Punctuation

Ampersand

&

Avoid using ampersands; instead, spell out "and". Use ampersands only when space constraints may become a big problem.
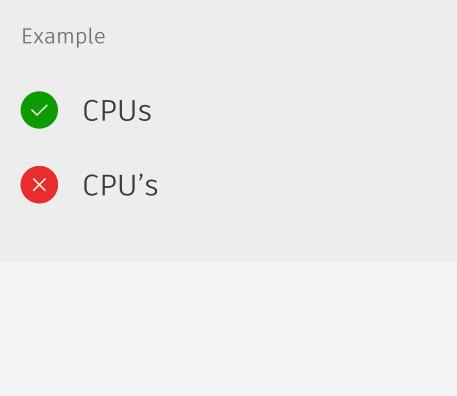
Apostrophe

It's, won't, you're

On some keyboard layouts, such as Norwegian, it's common to misuse certain symbols as apostrophes.

> Example
>
> ✅ It's
>
> ❌ It´s (this symbol is called acute accent)
>
> This is where you can locate the correct key (in green):
>
> | esc | F1 |
> | § ' | ! 1 | " 2 |

Do not use an apostrophe in plurals of abbreviations or acronyms:

> Example
>
> ✅ CPUs
>
> ❌ CPU's

Commas

A comma here, but not here.

Use the Oxford comma of a series includes three or more elements.

> Example
>
> ✅ You can analyze noise, wind, and microclimate

Ellipsis

(...)

Try to avoid using ellipses (...) in all UI microcopy. An example where it can be appropriate is a status message indicating some waiting time: for example, "Loading terrain…"

Lists

1. One
2. Two
3. Three

Use bulleted lists as the default form. Go for numbered lists when the items need to follow a specific sequence, such as in step-by-step instructions.

- Use sentence case.
- Only the first word after the bullet is capitalized.
- If an item is a complete sentence, use . in the end.
- If items are fragments (for example, short words), do not use end punctuation.

> Example
>
> **Forma supports the following analyses:**
> - Wind
> - Daylight potential
> - Noise
>
> **Remember to complete the following actions before running an analysis:**
> - Wind
> - Daylight potential
> - Noise

Norwegian punctuation

Ensure you're using a keyboard layout that supports standard English punctuation when typing marks such as apostrophes (see the dedicated section) and quotation marks.

> Example
>
> ✅ "This looks correct"
>
> ❌ «This looks incorrect»

Exclamation point

!

In most cases, avoid exclamation points in texts embedded in the UI as they aren't consistent with our tone of voice. We might use exclamation points in contextual messages congratulating the user on completing a step, for example, in flows consisting of multiple steps.

> Example
>
> ✅ You're all set!