

# **Chapel Technical Steering Committee: Logo Design / Next Steps**

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# Logo Design



# Votes Since Last Meeting

## **Should we try to crowdsource logo designs first, or go directly to the Linux Foundation designers?**

- crowdsource first: 6
- Linux Foundation: 5
- abstain: 1
- absent: 1

## **By when should we strive to have a logo design?**

- Start of SC25: 8
- New Year: 2
- HPSFCon: 1
- abstain: 1
- absent: 1

## **How long should we give community members to submit logo designs?**

— initial results:

- 1 week: 4
- 2 weeks: 3
- 3 weeks: 2
- 4 weeks: 2
- abstain: 1
- absent: 1

— after instant runoff:

- 1 week: 6 votes
- 3 weeks: 5 votes

# Guidance to Logo Designers ([#16](#), [#27901](#))

## Elevator Pitch

Chapel is a programming language whose purpose is to make parallel programming simpler and more productive, specifically when targeting multicore processors or GPUs, whether on a laptop, cluster, cloud instance, or supercomputer. Chapel supports syntax that is easy to read and write (like Python) yet results in the performance and scalability that HPC (High Performance Computing) users require. In practice, it has scaled to over a thousand GPUs, thousands of compute nodes, and millions of cores in the context of user applications.

## Other Guidance:

- no “C” logo
- no religious ties
- “Chapel” not central to visual design
- no AI, reserve right to change, donating design

## Three Terms that describe tech

- parallel, productive, fast
- (also: scalable, portable, language)

## Color Palette

- requested to stick with historical one

## Existing Logos we like



## Competitive brands to avoid

- HPE, Cray
- C, C++, C#, Fortran, Java, Python
- Julia, Rust, Swift, Go
- MPI, OpenMP, OpenSHMEM, Kokkos, HPX
- CUDA, HIP/ROCm, SYCL, OpenCL, OpenACC
- Matlab, Dask, Pandas, R

# Call for Crowdsourced Logos

**Oct 13:** Opened issue calling for logos, with info from previous slide

**Oct 14:** Social media post + Discourse announcements list post/mail

**Oct 16:** Second social media post

**Oct 21:** Deadline for submissions

**Oct 22:** No submissions received

# Proposed Next Steps for Logo

**Submit guidance to LF Designers today**

**When ~3 designs come back, try to select favorite and iterate on it quickly**

**Update website, social media, etc. once favorite comes back**



# Next Steps



# TSC TODOs

## Short-term:

- ~~Approve the technical charter~~
- ~~Approve the GOVERNANCE.md document~~
- ~~Decide whether to rename the project now~~
- ~~Decide how to source a new logo~~
- Decide whether we want to create a TSC chair
- What else belongs in this column?

## Medium- to Longer-term:

- How can community members join the TSC?
  - And whether we want to actively recruit
- What's our meeting cadence and structure?
- How are topics proposed to the TSC?
- What TSC forums should we establish outside HPE?
  - (Mailing list? Slack? Discord?)
- Does LF have a more formal voting tool to use?
- How can community members become committers?
- How about here?



# TSC Chair



# TSC Chair Questions

## **Do we want one?**

## **What should their role be?**

- preside over TSC meetings?
- set up and run votes?
- serve as the primary communication contact with the HPSF (or someone else can be designated)?
- serve as our representative on the HPSF TAC?
- ...?

## **Who is potentially interested in the role?**

# Expanding the TSC

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- After bootstrapping, the TSC is designed to become open to community members
- Technical charter summarizes key elements
  - TSC votes in new members
    - Can also vote someone out of TSC
  - Members can resign at will
  - Key Qs:
    - What would we want to see from interested applicants?
    - Practically, how will we conduct discussion and voting?

# Thanks!

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