

Chapel Technical Steering Committee: Logo/Launch/Naming

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Updates / Refresher



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Chapel is now officially part of LF/HPSF!

- Last Thursday (Sept 25):
 - HPE signed contribution agreement
 - LF sent us completed PDF of tech charter
 - stored in the governance repository as [TechCharter.pdf](#)

Next steps (working backwards):

- SC25 (Nov 16–21)
- Do public announcement of HPSF membership jointly between HPSF, HPE, and Chapel PR accounts
- Replace historical Chapel logo on project assets
- Determine what we want our new logo to be
- Determine how we want to source a new logo
- Determine what guidance we want to give to logo designers

Polling and discussions suggest that while there remains appetite for renaming, nobody is championing doing so before the HPSF launch

Straw polls & results

Polls since last meeting using GitHub issues (as of ~9am)

“Should we have a new logo and/or mascot before publicizing our move to HPSF?” ([#11](#))

- Yes: 12
- And let's focus on the logo: 8
- And let's focus on the mascot: 1

“Should we rename ‘Chapel’ in the near-term / foreseeable future?” ([#9](#))

- Yes: 8
- Before publicizing HPSF transfer: 0
- Before designing a logo: 3
- No: 3

“Should we provide Chapel and/or ‘chpl’ as input to logo designers?” ([#15](#))

- Chapel: 1
- ‘chpl’: 3
- neither / make the logo name-agnostic: 4

Based on these results, my proposal is that we focus on logo design & HPSF publicity in the short-term

Relationship between logo and name

Logo Designers want to know the name of what they're designing for

- For inspiration
- To integrate the name visually into the logo
 - (we'll see examples of this in a few slides...)

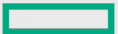
I can't imagine we'd ask anyone to integrate the concept of a Chapel (the building) into the design

- Or more to the point, I think we'd stipulate that any ties to religion/chapel-buildings be explicitly avoided

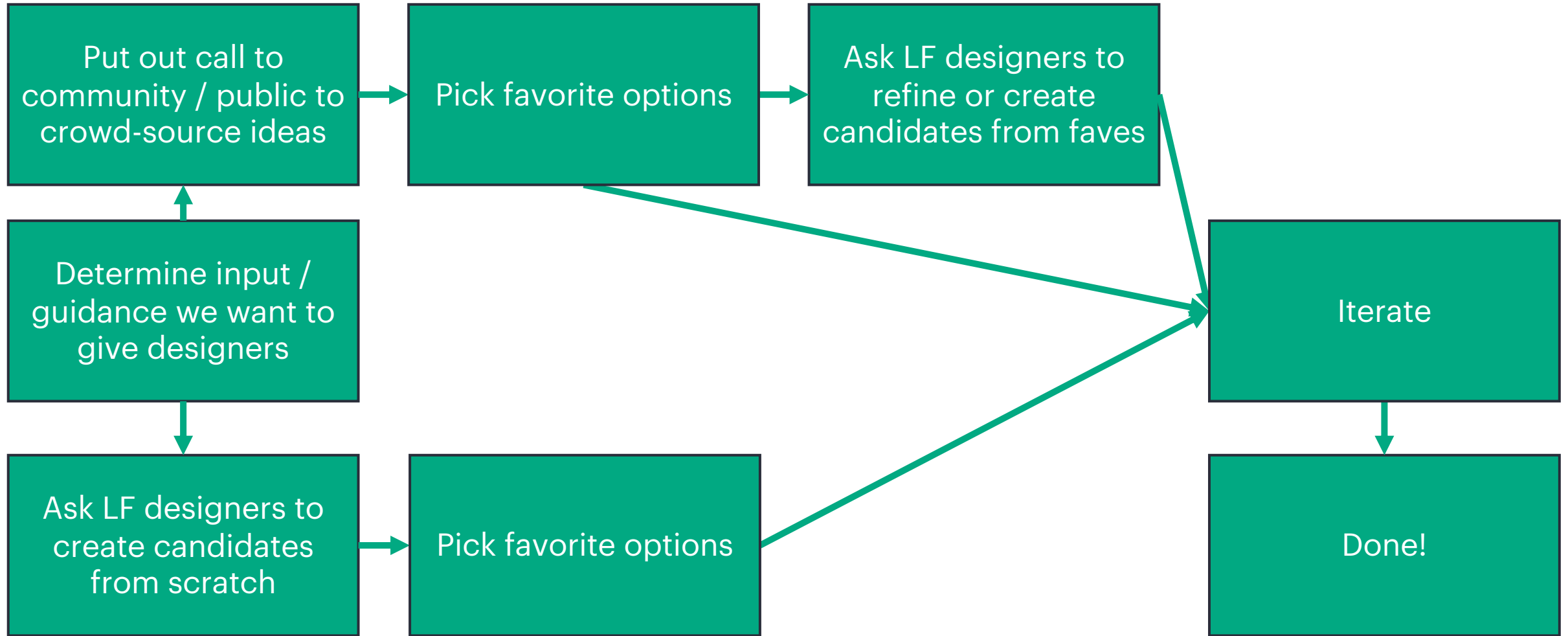
Assuming we don't rename before designing a logo, this suggests we:

1. Create a "temporary" logo focused on Chapel that we'd replace if/when renaming
2. Create a logo that involves the name Chapel (or short-hand 'chpl') but isn't tied to it
 - (i.e., one that lets us swap in new name later)
 - "Logo should focus on what the language is and does, not what it's named"
3. Avoid using the name in the logo at all
 - But this seems like a difficult way to build up recognition of the new logo...
4. Something else?

Generating Logo Designs



Possible paths to creating a new logo (or mascot)



Designs that have been proposed organically

By @libregd on <https://github.com/chapel-lang/TSC/issues/13>:

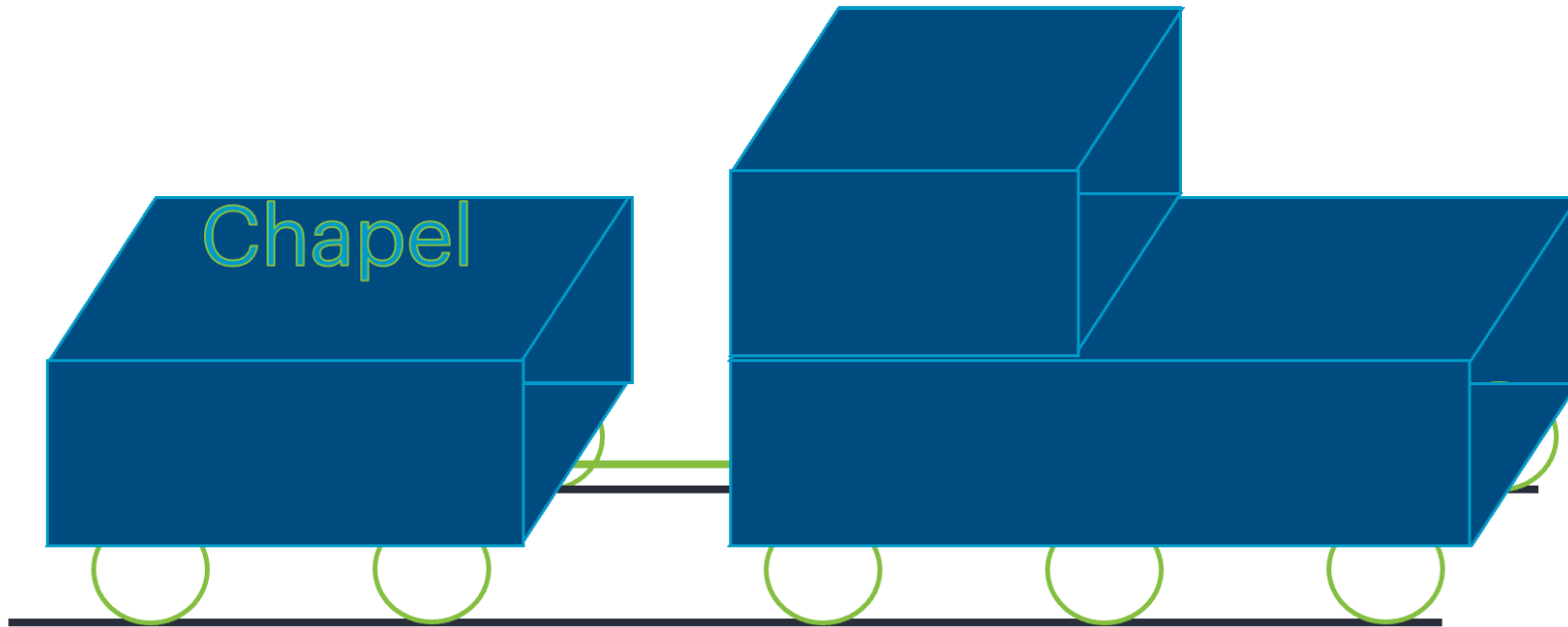


design by libregd

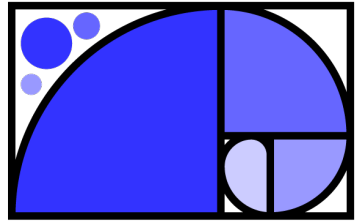


Other ideas that have been proposed

- Chipmunk mascot concept: (see <https://github.com/chapel-lang/TSC/issues/12#issuecomment-3314138305> for details)
- Train-oriented logo concept (see <https://github.com/chapel-lang/TSC/issues/12#issuecomment-3319627072> for details)



Other HPSF logos designed by LF designers



AMReX



VISKORES



TRILINOS

Guidance to LF / Logo Designers (#16)

Elevator Pitch

Chapel is a programming language whose purpose is to make parallel programming 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) programmers 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.

Three Terms that describe tech

- productive
- fast / performant
- scalable
- portable
- parallel
- language

Color Palette

- request to stick with historical one?
- propose another?
- let them do what they want?

Pointers to 2–3 Existing Logos we like

- our historical one?
- ???
- ???

Competitive brands to avoid

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

What can we decide today? And can we fork off a subteam to wrestle with things we can't?

Thanks!

@ChapelLanguage

