

Proposal for Marigold Flower Emoji

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Introduction: Marigolds are upholders in gardens all over the world because of their luminous appearance¹. It is a native to North and South America. Throughout history, it has been well utilized by various populations in the world. Documentation reach as far back as the Greek and Roman civilizations. Its distribution throughout the trade routes led to its wide distribution in the modern world². Hence, its usage increased over time. In this proposal, I suggest the addition of the Marigold flower emoji to the existing collection of Plant-Flower emoji.

1. Identification: Short names and keyword for the proposed emoji are:

A. CLDR short name: MARIGOLD FLOWER

B. CLDR keywords: MARIGOLD | FLOWER | PLANT

2. Images: I propose the following image for the Marigold flower emoji. The corresponding 72 x 72 PNG file has been submitted along with the proposal.

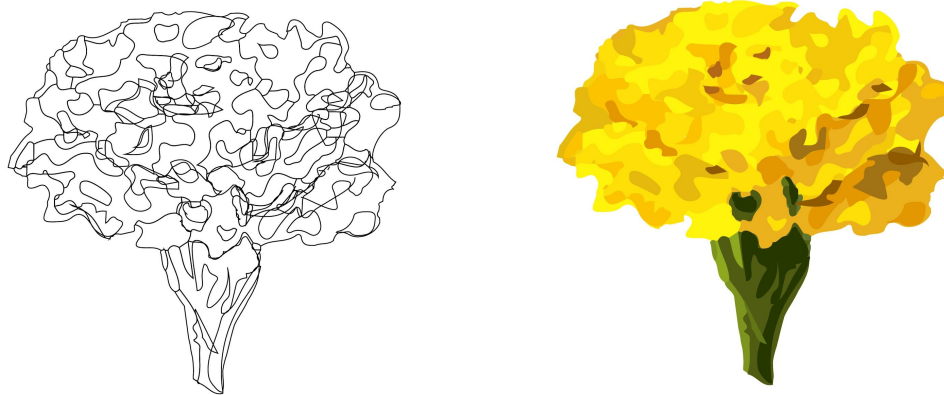


Figure 1: Proposed image for Marigold Flower emoji.

¹ <http://articles.mercola.com/herbs-spices/marigold.aspx>

² <http://articles.mercola.com/herbs-spices/marigold.aspx>
<http://www.burpee.com/gardenadvicecenter/annuals/marigolds/marigold-history/article10006.html>

3. Selection Factors for Inclusion:

A. Compatibility: Marigold is the most popular garden flower³ which is also used for several other purposes. One of the major utilization of this flower is ornamentation in various parts of the world. They have had an important spiritual and cultural significance for many different cultures⁴. It also has vital medicinal and nutritional properties. It is approved for use in the European Union as a food additive, acting as a natural food colorant and nutritional supplement⁵.

Marigold also acquires the charm and elegance like the other Flower emojis in the Plant-Flower emoji category. However, it also has various other properties which play a very significant role in the magnitude of its usage. Hence, representation of such a flower is required by and large.

B. Expected Usage level:

1. Frequency: The comparison between Marigold, White Flower and Rosette (Figure 2.) indicates that the term for the proposed emoji has a good interest over time. It is being used in various parts of the world such as Russia, Ukraine, Poland, Germany, Romania, France, Italy, United Kingdom, Sweden, Saudi Arabia, India, Brazil and Mexico (Figure 3).⁶

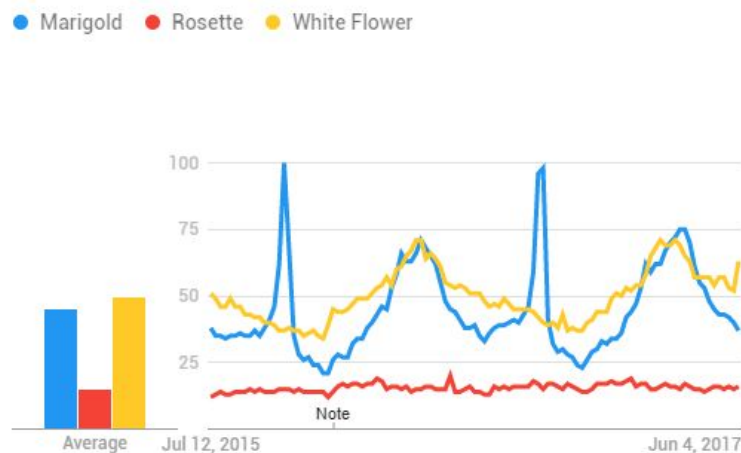


Figure 2: Google Trends Interest over time for “Marigold, White flower, and Rosette”

³ <http://www.ourherbgarden.com/marigold-companions.html>

⁴ <https://en.wikipedia.org/wiki/Tagetes>
http://www.specialtyproduce.com/produce/Marigold_Flowers_6604.php
<http://www.namesofflowers.net/marigold.html>

⁵ <http://articles.mercola.com/herbs-spices/marigold.aspx>
https://en.wikipedia.org/wiki/Tagetes#Cultivation_and_uses

⁶ <https://trends.google.com/trends/explore?date=2015-07-12%202017-08-04&q=%2Fm%2F01y03f,Rosette,White%20Flower>



Figure 3: Google Trends on Interest by Region for “Marigold, White flower, and Rosette”

2. Multiple Usages:

- To show activities such as worship, festivals, celebrations, etc.
- To communicate socio-cultural activities such as marriages, etc.
- To communicate belief and honour.
- To compare the energy and glow such as, “Your skin glows like Marigold”.

C. Image Distinctiveness: Marigold has a very bright colour and magnetic charm. Its petals are positioned elegantly in large numbers which makes it unique and easy to differentiate from the existing plant-flower emojis (Figure 4).



Figure 4: Marigold Flower

D. Completeness: Marigold is a very unique flower with various unique properties as stated above. It will represent liveliness and warm fellowship and express emotions like honour and belief which is not expressed by any other existing emoji entirely.

E. Frequently Requested: The urge for this emoji is fairly frank on social platforms, people use #marigold on instagram is used by a good whole number (Figure 5). Also,

there is a demand for the emoji (Figure 6.) on social platforms like twitter⁷ and instagram.

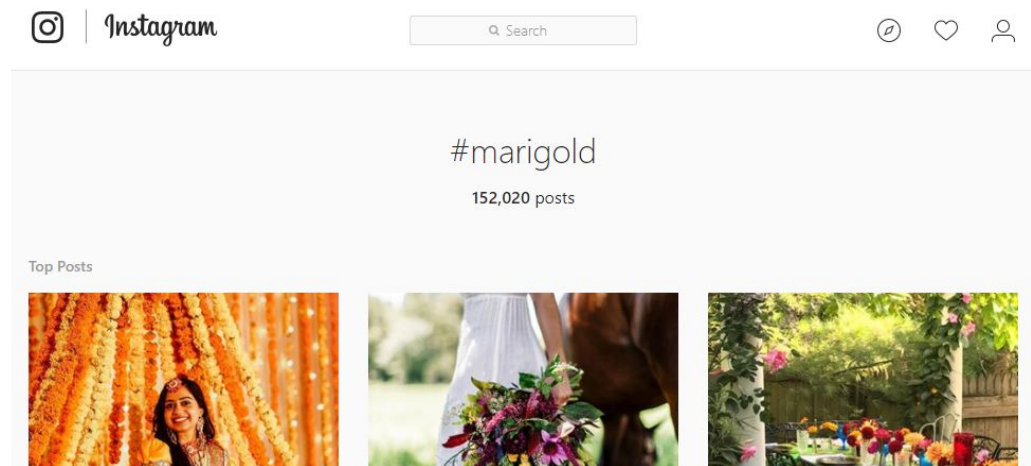


Figure 5: Instagram showing the popular #marigold.



Figure 6: Twitter showing the demand of Marigold emoji.

⁷ <https://twitter.com/search?q=marigold%20emoji&src=typd&lang=en>

4. Selection Factors for Exclusion:

F. Overly Specific: The Marigold Flower emoji would not be overly specific as it can be used to represent a wide range of activities and emotions.

G. Open-Ended: This criterion is not applicable. The Marigold Flower emoji is unique and will add diversity to the existing Plant-Flower emoji.

H. Already Representable: This criterion is not applicable. Marigold is used by a lot of cultures worldwide. Also, its form and colours make it unique and distinct from other plant-flower emojis.

I. Logos, Brands, UI Icons, Signage, Specific people, Deities: The proposed emoji is free of copyright concerns and does not contain references to deities, logos, and specific people, historical or living.

J. Transient: Marigold is likely to remain relevant as long as we have horticulture, also its consumption is increasing every year.

K. Faulty Comparisons: This criterion is not applicable.

5. Sort Location: The proposed Marigold Flower emoji should be placed in the “Plant-Flower” category.