



# 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.