About
branding, community, website
of
the C programming language

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Abstract

C lacks on the front of unified presence that could enhance its visibility and community engagement. As we observe efforts in this regard for other as old or even older languages [8, 6, 3], improvements to "branding" of C ought to take place as well.

This document reminds about the traditional logo of the language, mentions colloquial names of the standard revisions, suggests presence on code forges, and has PDF attachments with prototypes of `wg14.link` service, as well as a new website that would serve as resources hub for both new and seasoned programmers.
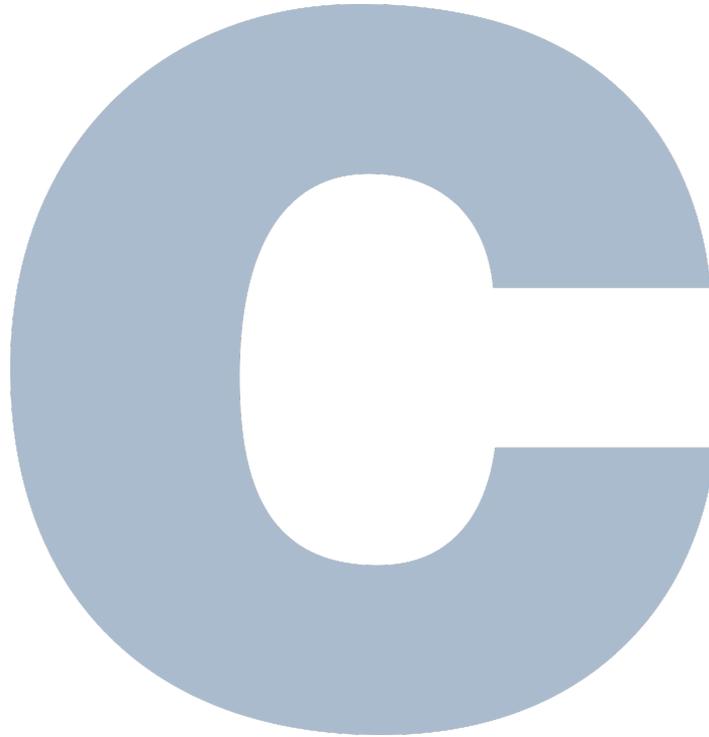
Contents

1 Logo

Traditionally, the logo of C language is uppercase letter 'C' in font Helvetica Black, first used on the cover[1] of the book *The C Programming Language* (K&R).

Usually colored in shades of blue and grey like Hit Grey , Cadet Grey , or LightSteelBlue .

SVG file[2] uploaded to Wikimedia Commons for public domain by Cobaiahackers on 2023-01-12 [4]

Beside the traditional logo, various other stylizations of letter C can be found.
Most noticeable example is a derivative of C++ logo with "++" removed, and sometimes with blue colors either lightened, darkened, or shifted towards violet spectrum.

While some may prefer it to the traditional one, its usage is not recommended.

Even if C was lacking an established[3] logo, and acquired permission [7] from Standard C++ Foundation to use one based on their design, the author(s) of the derivative work are not know.

Another issue rises from existence of similar fan-made creations for different languages[4] that are not affiliated with each other, nor have particularly much in common beside taking inspiration from C and C++, the strongest being the name.

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[1] while the letter 'C' alone is within public domain [5], the full cover graphic might meet threshold of originality for copyright protection; in either case, the stylized letter is plenty sufficient, and full cover would be "noisy" and harder to fit into iconography
[2] copy of the file attached to this PDF document as logo.svg
[3] nota bene, established before C++ (*C with Classes*) was even conceived, let alone its logo
[4] like for C-- or C# (although the latter sometimes has wandered into official communication)

2 Colloquial names

2.1 Committee

Official name of the C standardization group is *ISO/IEC JTC1/SC22/WG14*, usually shortened to *WG14*. However, the first standardization effort was by *X3J1I Technical Committee* under project *381-D* by *ANSI* on *Computers and Information Processing (X3)*. Before that was book *The C Programming Language* by Brian Kernighan and Dennis Ritchie, which is also considered to be an informal standard. And even before that, Dennis Ritchie and his coworkers were working on C at the Bell Labs from AT&T.

There is K&R C, ANSI C, and currently ISO C – a precedence of change is established in this matter.

Therefore, to best reflect past, present, and whatever the future holds, it is probably for the better to try using "*C Committee*" whenever possible, unless precision is required.

2.2 Standard revisions

As per the multiple agreements during Committee meetings, as well as discussions on mailing list, the names of each revision are **not** directly derived from the full name of the document specifying them, nor from the year it was published, nor even necessarily from they year the work on them was finalized.

As of today (date) the list is:

version	publication	nicknames	
C2y			[1]
C23	ISO/IEC 9899:2024		
C17	ISO/IEC 9899:2018		
C11	ISO/IEC 9899:2011		
Embedded C	ISO/IEC TR 18037:2008		[2]
C99	ISO/IEC 9899:1999		
C95	ISO/IEC 9899:1990/Amd 1:1995	C94	
C90	ISO/IEC 9899:1990		
C89	ANSI X3.159-1989	ANSI C	
	The C Programming Language	K&R C	

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[1] future dialect of the standard, currently work in progress

[2] existence of such official extension to the language can lead to curious situation of somebody not aware about this Technical Report overcorrecting somebody aware of its existence (although the probability of it is quite low; in most cases person talking about "normal" and "embedded" C as if different languages is usually the one in the wrong)

3 Presence on code forges

Social network presence become of utter importance in the modern world. For programming related projects first and foremost important type of SNS are code forges, nowadays dominated by Git hosting.

3.1 GitHub

It's one of the oldest Git repository hosting services right now, as well as the most popular code forge of today in general. It serves as home to many prominent projects, from hobbyist to corporate level. While not without its controversies, it is still the official mirror of many crucial FOSS efforts.

Notable examples of organizations from realm of language design present on this platform:

- C++ (cplusplus, isocpp)
- C# (dotnet)
- Carbon (carbon-language)
- D (dlang, dlang-community)
- Fortran (j3-fortran, fortran-lang)
- Go (golang)
- Korn Shell (ksh93)
- Kotlin (JetBrains/kotlin)
- Nim (nim-lang)
- OCaml (ocaml)
- Odin (odin-lang)
- Perl (Perl)
- PHP (php)
- PowerShell (PowerShell)
- Raku (Raku)
- Ruby (ruby)
- Rust (rust-lang)
- Scala (scala)
- Standard ML (smlfamily)
- Swift (swiftlang)
- TypeScript (microsoft/TypeScript)
- V (vlang)
- VimL (vim)
- Zig (ziglang)

Due to the platform's popularity, a big issue is finding not claimed profile name.
C Committee has at its disposition:

- sc22wg14
- c-std-lang
- c-lingua

Use-cases:

- hosting of C's homepage[1]
- hosting of `wg14.link`
- public bug tracking
- awesome list [2] of C implementations
- interaction with users (individuals, organizations, corporates)

3.2 Codeberg

Powered by Forgejo[2], Codeberg is a non-profit Git hosting for FOSS projects, gaining the popularity recently. There are some convenient ways to mirror [1] repositories from and to other hosting services. While the C standard does not meet the criteria of a FOSS project, there should not be an issue to host on this platform adjacent repositories that do meet requirements.

3.3 GitLab

The Committee has a group on GitLab instance maintained by *Society for scientific data processing mbH Göttingen* (GWDG). It aids in developing the standard itself, as well as other internal projects, and could be useful for projects meant to read-only by general public.

3.4 Other forges

Two other online forges worth having eye on include SourceForge and sourcehut.

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[1] not replacement for Committee's webpage for work
[2] a fork of Gitea

4   Internet domains

Similarly to GitHub profile names, lot of sensible domain names have already been claimed. Fortunately not all of them – some of unique ones still remain open, and it is know that some of the reservations were made by the Committee members. It should be discussed which ones and for what purposes to use them.

5   wg14.link

WG21 offers an convenient URL shortening service for accessing their documents. [9]

Thanks to not overcomplicated structure of the WG14 website, scrapping it is not only possible, but fairly simple on the client side with a bit of JavaScript code. Attachment wg14link.html holds a prototype of such solution. After opening the HTML file[3] in a web browser the following self-explanatory view should appear:

wg14.link

Example redirections:

wg14.link	WG14 website (this redirection currently disabled)
wg14.link?	this page
wg14.link?draft	latest working draft
wg14.link?c11	final public draft of C11
wg14.link?n3408	document N3408
wg14.link?msg27143	reflector message 27143

Such file can be served statically via GitHub pages, for example.

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[3] redirections linked in this document will not work until after the deployment of the `wg14.link` online

6   Homepage

The Committee's website on open-std.org serves its purpose, C lacks an approachable front-page for people outside the working group. Attachment homepage.html holds a proposition of one:
A simple HTML5 document, with CSS tricks to make it appear multi-page, plus negligible amount of JavaScript to update the window title for each "sub-page"; serves both light and dark theme, as well as adapts to size of mobile devices. Depending on where and how it would be deployed, it could be split for maintainability and reassembled e.g. with Jekyll static site generator.

A temporary live demo of the design can be found on `https://jorenar.com/c-website-demo`

The C programming language

C is a general-purpose high-level programming language suitable for low-level programming, in other words: **system programming language**.

It stands out in terms of portability, interoperability, efficiency, and stability.

C

The lingua franca of programming

- home
- about
- community
- resources
- tools
- FAQ
- contact

Revisions of the C standard

C23	ISO/IEC 9899:2024	ISO / IEC 2024-10-31	N3220 2024-02-22
C17	ISO/IEC 9899:2018	ISO / IEC 2018-07-05	N2310 2018-11-11
C11	ISO/IEC 9899:2011	ISO / IEC 2011-12-08	N1570 2011-04-04
C99	ISO/IEC 9899:1999	ISO / IEC 1999-12-16	N1256 2007-09-07
C95	ISO/IEC 9899:1990 /Amd 1:1995	ISO / IEC 1995-03-30	
C90	ISO/IEC 9899:1990	ISO / IEC 1990-12-20	
C89	ANSI X3.159-1989		
K&R	*The C Programming Language*		

```
/* See also:
    • analogous table on committee's website (includes also upcoming revision),
    • revisions section in resources, where we list additional references and documents.
*/
```

light theme

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dark theme

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mobile with dark theme

7 Acknowledgments

References

[1] URL: `https://codeberg.org/Recommendations/Mirror_to_Codeberg` (visited on 2025-01-22).

[2] *awesome-list · GitHub Topics*. URL: `https://github.com/topics/awesome-list` (visited on 2025-01-20).

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