

Proposal for Emoji: Lake

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1. Identification

Keywords: water, pond, reservoir, swim, beach, boat

Category: Travel & Places - place-geographic

2. Images



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3. Factors for Inclusion

1. Multiple meanings

- a. N/A. There are no widely used metaphors or symbolism associated with lakes, ponds, or reservoirs.

2. Use in sequences

- a.  - lake beach
- b.  - lake wind
- c.  - swimming in a lake
- d.  - water from a lake or reservoir
- e.  - lake kayaking

- f. 🌍🎣 - fishing on a lake
- g. 🌍🌧️ - lake-effect rain
- h. 🌍❄️ - lake-effect snow
- i. 🏔️🌍 - alpine lake
- j. 🌍⚡ - hydropower
- k. 🌋🌍 - volcanic lake
- l. 🌍🌊 - lake with waves
- m. 🌞🌍 - sunny day on the lake
- n. 🏠🌍 - salt lake
- o. 🏠🌍🏙️ - Salt Lake City

3. Breaks new ground

- a. The concept of landlocked bodies of water is not represented by existing emoji such as 🌊 and 🏖️, and 🌍 represents a family of geographical features, not a specific lake.

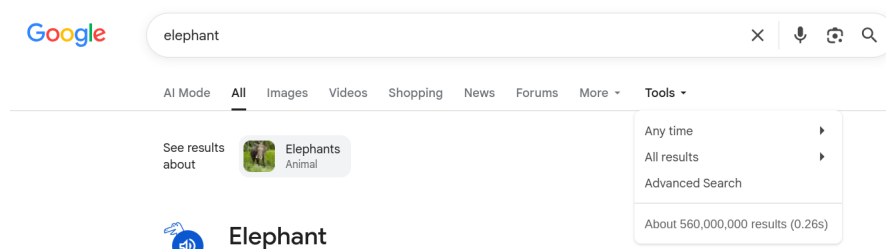
4. Distinctiveness

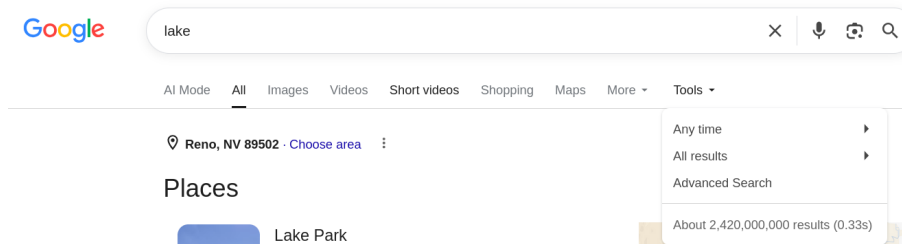
- a. 🌍 represents inland bodies of water that are fully surrounded by land (lakes, ponds, reservoirs), and not a specific lake or pond.
- b. Even at small sizes 🌍 is recognizable to most users, who are generally familiar with the concept of lakes and ponds and have likely visited one or seen one on a map. An overhead view of a lake surrounded by land is a common and well-understood symbol.

5. Usage Level

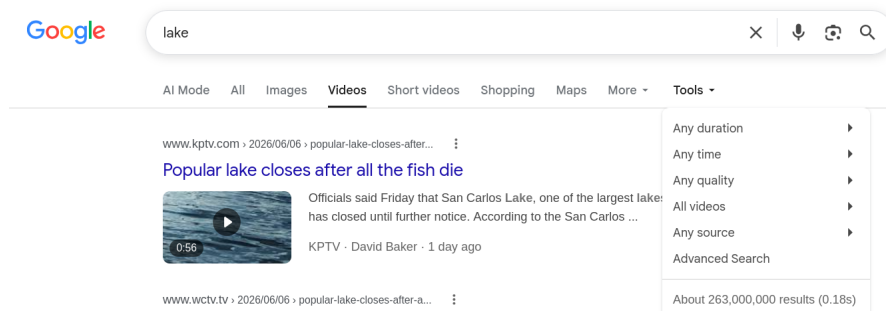
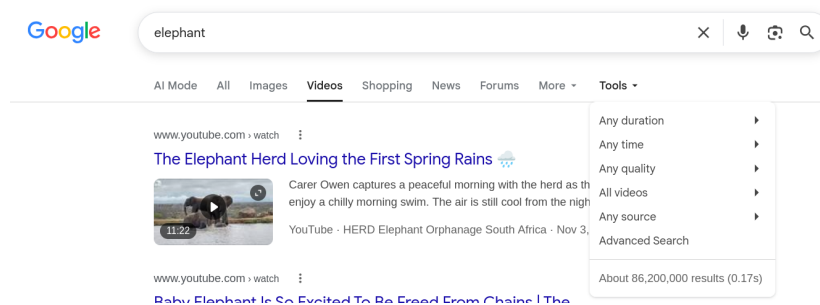
Usage level is expected to be high due to the popularity of lakes as recreational destinations, especially in summer months.

a. Google Search

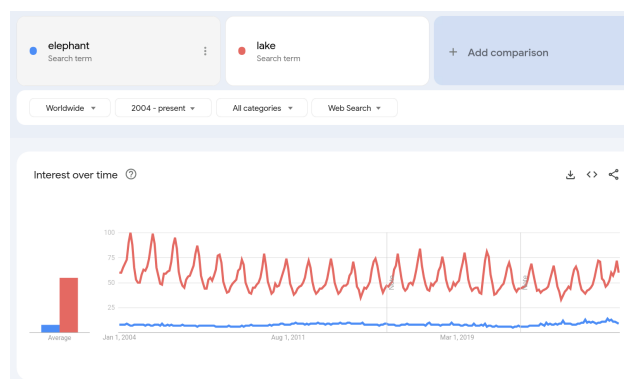




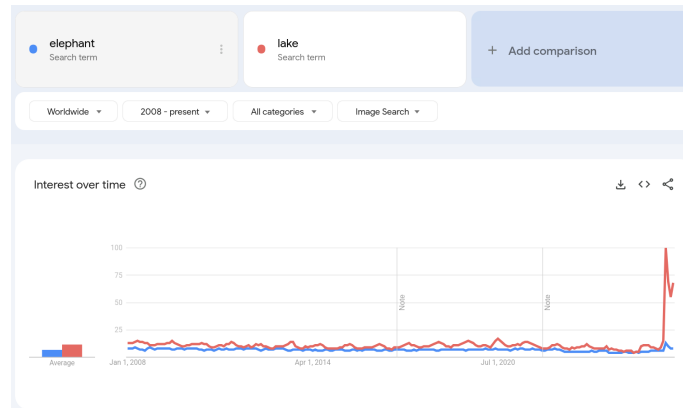
b. Google Video Search



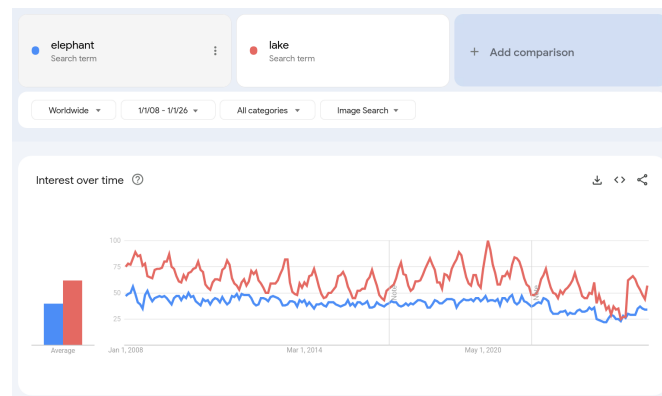
c. Google Trends: Web Search



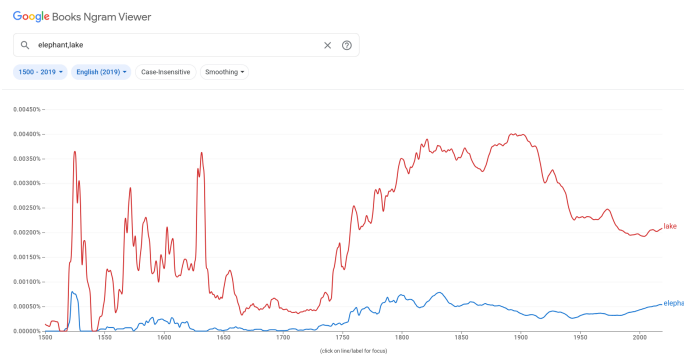
d. Google Trends: Image Search



Excluding the recent spike in search activity for "lake":



e. Google Books Ngram Viewer



6. Completeness

- a. The lake emoji helps complete the major geographical features in the places-geographic category. While there is no consensus on which features are major, lakes and ponds are generally considered to have a similar level of importance to oceans, mountains, and deserts.
- 7. Compatibility
 - a. N/A

4. Factors for Exclusion

1. Already representable

- a. Existing emoji or a combination of existing emoji do not adequately represent the concept represented by emoji lake because they reference a different kind of water feature.
- b. 🌊 shows waves in an ocean, which are typically smaller or absent in lakes or ponds.
- c. 🏖️ and 🌴 imply that they are in or next to the ocean, and the land on the outside of 🌴 makes it visually and conceptually distinctive.
- d. 🏔️ generally depicts a mountain with a river or stream on most major platforms (resembling Yosemite National Park), and does not show a lake or pond.

2. Overly specific

- a. Lakes and ponds are a broad category of water features, and 🌊 does not depict a specific lake or pond (the provided image is loosely inspired by Lake Tahoe, but the final design from vendors will likely show a more generic shape).
- b. There are an estimated 117 million lakes on Earth¹, and around 83,115 named lakes in the United States alone². Lakes are an important source of recreation, culture, and natural resources for people worldwide and the concept is widely understood. There is also a large number of ponds, which are similarly important to human culture.

3. Open-ended

- a. Lakes are a major geographical feature. Adding 🌊 will not result in the need to add other emoji since most major geographical features will be represented by emoji. Rivers can already be represented by 🏞️ on most platforms.

4. Transient

- a. The Google trends show that lakes have been referenced for centuries.
- b. Lakes and ponds have been known to and used by humanity for recreation and resources since antiquity³, and this trend is expected to continue for the foreseeable future.

5. Faulty Comparison

- a. N/A. This proposal is not justified by comparison to existing emoji.

1. <https://www.smithsonianmag.com/smart-news/world-has-whopping-117-million-lakes-now-180952623/>
2. <https://aslopubs.onlinelibrary.wiley.com/doi/10.1002/lob.10355>
3. <https://sanctuaries.noaa.gov/50/were-all-wet.html>

Other information

Full resolution image:



The final design should not be immediately recognizable as a specific lake to ensure the emoji is universally understood.