



Technical Publications Overview

Scale Eight, Inc.
625 Second Street, Suite 101
San Francisco, CA 94107

Spring, 2001

Copyright

This manual is copyrighted by Scale Eight, Inc. with all rights reserved. Under the copyright laws, this manual may not be copied, in whole or in part, without the written consent of Scale Eight.

Every effort has been made to ensure the accuracy of the material in this document. However, this manual, as well as the hardware and software described in it, is subject to change without notice and should not be construed as a commitment by Scale Eight.

© Scale Eight, Inc. 2001
625 Second Street
San Francisco, CA 94107

Scale Eight, S8, Expand, and the S8 logo are trademarks of Scale Eight, Inc.

All other product names mentioned in this manual are used for identification purposes only and may be trademarks or registered trademarks of their respective companies. Registered and unregistered trademarks used in this manual are the exclusive property of their respective owners.

Contents

Preface / v

1 Writer's Handbook / 1

- The Audience / 1
- Writing Philosophy / 1
- Writing Style / 2
- Creating a Book / 3
 - Designing a Book / 3
 - Standard Components of a Book / 3
 - Creating the Content for a Book / 4
 - Draft Cycles / 5
 - Alpha / 5
 - Beta Draft / 5
 - Final Draft / 5
 - Getting Review Comments / 5

2 Style and Usage Guide / 7

- Quick Reference—In and Out Phrases / 29

3 Working with Art and Graphics / 30

- Callouts / 30
- Screen Shots / 30
- The Scale Eight Logo / 30
- Colors / 31

4 Trademark Usage / 32

- Trademarked Terms / 32
- Using Trademarks Properly / 33
- Credit Lines / 34
- Third-Party Trademarks / 34

5 Creating a Glossary / 35

- Audience Considerations / 35
- Creating Glossary Entries / 35

6 Glossary Terms / 36

7 Indexing Guidelines / 47

General Principles / 47

What to Index / 48

What to Watch For / 48

Structure of Entries / 49

8 Marketing Data Sheets / 50

9 Fonts / 51

Preface

This guide contains assorted documents that reflect Scale Eight's commitment to documentation standards and procedures. You will also find documents specific to the Scale Eight Technical Publications organization, structure, and process.

By carefully reviewing the information in this guide, you ensure your work reflects the standards that give Scale Eight a leading edge in documentation excellence.

1

Writer's Handbook

As a writer at Scale Eight, you will, of course, write. But you will spend much of your time contributing to the writing process. This handbook introduces that process and the people who drive it, from document planning through production. The idealized process described here will probably never correspond exactly to your experiences. The Tech Pubs process is guided by principle, not governed by protocol.

Scale Eight manuals are more than just clear and accurate installation guides and operating instructions. They add values to the products they accompany by shortening the user's learning time, making information easy to find, and helping customers get the most out of the product.

To write this kind of manual, you must have a keen sense of the users, that they know, what they don't, what they plan to do with the product, what else they might like to do if they could.

The Audience

Carefully evaluate your target audience before you start writing and include an audience description in your documentation plan.

The audience profile for your document will influence the pace, tone, and teaching level of your writing. Your audience definition also will help you decide what kind of examples to include.

There are two things you can assume about Scale Eight users: they are intelligent and they are busy. The typical Scale Eight audience is highly technical, comprised of network architects and system administrators.

Writing Philosophy

In general, keep your manual as lean as possible without short-changing the user. A skimpy manual that fails to document the product thoroughly cheats the user. A fat manual full of redundancy and imprecise, loosely written tutorial steps suffocates the reader. Strike the right balance based on the user profile, and verify your plan with the team.

Follow these general guidelines:

- *Get the user doing something right away.*
- *Give the user lots of ways to learn.*
Don't force everyone to do every procedure by putting product information there and nowhere else. Support different styles of learning by providing tutorials,

task-oriented sections with clearly marked steps, explanatory sections that go beyond how to why, and command summaries.

Because your manual won't necessarily be read sequentially, always write with a clearly defined reading strategy in mind. Define the reading path in the preface, and reinforce it at the end of each chapter.

- *Use lots of pictures.*
Conceptual art often teaches better than words. Screen shots reassure readers that they are on the right track. It's a good idea to use sketches in early drafts so reviewers can critique them along with the text of your manual.
- *Tell the whole story.*
Protecting the user from complicated material may be appropriate in a tutorial, but be sure to tell the whole story somewhere in the manual. Don't cover up an awkward feature or bug. Describing a troublesome feature in an early draft is often the best way to call attention to it and get it changed.
- *Be the user's advocate.*
Your manual is an extension of the product. Make it easy to use and powerful. You can make a manual easy to use through consistent language, logical organization, and thorough indexing. You can make it powerful by showing the user how to get the most out of the product.

Writing Style

Scale Eight writing is clear and informal. Clear writing focuses the user's attention on the information rather than on your writing. Informal writing helps defuse any anxiety over learning a new product or service and puts the reader in a better frame of mind for learning.

Be careful that informal doesn't come out sounding condescending. Respect the intelligence of your readers.

Using a casual style does not mean writing imprecisely. You can be casual in tone without being casual about the accuracy of your information.

Here are some guidelines:

- *Use the second person.*
Writing in the second person has two advantages. It's informal and it forces you to write in the active rather than the passive voice. When you write in the third person, it's unclear whether the reader must take some action or whether a process occurs automatically. When you use "you," there's no doubt about who's taking the action.

Writing in the first person can be either excluding or patronizing. We aren't going to transfer files any more than we are going to get a tetanus shot, even though that's what nurses tell you. If the users are on their own, tell them so by using the second person.
- *Use examples.*
Using examples forces you to put yourself in the reader's shoes. It encourages you to write about how to use the product rather than just writing about a product description. Examples help make complex subjects understandable and they give experienced users ideas for ways to use the product.

-
- *Don't use jargon.*
Jargon defeats the purpose of writing clearly. Define any jargon associated with the product, so users will understand it if they see it in other materials. Computer jargon isn't the only kind that sneaks into a manual. Corporate jargon can be just as confusing.
 - *Don't try to be funny.*
Forced humor can be a disaster. If you are determined to be funny, be funny in examples. If the attempt fails, it will be less distracting. Humor rarely translates well for international audiences.
 - *Plan for International Distribution.*
Scale Eight products will be sold all over the world, which means that Scale Eight manuals may be translated into foreign languages. To ease the translation process, avoid colloquial expressions.

Creating a Book

The time you spend actually writing consumes only a fraction of your time as a writer. The rest of your time is spent on the documentation process. This section describes the stages in the book design and creation process.

Designing a Book

Before you start writing, find out what you can borrow and adapt from other manuals. See if any existing Scale Eight documentation provides a helpful format, approach, or insight.

If you are revising an existing manual, collect feedback from the existing manual. Find out what was successful and what needs improvement. If a mechanism for getting customer feedback is in place, be sure to investigate.

Once you've figured out what to cover in your manual and how to cover it, you should write and distribute a documentation plan. The documentation plan should include:

- a discussion of topics.
It's a good idea to create an outline as well as include descriptions of the contents.
- a statement about the target audience.
Meet with the product manager and agree on the target audience.
- a schedule.
The documentation manager can tell you when the book needs to go into production and when a draft needs to be available for review.
- page count.
Make this as realistic as you can.

Standard Components of a Book

Each book should have the following components:

- Cover page.
- Copyright page.
- Contents section.

-
- Preface—explains how the book is organized, explains conventions used, and lists any prerequisites for using the product: equipment you need, background information you need, and so on.
 - Overview—presents general information or background information about the service or product as well as definitions and conceptual information the user needs to know before getting into specific tasks.
 - Chapters—explain everything there is to know about the product. You can have as many chapters as needed. Readers won't necessarily be reading these chapters in sequence, so each task or explanation should stand alone.
 - Glossary.
 - Index.

Creating the Content for a Book

Here are some general rules for creating the content:

- Give headings functional names.
Make it easy to find information without going to the table of contents or the index.
- Present how-to information in numbered or bulleted steps early in the section.
Limit each step to one action.
If you want to suggest alternative ways of doing things or give background on a specific step, separate it from the procedure so people who don't care can skip it. If a numbered list for a procedure exceeds 14 or 15 steps, consider breaking the procedure into sub-procedures.
- Use screen shots to illustrate the steps in the procedure, if appropriate.
- Present non-procedural information after the numbered steps in the order of its relative importance to the user.
- Put warnings before the activity they pertain to.
- Organize your information carefully.
The organization of your chapters depends on the topic. If activities must occur in a specific order, you should obviously present them in their logical sequence. If activities fall into logical categories, you might assign a chapter to each category and order the activities within each chapter according to how often they occur or how important they are.

In general, organize your manual around the tasks the user wants to perform, not around what each tool can do.

- Plan and research carefully before you start writing.
Writing a documentation plan will help you figure out a logical arrangement for your information. Looking at manuals on similar subjects will give you an idea of how others have solved (or failed to solve) similar organizational problems.
- Write for your audience and different learning methods.
As you write about each task, keep in mind that you are writing for two kinds of users: task oriented and inquisitive. Task-oriented users have little curiosity. They don't want to know the history of the tool, how the tool relates to similar tools, or how to get the most out of it. They just want to learn how to use it well enough to get their work done. Don't try to change these people. Give them what they

want by separating the how's from the why's. It won't hurt the inquisitive people and it will make the task-oriented people very happy.

Draft Cycles

In an ideal development environment, plan for three drafts—an alpha, a beta, and a final, but be prepared for mid-stream changes in the product features and the product schedule, which affect your work.

Alpha

The alpha draft should focus on organization, structure, and content. For an alpha draft, focus on:

- organizational logic
- appropriateness of structure to the purpose of the book
- suitability of the approach for the intended audience
- completeness of content
- readability, style, and pace
- clarity of narrative text and procedural steps
- use of, misuse of, or need for art

The alpha draft should be structurally complete and complete in content. It should include appendixes, table of contents, footers, tables, and preliminary artwork. Formatting should be consistent with the document's design style.

Beta Draft

The beta draft should be as close to finished document as possible. Content, if at all possible, should not change from the beta draft to the final draft. No structural changes should be necessary at this point.

This draft should have all information in place. Interface and functionality is fully documented. All art and screen shots are included. Document is formatted in final style.

Final Draft

Ideally, the final draft is the one you hand off for production. In actuality, revisions will take place, but the changes will usually be copy or proof edits. The content should be frozen and the final copy edit should focus on paragraph and sentence structure, adherence to style guidelines, terminology usage, cross-references, spelling, punctuation, and trademarks.

Getting Review Comments

The only thing harder than writing a manual is getting people to read it. Personalized cover notes help.

“Dear Seymour. I really need your help with Chapter 2. You did say it was OK to use a MediaPort in the bathtub, right? If I don't hear from you by Tuesday, I'll assume that's OK. Thanks for your help.”

Nagging from supervisors also helps. Scheduling a personal meeting with key reviewers helps. People will generally read as much of the manual as they can in the half hour before the meeting.

Review meetings are optional, but highly recommended. The disadvantage of review meetings is that they are very time consuming. The advantages of review meetings are that there is more pressure on people to read the manual and you can resolve controversial issues as a group.

If you are lucky enough to get review comments without arm twisting, be responsive. You aren't obligated to incorporate all comments into your manual, but you are obligated to acknowledge comments and explain why you're not incorporating some of them. If you don't do this, it's even harder to get comments the next time. The reviewer feels there's no point in reading your manual if you are not reading the comments. Be particularly responsive to comments from your editor and manager.

Before you hand off your document for production, key project leaders should first sign off, that is, indicate their approval of the document, either verbally or in writing.

2

Style and Usage Guide

This style guide is for writers, editors, proofreaders, and others who work on Scale Eight documentation, Web pages, and reference material.

This guide is designed as a random-access reference tool, though some users, such as writers and editors, may want to familiarize themselves with the entire document. Entries are listed in alphabetical order.

This guide shows how certain terms are used in Scale Eight publications and gives preferred style (capitalization, spelling, and hyphenation) for those terms. It also gives general rules of style and usage for Scale Eight publications.

abbreviations and acronyms

An acronym is a pronounceable word formed from the initial letter or letters of major parts of a compound term. An abbreviation is usually formed in the same way but is not pronounced as a word. Acronyms are always all caps, regardless of the capitalization of the spelled-out form.

Abbreviation: bps—for bits per second

Acronym: CIFS—for Common Internet File System

Always spell out an abbreviation or acronym on first occurrence, and define it if its meaning isn't self evident. Consider including acronyms and abbreviations in the glossary. In some cases, such as books that are not going to be read sequentially, you may want to repeat the spelled-out form on first occurrence in each chapter or major section.

Don't use periods except in abbreviations for English units of measurement. Don't add an apostrophe before the *s* when forming the plural.

CPU*s*, NIC*s*, ROM*s*

For the rules on forming the plural of letters, characters, and symbols, see plurals.

Don't use the Latin abbreviations *e.g.*, *etc.*, and *i.e.* Instead, use *for example*, *and others*, and *such as*, or equivalent phrases in English.

above

Don't use to describe an element that has already occurred in a printed manual. For an earlier chapter, use the chapter name and number. For a section, use the section name followed by the page number. For a figure, table, or listing, use the number of the element followed by the page number.

You can use *above* to describe an earlier element or section of an onscreen document that cannot be paged through (such as a single Web page).

active

Use to refer to the application or window currently being used.

adapter

Not adaptor.

allow

Avoid using *allow* when you can restructure the sentence so the reader is the subject.

Correct: MediaStore allows you to archive rich media.

Preferable: With MediaStore, you can archive rich media.

all right

Not *alright*.

alphabetic

Not *alphabetical*, except when referring specifically to alphabetical order.

and/or

Rewrite to avoid this construction.

API

Acronym for application program interface.

appendix

Use *appendixes* for background information and other supplementary material that does not contribute directly to the main tasks in the manual.

Chapters are numbered; appendixes are lettered.

When a book has only one appendix, refer to it as Appendix, not Appendix A.

appendixes

Not *appendices*.

arrow keys

Use lowercase in general references. The name of each arrow key is capitalized.

Use the arrow keys to move the cursor.

Press the Left Arrow key.

assure

Don't use when you mean ensure. Compare *ensure*, *insure*.

below

Don't use to describe an element that has not yet occurred in a manual. If necessary, use a more specific reference, such as *later in this chapter*. For a chapter or section, include the chapter or section title.

For more information, see "Uploading" later in this chapter.

button

You click an on-screen button; you press a mechanical button. Capitalize names of buttons as you would a title.

Click Cancel.

Click the Connect to Network button.

See also **click**.

cable

Use *cable* to describe what physically connects two pieces of hardware. Don't use *cabling* even when you mean *cable* collectively.

cache (n., v.), cached (v.), caching (n., v.)**canceled, canceling**

Not *cancelled*, *cancelling*.

can, may

Use *can* to express the ability to perform a function. Use *may* (or *might*) to express the possibility of an action or event or to indicate permission granted by a licensing agreement. Avoid using *may* to indicate permission granted by an operating system or program.

Correct: You can select other print options in the Options dialog box.

Correct: If you turn off virtual memory, you may notice a decrease in performance.

Incorrect: You may choose Save from the File menu.

See also **may, might**.

CAPI

Don't use; replaced by Distributed Directory Manager (DDM).

Historical Note: CAPI is short for Control API. This component manages the metadata of files in the StorageCenters. Worked with the SAPI (storage API).

capitalization

Don't use all caps for emphasis. Use italics.

Use initial caps for book titles, part titles, chapter titles, heading titles, and disk titles.

Follow these rules when using initial caps:

- Capitalize every word except articles, coordinating conjunctions, *to* in infinitives, and prepositions of three letters or fewer (except when the preposition is part of a verb phrase).
- Capitalize the first and last word, no matter what their part of speech.
- Capitalize the second word in a hyphenated compound.
- Capitalize *Is*, *It*, *Than*, *That*, and *This*.

card

Refers to a removable board that is installed in a slot.

check

Don't use when you mean the action of clicking a checkbox to select an option.

checkbox

Refers to an on-screen box. One word, note lowercase. You *click* a checkbox to *select* an option; you don't *check* or *uncheck* a checkbox.

checkmark

Refers to the X that's in a checkbox when the checkbox is selected.

choose

Use *choose*, not *select*, for menu commands.

click

Don't use *click on*. You click an on-screen element; you press the mouse button.

click and drag

Don't use. You either click or drag.

co-location

Note hyphenation.

colons

Avoid using colons in text heads; if it is absolutely necessary to use a colon in a head, capitalize the first word after the colon.

When possible, a colon in text (including a colon used before lists or steps) should be preceded by an independent clause (a complete thought, with both subject and verb). However, don't add otherwise unnecessary text just to change a partial sentence into an independent clause. If a list follows a partial thought, no colon should precede the list. See also **lists**.

Correct: Do this: Click the icon.

Incorrect: To turn the option off: Click the icon.

Correct: Your computer includes these storage devices:

- an ATA hard disk drive
- an optional Zip drive in the expansion bay

Incorrect: Your computer includes:

- a hard disk drive
- an optional Zip drive in the expansion bay

Correct: Your computer includes

- a hard disk drive
- an optional Zip drive in the expansion bay

commas

Use the serial comma (a comma preceding *and* or *or* in a list of three or more items).

With MediaStore, you can store photographs, videos, and music.

computer voice

Use computer voice for what the user types, for program listings, and for small pieces of sample code. Computer voice may also be used for many computer-language elements, such as reserved words, literals, variable names, and command names.

Don't use computer voice for names of buttons, bars, menu commands, menu titles, or other on-screen elements that are caps/lowercase; use regular text font for this purpose.

Don't use computer voice for error messages or system messages. If you quote a message exactly as it appears on the screen, use regular text font in quotation marks. If you paraphrase a message, use regular text font without quotation marks.

In user manuals, don't use computer voice in chapter or section titles, text heads, cross-references, or the table of contents. Don't use computer voice for Internet addresses or the addresses of sites on the Web. Avoid using computer voice in callouts and figure captions. As an exception: for very technical documentation, it is acceptable to use computer voice for these elements.

Punctuation following a word or phrase in computer voice is in regular text font, not in computer voice, unless the punctuation mark is part of the computer-language element represented or part of what the user should type.

Control

The key. Don't use *Ctrl* except when space constraints don't allow the use of the full term (as in column heads in tables).

copyright page

All manuals must have a copyright page or copyright notice. This page is the second page in a book (page ii, the left-hand page immediately following the title page) and does not have a page number or a running foot.

The copyright page is a boilerplate element.

All Scale Eight trademarked products mentioned in the manual must receive a credit line on the copyright page. Third-party trademarks can be grouped as a general category.

See "Trademark Usage" on page 32 for more information.

cord

Use only when describing the power cord. Compare **able**.

corrupted

Avoid, if possible. Use *damaged* instead.

cross references

to chapter titles

Use caps/lowercase and enclose the title, but not the word Chapter or the chapter number, in quotation marks.

See Chapter 2, “MediaStore Access Methods.”

to disk (disc) titles

In manuals, use caps/lowercase and italics; don’t use quotation marks. Don’t capitalize or italicize the word *disk* unless it’s part of the title as it appears on the disk label. Don’t include trademark symbols.

NetBIOS Upgrade disc

Scale Eight System Tools disc

to manual titles

In manuals, use caps/lowercase and italics; don’t use quotation marks. Don’t capitalize or italicize phrases like *user’s guide* unless they are part of the title as it appears on the cover of the manual. Don’t include trademark symbols.

See *Scale Eight Operations Guide*.

See your Scale Eight user’s guide.

In on-screen text, use quotation marks, not italics.

Ctrl

Abbreviation for Control; initial cap only. Use only when space constraints prevent the use of the full term (as in column head titles); otherwise, use *Control*, as in *Control key* or *Control-S*.

dashes

Use the em dash (—) to set off a word or phrase that interrupts or changes the direction of a sentence or to set off a lengthy list that would otherwise make the sentence syntax confusing. Don’t overuse em dashes. If the text being set off does not come at the end of the sentence, use an em dash both before it and after it.

Close up the em dash with the word before it and the word after it.

Use the en dash (–) for the following purposes:

- between numbers that represent the endpoints of a continuous range: 1998–1999
- as a minus sign (except in computer voice): –1, –73,345
- between the elements of a computer adjective when one of those elements is itself two words: Scale Eight–family products.

See also **hyphenation**.

Delete

The key; not DEL key.

depress

Don’t use; use press.

deselect (v.)

OK to use when you mean *cancel a selection*. Not *uncheck*, *unselect*, *unhighlight*, or *dehighlight*.

device

Use to refer to any piece of hardware that connects directly (or indirectly through a network) to the computer.

dialog box

Refers to a box that appears on the screen to request information. Don't use just *dialog* to refer to a dialog box. Name dialog boxes only when necessary.

Avoid naming features within dialog boxes, if at all possible. Instead, rely on figures with explanatory callouts about the function of each feature. If you need to name a feature, give it a generic name (such as *text box*) and make it as unobtrusive a part of the explanation as you can.

A dialog box *appears*, or the application *displays* a dialog box.

different from

Not different than. Make sure both elements being compared are parallel nouns.

dimmed

Used *dimmed*, not *grayed*, to describe a shaded icon, menu command, button, or option in a dialog box. Dimmed options cannot be selected. Dimmed menu commands cannot be chosen.

direction keys

Don't use; use *arrow keys*.

disc

Use when referring to a compact disc, videodisc, optical disc, or other laser technology discs; otherwise, use *disk*.

disk

Not *diskette*, *floppy*, or *floppy disk*. Not *disc*, except when referring to a CD. When referring to a removable disk, use 3.5-inch disk.

display

Don't use when you mean *desktop*, *screen*, or *monitor*.

Correct: Three options appear on the screen.

Incorrect: Three options appear on the display.

Correct: Position the monitor to avoid glare.

Incorrect: Position the display to avoid glare.

done

Use *done* as a subject complement; use *finish* or *complete* as a verb. But don't use *done* as a subject complement if the subject is a person.

Correct: When this spreadsheet is done, I'll call the bank.

Incorrect: When this spreadsheet is finished, I'll call the bank.

Correct: When I finish this spreadsheet, I'll call the bank.

Incorrect: When I'm done, I'll call the bank.

double click (n.), double-click (v.), double-clicking (n., v.)

Note hyphenation.

e.g.

Don't use; use *for example* or *such as*.

enable

Acceptable when referring to hardware. In general, hardware *enables*, software *allows*. Don't use *enable* when you mean *allow*, *let*, or *help*.

email

One word, lowercase. Don't use an article with the noun (don't use *an email*, although *an email message* is OK). Don't use as a verb.

Correct: Send an email message to customer support.

Correct: You can contact Scale Eight by email.

Incorrect: Your boss wants you to email her.

email address

Email addresses use this format: username@location.subdomain.domain. Use plain text for email addresses in text. Avoid end-of-line breaks in email addresses; if necessary, set the address on a separate line. Avoid punctuation immediately before or after email addresses. See also **Internet address**.

em dash

See **dashes**.

ensure, insure

Use *ensure* to mean make sure or guarantee. Use *insure* to describe what an insurance company does and when describing financial matters.

enter

Don't use when you mean *type* or *press*, but *enter* is appropriate when referring to data. *Enter* implies typing information and pressing Enter or Return. You *enter* data, *type* words and characters, and *press* keys.

Enter

The key. Note capitalization.

entitled

Don't use; use *titled*, *named*, or *called*.

et al.

Don't use; use *and others*.

etc.

Don't use; use *and so forth* or *and so on*.

Ethernet

One word. Note capitalization.

fair language

Avoid cultural biases and stereotypes, which may offend some users of Scale Eight services. Be aware of the variety of people who are potential Scale Eight customers, and write consciously to include them.

Include both male and female names in examples.

Avoid using male pronouns generically. Use second person, or the plural form.

filename

One word. Note the treatment of these similar terms: *device name*, *pathname*, *user name*, *volume name*.

finish

Use *finish* as a verb and *done* as a subject complement.

first person

Don't use; rewrite in terms of the reader or the product.

font

For bitmap fonts, a complete set of characters in one typeface (such as Times or Helvetica), size, and style. For outline fonts, a complete set of characters in one typeface and style. Don't use *face*.

font family

Use to refer to a complete representation of characters for one typeface, including all available sizes and styles (for example, Times or Helvetica). A font family may include both bitmap and outline fonts.

font size

Not *type size*. When the meaning is clear, it's OK to use just *size*.

font style

Not *typestyle* or *typeface attribute*. Refers to one or more attributes such as boldface, underline, italic, shadow, and so on. When the meaning is clear, it's OK to use just *style*.

free

Don't use to refer to available memory; use *available*.

front matter

Front matter elements include the inside front cover, the title page, the copyright page, the table of contents, the list of figures and tables, and the preface. Front matter pages are numbered with lowercase Roman numerals rather than Arabic numerals.

Some front matter elements are boilerplate elements; that is, they are standardized for several categories of manuals.

future tense

Whenever possible, don't use. Use present tense. Don't switch unnecessarily from present to future tense when present tense is sufficient to express a sequence of steps or events. Use present tense for conditional constructions, such as the following:

Correct: If the 8RL certificate is valid, the StorageCenter sends the file, and the browser displays it.

Incorrect: If the 8RL certificate is valid, the StorageCenter will send the file, and the browser will display it.

Future tense is sometimes appropriate—for example, when a product described is not yet available but soon will be.

GB

Abbreviation for gigabyte.

Gig-E

Refers to a 1 GB Ethernet card.

GIF

All caps. Stands for Graphics Interchange Format, a bitmapped graphics file format that includes data compression.

glossary

The writer determines if the book needs a glossary.

Terms unfamiliar to most readers should always be included in the glossary. Such terms should also be defined on first occurrence and show in boldface in the text.

Select terms for inclusion with the most naive user in mind. It does no harm to include terms that most readers already know—those readers will never bother looking the terms up anyway, and you may be helping the least experienced of your readers immensely.

graphic (adj.)

Not graphical, except in graphical user interface.

gray

Not *grey*.

grayed

Don't use; used *dimmed*.

grayscale

One word.

hang

Don't use as a description of the computer's behavior in response to a system error; use a phrase such as *not responding*.

hit (n.)

Don't use to refer to an item found in a search, or to the act of connecting to a Web page.

Incorrect: This Web site receives many hits per day.

Correct: Many users connect to this Web site each day.

hit (v.)

Don't use to instruct users to press a key; use *press* instead.

home page

Two words; lowercase. Use to refer to a Web page that serves as the directory or entry point to a Web site. Don't use to refer to an entire Web site.

Incorrect: Visit the Scale Eight home page to get information about our products.

Correct: The Scale Eight home page has a link to the technical white paper, where you can learn about Scale Eight products.

Correct: Visit the Scale Eight Web site for more information about Scale Eight products.

humor

Humor usually works best in examples, where it is less likely to distract the reader. Be careful that your humor is in good taste—one reader's joke can be another reader's insult—and keep in mind that humor may not translate well in localized manuals.

hyphenation

In general, hyphenate two words that precede and modify a noun as a unit. Follow this rule especially when

- confusion might result if the hyphen were omitted, as in *parameter-list pointer* or *read-only memory*.
- the second word is a participle, past or present, as in *Windows-formatted disk* or *free-moving graphics*.
- the two modifiers are a number or a single letter and a noun or a participle, as in *80-column table* or *D-shaped connector*.

Hyphenate compounds such as lower-left corner and top-right position.

Don't hyphenate compounds with *very* or with adverbs that end in *-ly*.

very good time

recently completed project

I

Don't use first person; rewrite in terms of the reader or product.

i.e.

Don't use; use *that is* or *for example*.

index

Manuals of more than thirty pages should probably have an index, and you may want to include one even in shorter manuals. For detailed guidelines, see "Indexing Guidelines" on page 47.

indexes

Not *indices*, unless you mean mathematical indices.

in order to

Don't use unless absolutely necessary; just use *to*.

input

Don't use as a verb; use *enter* or *type*, depending on context.

insure, ensure

Use *insure* to describe an insurance company and matters of money. Use *ensure* to mean make sure or guarantee.

Internet

Note capitalization.

Internet address

An Internet address can refer to a computer on the Internet, a file available over the Internet (for example, a Web page), or an account on a computer connected to the Internet (for example, an email address). An Internet address includes a suffix indicating the domain to which the address belongs.

Follow these guidelines when using Internet addresses:

- Use plain text for Internet addresses, unless you're instructing the reader to type it.
- It's OK to give Internet addresses in the middle of text, as long as the following guidelines are met:
- Avoid breaking Internet addresses; set them on a separate line, if necessary.
- Avoid using punctuation immediately before or after an Internet address (so readers don't confuse the punctuation with part of the address). Reword the sentence containing the address, or set the address on a separate line.
- You may prefer to put addresses at the end of text or on separate lines whenever possible to avoid difficulty following these guidelines.
- When referring to a Web site or page, use a generic name rather than the specific title if possible, because Web page titles change frequently.
- If a reader can figure out how to get to the specific information needed from the home page of a whole site, refer to that page rather than to a specific page, because organization of sites frequently changes.
- Use a slash at the end of a Web address unless the last component of the address is a specific filename:

`http://www.apple.com/`

`http://www.apple.com/news.html`

See also **email address**, **URL**, and **Web address**.

Internet service provider (ISP)

Note capitalization. Spell out on first occurrence.

italics

In manuals, use italics, not boldface or underlining, for references to titles, emphasis, and metasympols and variables.

jargon

Avoid jargon whenever possible. Define technical terminology on first occurrence.

JPEG

All caps. Stands for Joint Photographic Experts Group.

KB

The abbreviation for kilobyte.

keyboard equivalent

Not *Command-key equivalent*. In user documentation, use *keyboard shortcut*.

keys

Use caps/lowercase for names of modifier keys: Option key, Control key, Shift key. You *press* a key, you *type* a character, a word, or a phrase.

labeled, labeling

Not *labelled, labelling*.

Left Arrow

The key.

left-hand

Avoid except in reference to left-hand (verso) pages; use just *left* whenever possible.

left side

Not left-hand side.

less, fewer

Use *less* for quantity or bulk; use *fewer* for countable items.

let

Avoid using *let* when you can restructure the sentence so the reader is the subject.

link (n.)

In a hypertext document, such as a Web page, a link is a tag assigned to text or graphics. A user clicks the link to go to another page or perform an action. The term *hypertext link* is an acceptable synonym. Avoid using *follow a link*; use *click a link* instead.

Incorrect: Follow the link to the page of your choice.

Correct: Click a link on the home page to go to another page.

link (v.)

OK to use when describing the act of creating a link in a Web page, but don't use to describe connecting to a Web page.

Incorrect: Click the map to link to other pages in the site.

Correct: When creating a Web page, be sure to link to other interesting Web pages.

lists

There are three types of lists: bulleted, multicolumn, and numbered. Sublists may be nested. Try to avoid nesting bulleted lists within bulleted lists, numbered lists within numbered lists; also avoid using combination of numbered and bulleted lists that

contain more than a few items. In such cases, the hierarchy can easily become confusing.

bulleted list

Use a bulleted list when you want to stress the parallelism of a number of options, elements, rules, or instructions that need not be presented or performed in a specific order.

Within a single list, make all bulleted items parallel.

Bulleted lists generally fall into one of the following categories:

- **a regular sentence broken into a list.** This type of list emphasizes the parts of a series. The syntax of the sentence is unbroken; there is no colon after the main clause, and each bulleted item is a sentence fragment with no closing punctuation.
- **a simple list.** The main clause is followed by a colon, and each bulleted item is a sentence fragment with no closing punctuation.
- **a complex list.** The main clause is followed by a colon, and each bulleted item is a complete sentence closed with a period.

multicolumn list

Use a multicolumn list when you want to present simple data in tabular form without all the formal parameters of a table. A multicolumn list may or may not have column heads, depending on your needs.

numbered list

Use a numbered list when you want to stress the sequential nature of steps, rules, or instructions. Each item in the list should be a complete sentence. Begin each item with a capital letter and end each item with closing punctuation.

local area network (LAN)

Three words.

log in (v.), login (adj.)

You *log in* to identify yourself as a user. Don't use *login* as a noun or a verb.

log out (v.), logout (adj.)

You *log out* to end your work session. Don't use *logout* as a noun or a verb.

lowercase

One word, no hyphen.

manual titles

In manuals, use italics for full titles. Use caps/lowercase as used in the title. The article *the* is not usually part of the manual title. Always give the title exactly as it appears on the manual, but eliminate any trademark symbols.

may, might

Use *may* to indicate a likelihood or possibility. Use *might* for a possibility or probability that is weaker than *may*, or for a condition that is contrary to fact.

Possibility: If the displays flickers, there may be interference from other equipment.

Weaker possibility: If the display flickers, there might be interference from the fillings in your teeth (but that probably isn't the reason).

Contrary-to-fact state: The computer might work if you plug it in (but it isn't working now, and it isn't plugged in).

Don't use *might* to describe likely possibilities.

Example: If the computer "hangs" frequently, you may (not *might*) need to reinstall system software.

Technical and user documentation most often describes the products and functions in terms of likely possibilities. Weaker possibilities and contrary-to-fact statements are less often used.

Do not use *may* to indicate a capability that the user has or a nonessential option. *May* has the second meaning of allowing or permitting, and it can sound patronizing and inappropriate to imply that our manuals give the user permission to do something with the computer. Use *can*.

Correct: You set text preferences in the Text control panel. You can (not *may*) set preferences for color and font at the same time.

Incorrect: After you remove the CD from the drive, you may shut down your computer safely.

See also **can**, **may**.

MB

Abbreviation for megabyte. The adjective form is not hyphenated (800 MB hard disk). In the noun form, a space separates the numeral and the abbreviation, and the preposition *of* is necessary before the unit that the value quantifies: *48 MB of memory*.

MediaPort

On first use, refer to as Scale EightSM MediaPort. On subsequent uses, refer to as MediaPort. Never attach a trademark (TM) or service mark (SM) to MediaPort.

MediaStore

On first use, refer to as Scale EightSM MediaStore. On subsequent uses, refer to as MediaStore. Never attach a trademark (TM) or service mark (SM) to MediaStore.

megabyte

See MB.

menu command

Use *command* or *menu command* in user manuals; don't use *menu option*. *Menu item* is also acceptable. A *menu command* is *in* a menu, not *on* a menu; a menu *contains* commands.

menu titles

Note capitalization: *Edit menu*, *File menu*, and so on.

metasymbols

Refers to artificial terms that have meaning only in your manual and are to be replaced by a value or symbol. In running text, use italic regular text font when referring to a metasymbol, and spell out the metasymbol just as it appears in the syntax description. Use plain style when using the name of a metasymbol in ordinary prose.

Correct: Replace *volume-name* with a name of up to 12 characters.

Correct: The volume name may have up to 12 characters.

Incorrect: The *volume-name* may have up to 12 characters.

multi (prefix)

Hyphenate before a word beginning with a vowel; close up before a word beginning with a consonant.

multicharacter, multicolumn, multi-user

Net

Don't use as a short form of Internet.

NetBIOS

Note capitalization.

new terms

Use boldface to introduce new terms (terms that might be unfamiliar to users).

Boldface the new term on first occurrence only and include a definition in the glossary, as appropriate.

NFS

Network File System; spell out on first occurrence.

Note

Use the *Note* tag when alerting the reader to information that is relevant to the procedure under discussion but that may not apply to all readers.

Use notes and other notices sparingly; they lose effectiveness if they appear too often. Don't use a *Note* tag immediately before or after a *Warning* or *Important* notice, or immediately after a text head. .

numbers

In general, spell out cardinal numbers from zero through ten unless you are expressing numbers as numbers.

You can attach as many as six MediaPorts.

You can have as many as 16 IP addresses.

The numeral 8 occurs eight times.

Spell out ordinal numbers from zero through ten.

Use numerals for units of measure (inches, feet, seconds) no matter how small the number is.

Numbers of the same category within a paragraph should all be numerals if any of the numbers is over 10.

The administrator installed 26 MediaPorts and 8 power units.

Use numerals when referring to a specific address, chapter, drive, field, key, pin, sector, slot, or track, or when expressing amounts of memory.

Rephrase to avoid starting a sentence with a number. If you must start a sentence with a number, spell out the number. Always spell out numbers when expressing an approximation.

When referring to numbers, use *larger* and *smaller*, not *higher* and *lower*.

Form the plural of a number by adding an apostrophe and an *s*.

1's, 5's

OK

Not okay.

online

No hyphen.

on-screen (adj.)

Note the hyphen.

on site (adv.), on-site (adj.)

Don't use *onsite*.

particular

In general, replace with *specific*.

passive voice

Whenever possible, don't use; use active voice. Passive voice is sometimes appropriate and necessary—when using the active voice would require highly convoluted sentence structure or excessive anthropomorphism, for example—but rewrite to avoid passive voice if you can.

pathname

One word. Note the treatment of similar terms: *device name*, *filename*, *user name*, *volume name*.

PDF

Capitalize when referring to the file format; lowercase when referring to the filename extension (*manual.pdf*).

percent

One word. Always preceded by a numeral, no matter how small the value.

1 percent

When describing a nonspecific quantity, use *percentage*, as in a *small percentage of the population*.

phone numbers

When giving phone numbers, don't put the area code in parentheses, or include a leading 1; for example 415.896.0780.

port

Don't capitalize the name of ports.

pre (prefix)

Close up even when it forms a double vowel, as in *preexisting*.

press

Use for keys on the keyboard, the mouse button, and mechanical buttons and switches.

print (v.)

Not print out.

protocol

When referring to a specific protocol name, capitalize *protocol*; for example, the *Scale Eight Replication Protocol (8RP)*.

Use an article before the spelled out name of the protocol; do not use an article before the abbreviation when it stands alone.

punctuation

In general, a punctuation mark should be in the same type style and font as the preceding word. Note the following exceptions:

- Punctuation following computer voice in running text should be in the font of the overall sentence, not in computer voice, unless the punctuation mark is part of what actually appears on the screen. Avoid punctuation after something the user should type.
- A closing parenthesis, bracket, or quotation mark should be in the same style as the opening mark.

quotation marks

Put periods and commas within quotation marks. If necessary for clarity, periods and commas can go outside. Semicolons, colons, question marks, and exclamation points go outside quotation marks unless they are part of the actual quotation.

Use curly quotation marks, except in computer voice.

re (prefix)

Usually close up, even when it forms a double vowel, as in *reenter*.

read/write (adj.)

Note slash, as in *read/write memory*.

real time (n.), real-time (adj.)

Note hyphenation of adjective.

reference

Don't use as a verb; use *refer to*.

Return

The key.

rich media (n., adj.)

No hyphen, even when used as an adjective. (For example, *rich media content* follows the same hyphenation rules as *World Wide Web*.)

Right Arrow

The key.

right-hand

Avoid except in reference to right-hand pages; use just *right* when possible.

SAPI

Don't use; replaced by Distributed Storage Manager (DSM).

Historical Note: SAPI was short for Storage API, the part of our StorageCenters that store and retrieve the data. The SAPI worked with the CAPI, which managed the metadata of the file.

S8

Avoid this term in external documents, except when referring to our domain name. Emphasize the full name of the company and focus our identity.

Scale8

Don't use; always spell out company name as Scale Eight.

Scale Eight

On first appearance of the company name in a document, use Scale Eight, Inc. For all subsequent appearances, use Scale Eight.

The Scale Eight name has been filed as a trademark—once approved, we will use the registered trademark symbol (®).

Scale Eight File System (8FS)

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. For subsequent uses, just use the acronym.

Scale Eight MediaPort

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. On subsequent uses, refer to as MediaPort. Never attach a trademark (TM) or service mark (SM) to MediaPort.

There is not a space between the words and each part has an initial cap.

Scale Eight MediaStore

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. On subsequent uses, refer to as **MediaStore**. Never attach a trademark (TM) or service mark (SM) to MediaStore.

There is not a space between the words and each part has an initial cap.

Scale Eight Network Operations Center (NOC)

Don't use; replaced by Service Management Center (SMC).

Scale Eight Service Operations Center (SOC)

Don't use; replaced by Service Management Center (SMC).

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. For subsequent uses, just use the acronym.

Scale Eight ServiceView

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. On subsequent uses, refer to as ServiceView (one word).

Scale Eight StorageCenter

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. On subsequent uses, refer to as StorageCenter (one word).

Scale Eight URL (8RL)

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. For subsequent uses, just use the acronym.

screen

Not *display*.

Scale Eight Service Management Center (SMC)

On first use in a document, spell out, include the acronym, and add a service mark (SM) to the Scale Eight. For subsequent uses, just use the acronym.

setup (n., adj.), set up (v.)

One word except as a verb.

SMC

Abbreviation for Service Management Center.

Space bar

Two words. Note capitalization.

start up (v.), startup (adj.)

Avoid as a noun, especially in user guides.

step

Don't capitalize, even in specific references.

step 1, steps 1 and 2, several steps

Tab, tab

Capitalize when referring to the key; use lowercase when referring to the character.

table

Use tables whenever numbers or text would be clearer if presented in rows and columns.

Capitalization style for all parts of a table is initial cap only.

Column heads and titles should be short and descriptive.

table of contents

Most manuals of ten pages or more should have a table of contents, which always begins on a new right-hand page (almost always page iii). The title of the section should be “Contents.”

The contents should include chapter titles, and all level one, two, and three heads.

TB

A terabyte.

that

Use to introduce a restrictive clause; clauses beginning with *that* are generally not set off with a comma. Compare **which**.

timeout

One word, no hyphen.

title page

All manuals must have a title page. This page does not have a page number or a running foot. Any trademarked Scale Eight product whose name appears on the title page must receive the appropriate trademark symbol.

toward

Not towards.

uncheck

Don’t use; use *deselect*.

Up Arrow

The key.

URL

Abbreviation for *Uniform Resource Locator*, a way of specifying Internet addresses.

The abbreviation is pronounced “you-are-el,” so it is preceded by *a*, not *an*. A URL can specify an address for a Web page, as well as a Gopher, FTP, or Telnet site. Addresses that are expressed as URLs include prefixes for the type of site they are used to access. For example, a URL for a Web page includes the prefix *http://*, and a URL for a Telnet site includes the prefix *telnet://*. To describe general concepts in user documentation, consider using *address* instead of *URL*, because it’s easier for novices to understand. Use regular text, not computer voice, for URLs. See also **Internet address**, **Web address**.

user name

Two words. Note the treatment of similar terms: *device name*, *filename*, *pathname*, *volume name*.

versus

Not *vs*. Rewrite to avoid using *versus* when possible.

via

Don't use; use *through*.

we

Don't use first person; rewrite in terms of the reader or the product.

Web

Uppercase.

Web address

Don't break a Web address when you refer to the address in text; set the address on a separate line if it is very long.

Web site

Two words. Initial cap for Web.

which

Use only to introduce an unrestricted clause; clauses beginning with *which* are always set off with commas. Compare **that**.

Correct: The largest house in town, which Seymour's sister built, is also the newest. (There is only one largest house; the phrase *which Seymour's sister built*, although it provides more information, does not restrict the subject of the sentence.)

Correct: This is the house that Seymour built. (There are many houses; the phrase *that Seymour built* restricts the subject of the sentence to one house.)

wide area network (WAN)

Three words.

zeros

Not zeroes.

zip code

Note lowercase.

Quick Reference—In and Out Phrases

In	Out
8RL	
Distributed Directory Managers (DDM)	CAPI
Distributed Object Storage Manager (DSM)	SAPI / SDB
Distributed Object Storage Protocol (DOSP)	
Scale Eight File System (8FS)	Global Internet File System (GIFS)
Expand	Terabytes on Tap
Intelligent Storage Nodes (ISN)	
Internet Storage Infrastructure (ISI) services	Content Origin Services
MediaPort	The Box, PetaBox
MediaStore	
Resale Partner	OEM
Scale Eight	Scale8
Scale Eight Service Management Center (SMC)	Scale Eight Network Operations Center (NOC) or Operations Center
Scale Eight Replication Protocol (8RP)	
Scale Eight File System (8FS)	CAPI / CDB
Service	Solution, Product
ServiceView	Control Panel
Spinning disks	The logo-less company
StorageCenter	Storage Nodes

3

Working with Art and Graphics

This chapter describes the treatment of graphics, art, and logos in the Technical Publications process.

Callouts

Use a callout (a short text label with a line that points to part of a figure) whenever you need to identify something with a figure. Callouts are usually positioned outside the boundaries of the figure (especially when the figure is a photograph or screen shot), and a thin line without an arrowhead, known as the leader line, connects the callout to what it identifies in the figure.

Use callouts freely when they are really necessary, but keep in mind that too many callouts can be distracting. Keep callouts brief, both for clarity and for a clean, uncluttered look.

Capitalization for callouts is initial cap only. Use a period if a callout is a complete sentence; no ending punctuation if a callout is not a complete sentence. It's OK to have a mixture of complete sentences and phrases in one illustration.

Use a sans serif font for callouts. Typically, use Arial.

Callouts should be 8 point, with a 1 point leader line.

Screen Shots

Use screen shots wherever appropriate to display on-screen elements. Screen shots are especially effective in procedural steps to reassure the user they are on the right path.

When you include a screen shot, scale the image to 70%.

Be sure your image reflects the customer view and that the graphic does not contain any confidential elements (such as passwords in URLs in a browser window).

The Scale Eight Logo

Scale Eight has built a scalable storage technology out of the repetition of simple, identical elements. This is mirrored in the Scale Eight logo, which uses the repetition of identical elements to create the mark.

The simplicity of the logo requires that it be used with as much “breathing room” as possible. The logo should reinforce the Scale Eight benchmark of “virtually infinite” storage. To achieve this sense of the “infinite,” it is important to give the logo as much room

as possible. Unfortunately, the pressures of content don't always allow us to have all the space we want, so please give it room to work.

Also the logo looks best on a white background. Avoid placing the mark on dark or busy backgrounds.

The ideal location for logo placement is in the upper-left corner of the page. If you must place the logo elsewhere, it is important to keep the clear space around the logo.

Guidelines for using the company logo.

- Always reproduce the logo accurately from the official reproduction artwork. Do not alter the logo in any way, except to change its size. Do not redesign, redraw, or alter the proportions of the logo in any way.
- Always confirm major print and electronic media logo use with the marketing and legal department.
- Never use the Scale Eight logo with another logo, unless specifically mentioned in the license agreement. Licensing and co-branding agreements will have strict provisions for logo placement.

Colors

The principal color for Scale Eight is PMS 5405. The secondary color palette provides a range of complementary colors for use in design.

Consult the marketing department's style guide for complete details.

4

Trademark Usage

This section lists the Scale Eight names, services, and products and how to present them in documents.

Our current trademark strategy emphasizes the company name. Because many of the terms associated with our service are descriptive in nature and are hard to trademark, our approach is to trademark our name and achieve common-law usage of our descriptive terms.

Specific terms and usage are outlined here.

Trademarked Terms

S8

On first use in a document, add a trademark (TM). For subsequent uses, just use the name.

Scale Eight File System (8FS)

On first use in a document, add a service mark (SM) to Scale Eight. For subsequent uses, just use the name.

Scale Eight MediaPort

On first use, refer to as Scale EightTM MediaPort. On subsequent uses, refer to as MediaPort. Never attach a trademark (TM) or service mark (SM) to MediaPort.

There is not a space between the words and each part has an initial cap.

Scale Eight MediaStore

On first use, refer to as Scale EightSM MediaStore. On subsequent uses, refer to as MediaStore. Never attach a trademark (TM) or service mark (SM) to MediaStore.

There is not a space between the words and each part has an initial cap.

Scale Eight

On first appearance of the company name in a document, use Scale Eight, Inc.SM For all subsequent appearances, use Scale Eight.

The Scale Eight name has been filed as a trademark—once approved, we will use the registered trademark symbol (®).

Scale Eight Service Management Center (SMC)

On first use, refer to as Scale EightSM Service Management Center. On subsequent uses, refer to as SMC or Service Management Center. Don't attach a trademark (™) or service mark (SM) to Service Management Center.

Scale Eight ServiceView

On first use, refer to as Scale EightSM ServiceView. On subsequent uses, refer to as ServiceView (one word). Don't attach a trademark (™) or service mark (SM) to ServiceView.

Scale Eight StorageCenter

On first use, refer to as Scale EightSM StorageCenter. On subsequent uses, refer to as StorageCenter (one word). Never attach a trademark (™) or service mark (SM) to StorageCenter.

Scale Eight URL (8RL)

On first use, refer to as Scale EightSM URL (8RL). On subsequent uses, refer to as 8RL. Never attach a trademark (™) or service mark (SM) to 8RL.

NOTE: Service marks are very similar to trademarks, but are used to denote services or programs rather than products. Use the appropriate SM or symbol with the service mark the first time it appears in copy.

Using Trademarks Properly

Follow these guidelines when using trademarked (and service marked) terms.

- Always place a ™ or SM after the first use of a trademark that has not yet registered with the U.S. Patent and Trademark Office.
- Always place a ® after the first use of a trademark that has been registered with the U.S. Patent and Trademark Office. (Does not apply to our products—yet.)
- Never stylize the trademarked phrase to make it stand out. The only acceptable stylization is capitalization and bold typeface.
- Always use the complete trademark.
- Never use the trademarks as a possessive, unless it's the name of the company.
Correct: Scale Eight's responsiveness to its customers has won accolades in the data storage industry.
This statement refers to the company, Scale Eight, Inc., and the possessive form is appropriate.
Incorrect: Scale Eight's scalability is the best in the industry.
This statement is not appropriate because this is a reference to the brand, not the company itself.
- Be sure to distinguish between trademarks and service marks appropriately. A trademark is an identification symbol to distinguish physical products. A service mark is the same as a trademark except that it distinguishes the service or services provided by one company from the similar services provided by others.

Credit Lines

With every publication, you should include a credit line in which you specify all Scale Eight trademarks and service marks that have been mentioned in the copy. Preferably, you should distinguish between registered and unregistered trademarks.

Ideal: Scale Eight, S8, Expand, Scale Eight File System, Scale Eight URL, and the S8 logo are all trademarks and/or service marks of Scale Eight, Inc.

Generally speaking, place the trademark statement at the end of a promotional piece – the bottom of the web site, the backside of a publication, the bottom of a computer disk label, the back of the CD-ROM jewel box artwork, and such. The trademark statement should cover all trademarks used in the piece. If the trademark is used in connection with the product or service of another company, the wording is still the same.

If there is text associated with the use of the trademarks on an internal piece, the following should be typed just underneath the trademark language:

Copyright © 2001. Scale Eight, Inc. All Rights Reserved.

Third-Party Trademarks

Apply trademark symbols only to Scale Eight trademarks. Otherwise, the text might be overrun with symbols, and the reader will not be able to distinguish Scale Eight products from those of third parties.

Include the following line on the copyright page:

All other trademarks contained herein are the property of their respective owners.

5

Creating a Glossary

A good glossary can enhance a manual's usefulness to readers much as do the table of contents and a good index. Here are some guidelines for preparing a glossary.

Audience Considerations

Keep in mind the needs of the people for whom you are writing.

When deciding what terms to include, you should probably err on the side of including terms that most readers might already know, rather than leaving out those that some readers won't know.

You should assume that some readers will be unfamiliar with Scale Eight terminology. Terms like Scale Eight File System and Replication Protocol should probably be in the glossary if your manual uses them.

Creating Glossary Entries

When creating glossary entries, follow these guidelines:

- *Make definitions explanatory as well as correct.*
Give an example where appropriate. Where helpful, refer to other glossary terms for further information or contrast.
- *Format.*
The term to be defined is in boldface. Do not capitalize the term unless it is a proper noun. The definition, in plain text, starts with a capital letter and ends with a period. The first clause of the definition is a sentence fragment. Other parallel phrases in the definition may also be sentence fragments; otherwise, use complete sentences.
- Alphabetize entries letter by letter; spaces do not count.

...

6

Glossary Terms

This chapter provides definitions for terms commonly found in Scale Eight documentation.

Access Control Node (ACN)

Authenticates customers and provides the interface for the customer.

Access Storage Node (ASN)

Provides access to the Intelligent Storage Nodes and supplies rich media files.

Application Programming Interface (API)

The Scale Eight API lets programmers communicate with and manage the storage centers.

asynchronous

Not synchronized by a mutual timing signal or clock.

bandwidth

The amount of that can be transmitted in a fixed amount of time. For digital devices, the bandwidth is usually expressed in bits per second (bps) or bytes per second.

BGP

See *Border Gateway Protocol*.

block

A unit of data storage or transfer.

block I/O

The transfer of data as chunks (blocks) of contiguous information.

Border Gateway Protocol (BGP)

An Internet protocol that enables groups of routers to share routing information so that efficient, loop-free routes can be established. BGP is commonly used within and between Internet Service Providers (ISPs).

bridge

A device that connects two local area networks (LANs), or two segments of the same LAN. The two LANs being connected can be alike or dissimilar. For example, a bridge can connect an Ethernet with a Token-Ring network.

Unlike routers, bridges are protocol independent. They simply forward packets without analyzing and rerouting messages. Consequently, they are faster than routers, but also less versatile.

cache

Temporary storage area for frequently accessed data. When data is found in the cache, it is called a *cache hit*, and the effectiveness of a cache is judged by its *hit rate*.

cache coherency

Management of a cache so data is not lost, corrupted, or overwritten. When dealing with multiple processors that are acting together where each processor has its own cache memory, it is possible to have many copies of a single value, one in main memory and one in each of the cache memories. When one copy of the value is changed, the other copies must also be changed. Cache coherency ensures that changes in these shared values are propagated throughout the system in a timely fashion.

CAR

See *Customer Account Record*.

card

A circuit board that you can insert into a computer to give it added capabilities.

case sensitive

Able to distinguish between uppercase characters and lowercase characters.

certificate

An attachment to an electronic message used for security purposes. The most common use of a digital certificate is to verify that a user sending a message is who they claim to be, and to provide the receiver with the means to encode a reply.

Common Internet File System (CIFS)

A standard file system protocol that supports rich, collaborative applications over the Internet and is supported by MediaStore. Samba is an open source CIFS implementation.

CAPI

Outdated term. Replaced by Distributed Directory Manager (DDM). CAPI was an acronym for the Control API.

Central Processing Unit (CPU)

The brains of the computer. Sometimes referred to simply as the processor or central processor, the CPU is where most calculations take place.

check box

A small box associated with an option in a dialog box. When you click the check box, you may change the option or affect related components.

CIFS

See *Common Internet File System*.

cluster

A cluster is a collection of independent computers working as a single system. In Scale Eight terms, a storage cluster is a group of storage nodes that act as a single storage

device. Clusters improve data availability, fault tolerance, system manageability, and performance.

In the cluster, software distributes data and computation among the nodes. When a node fails, other nodes provide the services and data formerly provided by the missing node. When a node is added or repaired, the cluster software migrates some data and computation to that node.

Common Internet File System (CIFS)

A platform independent file system based on the Microsoft SMB (Server Message Block) protocol used by the Windows operating system. This protocol is supported by MediaStore.

Content Delivery Network (CDN)

A network designed to provide caches close to end users (at the edges of a wide area network) as well as routing optimization when the content is not available in the cache.

CPU

See *Central Processing Unit*.

cricket

A tool that manages SNMP statistics. Cricket provides insight into network patterns.

Customer Account Record (CAR)

A form that new customers complete to provide account information and network addresses.

database management system (DBMS)

A collection of programs that enables you to store, modify, and extract information from a database. There are many different types of DBMSs, ranging from small systems that run on personal computers to huge systems that run on mainframes.

digital certificate

An attachment to an electronic message used for security purposes. The most common use of a digital certificate is to verify that a user sending a message is who they claim to be, and to provide the receiver with the means to encode a reply.

Distributed Directory Managers (DDM)

Components within every StorageCenter that maintain overall directory of customer objects and perform directory operations.

Distributed Object Storage Protocol (DOSP)

Multi-cast protocol that controls communication between the Distributed Storage Managers and the Intelligent Storage Nodes within a StorageCenter. This protocol enables the entire system to act as one mass storage system. This protocol manages communication between clusters, monitors health and traffic of each node, determines the best access path, and identifies where to write files.

Distributed Storage Managers (DSM)

Components within every StorageCenter that control object access, and maintain a cache of frequently accessed items.

DosdDiskState

A container for management of disk state information.

DosdDiskManager

Provides an abstraction for interaction with the disks on a storage node.

DosdHeart

Manages transmission of storage node heartbeats.

DOS Master (DOSM)

Directs storage requests and data to algorithmically determined storage nodes.

DOS Daemon (DOSD)

Provides storage management for nodes within storage cluster.

encryption

The translation of data into a secret code. Encryption is the most effective way to achieve data security. To read an encrypted file, you must have access to a secret key or password that enables you to decrypt it.

Extensible Markup Language (XML)

XML is a pared-down version of SGML, designed especially for Web documents. It allows designers to create their own customized tags, enabling the definition, transmission, validation, and interpretation of data between applications and between organizations.

Fibre Channel

A serial data transfer architecture developed by a consortium of computer and mass storage device manufacturers.

gateway

A combination of hardware and software that connects two or more networks, especially those using different protocols.

GB

See *gigabyte*.

Gig-E

Ethernet cards capable of transmitting 1 GB of data per second.

gigabyte (GB)

A unit of measurement equal to 1024 megabytes.

Global Storage Network (GSN)

The Scale Eight network that stores and delivers rich media files.

HyperText Transmission Protocol (HTTP)

The underlying protocol used by the Web. HTTP defines how messages are formatted and transmitted, and what actions Web servers and browsers should take in response to various commands.

HTTPS indicates a secure connection using SSL.

ICMP

See *Internet Control Message Protocol*.

inode

A data structure that defines a file by describing the disk layout of the file data, its permissions, and its access times.

Intelligent Storage Nodes (ISN)

Components within every StorageCenter that collectively act as storage repository for customer objects.

Internet

A worldwide, interconnected group of networks. The Internet is composed of heterogeneous networks that use different message formats and protocols.

Internet Control Message Protocol (ICMP)

An extension to the Internet Protocol (IP). ICMP supports packets containing error, control, and informational messages.

Internet Service Provider (ISP)

A company that provides access to the Internet.

KB

See *kilobyte*.

kernel

(1) The central part of an operating system (2) A program that manages the system hardware.

kilobyte

In decimal systems, kilo stands for 1,000, but in binary systems, a kilo is 1,024 (2 to the 10th power). Therefore, a kilobyte is 1,024 bytes.

LAN

See *Local Area Network*.

load balancing

Distributing processing and communications activity evenly across a computer network so that no single device is overwhelmed. Load balancing is especially important for networks where it is difficult to predict the number of requests that will be issued to a server. Busy Web sites typically employ two or more Web servers in a load balancing scheme. If one server starts to get swamped, requests are forwarded to another server with more capacity. Load balancing can also refer to the communications channels themselves.

Local Area Network (LAN)

A computer network that spans a relatively small area. Most LANs are confined to a single building or group of buildings. However, one LAN can be connected to other LANs over any distance. A system of connected LANs is called a wide area network (WAN).

MAC address

See *Media Access Control address*.

MB

See *megabyte*.

MediaPort

A thin server that runs the Scale Eight software. This device is installed at the customer site.

Media Access Control (MAC) address

A hardware address that uniquely identifies each component of a network.

MediaStore

Internet storage service for rich media provided to customers under contract.

megabyte (MB)

A unit of measurement equal to 1024 kilobytes, or 1,048,576 bytes (2 to the 20th power bytes).

mount

To add a file system to the directory hierarchy or to make a mass storage device available.

multicast

Operation where a message is sent simultaneously to a number of stations. Similar to broadcast, in principle, but usually only to a subset of the total number of stations on a network.

Name Service Protocol (NSP)

Allows administrators to use convenient names rather than technical addresses in all router commands. Administrators provide the router with name/address pairs, which are used for name-to-address translation.

NAS

See *Network Attached Storage*.

netmask

See *subnet mask*.

Network Attached Storage (NAS)

Provide external, consolidated storage infrastructure that can simplify data management and increase functionality. NAS deployments attach servers to storage subsystems through an IP network rather than through a Fibre Channel like SANs. With NAS, file systems, rather than raw storage volumes, are made available over the network, and the file server manages the actual data placement. Both NAS and SANs offer advantages to a traditional distributed storage infrastructure and can help firms consolidate storage and increase overall server and storage manageability.

Network File System (NFS)

A standard file system interface supported by MediaStore. The file system protocol lets network users access shared files stored on computers of different types. Users can manipulate shared files as if they were stored on the user's own hard disk.

Network Interface Card (NIC)

A component you insert in your computer that lets you connect to the network.

NFS

See *Network File System*.

NIC

See *Network Interface Card*.

NOC

Network Operations Center; replaced by *Service Management Center (SMC)*.

NSP

See *Name Service Protocol*.

ODBC

See *Open DataBase Connectivity*.

Open DataBase Connectivity (ODBC)

A standard database access method developed by Microsoft Corporation. The goal of ODBC is to make it possible to access any data from any application, regardless of which database management system (DBMS) is handling the data. ODBC manages this by inserting a middle layer, called a database driver, between an application and the DBMS. The purpose of this layer is to translate the application's data queries into commands that the DBMS understands. For this to work, both the application and the DBMS must be ODBC-compliant; that is, the application must be capable of issuing ODBC commands and the DBMS must be capable of responding to them.

PB

See *petabyte*.

petabyte (PB)

A petabyte is equal to 1,024 terabytes (2 to the 50th bytes).

portal

A Web site or service that offers a broad array of resources and services, such as email, forums, search engines, and online shopping malls.

protocol

A formal set of rules for sending and receiving data on a communication line.

RCU

See *Remote Console Unit*.

relational database management system (RDBMS)

A type of database management system (DBMS) that stores data in the form of related tables. Relational databases are powerful because they require few assumptions about

how data is related or how it will be extracted from the database. As a result, the same database can be viewed in many different ways.

Remote Console Unit (RCU)

Provides access to storage nodes.

Remote Power Cycler (RPC)

Provides the SMC the ability to restart MediaPort devices located at customer sites.

RDBMS

See *relational database management system*.

rich media

Refers to Internet content that can include video, audio, pictures, and other files that are larger than traditional HTML and graphic files.

RPC

See *Remote Power Cycler*.

router

A device that connects any number of LANs.

Routers use headers and a forwarding table to determine where packets go, and they use ICMP to communicate with each other and configure the best route between any two hosts. Routers perform minimal filtering of data. Routers do not care about the type of data they handle.

Samba

Samba lets a UNIX system effortlessly appear in a Windows Network Neighborhood. Windows users can access file and print services without knowing that those services are being offered by a UNIX host. Samba is an open source CIFS implementation.

SAPI

An outdated term. Replaced by Distributed Storage Manager (DSM).

scalable

Refers to how well a hardware or software system can adapt to increased demands. For example, a scalable network system would be one that can start with just a few nodes but can easily expand to thousands of nodes. Scalability can be a very important feature because it means that you can invest in a system with confidence you won't outgrow it.

Scale Eight File System (8FS)

Worldwide file system spanning all StorageCenter locations. Provides automatic geographic load balancing.

Scale Eight Replication Protocol (8RP)

Manages mirroring of files between geographically separated StorageCenters.

Scale Eight URL (8RL)

A custom URL that provides direct access to files in the Scale Eight StorageCenters.

Secure Sockets Layer (SSL)

Encryption technology for the Web to provide secure transactions.

Service Management Center (SMC)

Central command center operated continuously (24 x 7) by Scale Eight personnel for monitoring and managing MediaStore service to all customers.

ServiceView

A Web-based control panel that lets customers easily see their Scale Eight usage status and statistics.

Service Level Agreement (SLA)

A contract between Scale Eight and customers that determines the expectations and standards for service, including data protection, up time, and capacity.

Simple Network Management Protocol (SNMP)

A set of protocols for managing complex networks. SNMP works by sending messages, called protocol data units (PDUs), to different parts of a network. SNMP-compliant devices, called agents, store data about themselves in Management Information Bases (MIBs) and return this data to the SNMP requesters.

SLA

See Service Level Agreement.

SMC

See Service Management Center.

SNMP

See Simple Network Management Protocol.

Spanning Tree Protocol

Lets the Scale Eight service to adapt to the dynamic nature of the network and lets Scale Eight automatically expand or restrict available routes based on current network capabilities.

SSH

SSH (secure shell) is a program to log into another computer over a network, to execute commands in a remote machine, and to move files from one machine to another. It provides strong authentication and secure communications.

SSL

See Secure Sockets Layer.

Storage Area Network (SAN)

Provides external, consolidated storage infrastructure utilizing Fibre Channel technology to create a storage network infrastructure comprised of many hosts and storage subsystems. With a SAN switch, multiple servers can be attached to one or more storage devices. Servers and storage subsystems can be added with minimal impact to the overall infrastructure. With SANs, *storage volumes* are attached to specific servers and the existing server operating system (OS) manages the data placement.

storage node

See *Intelligent Storage Node*.

secure socket layer (SSL)

Encryption technology for the Web to provide secure transactions.

StorageCenter

Storage repository at one geographic location. Includes both the directory structure and the object files.

subnet mask

Determines what subnet an IP address belongs to. An IP address has two components, the network address and the host address. For example, consider the IP address 150.215.017.009. Assuming this is part of a Class B network, the first two numbers (150.215) represent the Class B network address, and the second two numbers (017.009) identify a particular host on this network. Subnetting enables the network administrator to further divide the host part of the address into two or more subnets. In this case, a part of the host address is reserved to identify the particular subnet.

switch

A device that filters and forwards packets between LAN segments. Switches operate at the data link layer and therefore support any packet protocol. LANs that use switches to join segments are called switched LANs or, in the case of Ethernet networks, switched Ethernet LANs.

TB

See *terabyte*.

terabyte (TB)

A terabyte is equal to 2 to the 40th power (1,099,511,627,776) bytes. This is approximately 1 trillion bytes or 1,024 gigabytes.

Universal Resource Identifier (URI)

A generic term for all types of names and addresses that refer to objects on the Web. For Scale Eight, a URI provides access to objects in the StorageCenters. The URI includes address information and authentication information.

A URL is one kind of URI.

Universal Resource Locator (URL)

The global address of documents and other resources on the Web. The first part of the address indicates what protocol to use, and the second part specifies the IP address or the domain name where the resource is located.

URI

See *Universal Resource Identifier*.

URL

See *Universal Resource Locator*.

WAN

See Wide Area Network.

Wide Area Network (WAN)

A computer network that spans a relatively large geographical area. Typically, a WAN consists of two or more local-area networks (LANs).

Computers connected to a wide-area network are often connected through public networks, such as the telephone system. They can also be connected through leased lines or satellites. The largest WAN in existence is the Internet.

XML

See Extensible Markup Language.

7

Indexing Guidelines

For many manuals and many readers, the index is the most common gateway to the manual. Once their service is up and running, users typically refer to a user guide and its index when they're in trouble and need help. With technical books, the index will probably be used heavily from the beginning. Providing good indexes is one of the most significant ways to improve our customers' experience.

There are no hard and fast rules for how to prepare the perfect index. This chapter offers some guidelines for indexers, writers, and editors to consider in preparing indexes for Scale Eight manuals.

General Principles

An ideal index records the location of every pertinent piece of information in the manual. A good index is much more than an expanded table of contents, but much less than a compendium. Whether or not a term is included in the index depends on whether it is an entry that someone is likely to want to find. Just because a word appears in a book, doesn't mean that it's important, but a word mentioned only once could still be of vital importance to a reader.

The principles of indexing differ with the scope, purpose, and audience of the manual, and with the purpose of specific sections within a manual. A tutorial, for example, would probably require less indexing than a reference chapter.

A good index does the following:

- *Helps readers find information.*
That is, it directs readers to a specific topic and offers reasonable access points to all pertinent information.
- *Includes only pertinent information, not passing references.*
For example, the main description of a menu should be indexed, but not the menu name in every occurrence of a phrase.
- *Tells what the book contains.*
To be useful, an index must be complete. An incomplete index lulls readers into a false sense of security (unlike a book that has no index), but then they get frustrated if they know something is in the book but they can't find it in the index.
- *Allows for readers unfamiliarity with terminology and anticipates how readers will search for information.*
Indexer and writer should put themselves in the user's place and include

alternative terms not in the manual but that the reader may be familiar with. What not-so-obvious words might a reader look for?

- *Includes names of concepts and tasks that may not be stated explicitly in the book.*
- *Makes cross-references between similar terms and concepts.*
The index should help the reader who has confused topics or terms.
- *Contains accurate page numbers.*
This sounds obvious, but it is essential.
- *Make distinctions.*
If the reader must choose between many pages of information, the index entries should enable the reader to make distinctions to determine which pages they can ignore because they contain information he already knows or doesn't want.

What to Index

Don't index the table of contents, a list of figures, or the glossary. In general, it is not useful to index specific tutorial steps apart from the entire procedure. Otherwise, there are no restrictions. The basic rule is: include any terms you think would be useful to some portion of the audience. If it would be useful to create entries for any of the following, then do so:

- the preface
- figures, tables, captions, callouts, figure text
- names of dialog boxes
- names of windows
- names of buttons and check boxes
- computer code
- if you decide to make entries for some of a certain element (callouts or dialog boxes, for example) it doesn't mean that every occurrence of that element must be indexed.

What to Watch For

Examine the completed index for:

- terms with too many page numbers
- too many sublevels
- terms with too many subentries
- lack of alternative entries for important terms
- synonymous terms listed separately
- correctness of cross references
- awkward wording

Also look for conceptually difficult things, such as:

- incorrect or awkward organization
- missing major categories

Structure of Entries

Here are some guidelines for the style for indexes:

- A main entry shouldn't have more than five page numbers after it. More than that require subentries.
- Avoid adjectives as main entries with nouns as subentries. Usually, such subentries should be separate entries.
- Wording should be as terse as possible, but it's acceptable to use preposition and conjunctions such as *in*, *of*, and *and* to make the relationship between the main entry and subentry clear.
- Names of commands, routines, and options should be following by an identifier in the index entry. For example `mount` command, rather than just `mount`.
- Use a *see* cross-reference only when the entry being referred to is long (more than three lines) or to send readers to a preferred term. If the entry being referred to three or fewer lines, put the entire entry in both places so the reader doesn't have to jump around to find the page numbers.
- Alphabetize letter-by-letter, not word-by-word.
- Capitalize only entries that are capitalized in text.
- If a term is in computer voice because it is a literal computer word (code, command name, and such), it should be in computer voice in the index.

8

Marketing Data Sheets

Data sheets are important collateral pieces. They provide potential customers the details to help them make service and purchase decisions. The data sheets are written for a wide range of audiences, from Chief Technology Officers to network administrators to sales and marketing people.

Usually, product managers or marketing members write at least the first draft. A Tech Pubs staff member will serve as an editor and work directly with the product manager to develop and revise the data sheet. The Tech Pubs member will edit the copy for effectiveness of language, accuracy of information, appropriateness to the audience, and consistency of style. They will also correct errors in grammar, sentence structure, and spelling. They will ensure that trademark symbols are properly used and that all credits are included. They will verify that Scale Eight products and technologies are accurately represented. They will also ensure the format and layout are appropriate.

9

Fonts

The TechPubs group has its own font family usage guidelines to match our audience needs and the material we present.

The Scale Eight marketing department uses a selection of fonts from the Helvetica Neue family in marketing documents. To complement this, the TechPubs group uses the Helvetica Neue font family in headings. For readability and clarity, the TechPubs group uses Times as the default paragraph font.

This table provides an overview of the appropriate fonts for various elements in a document.

Font	Usage
Helvetica Neue Thin Extended	Document Titles
Helvetica 55 Roman	Chapter Titles, Subtitles, Headings
Helvetica Neue Condensed	Table Text
Times	Body Text, Glossary Entries, Contents Entries, Table Titles
Courier New	Computer Voice
Helvetica 55 Roman bold	Chapter Numbers