



Grammar and mechanics

Abbreviations

etc., i.e., e.g., vs.

Avoid abbreviations since they can be problematic for universal understanding and future localization. Do not use Latin abbreviations such as etc., i.e., e.g., and vs.

Acronyms

IRL, AFK, IDK

Consider if it's universally understood across different user groups and geographies. If not, spell it out at least in the first instance. Avoid inventing Forma-specific acronyms.

Contractions

It's, won't, you're

Contractions like "it's" are acceptable when aiming for a slightly more informal tone in the product.

Date format

Cite the month, day, and year in this format:

Example

✓ August 22, 2024

Whenever possible, spell out the month. If space is limited, abbreviate it without a period:

Example

⌚ Aug 22, 2024

Do not add -nd, -th, -rd, or -st to the end of a date.

Emoji



Use emojis sparingly and deliberately, primarily in proactive outreach to users, such as in-app posts with webinar invitations. It's not recommended to use emojis in the text integrated in the UI.

File extensions

OBJ, IFC, ZIP, SVG

File extensions should be all uppercase without a period

Pronouns

We're addressing the user rather than talking about them or on their behalf.

Example

✓ You can analyze your proposal.

✗ A user can analyze a proposal.