

Proposal for Emoji: Bisexual Flag

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Identification

CLDR short names: Bisexual Flag

CLDR keywords: bisexual, flag, bi

Proposed Emoji



Notes

The flag itself is a horizontal tricolor of magenta, lavender, and royal blue (PMS colors: top stripe 226, middle 258, bottom 286), in proportions 2:1:2. The overall proportions of the flag are either 2:3 or 3:5. The flag is in the public domain.

Black and White

As the flag is composed of coloured bands, without a symbol, a black and white reproduction as per the submission guidelines is impossible without an alternative design. A black-and-white image where the Interlocked Male and Female Symbol ($\♁$) is suggested to be placed on top.

Sort Location

Category: Flags-flag [category](#)

Ordering: The bisexual flag should come after the transgender flag and before the pirate flag.

Abstract

This proposal requests the addition of a BISEXUAL FLAG emoji. Currently, there is no emoji for members of the bisexual community to express themselves. The proposed bisexual flag emoji is general enough to express both community affiliation and sexual orientation.

Introduction

The world isn't binary, and sexual orientation isn't, either. There is more than being straight or gay. The bisexual community is home to those in between, for all the shades "shades of gay" in what is often assumed to be one or the other: bisexuals, pansexuals, omnisexuals, queers, non-straight individuals, or anyone who doesn't quite fit the otherwise binary "straight" and "gay" pattern.

Unfortunately, these individuals have a difficult time coming out and finding acceptance. A Pew Research Study found bisexuals are much less likely than gay men or lesbians to have "come out" to the important people in their life. Only 28% of bisexuals say all or most of the important people in their life know they are bisexual.¹ The study also reported the acceptance of bisexual men among LGBT adults was 8%. This is despite about half of LGBT adults identifying as bisexual.² In fact, even though bisexual men and women comprise the largest share of the LGBT population, they do not feel welcome at Pride events.³ Thus, the rainbow pride flag is not enough for the bisexual community to express themselves.

While the current selection of emoji provides a wide array of generalised representations, very few speak to the life experiences of those users who are bisexual. The bisexual flag is integral to diversifying the options available: filling a significant gap and providing a more inclusive experience for all.

Selection factors - inclusion

Compatibility

This is a new emoji for inclusion in Unicode emoji standard and other platforms. It will contribute to the various phrases and usages defined below

Expected usage

Frequency

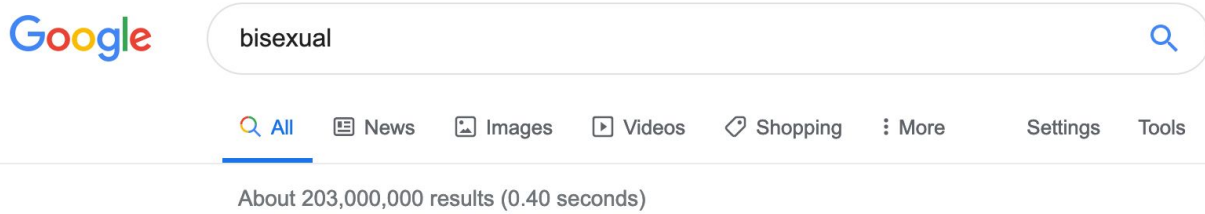
Individuals all around the world identify as bisexual. The bisexual flag is the only symbol that represents the bisexual community.

¹ Parker, Kim. "Among LGBT Americans, Bisexuals Stand out When It Comes to Identity, Acceptance." *Pew Research Center*, Pew Research Center, 20 Feb. 2015, www.pewresearch.org/fact-tank/2015/02/20/among-lgbt-americans-bisexuals-stand-out-when-it-comes-to-identity-acceptance/.

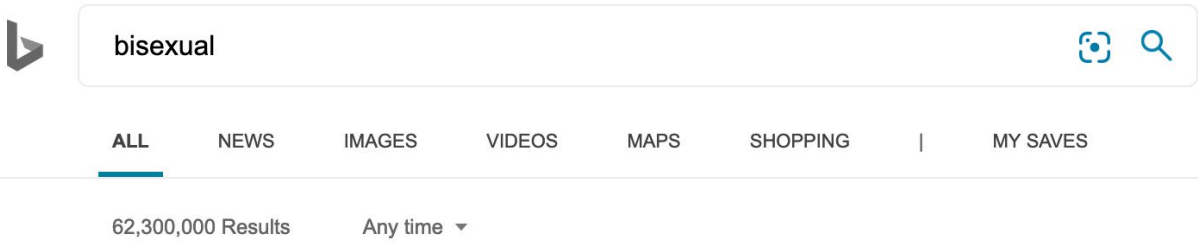
² Gary J. Gates, "How many people are lesbian, gay, bisexual, and transgender?" The Williams Institute, April 2011, <http://williamsinstitute.law.ucla.edu/wp-content/uploads/Gates-How-Many-People-LGBT-Apr-2011.pdf>.

³ Allen, Samantha. "Why Bisexuals Feel Ignored and Insulted at LGBT Pride." *The Daily Beast*, The Daily Beast Company, 23 June 2018, www.thedailybeast.com/why-bisexuals-feel-ignored-and-insulted-at-lgbt-pride.

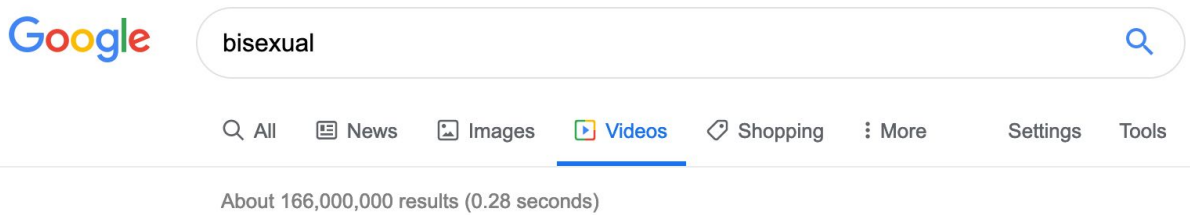
B.1.a



B.1.b

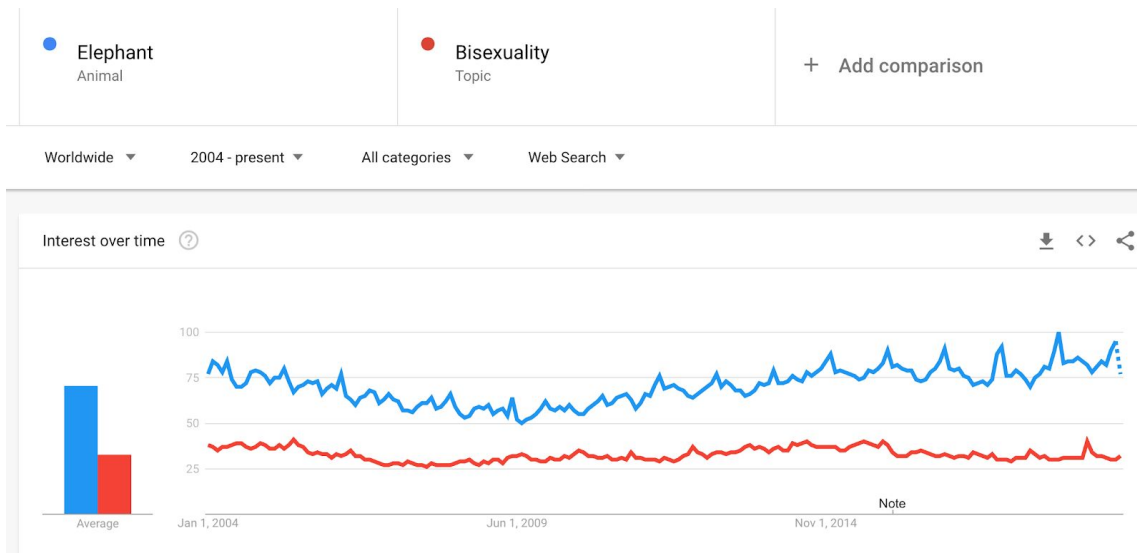


B.1.c

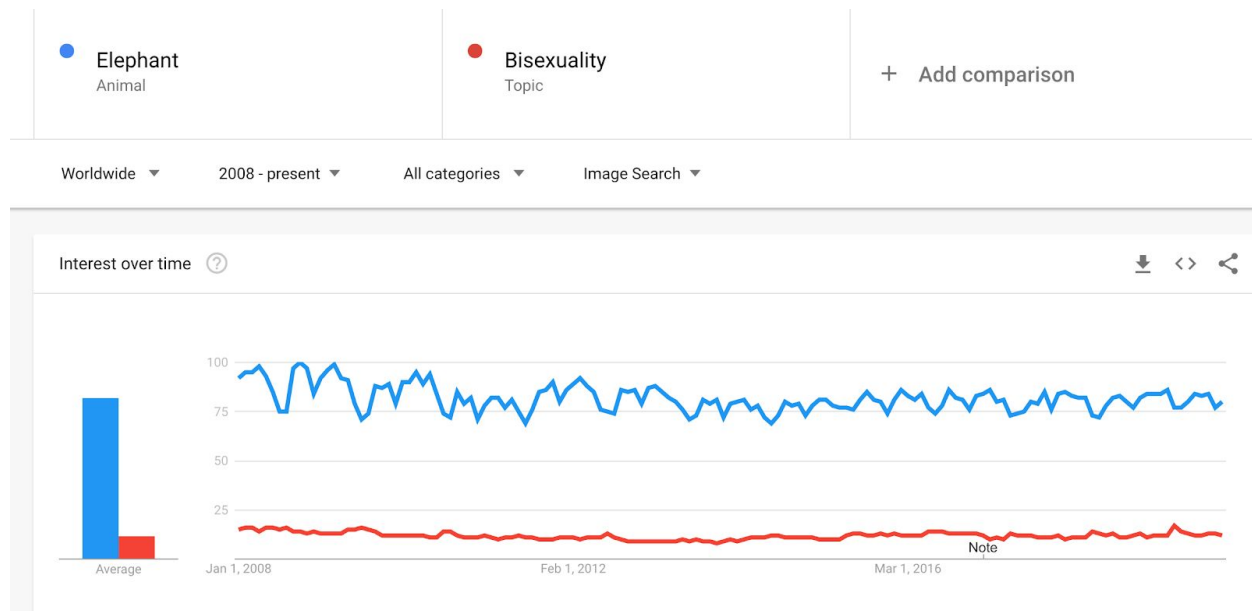


B.1.d

Topics are used in the analysis to try to accompass different languages and varying search terms. For example, bi is often used as an abbreviation for bisexual or bisexuality.



B.1.e



On Instagram, the #bisexual hashtag had 9 million posts on February 1, 2020. #bi had 7.1 million posts. #elephant had 6.6 million posts.

Multiple usages

A bisexual emoji would not just represent a group of people, but would span into representing:

- community association
- cultural events and venues welcoming or specifically accommodating to bisexual people
- the fluidity of sexuality and sexual identity

While social media is one proxy to indicate use, many people use emojis to represent their identity in their bios. An inline image of the flag and its variants have been adapted to indicate a user belonging to the bisexual community on various online platforms.

Use in sequences

This proposal does not suggest a further use in a sequence. Nothing in particular prevents or discourages future use.

Breaking new ground

There are ways of expressing heterosexual and homosexual relationships within the emoji specification already, but there is no way to express bisexuality or to depict bisexual life. The rainbow flag is simply insufficient to represent this community. Given that this will be the first emoji to express bisexuality usage is likely to be high.

Distinctiveness

The bisexual flag is an easily identifiable and unique symbol. As the bisexual flag is a banner of three colors, it can be represented at very small sizes.

Completeness

Heterosexual and homosexual relations can be represented through the use of gendered emoji, from the couple holding hands to the same-sex parent families. There is no current way to express “I am bisexual” in emoji, making bisexuality underrepresented compared to the current standard for heterosexuality and homosexuality. The proposed bisexual flag provides an advance in coverage to depict the fluidity of sexuality, sexual orientation and sexual identity, filling a significant gap in representation and inclusiveness among existing emoji.

Selection factors - exclusion

Frequent requests



The most popular search term associated with “bisexual flag” is “emoji”

Emojipedia Top Emoji Requests 2019 - Flags

<https://blog.emojipedia.org/top-emoji-requests-2019/>

Overly specific

The proposed emoji is no more specific than it needs to be to represent the intended range of individuals represented by this community.

Open ended

The bisexual flag is the only symbol that represents the individuals of the bisexual community.

Already representable

The concepts depicted in the proposal set are not representable with existing emoji. The rainbow pride flag has been popularized to represent the gay community. The rainbow flag does not properly allow a member of the bisexual community to express their identity. We believe that usage of the bisexual flag emoji will be high because it will be the only emoji capable of communicating a bisexual identity.

Logos, brands, UI icons, signage, specific people, specific landmarks, deities

Not applicable. This emoji or any graphical representation of the transgender flag does not represent any logos, brands, UI icons, signage, specific people or deities. The original work falls into the public domain.

Transient

As displayed in the Google Trends graph above, bisexuality has had a consistent number of searches over time. Ancient Greek religious texts incorporated bisexual themes.⁴

Faulty comparison

This is not applicable. This proposal for the bisexual flag emoji would exist irrespective of existing emojis.

Exact images

An exact image is not required for this emoji.

Region flags without code

This proposal is not a regional flag.

⁴ Weinberg, Martin S.; Williams, Colin J.; Pryor, Douglas W. (1995). *Dual Attraction: Understanding Bisexuality*. New York: Oxford University Press. p. 41. ISBN [978-0-19-509841-9](https://doi.org/10.1017/9780195098419).
Ted Eytan, et al. "Proposal for the Transgender Flag Emoji". 2019.
<https://www.unicode.org/L2/L2019/19080-transgender-flag.pdf>.