House Editorial Style Guide

Questions? The editorial style guide is mostly maintained by Charley Cowens (Walnut Creek, CA x553).

Outside Authorities

If a question of style can't be answered here, look in the following references. The references are listed in order of precedence.

Dictionary

Merriam-Webster Online

General Style Guides

1. *Microsoft Manual of Style: 4th Edition* (as PDF sampler from O'Reilly Publications / 3d Edition as .chm Microsoft Help file and as PDF outputs of Introduction, A-Z Reference, and Appendixes)
2. Apple Publications Style Guide (2013)
3. *Chicago Manual of Style*

Word List

a b c d e f g h i j k l m n o p q r s t u v w x y z .

a

ad hoc (always 2 words)

AdWords NOT Adwords (Google)

AJAX NOT Ajax

AngularJS NOT Angular OR Angular.js

Appery almost always as the company name AND **Appery, LLC** 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

Appery.io® as an adjective when used for the first time in a more formal document with a particular modified noun (for example, Appery.io® Backend Services).

appery.io when used as a name for the general platform service provided by Appery

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 (see "Style Breaks")

backup as a noun OR adjective NOT back-up

bar code NOT barcode

browsable NOT browseable

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

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

email NOT e-mail as grudging exception to other "e-" words because of pervasiveness

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

Exadel® as an adjective when used for the first time in a more formal document with a particular modified noun (for example, Exadel® Services). Here's the official trademak 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", FAQ is 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

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

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**

k

Kendo UI NOT Kendo.ui

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.)

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

multilevel NOT multi-level

mgt. as abbreviation for management

o

offshore

OK NOT ok OR Ok

onboarding

online

onsite

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

p

plug-in NOT plugin

pop-up NOT popup

preconfigured NOT pre-configured

prerelease NOT pre-release

preinstalled NOT pre-installed

q

Q & A NOT Q&A

r

rich enterprise applications

rich internet applications

roadmap NOT road map

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

startup as noun or adjective

straightforward NOT straight forward

t

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

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."

Hyphenation

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

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

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 a word or phrase to the status of a philosophical ideal (like "the True")

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 "headline" for titles. For section heads, whether the "headline" or "sentence" style is used for a particular level head, 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").

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"

Style Breaks

In specific cases, the style guide will be overridden over the objections of the "keeper" of the style guide. The style still applies outside the particular exception. Here are the current cases:

- For the Appery.io website and documentation, "back end" should always be closed up.

Runglishisms

Here are common patterns in bad English word use I notice from native Russian speakers at Exadel. Note: In cases like "prospective," the word has legitimate uses. It's just commonly misused.

Mistaken (Usually)	Correct
prospective	perspective
possibility	ability
in more details	in more detail
Mind, that OR Mind,	Keep in mind that