic people may feel the use of hearts is amatonormative - upholding social norms around romance - and/or too closely associated with romantic love for their comfort and is inappropriate to represent aromanticism.

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

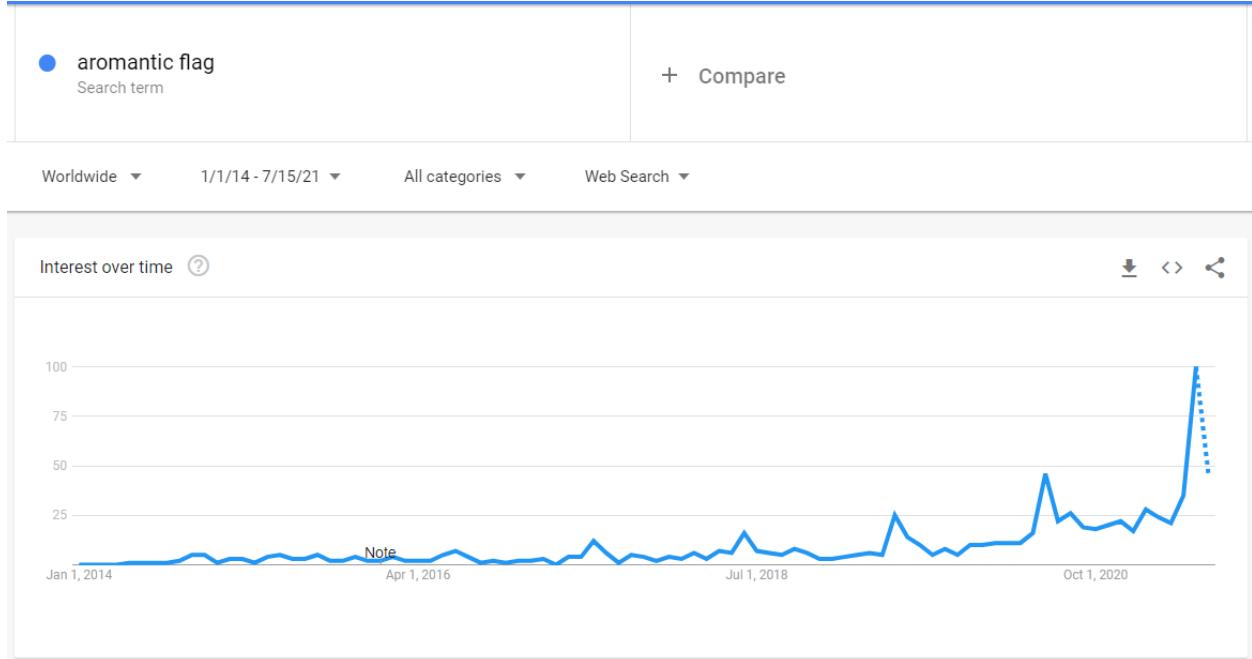
N/A. The aromantic flag is not in one of these categories.

## J. Transient

With a general trend of increasing recognition and acceptance of LGBTQIA+ people, as well as trend towards increased willingness to be “out” and openly declare a person’s romantic or sexual orientation and gender identity, pride flag use is also on an increasing trend.

Furthermore, the usage and recognition of the aromantic flag specifically has been steadily increasing over time. (The peaks in this chart correspond to the

annual June Pride Month period.)



<https://trends.google.com/trends/explore?date=2014-01-01%202021-07-15&q=aromantic%20flag>

## k. Faulty comparison

N/A: The aromantic flag is not related to the existing compatibility emoji and is fully distinct from existing emoji.

## L. Exact Images

N/A: The aromantic flag emoji would represent a flag, therefore it could be represented in a number of different ways. An exact image is not required.

## M. Region Flags Without Code

N/A: The aromantic flag is not a flag that represents a geographic region.

## N. Lack of required rights or license for images

The image is public domain.

**o. Variations on direction**

N/A: The proposed emoji is not a directional variation of an existing emoji.

**P. Includes text**

N/A: The proposed emoji does not include text.

## Other Information

The aromantic flag is a symbol which is used worldwide, by groups small and large. The following provides a sampling of its use.



Yarra, Victoria, Australia, flew the aromantic flag during Aromantic Spectrum Awareness Week.<sup>2</sup>

<sup>3</sup>

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<sup>2</sup> <https://www.facebook.com/gabrielle.de.vietri/videos/866977264142616/>

<sup>3</sup>

<https://www.yarracity.vic.gov.au/-/media/files/ycc/council-and-committee-meetings/council-meetings/2020-council-meetings/20201215-council-minutes.pdf?la=en>

## Capital Pride Parade in Washington, D.C.



TAAAP's contingent waiting to march at the Capital Pride Parade.

Many different groups have marched in various Pride Parades all over the world carrying the aromantic flag. In Washington, DC, in 2019, the aro flag was prominently featured<sup>4</sup>.

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<sup>4</sup> <https://taaap.org/2019/07/30/2019-07-30-pride-2019-recap/>



In Montreal's Pride Parade in 2019, there was a very large aromantic group that marched with aro flags<sup>5</sup>.

<sup>5</sup>

[https://www.reddit.com/r/aromantic/comments/ct4kbf/the\\_aromanticasexual\\_delegation\\_of\\_last\\_weekend\\_s/](https://www.reddit.com/r/aromantic/comments/ct4kbf/the_aromanticasexual_delegation_of_last_weekend_s/)



Alvaro Ramírez  
@Arkanto90

...

Replies to [@Arkanto90](#)

Me faltaron als de la arromantica, aquí están

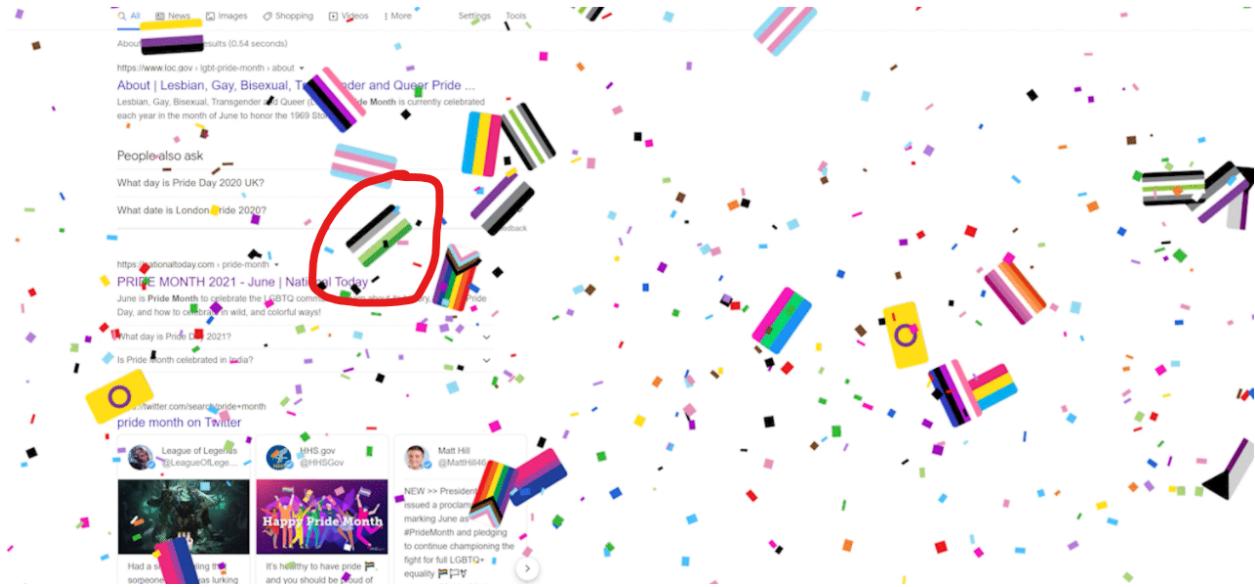
[Translate Tweet](#)



6:23 PM · Jun 28, 2021 · Twitter for Android

The Museo Memoria y Tolerancia in Mexico City included the aromantic flag in their “LGBT+ allá del arcoíris” exhibit.<sup>6</sup>

<sup>6</sup> <https://twitter.com/Arkanto90/status/1409683922045202442>



Google featured a confetti easter egg for Pride Month 2021 which included the aromantic flag.<sup>7</sup>



"The Blue's Clues Pride Parade Sing-Along Featuring Nina West" included the aromantic flag as one of its many featured pride flags.<sup>8</sup>

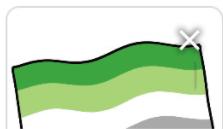
<sup>7</sup> <https://9to5google.com/2021/06/01/google-search-adds-fabulous-pride-month-easter-egg/>

<sup>8</sup> <https://youtu.be/d4vHegf3WPU?t=108>

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The Venmo app includes the aromantic flag as one of its stickers.