

Exadel In-house Editorial Style Guide

About This Guide

Here you can resolve questions about text for Exadel documents: spelling, capitalization, word use, etc.

1. Look in the sections from **Word List** down to **Outside Authorities to Use** for the answer to your question.
2. If you don't find the answer in any of the sections, refer to the **Outside Authorities to Use** section at the end to look for the answer.
3. If that doesn't help, contact me directly.

Remember, in projects for outside clients, the client is always right, of course. If the client has a style guide, consult it first and only use this style guide for unanswered questions.

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Product Names

“by Exadel” is added to overly generic names.

- Appery.io
- Innovation Cloud by Exadel
- CrossKube
- AEM Toolkit by Exadel

Word List

Here is a list of very specific issues organized by the first letter of the word or issue.

a

ad hoc (always 2 words)

AdWords NOT Adwords (Google)

AJAX (the web development technique) NOT Ajax

Angular NOT AngularJS OR Angular.js (for current platform version 2)

AngularJS NOT Angular OR Angular.js (for platform version 1)

auto (as prefix): close up in words beginning with a consonant. **autogenerate**, but **auto-update**

b

back end as a noun phrase AND **back-end** as a compound adjective NOT backend

backup as a noun OR adjective NOT back-up

bar code NOT barcode

bitcoin as unit of currency

Bitcoin as the protocol or network

blockchain NOT block chain

Bootstrap/AngularJS NOT Bootstrap & AngularJS OR Bootstrap&Angular

browsable NOT browseable

burn down chart NOT burndown chart

bytecode NOT byte code OR byte-code

C

check box

client side as a noun phrase AND **client-side** as a compound adjective adjective NOT **clientside**

cloud NOT **Cloud** EXCEPT FOR **the Cloud**

co-founder NOT **cofounder**

COVID-19 for the 2020 pandemic disease NOT **coronavirus** OR **Wuhan flu**

d

data set NOT **dataset**

data source NOT **datasource**

data store NOT **datastore**

database NOT **data base**

datasheet NOT **data sheet**

draggability

drill down as a verb AND **drill-down** as an adjective AND **drilldown** as a noun

drop-down

e

EAR NOT **Ear** OR **ear** (as in "This is an EAR file.")

"e-" words like e-commerce *e-word* NOT *eword* AND NOT *eWord* (see [reference](#) and [reference](#) – also applies to words like "t-shirt," "x-ray," "m-commerce," etc.)

email NOT **e-mail** as a grudging exception to other "e-" words because of pervasiveness of use in and out of tech

end user as a noun phrase AND **end-user** as an adjective

Exadel almost always as the company name AND **Exadel, Inc.** ONLY when used in a credit line, copyright notice, in a document that legally requires the use of the full name, or for the first time in a more formal document (however, when used as part of the logo keep lowercase)

Exadel® as an adjective when used for the first time in a more formal document with a particular modified generic noun (for example, Exadel® Services). Here's the [official trademark document](#).

exadel.com AND **exadel.org** when used as names

f

FAQ is a Frequently Ask Questions document or list. Do NOT refer to individual questions or question-and-answer pairs as FAQs. For the purposes of choosing "a" or "an" in writing, FAQ is thought of as being pronounced 'fak' not 'ef ay cue', so use "a FAQ" NOT "an FAQ".

file system as a noun phrase AND **file-system** as a compound adjective NOT **filesystem**

fine-tune NOT **fine tune** OR **finetune**

follow-up as a noun OR adjective AND **follow up** as a phrasal verb

front end as a noun phrase AND **front-end** as a compound adjective NOT frontend

future-proof as an adjective or verb

h

hotfix NOT hot fix OR hot-fix

how-to (informal process guide): how-to (adj.), how-tos (plural)

i

ID NOT id OR Id

internet NOT Internet EXCEPT FOR **the Internet**

Ionic/AngularJS NOT Ionic & AngularJS OR Ionic&Angular

j

JAR NOT Jar OR jar (as in "This is a JAR file.")

Java NOT JAVA

JavaScript

JavaServer Faces

JIRA NOT Jira

jump-start (v.), **jump start** (n.)

k

Kendo UI NOT Kendo.ui

kick off as a verb phrase AND **kickoff** as a noun or adjective

kick-start NOT kick start

l

lifecycle NOT life cycle OR life-cycle AS adjective or noun

log in AS verb (technically a phrasal verb) AND **login** as noun

lowercase

m

m-commerce NOT mcommerce AND NOT mCommerce

menu bar NOT menubar

multi-bitrate NOT multi bit rate

multichannel NOT multi-channel

multilevel NOT multi-level

mgt. as abbreviation for management

n

near-shore NOT nearshore

O

offshore

offsite

OK NOT ok OR Ok

omnichannel NOT omni-channel

onboarding

ongoing NOT on-going

online

on-premise

onsite

open source as an adjective AND **open source** as a noun phrase AND **opensource** as a verb

p

phone numbers: The main number for Exadel is +1 (925) 363-9510. Use this style for other North American numbers.

plug-in NOT plugin UNLESS referring to something like a button in a specific UI where it's spelled differently

pop-up NOT popup

preconfigured NOT pre-configured

prerelease NOT pre-release

preinstalled NOT pre-installed

problem-solving as noun or adjective

q

Q & A NOT Q&A

r

rich enterprise applications

rich internet applications

right-shore NOT rightshore

road map as noun and **roadmap** as a verb

run-time NOT runtime or run time, as either noun or adjective

S

server side as noun AND **server-side** as adjective NOT serverside

sidebar NOT side bar OR side-bar

single sign-on NOT single sign on

skinnability NOT skinability

stand-up as noun or adjective referring to Agile meeting

startup as noun or adjective

straightforward NOT straight forward

t

third-party as adjective NOT third party or 3d-party

third party as noun phrase

timeline NOT time line

times: Xam NOT X am or XAM with X dropping the ":00" (for example, 11am instead of 11:00AM)

toolbar NOT tool bar

tooltip NOT tool tip

U

updatability

uppercase

US NOT U.S. OR USA OR U.S.A.

W

WAR NOT War OR war (as in "This is a WAR file.")

web NOT Web EXCEPT FOR **the Web**

website NOT Web site OR web site

white-label as an adjective

Z

ZIP NOT Zip OR zip (as in "This is a ZIP file.")

•

.ear as in "This is a .ear file."

.jar as in "This is a .jar file."

.war as in "This is a .war file."

.zip as in "This is a .zip file."

American English vs. British English

American English and British English have some differences in spelling and terminology. Here are examples of different spellings:

American	British
color	colour
summarize	summarise
vs. (except in some legal case citations)	v.

Here are examples of different terminology: [British and American terms](#).

The rule is simple. *Always use American English*. Do not use British English.

Hyphenation Rules

Hyphenation: 2 up / 3 down as minimum numbers of letters – breaking re-**ply** OK, but NOT re-**ly**.

Hyphenated compound words and noun phrases are run together without hyphens when used as part of a compound word that includes them (for example, "back end" and "backend-as-a-service")

Punctuation Rules

Sentences end in exactly one space NOT two or three or...

a, b, and c (the "Oxford comma")

Use parentheses this way: (text inside parentheses) NOT this way: (text inside parentheses)

Sentences ending in a link whose text is the actual URL (like "My web page is <http://www.a.com>.") should still end with a punctuation mark right after, but outside the link.

Capitalization Rules

Capitalization in text: Capitalization can be used for nouns that are like proper nouns (like product names), but not just for emphasis or to elevate the importance or significance of a word or phrase (for example, "We think Enterprise Mobilization is great.")

Capitalization of titles and section heads: Almost always "headline" style in English – capitalize the first word always, last word always, and the words in between except for articles, coordinating conjunctions, prepositions, and "to" used as part of an infinitive. Always use the "headline" style for document titles. For section heads, whether the "headline" or "sentence" style is used for a particular level head as part of the design, it should be used consistently for that level head.

Capitalization of second part in compound words: When a compound word needs to be capitalized, capitalize the second part if it's a "temporary" word (like "High-Density Keyword Insertion"), but not if it's a real word you would find in the dictionary (like "Plug-in").

About Pluralization

When a noun is used to modify another noun that is a container of or associated with multiple instances of the noun modifier, use the singular NOT the plural form for the noun-modifier. For example: "book catalog" NOT "books catalog".

Grammar Myths

Myths about English grammar can interfere with clear writing. Here is a list of common **false** rules:

1. Never end a sentence with a preposition.
2. Never insert a word between the word "to" and the verb that it's associated with (called "splitting the infinitive").
3. Never begin a sentence with "And, ", "But, ", or "However, ".

None of these rules are valid as stated.

Typographic Style

Any document, particularly a technical document, can have words and phrases in text with a different "flavor" from the rest of the text (for example, the name of a file within a text passage). To make the text clearer, these words are often set off in some way. Here is a set of possible rules to use that have been designed with simplicity in mind.

Exadel doesn't require a particular approach. Just be consistent within the relevant scope (for example, a project's documentation or a set of related websites).

Category	Examples	Typographic Treatment
GUI Element Names	Dialog box options and labels, dialog boxes, windows, window options and labels, buttons, and icons	Bold
Text Input/Output	Output from application or OS and commands, code, or text to be typed by the user	Monospace typeface
Programming Element Names	API names, methods, classes, directives, and functions	Monospace typeface
Resource Names	Files, directories, file paths, and URLs	Italics if not hypertext formatted already
Special Significance for a Word or Letter beyond Just Emphasis	First mention of a new word or concept (optional), using a word with sarcasm or irony, and referring to the word or letter itself instead	Double quotes
General Emphasis		Italics

Special Considerations

Topic	Example	What to Do
Selection Paths	Select A then B then C from the menu to reset your thing.	Use a right arrow to separate each step in the path like this: A → B → C (HTML variants for this symbol: <code>&#8594;</code> <code>&#x2192;</code> <code>&rarr;</code>)
Replacement Text	Type in the path to the file: C:/Program Files/Name of Directory/file.txt	Toggle italics for the replacement text making it non-italic if italic and italic if non-italic like this: <i>C:/Program Files/Name of Directory/file.txt</i>

Outside Authorities to Use

If a question of style can't be answered above, look in the following references. The references are listed in order of precedence. Remember house style presented here overrides anything in these references.

Dictionary

If it's about how to spell a word, look it up. This is our preferred dictionary:

[Merriam-Webster Online](#)

General Style Guides

1. [Apple Publications Style Guide](#) — online as web page
2. [O'Reilly Stylesheet and Word List](#) — online as web page
3. [Microsoft Style Guide](#) — online as web pages or PDF
4. *Chicago Manual of Style: 16th Edition* — online only for subscribers, Q & A search available online without subscription