

Acquia

Writing Style Guide



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Introduction

This style guide helps teams across Acquia present a clear, accurate, and unified brand experience. Use it as a reference when you're writing content for any Acquia channel – from social media posts and event landing pages to chatbots and email campaigns – or software platforms.

This guide does not apply, however, to content written by Dries Buytaert.

Editorial review required

In order to maintain brand and style consistently across Acquia, editorial accountability cannot be ignored. When requesting or creating any written content, it must be reviewed by a member of the Communications and Content Team.

The review ensures that Acquia's written content is unified across the organization.

How this guide is organized

This guide is based on the Associated Press Stylebook and the [Merriam-Webster dictionary](#), but some rules have been revised to reflect in-house practices and preferences. It goes beyond basic grammar and style to include guidelines and terminology relevant to our industry and software. We've divided it into sections based on the types of content we publish, so it can be referenced as needed or browsed in sequential order. And for those who prefer a standard word document, check out the [Google Doc version](#).

If you have questions or suggestions for additions or modifications to this guide, please reach out to:

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Voice and tone



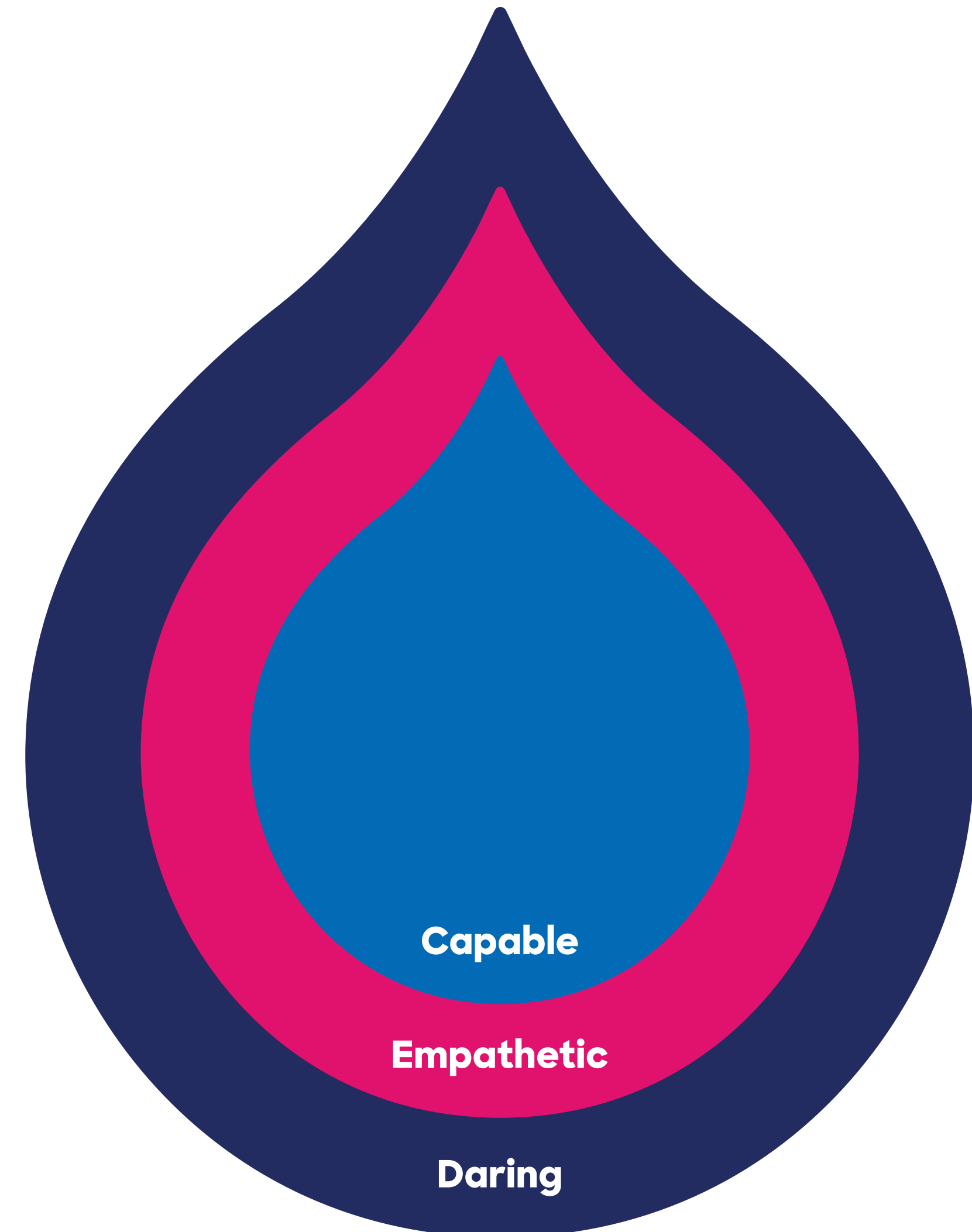
Voice and tone

As a brand, our voice and tone is capable, empathetic, and daring. These traits are on display throughout our writing.

Voice is often described as the personality of a brand. It's the words we use – or don't use – to convey meaning.

Tone goes beyond the words we use. It's the different ways we express Acquia's personality, and it varies depending on the situation. The same message can be presented using different tones.

Learn more about our voice and tone in the [Acquia brand guidelines](#).



Grammar and mechanics



Grammar and mechanics

Having rules in place for grammar and mechanics allows Acquia to offer a consistent brand identity that each of us contributes to no matter the format: microcopy for a mobile app, event webpage, print collateral – you name it.

Here, you'll find our house style for all communications. Covering a wide range of writing do's and don'ts from punctuation to how we style dates, there's a lot to review.

The basics

The Associated Press Stylebook and the Merriam-Webster dictionary are the foundation of this guide. Some best practices to keep in mind regardless of the content type you're working on include:

- **Build an information hierarchy.** Front-load the information that users and readers are there for. Don't bury the lede, as journalists say.

- **Avoid walls of text.** Use headings and subheadings, which help with search engine optimization (SEO). Incorporating them into longer form copy makes it easier to read, especially on mobile.
- Use relevant images or videos to better break up text. Sometimes they can even replace text; for example, if a video explains a complicated procedure or coding. Just be sure to add a caption or introduction that explains what the asset is and how it relates to the content or page that features it.
- **KISS or keep it simple, silly.** Use plain language and short sentences. Examples of plain language include "use" instead of "utilize." Avoid jargon, business-speak, or buzzwords, such as "disruption," "leverage," or "secret sauce" (unless you're making a fast food run for the office).
- **Use active, not passive, voice.** A sentence with an active voice construction means that the subject of the sentence performs the action represented by the verb.

In a sentence with passive voice construction, the subject is the object or person acted upon or affected by the action represented by the verb. You can usually tell passive voice because it includes a linking verb, such as *is*, *was*, or *had been*, followed by a verb in its past participle form. Below are examples:

- ✓ Tom spilled milk on the table.
- ✗ Milk was spilled on the table by Tom.

The first sentence in active voice is short and to the point, while the second in passive voice is longer and less direct.

Abbreviations

An abbreviation is a shortened or contracted form of a word or phrase. Do not use abbreviations that the reader would not recognize.

While U.S. state names can be abbreviated, they should be spelled out when used in body copy.

- ✓ The Packers are the only professional football team in Wisconsin.
- ✗ Acquia is based in Boston, MA.

See Days of the week, Months, and Times and time zones for more information about using abbreviations.

Acronyms

In body text, spell out acronyms at first reference, then add the acronym in parentheses immediately after. On second and subsequent references, use only the acronym.

- ✓ A modern martech stack includes a digital asset management (DAM) system.

If the audience is familiar with the acronym, then you don't need to spell it out, such as in the title of an e-book: A Guide to Being a Good DAM Admin.

Other rules for acronyms:

- Do not create your own acronyms.
- ✓ The modules list includes Acquia CMS Component Module.
- ✗ The modules list includes ACMSCM.
- Do not use an acronym as a verb.
- ✓ Access your account using SSH.
- ✗ SSH to your account.
- Use the plural form of acronyms by adding a lowercase s without an apostrophe. Adding an apostrophe will make the acronym possessive, not plural.
- ✓ The market now offers CMSs for individuals, SMBs, and enterprise-level companies.
- ✗ The market now offers CMS's for individuals, SMB's, and enterprise-level companies.

You may also refer to the Word and acronym lists to learn what some industry acronyms stand for.

Bulleted and numbered lists

Use bulleted lists for content that doesn't need to be in sequential order.

Use numbered lists for content that needs to be organized in a step-by-step fashion (e.g., how to create a role in Acquia DAM) or which are ordered by priority.

Use periods at the end of bulleted and numbered lists when the text is a complete sentence. If it's an incomplete sentence, don't add a period.

Capitalization

Avoid unnecessary capitalization, especially when you're spelling out an acronym or referring to something in the general sense.

Use capitalization in these instances:

- Capitalize the first word in a sentence. If the first word cannot be capitalized, rewrite the sentence. An exception can be made if a company name starts with a lowercase letter, like lululemon.

✓ The official website of Drupal is www.drupal.org.

✗ www.drupal.org is the official website of Drupal.

- The names of products and features

✓ The Custom Objects feature of Acquia Campaign Studio compares directly with Salesforce's Data Extensions.

✗ The Acquia cdp unifies customer data in a central location.

- The keys on the computer keyboard

✓ In the command prompt, type the XYZ command and press Enter.

✗ In the command prompt, type the XYZ command and press enter.

- The first letter of the word step while referring to a specific step in a procedure.

✓ Repeat Steps 3–5 to add more modules.

✗ Repeat steps 3–5 to add more modules.

- The names of Acquia teams, except when you're referring to a team outside of Acquia in the general sense. In that case, the team name shouldn't be capitalized.

- ✓ The User Experience team has a channel on Slack.
- ✗ The Button conference attracts User Experience teams.
 - Do not capitalize the common noun that follows a proper noun or term.

- ✓ The system displays the Customization screen.
- ✗ The system displays the Customization Screen.
 - Do not capitalize the terms feature, tool, or suite unless they are part of the proper name.

- ✓ Use the Compliance Shield™ tools to target website issues.
- ✗ The Compliance Shield Suite helps you target website issues.

Avoid using all caps, because it's hard to read and may cause readers to think you're yelling at them.

While there's more detail below, specific use cases for proper and common nouns, as well as title and sentence case, can be found in:

- Word and acronym lists
- Writing emails, social posts, and digital ads
- Writing about products

TITLES AND HEADINGS

In some platforms, you may see options to select default formats and sizes for titles and headings. Select the title format for the title of a resource, like an e-book. Select the heading format for headlines of web pages or pages in digital platforms.

If the platform doesn't default to specified formats, use title case (see below) for the title of all resources.

Avoid using periods in headings. If an exclamation point or question mark is needed, or if a period is used in a title that includes a word like Ms. or Mr., that punctuation can be included.

PROPER NOUNS

Proper nouns denote a class of people, places, or things. Proper nouns are always capitalized. Examples in the Acquia world include:

- **Apps and products:** Assets, Content Hub, Code Studio, Entries, Insights, Personalization, Site Factory
- **Features:** Asset Versioning feature, Upload feature
- **Teams:** Account Management, Customer Success, Research and Development, Product and Service Design
- **Other:** Adobe CC Connector, Brand Portals (Portal types are also considered proper nouns. See Portal types for more details.)

COMMON NOUNS

Common nouns are words used in a more general sense compared to proper nouns. They're always lowercase.

Some proper nouns can also be common nouns, if they're used in the general sense. For example, the Portals application in Acquia DAM is a proper noun, but when you refer to portals in general, it's a common noun.

TITLE CASE

Title case means that capital letters are used for the beginning of all words, except articles, conjunctions, and prepositions fewer than four letters unless they're at the beginning of the text.

Here's what it looks like for the title of an e-book: Create Rich Experiences Faster by Combining DAM With DXP.

Use title case for titles of Acquia resources, H1s in creative assets, acquia.com headings, H1 headings in Acquia software UI, and all CTAs.

SENTENCE CASE

Sentence case means that only the first letter of the first word of the title and proper nouns are capitalized, such as, What's trending in martech?

Use sentence case for email subject lines, preview text, subheadings, and in Acquia software UI. Sentence case should not be used for titles of Acquia resources, and headings on acquia.com, which take title case.

For Acquia DAM resources, if a title needs to be split into an H1 and H2 to accommodate spacing, use title case for the H1 and sentence case for the H2.

INITIAL CASE

Initial case is a style in which the first letter of every word is capitalized, like this: How To Develop And Implement A First-Party Data Strategy. Avoid use of initial case.

Connector

Capitalize Connector when it's included with a proper name, like Sitecore Connector, Adobe CC Connector, CI HUB Connector, or Adobe Experience Manager Connector.

When talking about connectors in general, lowercase connector, as in these examples: a plug-and-play connector or prebuilt connectors.

Learn more about use of this term in the Word and acronym lists.

Currency

Learn more about how to write currencies in “[How to Write Non-U.S. Dollars in as Words and Symbols.](#)”

Dates

U.S. COMMUNICATIONS

Use Arabic figures without st, nd, rd, or th, such as April 15. You say, “April fifteenth,” but you don’t add the “th” in written communications because it’s understood.

- ✓ Make sure you submit your U.S. taxes by April 15 every year.
- ✗ Her bachelorette party is on Saturday, December 9th.

If a year is included, always write dates in the month, date, and year format, such as July 19, 2021. If there's additional text after the year, include a comma after the year.

- ✓ She gave birth on February 29, 1992, a leap year.
- ✗ September 6, 2024 is when they plan to reopen campus.

EMEA COMMUNICATIONS

Unlike in the U.S., use Arabic figures with st, nd, rd, or th for EMEA communications when no year follows the day and month.

If the year is included, use the date, month, and year format, such as 19 July 2021.

Do not style dates with forward slashes or hyphens unless you’re using Acquia DAM, where spacing constraints require their use.

- ✓ Our first date was 30 May 2012.
- ✗ Are you taking the kids to their soccer game on 18/10/25?

See Days of the week, Months, and Times and time zones for more information about using dates.

MONTHS

Always spell out each month. Only abbreviate the month if spacing is an issue. Use these abbreviations and include the period: Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sept., Oct., Nov., and Dec.

DAYS OF THE WEEK

Spell out each day of the week. If space is limited, shorten using three letters, e.g., Mon., Tue., Wed., Thu., Fri., Sat., Sun. Preferred use is to include the period, but you may exclude it at your discretion. If used alone (e.g., if the day of the week is added to an event landing page), spell out days of the week

- ✓ The dog walker comes on Mondays, Wednesdays, and Fridays.
- ✓ Tell him his flight is on Thu., Dec. 8, 2022.
- ✗ Team meetings fall on Tu and Th every week.
- ✗ See you Mon!

Emojis

Emojis may be used in social posts, email subject lines, and chatbot copy. Use them sparingly – only one or two.

E.g. and i.e.

For all copy except for Learning Services product documentation, when citing examples, use e.g. instead of ex. E.g. means for example and is used to introduce a few examples, not a complete list.

Ex. can be used for example, but it's uncommon to do so and easily confused with exercise or exclude, so it's best to avoid it.

I.e. means that is or in other words and is used to further explain, not provide examples. This can be used in copy if the intention is to provide additional information as opposed to examples. Both may be contained in parentheses with related copy.

Follow e.g. and i.e. by a comma when including related copy, and as seen here, the first letter of each can be capitalized if they begin a

sentence, but that's highly discouraged. Instead, strive to rewrite the sentence so that i.e. and e.g. do not begin the sentence. You can replace them with For example or In other words when beginning a sentence.

- ✓ Checkbox metadata fields are ideal for a short list with one or multiple answers (e.g., brand, internal teams, or asset types).
- ✗ She said the product testing wouldn't be done till Q4 i.e. launch won't be till Q1 of next year.

File formats

Because they're commonly used and well understood by many, you only need to capitalize file formats, not spell out the format names of file types. Examples include: ZIP, PDF, JPG, JPEG, HTML, XMP, PNG, GIF, TIFF, XLS, XLSX, CSV, SVG, EXIF, etc.

- ✓ Most document and image types (e.g., PSD, PNG, TIFF, JPG) can be converted to PDF.
- ✗ Download a Portable Document Format for future use.
- ✗ The .pdf is too large to send via email so should be compressed.

Only lowercase formats if they're included with a file name, such as kite.jpg.

Job titles

Except in product documentation, if you're referring to a specific person and their job title, use title case for the job description (e.g., Sam Anderson, Customer Success Manager).

Do not capitalize job titles when using them as a description of someone's role or in a general sense.

- ✓ Our product managers work with our UX team, developers, and others to create the best possible app.
- ✗ We have multiple openings for Software Engineers and Data Scientists in the company.

For executive-level titles, use the acronym of the title, such as CEO, CFO, CTO, VP. If there's a corresponding description, use title case, such as VP of Platform Ecosystems or VP of Marketing.

In job descriptions, capitalize the job title throughout the description.

Numbers

In text documents, like white papers and support articles, spell out numbers zero through nine. For numbers 10 and above, use figures. The same rules apply to ordinal numbers.

When referring to the number itself and the number is below 10, spell it out and include st, nd, rd, or th except in dates, where they shouldn't be used at all.

- ✓ It's his eighth birthday, and his parents are planning a celebration.
- ✓ We hoped to come in first place but fell to 11th in the rankings.
- ✗ I thought he said it was fiftieth on the list, not the fifteenth.
- ✗ They rented the car on the 2nd Tuesday of Nov.

Also use figures for million, billion, and trillion and when you're describing the size (see Measurements below). For numbers over 1,000, always include a comma.

- ✓ We hope to grow revenue by \$3 million next year.
- ✗ The database size must be more than five GB.

- ✓ The event attracted 11,000 attendees.
- ✗ The team added 2000 images and videos to the platform.

Numbers may be used in email subject lines, titles, headings, and Acquia DAM (e.g., [5 Key Considerations for Choosing a Headless CMS](#)).

See Percents for use of the percent sign with numbers.

MEASUREMENTS

When including units of measurement, always precede the measurement with a number, even if it's below 10.

- ✓ The booth banner needs to be 6 feet wide and 1.5 feet tall.
- ✗ We need two more one-liter bottles of Coke for the event.

PERCENTS

Use the % symbol, not the word “percent” when it follows a number, including decimals.

- ✓ Hiring slowed by 75% during the recession.
- ✗ Raises typically increase salaries by 1 to 3 percent.

PHONE NUMBERS

When writing phone numbers, the country code should always be included. Do not include dashes between numbers.

- ✓ U.S.: +1 608 222 1296
- ✓ U.K.: +44 (0) 203 890 6777

Find all country codes here: <https://www.internationalcitizens.com/international-calling-codes/>.

Plus symbols

Avoid using plus symbols, except after numbers 10 and above (e.g., 300+) or in mathematical formulas. Spell out plus in all other references, including in headings and subheadings.

In limited cases, plus symbols are OK to use in email subject lines and social posts when you're short on space.

Text formatting

Emphasis can be added to text using bold or italics but avoid using all caps.

BOLD

Use bold for text like UI elements in instructions or headings in tables. Learn more about the use of bold in instructions in the UX writing section of Writing about products.

Bold is preferred over italics or underlining for accessibility purposes. However, some fonts may be difficult for anyone to read in bold; in that case, avoid using that format.

ITALICS

Use italics for text like a featured quote but not one that's included

in a sentence. Note that the name of the person quoted should not be italicized.

For accessibility purposes, italicize up to five words but no more.

UNDERLINE

Avoid underlining unless it's a clickable link.

Times and time zones

When writing times and time zones, our default should always include ET (Eastern Time) and CET (Central European Time). Do not use Greenwich Mean Time (GMT) or British Standard Time (BST). Always include both ET and CET unless there are technology limitations or the technology automatically shows the time in a user's time zone based on their location.

When referring to Pacific, Mountain, or Central time zones in the United States, use PT, MT, and CT, respectively. Avoid using PST/PDT, MST/MDT, CST/CDT, EST/EDT, and CEST/CEDT.

For time ranges, include a space before and after the en dash for accessibility purposes.

Use periods between a.m. and p.m., which should always be

lowercase with no spaces between the periods and letters. If a.m. or p.m. are at the end of a sentence, only include one period. A space should always follow the number that precedes a.m. and p.m., however. Use the 12-hour clock for all times, not the 24-hour clock or military time.

✓ 9 a.m. – 6 p.m. ET / 2 – 11 p.m. CET

✓ 9:30 a.m. ET / 2:30 p.m. CET

✗ 9am–5pm PST

✗ 09:00–17:00 CET

When the primary audience is in Europe, the CET time should be listed first:

✓ 3 p.m. CET / 10 a.m. ET

United Kingdom and United States

When referring to the United Kingdom as the U.K. or the United States as the U.S., add periods except in headings and titles. Here's an example of a sentence that could be included in a paragraph: Acquia has its headquarters in the U.S.

Punctuation



Punctuation

Ampersands

Avoid using ampersands. Spell out and in all references, including in headings and subheadings. The only time you may use them is when you're short on space in email subject lines, when you're writing "Q & A," and ads.

Always add a space before and after the ampersand in "Q & A."

Colons

Colons are typically used at the end of a sentence or phrase to introduce lists. Capitalize the first letter of the word after a colon only if it's a proper noun or begins a complete sentence.

- ✓ Thanksgiving dishes are among my favorites: cornbread stuffing, mashed potatoes, and apple pie.
- ✗ The new brand palette is a little too similar to the previous version: Forest green instead of Kelly green, cream instead of light yellow, and dark gray instead of black.
- ✓ The subtext of her email was clear: Despite rising inflation, the company doesn't plan to raise wages even temporarily.
- ✗ Their products cost more: At least \$4,000 higher.

Commas

WITH COORDINATING CONJUNCTIONS

Conjunctions are connective or linking words, and there are three types: coordinating, subordinating, and correlative. You can learn about each type [here](#).

Add a comma before a conjunction when two clauses that could stand alone as separate sentences are joined and when the subject of each clause is expressly stated:

- ✓ The launch is scheduled for Tuesday, but we have to push it back – too many bugs.
- ✓ Bill's client is a real bean counter, so he always reviews her billing statements closely before meeting with her.
- ✗ They need to meet with the Professional Services team but Kerry and Graham will be out that week.
- ✗ We will prepare the documentation and they will socialize it with the rest of the company.

No comma is needed when the subject of both clauses is the same and is not repeated in the second clause.

- ✓ We expect to fill the position internally but will post the job externally in case no one applies for a transfer.

- ✓ Upload the file to Google Drive and share it with James.
- ✗ The team is slammed, and can't possibly meet that deadline.
- ✗ Aisha developed the app, and presented it at a pitch competition.

COMMA SPLICES

Comma splices, which should be avoided, occur when commas are used to join two independent clauses that should instead stand on their own as separate sentences. The clauses may also be linked with a semicolon, colon, or coordinating conjunction.

- ✓ Drivers are unused to wet weather in Los Angeles; traffic moves more slowly when it rains.
- ✓ The holidays are a time to be with family. That's why we always fly back home in December.
- ✗ My daughter loves cats, of course we walked out with a kitten after visiting the pet store.
- ✗ It's so cold out, forecasters expect snow.

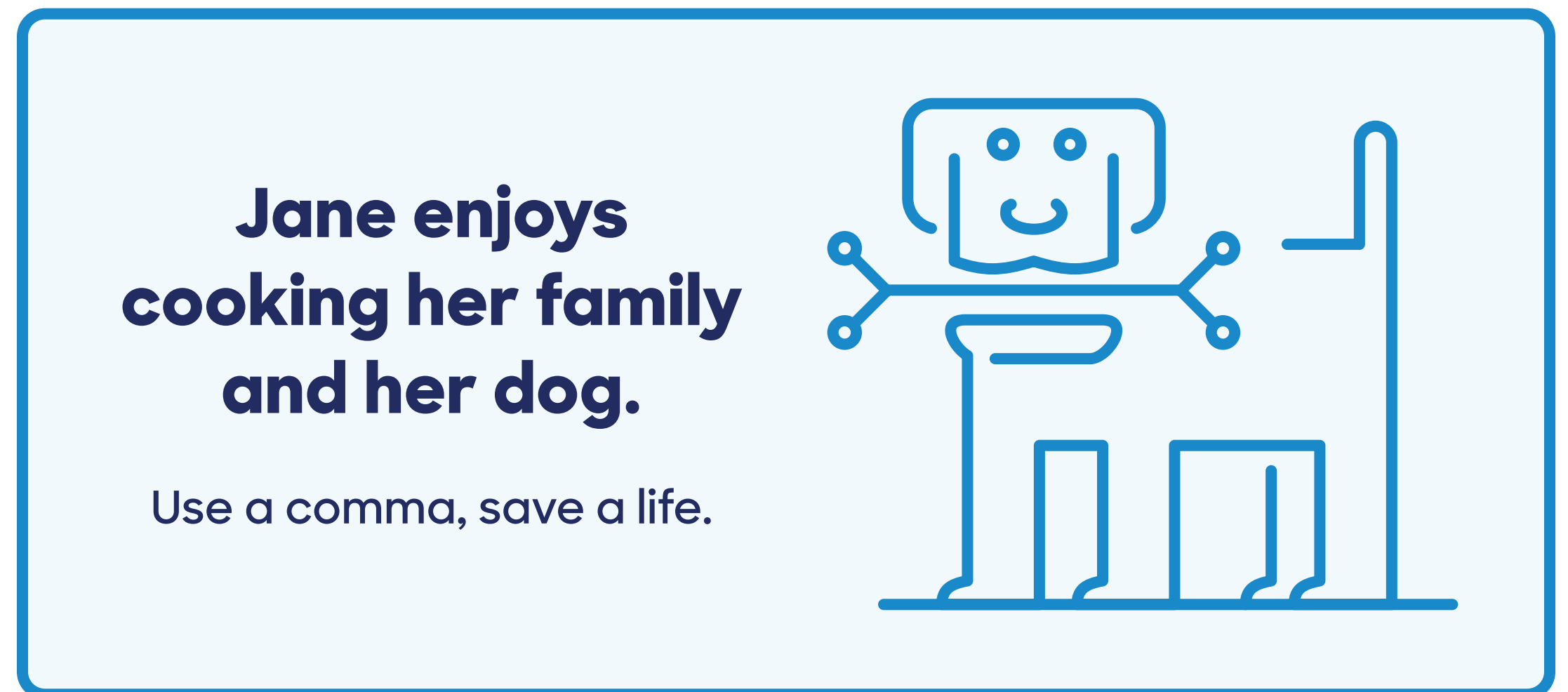
IN A SERIES

The Oxford comma is the final comma in a list of items. Use it! We love the Oxford comma. It adds clarity, especially for longer sentences.

- ✓ I'm packing my shorts, shoes, and sunglasses for vacation.

- ✗ Be sure to call Jack, a stunt double and a medic for the shoot on Wednesday.

Sometimes a meme explains it best:



Ellipses

Ellipses are used to indicate the omission of some text but have select additional uses, including:

- To indicate when pages are loading
- To truncate file names
- For a dramatic pause (as opposed to a pause in thought)

Only use them in content that's been established as having a more playful style, such as articles or emails. Include spaces before and after an ellipsis.

If the ellipsis is at the end of a sentence, do not include a space between the ellipsis and punctuation.

- ✓ To be or ... not to be. That is the question
- ✓ We hold these truths to be self-evident, that all men are created equal ... with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness.
- ✗ I'll arrive at the office a little late on Tuesday ... because I have a doctor's appointment ... Go ahead ... and meet ... without me.
- ✗ He was speaking so animatedly and then he just trailed off like this

Exclamation points

Exclamation points are OK to use in content that's meant to be funny and playful, including in Acquia products. Use them sparingly and only use one.

- ✓ Join us at DrupalCon!
- ✗ We couldn't be more excited to welcome you to the webinar!!!

Hyphens and dashes

Hyphens and dashes are distinct forms of punctuation. There are two types of dashes: en dashes and em dashes. En dashes are the length of the letter N, em dashes are the length of the letter M, and a hyphen is the shorter of the three.

En dashes are used in date, time, and number ranges, while em dashes can replace commas or other punctuation in a sentence to set text apart. Include a space on both sides of an em dash but not en dashes.

- ✓ The meeting will last between 30–45 minutes.
- ✗ Reserve 2-3 days for the conference.
- ✓ Sites that run on Drupal 9 – not on Drupal 6 and 7 – can upgrade directly to Drupal 10.
- ✗ His new manager-Barry, not Felicia-plans to expand the team with two more recruiters.

Hyphens are used to join words together as compound adjectives. Hyphenate a compound adjective only when it precedes a noun.

- ✓ In the month of May, Acquia provides a well-being day.
- ✗ The no code movement has been well-received by marketers.

If the compound adjective is after the noun, a hyphen isn't needed.

- ✓ He updated us in real time.
- ✗ The CMS is low-code, not no-code.

A hyphen is not needed in email but should be used in other abbreviations of "electronic."

- ✓ We plan to launch an email campaign for the e-book.
- ✗ Could you e-mail me the ebook, please?

A hyphen isn't needed when very or a compound adjective ending in -ly is used.

- ✓ The sales deck is overly long; let's shorten it.
- ✗ She had an overly-protective mother.

Industry abbreviations like adtech, edtech, fintech, martech, and telehealth are not hyphenated.

Em dashes are used before attributing a verbal or written quote from a customer, like so:

"Acquia has an excellent and responsive support team."
 – Hester Jacobs, Director of Development, Conservation Lands

Quotation marks

In the United States, punctuation always goes within double quotation marks; in the UK, punctuation is left outside of single quotation marks. Use the U.S. styling except when publishing UK-only communications or copy.

In the United States:

- ✓ "My favorite programming language?" he mused. "PHP, of course!"
- ✗ "I'm a convert", she said, "and will use the Oxford comma from here on out".

In the UK:

- ✓ 'Shall I meet you at the pub'? Nigel asked. 'It's close to my flat'.
- ✗ His new manager-Barry, not Felicia-plans to expand the team with two more recruiters.

Only use single quotation marks for quotations within quotations.

- ✓ Jimmy said, "Bill Gates once said, 'Your most unhappy customers are your greatest source of learning.'"

Semicolons

Use semicolons to separate elements in a series when the items in the series are long or when the list contains materials that must be set off by commas.

- ✓ The product marketing team consists of Janet Smalls, Vice President of Product Marketing; Damon Wells, Senior Product Marketing Manager; and Wendy Redmond, Product Marketing Manager.
- ✗ Our travel itinerary includes London, England, Paris, France, Munich, Germany, and Barcelona, Spain.

Semicolons are also used when a coordinating conjunction such as and, but, or for is absent.

- ✓ If you plan to be out on Friday, note it on your calendar; I'll also be out that day.
- ✗ He forgot to send an invitation to the meeting; but, miraculously, everyone remembered and showed up anyway.

Trademarks

Use trademarks – either ® or ™ – for the following:

- Accessibility Fast Track® (The trademark should only be applied when the term “Accessibility” is used before “Fast Track.”)

Forrester Wave™

- Gartner® Magic Quadrant™
- PageAssist™
- PageCorrect™

Include trademarks in superscript on first mention of the product or feature in body text. Do not include trademarks in headings or in second and subsequent references in body text.

Writing about products



Writing about products

Drupal terms

- Drupalists refers to Drupal users and members of the Drupal community.
- Major Drupal releases, such as Drupal 8, Drupal 9, etc. may be abbreviated as D8 and D9 only after the full spelling of the version name has been used.

Mautic terms

- Mautic refers to the free, open source project, not the commercial product Acquia Campaign Studio.
- Acquia Campaign Studio is open marketing automation or part of the open marketing cloud. Campaign Studio is not an open source marketing cloud or open source marketing automation.
- Mauticans refers to members of the Mautic community.

Product names and abbreviations

Acquia should precede the first mention of a product name but doesn't need to be applied thereafter. For example, use Acquia Site Studio initially, then Site Studio in second and subsequent references. The exception to this is Monsido, for which Acquia should not precede the product name.

However, for products with names that could be mistaken for a technology or tactic, such as Acquia CMS or Acquia Personalization, err on the side of caution and continue to use the Acquia preface even after the first mention. In other words, do not ever simply refer to the product as CMS or Personalization.

Note that no Acquia product names are ever possessive.

- ✓ Acquia CDP helped lululemon increase site visits up to 50%.
- ✗ GODIVA used Acquia's CDP to transition to a more e-commerce focus when the COVID-19 pandemic hit.
- ✓ Good user experiences incorporate personalization, which is why the University of East London requested a demo of Acquia Personalization.
- ✗ Acquia Personalization helped the Cystic Fibrosis Foundation offer audience-specific resources to visitors to its website, allowing the organization to reach its Personalization goals.

Use these names on first reference:

- Acquia CMS
- Acquia Cloud IDE
- Acquia Cloud Next (ACN)
- Acquia Cloud Platform
- Acquia Code Studio
- Acquia Content Hub
- Acquia Developer Studio (Dev Studio)
- Acquia Edge
- Acquia Migrate Accelerate
- Acquia Migrate Replatform
- Acquia Site Factory
- Acquia Site Studio

Use these names on the first reference:

- Acquia CDP
- Acquia DAM
- Acquia PIM
- Acquia Campaign Factory
- Acquia Campaign Studio
- Acquia Personalization

Acquia DAM

APPS

List Acquia DAM application, or app, names in alphabetical order, unless you're speaking directly to the content lifecycle. The order is Assets, Entries, Insights, Portals, Templates, Workflow.

Capitalize the name of the app only when referring to the app name. Otherwise, if referring to the app in general, use a common noun, e.g., Using the Portals app, we created a portal to organize and share our brand guidelines.

In addition, for Portals, capitalize the name of the different types of portals: Standard Portals, Brand Portals, and Channel Portals.

DASHBOARD AND DASHBOARD MESSAGES

Unless it starts at the beginning of a sentence, always lowercase dashboard or dashboard messages. Avoid use of system messages, Dashboard messages, or Dashboard system messages.

EVENTS AND GROUPS

When referencing Acquia DAM events we host or groups of users, follow these styles:

- Advocates: Use sentence case when referring to advocates in general. If referring to Acquia DAM Advocates, use title case.

- **Community:** Use sentence case when referring to the online community in general. If referring to the Acquia DAM Community, use title case.
- **User groups:** Use sentence case if referring to user groups in general. If referring to DAM User Groups, use title case.

See Capitalization for more information and guidelines, including the differences between proper and common nouns, as well as title and sentence case.

PRODUCT INFORMATION

Use product information to describe the overarching category that includes the product data, product marketing copy, and product digital assets that brands use to describe their products.

Use product data to describe the information that lives in upstream systems like an ERP and includes things like SKUs, weight, size, color, material, and ingredients.

Use product marketing to describe the content that usually lives in a PIM system and includes things like marketing descriptions, features and benefits, and upsell/cross-sell highlights.

Use product digital assets to describe things that usually live in a DAM system and include photos, manuals, videos, graphic art, and

other rich media files.

SUPPORT TEAM

Use Acquia DAM Support team on first reference and Support team on second and subsequent references. Lowercase team.

UX writing

User experience (UX) writing refers to the copy in Acquia products that helps users while they're in the product's user interface (UI). Everything from page headings, descriptions, and navigation to labels, buttons, and tooltip text – you name it, and a UX writer likely had a hand in it!

For the most part, UX copy should follow all grammar and mechanics rules, though we have made some exceptions, which are noted in the rule.

When referring to UI elements like buttons and headings, write them in exactly the same way they're displayed in the UI. However, if you're referring to an area of the UI in the general sense, even if the heading of the area is capitalized, use sentence case.

- ✓ Let's start creating roles and asset groups.
- ✗ Let's start creating a Roles and Asset Groups.

CHARACTER COUNT

For accessibility purposes, 80 characters is the optimal number of characters in lines of text for UIs.

PLEASE

The word may be used if the action warrants, but avoid overuse in product UIs. Consider the user's full experience with a product flow when deciding whether or not to use "please."

PUNCTUATION

Depending on the component, punctuation may or may not be used. Follow copy guidelines listed in the [Patterns Playground](#), a collection of Acquia DAM-styled reusable components available for use in development projects.

TITLE AND SENTENCE CASE

Use title case for H1 headings in the Acquia DAM UI. Use sentence case for all other UI copy, including in:

Icons and buttons

- If there's a corresponding icon or button descriptor, the descriptor should not be capitalized. For example, for the Comment icon, capitalize Comment because that's the proper name of the icon. The descriptor, icon, should be lowercase.

- Examples: Comment icon, Download button, Links button, Upload button

Site locations

- Examples: Selection panel, Options area, Collection thumbnail, Collection Details page, Asset Details page, Collections tab

Feature names

- Examples: Paths feature, Favorite Assets feature

Learn more about title and sentence case in Capitalization.

HELP ARTICLES

Refer to articles in Acquia Docs and the Acquia DAM community as help articles, not support articles or knowledge base articles.

Acquia product UI elements

See this list: <https://confluence.acquia.com/pages/viewpage.action?spaceKey=LS&title=Terminology>

Acquia DAM UI elements

See this list: <https://docs.google.com/document/d/1mphDkFoabIRWCO3Cx0NGOPsG58RzR7n6Hy-vVbWmfTo/edit>

Writing Acquia DAM product documentation

Acquia DAM product documentation – like help articles, in-app guides, and release notes – assists users when they have questions about accomplishing a task. We include step-by-step instructions, screenshots, related links, and other content to help achieve their goal. Below are guidelines to follow when creating help documentation for our products.

TITLES

If titles of articles are statements, use title case for everything except the articles a, an, and the.

If titles are questions, use sentence case but capitalize proper nouns. This is an exception to the current rule.

HEADINGS

Use subheadings to call out content in articles for easier scanning and search engine optimization. Use H2 and H3 for the most part.

PRONOUNS

Use “you,” not “we,” when possible, in Acquia DAM product documentation, including in release notes.

✓ If you have trouble logging in, try regenerating your credentials.

✗ We now let you edit in the RTE.

LINKS TO OTHER CONTENT

Link to another related article or source on the first reference (i.e., first use of a word). When linking to help content from other sources, link from the topic rather than the content type.

EMBED CODES

When possible, use embed codes for content linked from Acquia DAM.

SCREENSHOTS

Use screenshots when the visual is helpful for readers. Use Guardian Purple (RGB 102, 67, 172) for boxes around content in screenshots you’d like to call attention to.

FONT

For Acquia DAM product documentation, use the default font (Arial), size 16 for article body text.

BOLD VS. QUOTATION MARKS

Use of bold is preferable over using quotation marks (e.g., for page names in instructions). For example:

1. Go to the **Admin app**.
2. Click **Dashboard messages** under Global Settings in the left navigation.
3. Click **Create new message**.

For maintenance purposes, try to avoid repeating the same content in two (or more) different articles.

NUMBERED VS. BULLETED LISTS

Use numbered lists when users need to follow step-by-step instructions to complete a task. Use bullets when there's no necessary order in which users need to accomplish a task.

Writing emails, social posts, and digital ads



Writing emails, social posts, and digital ads

Content for emails, social posts, and digital ads should generally follow the guidelines outlined in the Voice and tone and Grammar and mechanics sections. Here are some additional tips to keep in mind.

Emails

SUBJECT LINE

Subject lines should use sentence case. If you include a headline in the email body copy, that text should use title case.

Keep your subject line descriptive. If the subject is a question, it's OK to use a question mark. But avoid periods and other unnecessary punctuation. Tell – don't sell – what's inside.

PREVIEW TEXT

Some email clients display this text beneath the email subject in the inbox. It should provide information that encourages readers to open the email. It should not repeat the subject line.

HEADING

If your email body copy includes a title (or H1 header), use title case.

BODY COPY

Keep your content concise – shorter than 300 words. Add images when they're helpful.

CALL TO ACTION (CTA)

Whether you're asking people to buy, read, or download a resource, offer clear direction at the end of your message. A CTA allows Acquia to collect leads and prompts readers to their next action. A CTA should be written in title case.

- ✓ A CTA in Title Case
- ✗ A CTA in sentence case
- ✗ A CTA In Initial Case

Social posts

Keep copy for social posts simple. You can reduce the amount of information you share by altering the spelling or punctuation of the words themselves. For example, you can use the shorter version of some words, like “info” for “information” but do not use numbers and letters in place of words, like “4” instead of “for” or “u” instead

of “you.” Do not shorten either “high code” or “low code” to “hi code” or “lo code.”

- ✓ You should look into acquiring a CDP for your retail needs.
- ✗ U need 2 add a CDP to yr martech.
- ✗ Hi-code solutions are best for companies with properly resourced developer teams.

EMOJIS

Use emojis sparingly – only one or two. See Emojis for more information.

TAGGING AND HASHTAGS

You can tag a person or company if they have a profile on social media by using the “@” symbol in most social media platforms. This is good practice because it expands your post’s reach.

The “#” character is used for hashtags, but you should conduct hashtag research beforehand to ensure that the hashtag will reach the appropriate audience. For example, when Research in Motion (RIM) had multiple positions open, the company used the hashtag #RIMjobs, which exposed them to the wrong audience.

Also apply “camel case” to hashtags, which means capitalizing the

first letter of each word. Low vision or neurodivergent readers can have trouble reading the copy if it’s in all uppercase or lowercase.

- ✓ #AcquiaEngage2022 will be held @Fountainbleau in Miami.
- ✗ Enterprise-level organizations accelerated #digitaltransformation projects during the pandemic.

Creative assets

Creative assets are digital graphics displayed in ads, social media, email banners, and any brand-oriented digital graphics with Acquia copy in them. Copy must be developed by the content team or submitted for review and approval.

- Headers should be title case, like so: How to Become a Leading Customer-Centric Organization
- Body text should be sentence case, like so: The first step is understanding your organizational maturity.
- CTAs and buttons should be title case, like so: Download the Report Today

Use sentence case and periods in digital ads that have more than four words. For ads that feature four words or fewer, use title case with no punctuation.

Writing for accessibility and inclusivity



Writing for accessibility

WRITE SIMPLY AND DIRECTLY

Write simply and directly and for a U.S. 7th-grade reading level. Write short sentences and paragraphs. Use active voice and simple verb tenses. Avoid adverbs and adjectives.

Writing this way includes more people, like those with disabilities that affect comprehension.

- ✓ Delete file?
- ✗ Would you like to delete this file?

Tip: Use [Hemingway Editor](#) or AI Playground to make your writing simpler and more concise.

CREATE SCANNABLE LAYOUTS

Follow a set header hierarchy (H1, H2, H3, H4) that people can easily scan. Those with assistive technology rely on header hierarchy to understand the page layout. If you skip a heading level, the user will assume they missed a section or can't access it.

- ✓ [H2] File types, [H3] Image
- ✗ [H2] File types, [H4] Image

Set paragraph text to 16 pt or larger. Set line height to 1.5 times the font size. Space after paragraphs should be two times the font size for readability. Use bulleted and numbered lists instead of paragraphs.

CONSIDER NON-ENGLISH OR ESL SPEAKERS

Avoid idioms, phrases, and emojis that are complicated to translate. Plain language is more understandable for everyone, including ESL speakers and non-English speakers who use a browser extension to translate web content.

Rule of thumb: Treat them as decorative phrases that add some zest but aren't needed for understanding.

- ✓ Nice job
- ✗ Hats off to you

SPELL OUT ACRONYMS

Never assume the reader knows what an acronym or abbreviation stands for. Spell it out at first reference on each page, with the acronym in parentheses. After that, use only the acronym.

DON'T IMPLY TASKS ARE EASY OR SIMPLE

People will complete tasks at different speeds depending on their environment, assistive technology, or cognitive ability. No task will be easy for all users. Give them helpful information instead.

- ✓ Follow these three steps.
- ✗ Follow these fast, easy steps.

USE TEXT STYLING SPARINGLY

Text that's italicized, bolded, and in all caps is harder to read. Plus, screen readers do not always identify font styles. Use them sparingly and do not apply to full paragraphs.

Always left-align paragraph text. For people with dyslexia, justified and center-aligned text is harder to read.

AVOID SPATIAL LANGUAGE

Use time-based (e.g., next, before) or element-based directions (e.g., in the dropdown) instead of spatial directions (e.g., above, below, on the left). Spatial directions are confusing for those using screen readers.

- ✓ In the global menu
- ✗ In the top left corner of the screen

FOCUS ON CRITICAL INFO IN ALTERNATIVE TEXT

If a visual helps the user understand information, describe it in alternative text, caption, or paragraph text. Keep alt text to fewer than 125 characters where possible. Screen readers read the alt text and then the caption, so if both are the same, the user will hear the same info twice.

If the visuals are not critical to user understanding, do one of two things:

- Write a short alt text description so the user knows what's there but can quickly move on. Don't write "image of" because it's repetitive when using a screen reader.
- Leave the alt text blank and add `aria-hidden="true"` to make sure the image is skipped by screen readers.

- ✓ search results for airplanes
- ✗ image of search results for the keyword phrase "airplanes" which includes 63 images and PDF documents and the download button circled

Tip: If you share images in Slack on company channels, [add alt text to image files](#) so visually impaired coworkers will understand their meaning.

Tip: [AI Alt Text Generator](#) automatically generates alt text for an image you upload.

WRITE MEANINGFUL LINK TEXT

Link text should be meaningful and tell the user what they are clicking or where they will go. Don't write link text like "Click here." Some people who use screen readers jump from link to link to scan a page.

- ✓ Read this [article about integrations](#).
- ✗ [Click here](#) to learn more about integrations.

Don't add another sentence starting with "Learn more" is usually repetitive and takes up space.

- ✓ Enable the [new search feature](#).
- ✗ The new search feature is now available. [Learn more](#) about search and how to enable it.

Link text should always be underlined so color blind users can see them.

CAPITALIZE WORDS IN HASHTAGS

When using hashtags that include multiple words, capitalize the

first letter of each word – #LikeThis – so people using screen readers hear the words read individually. Not capitalizing means it's read as one (incomprehensible) string.

STAY GENDER NEUTRAL

Use "they" or "you" instead of gendered pronouns like "he" or "she."

USE PEOPLE-FIRST LANGUAGE

Focus on people first and emphasize their abilities, not limitations. Exceptions include identifying someone as a deaf person or an autistic person.

- ✓ Links should tell users with visual impairments what they're clicking.
- ✗ Links should tell visually impaired users what they're clicking.

Never refer to people with disabilities as victims.

Learn more about inclusive writing in ADA's [Guidelines for Writing About People With Disabilities](#) and in the [Disability-Inclusive Language Guidelines](#) from the United Nations.

Citations and endnotes



Citations and endnotes

Attributions

PULL QUOTES

Pull quotes are quotes pulled from body copy and are usually highlighted through special graphic treatment. Use the following attribution format for them, whenever space permits:

“This is a quote from a customer.”

Full Name

Job Title | Company Name

IMAGES

Use the following format when attributing images when they are:

- From an image library: Source: [Getty Images](#). Be sure to hyperlink to the exact image.
- From a photographer: Photograph courtesy of Paul Grayson.

Publication titles

Do not use quotation marks around titles, such as magazine titles, book titles, article titles, blog post titles, and knowledge base article titles.

Notes and sources

The Chicago Manual of Style should be used to format the citation information for works referenced in publications, such as white papers and research reports. Sample citations for common source formats can be found online at https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html.

In addition, the print edition outlines how to handle freestanding publications. Here’s a portion of that section:

Pamphlets, reports, and the like

Pamphlets, corporate reports, brochures, and other freestanding publications are treated essentially as books. Data on author and publisher may not fit the normal pattern, but sufficient information should be given to identify the documents, such as:

- ✓ McDonald's Corporation, 2014 Annual Report, March 2015, http://www.aboutmcdonalds.com/mcd/investors/annual_reports.html.

All citations should appear at the end of the report or paper under an H2 that reads "Notes." If the citation numbers aren’t auto-generated, they should be numbered in the order they appear in the text of the publication.

For slide decks, the notes should appear at the bottom of each slide that contains external source content. Unless more than one source is cited on a slide, the word "Source" can be used instead of footnote numbers. To save on space, use a hyperlink to the source instead of including the URL:

- ✓ Source: Farhad Manjoo, "Snap Makes a Bet on the Cultural Supremacy of the Camera," [New York Times](#), March 8, 2017.
- ✗ Source: Farhad Manjoo, "Snap Makes a Bet on the Cultural Supremacy of the Camera," New York Times, March 8, 2017, <https://www.nytimes.com/2017/03/08/technology/snap-makes-a-bet-on-the-cultural-supremacy-of-the-camera.html>.

Word and acronym lists



Word and acronym lists

Below are two lists. The first is an alphabetical list of commonly used terms in the tech and business worlds. It is not a glossary, and no definitions are provided. Instead, the list shows how Acquia styles the terms. For example, if the word is not capitalized, that's not a typo but the way it should be styled – unless, of course, the word begins a sentence, header, or title.

Also organized alphabetically, the second is a list of acronyms and the words they stand for. If the words after the colon are not capitalized, that's deliberate, and you should not capitalize them in your own writing.

Word list

Acronym list



Word list

A

Accessibility Conformance Report

admin: Shortened version of “administrator”

add-on: One word with a hyphen
adtech

African American: Do not add a hyphen between the two words unless it’s used as an adjective, e.g., The African-American girl took the subway instead of the school bus.

a11y: Shortened form of accessibility

B

backend: Do not add a hyphen or space between “back” and “end.”

biomedical: One word, no hyphen

Black: Use an initial cap when referring to people and cultures of African origin, e.g., The maternal mortality rate for Black women is significantly higher than that for White and Hispanic women. African

Americans, which does not take a hyphen unless it’s used as an adjective, e.g., The African-American girl took the subway instead of the school bus, may also be used when referring to Blacks in America, though usage should defer to the subject’s preference when applicable.

C

chatbot: One word, not two

checkbox: One word, not two

check-in: Add the hyphen when used as an adjective, e.g., Go to the check-in table.

check in: Do not use a hyphen when used as a verb, e.g., Check in over there.

codebase: One word, not two

co-founder: Style as “Co-founder” when the title precedes a name, e.g., Acquia CTO and Co-founder Dries Buytaert

connector: Lowercase when using it in the general sense, e.g., plug-and-play connector, prebuilt connector. Capitalize “Connector” when you’re including it with a proper name, e.g., CI-HUB Connector, Adobe CC Connector.

COPE: Create once, publish everywhere. Use a comma between the two phrases.

- ✓ Both share links and embed codes allow you to create once, publish everywhere (COPE).
- ✓ This process is known as COPE – or create once, publish everywhere – and can be a valuable piece of a larger DRM strategy.

COVID-19: Uppercase the letters and use a hyphen between them and the numbers.

D

data sheet: Two words, not one

decision maker

decision-making

double click

dropdown: One word, no hyphen

E

e-commerce: Capitalize if it begins a sentence or is part of a header or title,

e.g., E-commerce flourished during the COVID-19 pandemic.

edtech

email: Unlike e-commerce, this word doesn't take a hyphen.

F

file name: Two words, except in the Acquia DAM platform and support documentation where it appears as one word and does not take a hyphen.

file type: Two words, not one

fintech

frontend: Do not add a hyphen or space between "front" and "end."

full-stack

G

greentech

H

hamburger menu: Learning Services caps the h in hamburger menu, but it's lowercase everywhere else.

healthcare

high code: Don't add a hyphen unless the term is used as a modifier or adjective, e.g., A modern development mindset understands high-code, low-code, and no-code approaches. Do not shorten to "hi code" or "hi-code."

homepage: One word, no hyphen.

K

kebab menu: Learning Services caps the k in kebab menu, but it's lowercase everywhere else.

kick off: Two words when used as a verb, e.g., The website launch kicks off the release of Drupal 11.

kickoff: One word when used as a noun, e.g., Join us on the kickoff call to learn more about the project.

L

lifecycle: Like lifestyle, this is one word.

log in: Two words when used as a verb, e.g., Access funds from Venmo by logging in.

login: One word when used as a noun, e.g., The login button is almost invisible because it's nearly the same color as the background.

low code: Don't add a hyphen unless the term is used as a modifier or adjective, e.g., A modern development mindset understands high-code, low-code, and no-code approaches. Do not shorten to "lo code" or "lo-code."

M

mark up: Two words when used as a verb, e.g., Feel free to mark up the draft.

markup: One word when used as a noun, e.g., Markup language is a computer language that uses tags to define elements within a document.

martech

mobile app: Not mobile application or Mobile app

multiexperience: One word, no hyphen

multisite: One word, no hyphen

N

no code: Don't add a hyphen unless the term is used as a modifier or adjective, e.g., A modern development mindset understands high-code, low-code, and no-code approaches.

nonprofit: One word, no hyphen

not-for-profit: Hyphenate

O

omnichannel: Not omni-channel

open source: Not Open Source

P

pain points: Two words, no hyphen

pro code: Don't add a hyphen unless the term is used as a modifier or adjective, e.g., A modern development mindset understands high-code, pro-code, and no-code approaches.

proptech

S

sign up: Two words when used as a verb,

e.g., Sign up to receive email notifications from Acquia.

signup: One word when used as a noun, e.g., Complete the signup form when registering for the webinar.

start-up: Here, we apply the Merriam-Webster style, not AP Stylebook, which styles it as startup.

T

telehealth: One word, no hyphen

time stamp: Two words, not one

touchpoint: One word, not two

U

username: One word, not two

V

versus: Spell out versus in ordinary speech and writing. However, in short expressions and headers, the abbreviation "vs." is permitted with the addition of a period after the "s."

W

Web3: No space between the letters and the number

Web 3.0: Add a space between the letters and the numbers

white paper: Two words, not one

Acronym list

A

ACN: Acquia Cloud Next

ADFS: Active Directory Federation Services

AI: artificial intelligence

AMI: Amazon Machine Image

APC: Alternative PHP Cache

API: application programming interface

ARR: annual recurring revenue

AT: assistive technology

ATO: authority to operate

AWS: Amazon Web Services

B

BPM: business process management

C

CAPTCHA: completely automated public Turing test to tell computers and humans apart. If working with Learning Services content, use initial caps, e.g., Completely Automated Public Turing Test to Tell Computers and Humans Apart
CCK: Content Construction Kit
CDP: customer data platform
CDN: content delivery network or content distribution network
CID: cache ID
CMP: content moderation platform
CMS: content management system
CPG: consumer packaged goods
CPQ: configure, price, quote
CRM: customer relationship management
CSM: customer success manager or customer success management
CSRF: Cross-Site Request Forgery
CSS: Cascading Style Sheet
CX: customer experience

D

DAM: digital asset management
DC: Drupal Cloud
DCMI: Dublin Core Metadata Initiative
DDoS: distributed denial of service. If working with Learning Services content, use initial caps when spelling out the acronym, e.g., Distributed Denial of Service.
DNS: domain name system
DoS: denial of service. When used as a modifier, add hyphens, e.g., denial-of-service attack.
DPI: dots per inch
DXP: digital experience platform
DVCS: distributed version control system
DX: digital experience

E

EBS: Amazon Elastic Block Store. This is a product owned by Amazon, but the acronym always follows Amazon, e.g., Amazon EBS. It is never styled as AEBS.
EC2: Amazon Elastic Compute Cloud. This

is a product owned by Amazon, but the acronym always follows Amazon, e.g., Amazon EC2. It is never styled as AEC2.
EIP: elastic intellectual property
ELB: Amazon Elastic Load Balancing. This is a product owned by Amazon, but the acronym always follows Amazon, e.g., Amazon ELB. It is never styled as AELB.
ERP: enterprise resource planning
EX: employee experience
EULA: end-user license agreement

F

FPM: FastCGI Process Manager
FTP: File Transfer Protocol

G

GA: general availability

H

HA: high availability
HIDS: host-based intrusion detection system
HTTP: hypertext transfer protocol

I

IAM: identity and access management
IATO: interim approval to operate
IDE: integrated development environment
IDS: intrusion detection system
IE: Internet Explorer
IoT: Internet of Things

J

JS: JavaScript
JSON: JavaScript Object Notation

L

LA: limited availability
LAMP: Linux, Apache, MySQL and either PHP, Perl, or Python
LOE: level of effort
LUKS: Linux Unified Key Setup

M

ML: machine learning
MRM: marketing resource management
MSA: master service agreement

N

NIDS: network intrusion detection service
NVDA: NonVisual Desktop Access

O

OS: operating system. We never use OS for open source.
OSS: open source software
OSSEC: Open Source Security
OWASP: Open Web Application Security Project

P

PaaS: platform as a service
PDO: PHP Data Objects
PEAR: PHP Extension and Application Repository
PIM: product information management
PLM: product lifecycle management

R

RDS: Amazon Relational Database Service. This is a product owned by Amazon, but the acronym always follows

Amazon, e.g., Amazon RDS. It is never styled as ARDS.

RFD: request for demo
RFP: request for proposal
ROI: return on investment

S

S3: Amazon Simple Storage Service. This is a service Amazon offers, but the acronym always follows Amazon, e.g., Amazon S3. It is never styled as AS3.

SaaS: software as a service
SAN: storage area network or subject alternative names
SCOM: system center operations manager
SEO: search engine optimization
SEM: search engine marketing
SES: Amazon Simple Email Service. This is a service Amazon offers, but the acronym always follows Amazon, e.g., Amazon SES. It is never styled as ASES.

SKU: stock keeping unit
SLA: service-level agreement
SLI: service-level indicator
SLO: service-level objective

SMS: short message service

SQS: Amazon Simple Queue Service. This is a service Amazon offers, but the acronym always follows Amazon, e.g., Amazon SQS. It is never styled as ASQS.

SOC: Service and Organization Controls

SOW: statement of work

SSE: server-side encryption

SSH: Secure Shell

SSL: Secure Sockets Layer

SSO: single sign-on

SVN: Apache Subversion

T

TAC: Taxonomy Access Control

U

UCC: Unified Communications Certificate or Unified Code Council

UI: user interface

URI: Uniform Resource Identifier

URL: Uniform Resource Locator

UX: user experience

V

VBO: Views Bulk Operations

VCS: version control system

VPC: virtual private cloud

VPN: virtual private network

VPS: virtual private server

VPAT: Voluntary Product Accessibility Template

W

WAF: web application firewall

well-being: Not wellbeing

WCAG: Web Content Accessibility Guidelines

WCM: web content management

X

XAMP: cross-platform, Apache HTTP Server, MySQL, PHP

XAMPP: cross-platform, Apache HTTP Server, MySQL, PHP, Perl

XSS: cross-site scripting

The logo features the word "AcQUiA" in a bold, blue, sans-serif font, centered within a white, teardrop-shaped graphic. The background is a solid blue color with a pattern of overlapping, light blue circles.

AcQUiA