Apple Style Guide

April 2013

style (stīl) n. **1.** The way in which something is said, done, expressed, or performed: *a style of speech and writing.* **2.** The combination of distinctive features of literary or artistic expression, execution, or performance characterizing a particular person, group, school, or era. **3.** Sort; type: *a style of furniture.* **4.** A quality of imagination and individuality expressed in one's actions and tastes: *does things with style.* **5a.** A comfortable and elegant mode of existence: *living in style.* **b.** A mode of living: *the style of the very rich.* **6a.** The fashion of the moment, especially of dress; vogue. **b.** A particular fashion: *the style of the 1920s.* **7.** A customary manner of presenting printed material, including usage, punctuation, spelling, typography, and arrangement. **8.** A form of address; a title. **9a.** An implement used for etching or engraving. **b.** A slender pointed writing instrument used by the ancients on wax tablets. **10.** The needle of a phonograph. **11.** The gnomon of a sundial. **12.** *Botany* The usually slender part of a pistil, situated between the ovary and the stigma. **13.** *Zoology* A slender, tubular, or bristlelike process: *a cartilaginous style.* **14.** *Medicine* A surgical probing instrument; a stylet. **15.** *Obsolete* A pen. —*tr. v.* **styled, styl•ing, styles 1.** To call or name; designate: *George VI styled his brother Duke of Windsor.* **2.** To make consistent with rules of style: *style a manuscript.* **3.** To give style to: *style hair.* [Middle English, from Old French, from Latin *stylus, stilus,* spike, pointed instrument used for writing, style. See STYLUS.] —**styl'er** *n.* —**styl'ing** *n.*

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About this guide

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Introduction to the Apple Style Guide

The *Apple Style Guide* provides editorial guidelines for text in Apple instructional materials, technical documentation, reference information, training programs, and the software user interface. (This guide was formerly the *Apple Publications Style Guide*. The name was changed to reflect the growing amount of material that's delivered in electronic formats, rather than as traditional print documents.)

Writers, editors, and developers can use this document as a guide to writing style, usage, and Apple product terminology. Writers and editors should thoroughly review the guide so that they become familiar with the range of issues involved in creating high-quality, readable, and consistent materials. Apple developers and third-party developers should follow this guide for text that will be visible to users.

For more details about the user interface, consult Apple's OS X Human Interface Guidelines and iOS Human Interface Guidelines. For details about terms used frequently in Apple marketing materials (such as the names of specific products, services, and sales programs), refer to the *Apple Marketing Communications Style Guide*. Note that some terms are treated differently in this guide and the *Apple Marketing Communications Style Guide*.

This 2013 edition of the Apple Style Guide is a major revision:

- This is the first edition that's available in both HTML and PDF formats.
- This edition includes a large number of new and updated entries. Entries are up to date as of OS X Mountain Lion and iOS 6.

Note: If you're internal to Apple or are a registered Apple developer, you can request additions or revisions to the *Apple Style Guide* by filing a Radar bug, using the component APD:APSG.

Editorial resources
In general, follow the style and usage rules in:

- *The American Heritage Dictionary*
- *The Chicago Manual of Style*
- *Words into Type*

Exceptions to certain guidelines in these resources are noted in this guide. In cases where reference sources conflict with each other, follow *The Chicago Manual of Style* for questions of style and usage and *The American Heritage Dictionary* for questions of spelling.

Also refer to any department-specific materials provided by your editor.

Conventions used in this guide

Modifiers consisting of two or more words are often hyphenated when they precede a noun, but not when they follow the verb as a compound predicate adjective. This guide distinguishes the differences as follows:

- An entry followed by **adj.** in parentheses gives the form to be used when the adjective immediately precedes the noun it modifies.

- An entry followed by **pred. adj.** in parentheses gives the form to be used when the adjective is a predicate adjective. For example:

  > **black-and-white (adj.), black and white (pred. adj.)**

- If a hyphenated compound has no **pred. adj.** entry, hyphenate the compound wherever it appears in a sentence.

Style and usage

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Style and usage overview

This chapter provides guidelines on writing style and usage in Apple publications, training materials, and the user interface. The intent of these guidelines is to help maintain a consistent voice in Apple materials. If you don't find what you're looking for in these pages, consult your editor.

Numbers

1U One rack unit, or unit, equivalent to 1.75 inches. Refers to the height of equipment that can be mounted in a rack.

2-byte character Don't use; use *double-byte character*.

2D Abbreviation for *two-dimensional*. No hyphen in the abbreviation. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

3D Abbreviation for *three-dimensional*. No hyphen in the abbreviation. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

10Base-T, 100Base-T, 1000Base-T Note capitalization. See also **Ethernet**; **Fast Ethernet (100Base-T)**; **Gigabit Ethernet (1000Base-T)**.

24/7 Not *24x7*. To spell out, use the form *24 hours a day*, *7 days a week*; *a 24-hour-a-day*, *7-day-a-week support program*.

802.1X A standard for enhancing the security of networks.

802.11 wireless networking standard Pronounced "eight oh two dot eleven." AirPort Extreme and AirPort Express are based on the 802.11n standard.

A

AAC Abbreviation for *Advanced Audio Coding*, an industry-standard audio compression format. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

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 isn't pronounced as a word. Abbreviations are often lowercase or a mix of lowercase and uppercase. Acronyms are almost always all caps, regardless of the capitalization style of the spelled-out form.

> *Abbreviation:* mph—for *miles per hour*; MB/s—for *megabytes per second*
>
> *Acronym:* ROM—for *read-only memory*

Consider including acronyms and abbreviations in a glossary.

- *When to spell out:* Spell out an abbreviation or acronym on first occurrence in a chapter if you think your audience may not be familiar with it. In help documents, spell out the term when you introduce it.
- *How to spell out:* When you spell out a term, generally put the spelled-out version first, with the abbreviation or acronym in parentheses.

> Internet service provider (ISP)

If the abbreviation or acronym is much more familiar than the spelled-out version, you can put the abbreviation or acronym first, followed by the spelled-out version in parentheses, or you can explain that the abbreviation is "short for" the spelled-out version and place the spelled-out version in italics.

> You can share your personal URL (Uniform Resource Locator).

> An Internet address is sometimes called a *URL*, short for *Uniform Resource Locator*.

- *File types:* Use all caps for abbreviations of file types.

> a JPEG file, an AIFF file, the MP3 file

Filename extensions, which indicate the file type, should be in lowercase.

> .jpg, .aif, .mp3, .iba

- *Pronunciation:* Provide a pronunciation key for an acronym if you think the pronunciation isn't self-evident and if you think the reader may not know how to pronounce the term.

> WYSIWYG (pronounced "WIZ-zee-wig")

See also **pronunciation**.

- *Punctuation:* Don't use periods except in abbreviations for customary (nonmetric) units of measure and in the abbreviations *a.m.*, *p.m.*, and *U.S.* (see **U.S.** for exception).
- *Plural:* Don't add an apostrophe before the *s* when you form the plural of an abbreviation.

> CDs, ICs, ISPs

- *Latin:* Avoid using Latin abbreviations.

> *Correct: for example*, *and others*, *and so on*, and *that is*, or equivalent phrases

> *Incorrect: e.g.* (for example), *et al.* (and others), *etc.* (and so on), *i.e.* (that is)

- *Units of measure:* For detailed usage guidelines for units of measure, and for a list of abbreviations and symbols, see Units of measure overview on page 168.
- *Product names:* Don't abbreviate any Apple product or service names, whether or not the product or service is trademarked or has a service mark. For a list of names, see Apple product names overview on page 174.

able (suffix) When you add *able* to a word ending in *e*, drop the *e* unless the word ends with a soft *c* or a soft *g*.

> browsable, deletable, sharable, sizable

> changeable, pronounceable, purgeable, serviceable

abort Avoid in user materials. Compare **exit**; **interrupt**; **quit**; **stop**.

above You can use *above* to describe text or an object that closely precedes the current paragraph and can't be referred to using a cross-reference or figure number.

> In the example above, clip B is shortened and clip C is lengthened, but their combined duration stays the same. [earlier figure]

> These sliders mirror the settings of the Levels sliders, described above. [earlier text]

> Search for clips by following the steps in "Search for clips using a combination of criteria," above. [earlier task]

Otherwise, use a cross-reference (consult your department's guidelines about the style of cross-references).

See also **below**; **cross-references**; **earlier**, **later**.

AC Abbreviation for *alternating current*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

AC adapter Don't use; use *power adapter*. See also **adapter**; **power adapter**.

access (n., v.) It's OK to use *access* as a verb when you can't be more specific. Even in developer materials, consider more precise terms, such as *log in to*.

> *Avoid:* Access the server using an administrator account.

> *Preferable:* Log in to the server using an administrator account.

> *Avoid:* You can access the Internet with your MacBook Air.

> *Preferable:* You can connect to the Internet with your MacBook Air.

access point Also called a *wireless access point*. A device, such as a base station, that transmits and receives data in a wireless network. See also **AirPort**.

acronyms See **abbreviations and acronyms**.

action A component of an Automator workflow. A workflow is an entire task. Each action is a specific part of the task (such as opening a new message in Mail).

action description In Automator, the description of the selected workflow action.

Action pop-up menu A pop-up menu labeled with a gear and a down arrow in the Finder and in apps for Mac such as Mail.
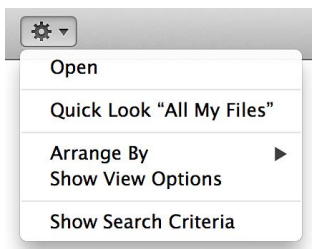
activate, deactivate Avoid; instead, use *turn on*, *turn off*.

active Use to refer to the app or window currently being used. Preferred to *in front*. See also **front**, **frontmost**; **in front**.

adapter Not *adaptor*, except in WebObjects documents (*adaptor* appears in the WebObjects software). Capitalize names of adapters that are sold separately. For a list of current Apple adapter names, see Accessories on page 176 in Chapter 4, "Apple product names."

ADC Abbreviation for *Apple Developer Connection* and (discontinued) *Apple Display Connector*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

address Can refer either to an Internet address or to the location in the computer's memory where a piece of information is stored. OK to use just *address* for either, as long as the context is clear. See also **email addresses**; **Internet addresses**; **memory address, memory location**.

Address Book Don't precede with *the*. Capitalize only when you refer to the Address Book app (replaced by Contacts) or the Dashboard widget. See also **Contacts, contacts**.

addresses (mailing) Use the forms shown here for addresses. To include the country name in a U.S.-based Apple address, use *USA* (no periods).

- *Apple corporate address:* If you include the Apple phone number, corporate address, and URL, use this form:

> Apple [not *Apple Inc.*]
> 1 Infinite Loop
> Cupertino, CA 95014
> 408-996-1010
> www.apple.com

- *Specific Apple mailing addresses:*

> Department Name
> Apple
> 1 Infinite Loop, MS *xx–xx*
> Cupertino, CA 95014

- *Fax and email:* Elements such as fax numbers and email addresses can be included in Apple mailing addresses. Place the elements below the phone number using the following format:

> *Fax*: 408-123-1234
> *Email:* appleci@apple.com

- *Other addresses:* For other addresses, spell out elements such as *Avenue*, *Drive*, *Road*, *Street*, and *Suite*. It's OK to abbreviate *Blvd.* and *Bldg.* Use the format shown in the preceding examples for city and state, phone numbers, fax numbers, and email addresses. Use two-letter abbreviations for state names (see *The Chicago Manual of Style*).

adjuster Don't use to refer to a control that has up and down arrows, or left and right arrows, to increase or decrease a value. In user materials, use *up arrow*, *down arrow*, *right arrow*, *left arrow*, or *arrows*, as appropriate. For example, *Click one of the arrows to increase or decrease the volume*. If it's necessary to refer to the control itself, use *stepper*. See also **stepper**.

administrator (n.) A person who has administrative authority for networks, servers, databases, or other information technology assets. Don't shorten to *admin*.

To maintain the distinction between professional administrators and OS X users with administrator accounts, avoid using the noun *administrator* by itself to describe a person who has an administrator account in OS X. Instead, you can say *a user with an administrator account*—typically, the owner (or owners) of a particular Mac computer.

> *Correct:* To obtain a static IP address for your computer, contact your network administrator.

> *Correct:* You must have an administrator account to modify other user accounts on a Mac.

> *Incorrect:* You must be an administrator to install software.

See also **administrator (adj.)**; **System Administrator**.

administrator (adj.) Use in OS X to describe the primary account (or accounts) that can create other accounts, set access privileges, install software, and make systemwide settings. OK to shorten to *admin* in server and training materials. Don't use possessive form: *administrator's account*, *administrator's password*, or *admin's permissions*.

> *Correct:* Log in with an administrator account to install software.

> *Correct:* To give a user broad privileges on a Mac, create an admin account for the user.

> *Incorrect:* Log in with an administrator's account to install software.

An *administrator computer* is a computer with OS X or OS X Server that you use to manage remote servers.

See also **administrator (n.)**; **standard user**; **System Administrator**.

Advanced Video Coding High Definition See **AVCHD**.

Advisor, advisor Use *Advisor* to refer to a person in a customer-facing AppleCare Support position, including those at one of Apple's outsourced vendor sites. Don't use *agent* or *representative*. Use *advisor* if you're not referring specifically to an AppleCare Support person.

> College students can apply to be Apple At-Home Advisors.

AFP Abbreviation for *Apple Filing Protocol*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

afterward Not *afterwards*.

agent Don't use when referring to an AppleCare Support person. See also **Advisor, advisor**.

AirMac The name for AirPort in Japan: *AirMac wireless networking*, *AirMac Extreme Base Station*, *AirMac Express Base Station*, and so on.

airplane mode Note lowercase.

AirPort Versions include *AirPort* and *AirPort Extreme*. You can use *AirPort* to refer generally to Apple's wireless networking products or technologies or to refer to the family of AirPort products: *your AirPort network*, *AirPort software*.

- *Software:* AirPort software includes AirPort Utility and AirPort Disk Utility. Don't precede these app names with *the*.

- *Hardware:* AirPort hardware includes the AirPort Express Base Station, the AirPort Extreme Base Station, and Time Capsule. You can shorten *AirPort Express Base Station* to *AirPort Express*, but don't use *AirPort Extreme* unless you're referring to the technology. Use an article or *your* with *AirPort Express*. Use lowercase for *base station* if you don't use the full product name.

> *Correct:* The AirPort Extreme Base Station is an Apple product.
>
> *Correct:* Avoid placing the base station near sources of interference.
>
> *Incorrect:* Avoid placing the Base Station near sources of interference.

alert (n., adj.) Refers generically to a signal, either visual (a dialog) or auditory (a beep), that calls the user's attention to an unusual situation. Visual alerts, such as the one shown here, provide messages about error conditions or warn users about potentially hazardous situations or actions.
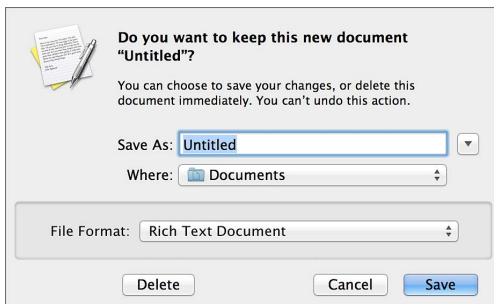
In user materials, you can use *alert sound* or *alert message* to describe generic alerts. Avoid *error message* except in developer materials.

> You hear a sound (called the *alert sound*) when the computer needs your attention.
>
> An alert message appears if a problem occurs during the installation.

In specific situations, however, avoid the word *alert* if you can simply describe what the user sees or hears.

> A message appears when the installation is finished.

alias Use *for* with *alias* (not *of* or *to*).

> The alias for the selected file is on the desktop.

In developer materials, the object that the alias represents is called its *target*, which may be a file or a folder. In user materials, the object is called the *original item*. Don't use *aliased*. See also **email alias**.

alignment Use instead of *justification* to refer to the horizontal placement of lines of text with respect to the left and right edges of the margin. Alignment can be flush left, flush right, centered, or justified (that is, flush on both the left and right margins). Compare **justification**.

all-in-one (adj.) Refers to computers with built-in displays, such as iMac computers. Also refers to products that combine functions such as printing, faxing, scanning, and copying.

allow Avoid using *allow* when you can restructure a sentence to make the reader the subject.

>   *Preferable:* You can create a database with FileMaker Pro.

>   *Weak:* FileMaker Pro allows you to create a database.

See also **enable (v.), enabled (adj.)**; **let**.

alphabet column Don't use to refer to the vertical column of letters at the right side of a list in some iOS apps; use *index*.

alphabetic Not *alphabetical*, except when you refer specifically to alphabetical order. (Exception to *American Heritage*.)

alphabetization Alphabetize letter by letter, not word by word.

>   file format
>   filename
>   file server
>   widget
>   Wi-Fi
>   window

For detailed information about letter-by-letter alphabetizing, see *The Chicago Manual of Style*. For information about alphabetizing a glossary or an index, see Glossary overview on page 187, or Index overview on page 191.

alphanumeric One word.

alternate Don't use when you mean *alternative*.

>   You can shade alternate rows of a table.

>   As an alternative to `fsck`, you can use Disk Utility to check the disk for errors.

alternating current See **AC**.

Alt key Don't use, except when you give instructions for Windows users. For Mac users, use *Option key*.

a.m. Note periods: *8:30 a.m.* Use a space before the abbreviation.

ambient light sensor No hyphen. Don't use *ALS*.

America, American Refers to both North and South America. Don't use when you mean *United States*. See also **U.S.**

American National Standards Institute See **ANSI**.

ampersand Use the ampersand character (&) in text only when you describe a command name, an onscreen element, or a document or disc title that uses the character.

analog Note spelling. Use hyphens in the adjectives *analog-to-digital* and *digital-to-analog*.

and/or Rewrite to avoid this construction.

> *Correct:* document and app icons

> *Avoid:* document and/or app icons

angle brackets Use *angle brackets*, not *brackets*, to describe the < and > symbols.

Use *left angle bracket* and *right angle bracket* when you need to distinguish between opening and closing angle brackets.

You can also use *less-than sign* and *greater-than sign* for these symbols if appropriate in the context. Compare **greater-than sign**; **less-than sign**. See also **braces**; **brackets**; **menus**.

ANSI Acronym for *American National Standards Institute*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

antenna, antennas Not *antennae* in relation to wireless products.

anti (prefix) Close up except before *i*, a proper noun, or a proper adjective. (Hyphenate in those cases.) Exception: *anti-alias*.

anti-aliasing (n., adj.), anti-aliased (adj.) Note hyphenation. Don't use *anti-alias* as a verb.

API Abbreviation for *application programming interface* (not *application program interface*). See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

apostrophes Use the curly apostrophe (Option–Shift–Right Bracket) except in code font and for units of measure. See also **plurals**; **possessives**; **quotation marks**.

app, application, program An app (short for *application*) is a computer program that performs a specific task, such as a word processor, game, and so on.

Use *app* when referring to apps for iOS devices.

> Tap a photo to open it in the Photos app.

In user materials, you can use *app* instead of *application* to refer to software for the Mac, but be consistent within a document. (Either term is acceptable, but *app* is becoming the preferred term.) If the audience might not be familiar with the use of *app* for Mac software, you can use *application* for the first or defining reference in a page or section, and use *app* for subsequent references.

> *Acceptable first reference:* You can buy and download apps (applications) from the Mac App Store.

> *Subsequent references:* The Mac App Store notifies you when app updates are available.

Use *for iOS* or *for Mac* to identify apps that have the same name in both environments.

> If you added a 3D chart to your presentation in Keynote for Mac, the chart is converted to a 2D chart in Keynote for iOS.

In developer materials, use *application* to refer to third-party applications that aren't available on the Mac App Store.

In general, use *program* only to refer to a program that doesn't have a graphical user interface.

> The `launchd` program consolidates all system startup activities into a single program.

See also **software**; **system software**.

appear Use *appear*, not *display*, to refer to the appearance of items on the screen.

> The Print dialog appears.

When possible, avoid stating that the item appears (the user can see the item on the screen), or include the item in instructions.

> In the Print dialog, choose Layout from the pop-up menu.

appendix Use appendixes for background information and other supplementary material that doesn't contribute directly to the main subject of the document. In user manuals, technical information should go in an appendix.

Appendixes are lettered: *Appendix A*, *Appendix B*, and so on. When a document has only one appendix, it should be titled *Appendix*, not *Appendix A*. Cross-references in documents with a single appendix should refer to *the appendix*.

appendixes Not *appendices*.

Apple The company's official name is *Apple Inc.* Use *Apple Inc.* in copyright notices and credit lines and in communications that require the legal name of the company, such as legal documents, contracts, and forms.

> © 2013 Apple Inc. All rights reserved.

In the text of corporate and marketing communications and in the corporate address, refer to the company as *Apple*. You can also use *Apple* to refer to the company's products and services.

> Today Apple announced a new Mac Pro computer.

> Apple displays offer a brilliant view of your work.

Don't use *Apple* alone to refer to products or services; always include a noun: *an Apple computer*, not an *Apple*; *Apple computers*, not *Apples*; *your Apple computer's screen*, not *your Apple's screen*.

You can use the possessive form in references to the company.

> AirPort Extreme is Apple's wireless networking technology.

You can also use the hyphenated form.

> Apple-approved video card, Apple-certified parts, Apple-designed templates

See also **addresses (mailing)**.

Apple-authorized (adj.), Apple authorized (pred. adj.) OK to use in general references to Apple authorization: *Apple-authorized procedure*. No hyphen in proper names: *Apple Authorized Reseller*.

Apple Authorized Reseller Use the full term unless many references are required; in that case you can shorten to *reseller*.

Apple Authorized Service Provider Use the full term unless many references are required; in that case you can shorten to *AASP*.

Apple computer Avoid where *Mac computer* would work. See also **Mac**.

Apple event Two words. Capitalize the names of Apple events (but not the word *event*): *Open Application event*, *Quit Application event*, *Open Documents event*, *Print Documents event*, and so on.

Apple Filing Protocol See **AFP**.

Apple Gift Card OK to use *card* or *gift card* after the first reference.

Apple ID An account that identifies a user of services such as iCloud, the iTunes Store, and iMessage. Because a user can have more than one Apple ID, you might need to specify a particular one—for example, *the Apple ID you used to purchase the songs*.

> Sign in to the iTunes Store with your Apple ID.
>
> To use Find My iPhone, you need an Apple ID.
>
> Sign in with the Apple ID you used to set up iCloud on your Mac.

Apple Inc. The company's legal name; formerly *Apple Computer, Inc.* See also **Apple**.

Apple logo Use lowercase for the word *logo* in text and credit lines.

Apple Loops Always plural; not *an Apple Loop*. An open-standard file format for audio loops and sound effects; also refers to the audio and effects files.

Apple Loops Utility Note plural *Loops*.

Apple Lossless Capitalize as shown when referring to the audio compression format.

Apple menu () When you refer to the Apple menu in user materials, use both the word *Apple* and the symbol () on first occurrence.

> The Apple menu () contains commands for shutting down your computer.

Thereafter, use the phrase *Apple menu* without the symbol. Don't use the symbol without the word *Apple* when you refer to the Apple menu.

Apple Online Store, Apple Retail Store Note word order and capitalization. Customers can purchase Apple products from the *Apple Online Store* or an *Apple Retail Store*.

After the first reference to the Apple Online Store or Apple Retail Store, you can use the full name or one of the following variations:

> store, online store, retail store

Don't use the following variations:

> Online Apple Store, online Apple Store, Apple Store online, Retail
> Apple Store, Apple Store retail location, Apple retail store

Precede the names with an article in text: *the Apple Online Store*, *an Apple Retail Store*. Avoid the possessive form. Use *Apple Retail Stores* for the plural form.

>The Apple Online Store has everything you need for your new Mac.

>Test-drive a new Mac at an Apple Retail Store near you.

>MacBook Air is available through the Apple Online Store, Apple Retail Stores, and Apple Authorized Resellers.

Students and educators can purchase products online from the Apple Online Store for Education. Business customers can purchase from the Apple Online Store for Business.

See also **Apple Store**.

Apple Remote OK to shorten to *the remote* after using the full name.

AppleScript AppleScript is used to create a *script* or *scripts*, not an *AppleScript* or *AppleScripts*. Don't use terms such as *AppleScriptable* or *AppleScripting*.

Apple Store Use *Apple Store* when referring to a specific Apple Retail Store location. Set off the location with commas.

>The Apple Store, SoHo, opened on July 18, 2002.

You can also use *Apple Store* in communications designed specifically for use in Apple Retail Stores, such as the calendar of events and brochures about programs such as One to One.

>Learn about One to One personal training at the Apple Store.

In other references to Apple's online and retail stores, use *Apple Online Store* or *Apple Retail Store*. See also **Apple Online Store, Apple Retail Store**.

Apple Support Capitalize in reference to Apple's service and support resources and staff; use lowercase in general references to support.

>Contact Apple Support for assistance with your new Mac.

>You can get hands-on technical support for your Apple products at the Genius Bar.

applet Can be any small application, but usually refers to a piece of code that's attached to an HTML document on the World Wide Web.

Apple TV Two words.

Apple website To refer to the Apple website address, use *www.apple.com*, not *apple.com* or *Apple.com*: *Visit the Apple website at www.apple.com*. You can use *Apple.com* to refer to the website in webpages and some other contexts. See also **Internet addresses**.

application See **app, application, program**.

Application Chooser menu In VoiceOver, a menu for navigating among open applications. The menu appears when the user presses Control-Option-F1 twice.

application menu The menu to the right of the Apple menu. The application menu shows the app name in boldface.

You don't need to include the word *application* when you refer to a specific application menu.

> Commands for hiding Mail and for showing and hiding other applications are in the Mail menu.

application programming interface See **API**.

Applications folder Use *the Applications folder* to refer to the Applications folder located at the top level of the hard disk and accessible to all users of a computer. Use *your Applications folder* or *a user's Applications folder* to refer to the Applications folder located in the user's home folder.

application-specific integrated circuit See **ASIC**.

app names Follow the style of the software itself for capitalization and spaces—for example, *TextEdit*, *Image Capture*, *DigitalColor Meter*, *iPhoto*. In general, don't use *the* with app names.

> *Correct:* Open QuickTime Player.

> *Incorrect:* Open the QuickTime Player.

For a list of current Apple apps, see Software and technologies on page 178 in Chapter 4, "Apple product names."

App Store Apps for iOS devices are available *in*, *on*, or *from* the App Store. Precede the name with an article in text. Don't abbreviate as *AS*.

> Find the item you want on the App Store.

> You can purchase apps from the App Store.

After the first reference to the App Store, you can use the full name or simply *the store*. To prevent confusion, avoid using *the store* if you're referring to both the Mac App Store and the App Store for iOS devices.

See also **Mac App Store**.

Aqua user interface Note capitalization.

arabic, Arabic (adj.) Use lowercase when you refer to numerals. Capitalize when you refer to the script system. See also **roman, Roman (adj.)**.

armband One word.

arrow In user materials, use *pointer* in general references. Use *arrow* or *arrow pointer* when you're comparing different types of pointers and want to describe this type of pointer:

> When you click the Text tool, the pointer becomes an I-beam.

> Click the Selection tool to display the arrow pointer.

Cursor (as in *the VoiceOver cursor*) may be appropriate when you describe other interfaces and in developer materials.

See also **cursor**; **insertion point**; **pointer**.

arrowhead One word. Don't use when you mean the *tip of the arrow pointer*.

arrow keys Use lowercase in general references. Don't use *direction* keys.

Capitalize and use the complete name of each arrow key when you refer to it by name.

> *Correct:* Use the arrow keys to move the insertion point from cell to cell.
>
> *Incorrect:* Use the Arrow keys to move the insertion point from cell to cell.
>
> *Correct:* Press the Left Arrow key.
>
> *Incorrect:* Press the Left arrow key.
>
> *Correct:* Use the Up Arrow and Down Arrow keys to scroll through the document.
>
> *Incorrect:* Use the Up and Down Arrow keys to scroll through the document.

ASCII Acronym for *American Standard Code for Information Interchange*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

ASIC Acronym for *application-specific integrated circuit*. Note hyphen in spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

aspect ratio Use a colon in aspect ratios: *4:3*, *16:9*.

assembler Don't use *assembler* when you mean *assembly language*.

assembly language (n.), assembly-language (adj.) Note hyphenation of adjective. Not *assembler language*.

Assistant Capitalize, and don't use *the*, when the word is part of a full name.

> Use AirPort Setup Assistant to…

Use lowercase when you use the term by itself or generically.

> Use the assistant to…
>
> You can use assistants to…

assure Don't use when you mean *ensure*. *Assure* means to state positively, as to remove doubt. Compare **ensure, insure**.

asynchronous progress indicator In developer materials, the progress indicator that looks like a spinning gear. In user materials, use *progress indicator* and describe what it looks like.

> *Developer materials:* Don't use the asynchronous progress indicator for processes that start out indeterminate but could become determinate.
>
> *User materials:* You see a progress indicator (looks like a spinning gear).

ATA Abbreviation for *Advanced Technology Attachment*. A hard disk drive interface. Types of ATA hard drives used in Mac computers include *Serial ATA* and *Parallel ATA*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **hard disk (n., adj.)**; **Parallel ATA**; **Serial ATA**.

attach Don't use to mean *connect* (as in *Connect the USB device to your computer*).

audio Close up the following words beginning with *audio*:

>   audiobook, audiocassette, audiotape, audiovisual

Don't use a hyphen in compound adjectives that include *audio*: *audio editing app*.

audio CD Not *CD audio disc*.

audio chat, audio chatting (n., v., adj.) Two words. OK to use *audio conference* or *audio chat*.

audio conference, audio conferencing (n., v., adj.) Two words. OK to use *audio conference* or *audio chat*.

audio file Use *audio file* or simply *audio* to refer to the source audio material imported into an app such as iTunes, GarageBand for Mac, or Final Cut Pro.

audio input, audio input/output, audio output (n., adj.) No hyphen. You can shorten to *audio in*, *audio in/out*, and *audio out*. Types of audio input/output include *audio line in*, *audio line out*, *analog audio*, and *optical digital audio* (or *optical audio*).

Audio Units Always plural; not *Audio Unit*. In user materials, use only as an adjective (*the Audio Units format*). OK to use lowercase and to use as a noun in developer materials.

>   Logic Pro supports Audio Units plug-ins.

>   You can install third-party Audio Units filters.

>   GarageBand automates Audio Units instruments and effects.

audio/video Refers to equipment and apps that deal with sound and sight. The term can be abbreviated as *AV* or *A/V*: *A/V receiver*, *A/V equipment*, *Apple Composite AV Cable*.

auto (prefix) Close up in words beginning with a consonant.

>   autoconfiguration, autoplay, autosave, autosensing, autosync

>   auto-answer, auto-update

Autofill, AutoFill The iTunes feature is *Autofill*; the Safari feature is *AutoFill*. Use *autofill* for the verb.

autoplay, Autoplay The feature is lowercase; the button name is capitalized.

Auto Save Two words. Refers to the feature in OS X Lion and later for automatically saving work. Don't use as a verb.

autosync (n., v., adj.) Note spelling.

AVCHD Abbreviation for *Advanced Video Coding High Definition*, a high-definition digital video format for recording and playback. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

B

back end (n.), back-end (adj.) Note hyphenation of adjective.

backlight (n.), backlit (adj.) One word.

back panel Two words.

backslash Use *backslash* to describe this character: \. See also **slash**.

backspace (n., v., adj.) One word.

Backspace key A key on Windows keyboards that's equivalent to the Delete key on a Mac keyboard.

backup (n., adj.), back up (v.) One word except as a verb; no hyphen. Capitalize when part of a product name: *iCloud Backup.*

backward (adv.) Not *backwards* when you refer to direction. But in certain other contexts, such as putting a card in backwards, it's OK to use *backwards*.

backward compatibility Not *backwards compatibility*.

backward-compatible (adj.) Note hyphenation.

bandwidth One word.

based Use a hyphen in compound adjectives that include *based*.

> Mac-based, standards-based, Windows-based, Intel-based

Use an en dash (Option-Hyphen) if *based* follows a term with two or more words.

> open standards–based, Windows XP–based, Intel Xeon–based

Don't use a hyphen or an en dash in predicate adjectives that include *based*.

> Each track in a sequence is assigned an index value that is zero based.

base station A device that transmits and receives data in a wireless network; also called *access point*, *wireless access point*, or *wireless router*. Capitalize in product names: *AirPort Express Base Station*, *AirPort Extreme Base Station*. See also **AirPort**.

batteries Describe batteries in terms of the number required, size, and type. Include only the appropriate information.

> lithium-ion battery, lithium polymer battery
>
> eight AAA alkaline batteries
>
> one AA rechargeable nickel-cadmium battery
>
> two nickel-metal-hydride batteries

Abbreviate the battery type only if space is limited. Abbreviations include the following:

> NiCd (nickel-cadmium)
>
> Li (lithium), Li-ion (lithium-ion)
>
> NiMH (nickel-metal-hydride)

bay An opening in the computer in which a battery or peripheral device can be installed. Use a more specific name when appropriate: *drive bay*, *storage bay*, or *expansion bay*.

because See **since, because**.

below You can use *below* to describe text or an object that closely follows the current paragraph and can't be referred to using a cross-reference or figure number.

> The diagram below shows a typical network configuration. [later figure]
>
> The process for creating a multicam project is outlined below. [later text]
>
> To learn how to skip slides, see "Skip a slide," below. [later task]

Otherwise, use a cross-reference (consult your department's guidelines about the style of cross-references).

See also **above**; **cross-references**; **earlier, later**.

beta (n., adj.) A prerelease version of software or hardware. Capitalize when part of a proper name.

> Apple will give users a peek at the new app by releasing a public beta.
>
> Apple has released a beta version of the next iOS.
>
> Developers can now download iOS 6 Beta 4.

bibliography If you've relied on published sources other than Apple documents in writing a document, you should credit those sources in a bibliography.

You can also use a bibliography to provide suggestions for further reading. In longer or more complex documents, you can place a bibliography at the end of individual chapters, rather than at the end of the document.

 Follow these guidelines for entries:

- *Author's name:* In each entry, invert the first author's name (last name first, with a comma both before and after the first name or names).
- *Titles:* Italicize book and periodical titles. Enclose article titles in quotation marks.

> *Article:* Harrison, Claire. "Visual Social Semiotics: How Still Images Make Meaning." *Technical Communication*, February 2003, 46–60.

- *Edition numbers:* When you refer to an edition number, use lowercase and spell out both the ordinal number and the word *edition*.

> *Technical Introduction to the Macintosh Family*, second edition

- *Publisher's location:* Don't give the name of the state or country when the place of publication is a well-known city. If you need to provide a state name, use the correct postal abbreviation, given in *The Chicago Manual of Style*.

> *Book:* Norman, Donald A., and David E. Rumelhart. *Explorations in Cognition*. San Francisco: W. H. Freeman, 1975.

For more rules on bibliographic citation, refer to *The Chicago Manual of Style*.

bidirectional (adj.) Use to refer to a script system in which text is generally flush right and most characters are written from right to left, but some text is written from left to right as well. Arabic and Hebrew are the only bidirectional script systems in widespread use. Compare **mixed-directional (adj.)**.

bit (n., adj.) Don't use when you mean *pixel* or *dot*. Hyphenate when used as an adjective or a predicate adjective.

> The exported file uses 32 bits per pixel.

> Your AirPort Extreme Base Station provides 40-bit and 128-bit encryption.

> Broadcast video is generally 24-bit, with 8 bits of color information per channel.

bit depth Two words. The number of bits used by a digital device. Use instead of *bit resolution*.

bitmap (n., v.), bitmapped (adj.), bitmapping (n.) One word in all forms. You can use either *bitmap font* or *bitmapped font*, but be consistent.

bit rate Two words.

bit resolution Don't use; use *bit depth*. See also **bit depth**.

bit/s Abbreviation for *bits per second*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

bits per second See **bit/s**.

black-and-white (adj.), black and white (pred. adj.) Note hyphenation of adjective.

> You can change a color picture to a black-and-white picture.

> With iPhoto, you can change a picture to black and white.

For displays, *monochrome* is usually more appropriate because it encompasses amber and black, green and black, and so on.

blank character Don't use; use *space character*. See also **space character**.

blinking Use to describe the insertion point. Don't use *flashing* for this purpose.

blog (n., v.) Short for *weblog*.

Blue appearance An appearance available in OS X.

Bluetooth Don't use *Bluetooth* as a noun.

> *Correct:* If your computer didn't come with an internal Bluetooth module, you can have one installed by an Apple Authorized Service Provider.

> *Correct:* Your computer can connect to and transfer information to devices that use Bluetooth wireless technology.

> *Incorrect:* Your computer can connect to devices that use Bluetooth.

Don't use a hyphen with *Bluetooth*.

> *Correct:* Bluetooth enabled device

> *Incorrect:* Bluetooth-enabled device

Blu-ray Note hyphenation. A high-capacity optical disc format, also referred to as *Blu-ray Disc (BD)*. Capitalize *Disc* only when referring to the format. Use lowercase when referring to individual discs.

> You can create Blu-ray video and audio files and burn them to a Blu-ray disc.

board Don't use when you mean *card*. A *board* is built in; a *card* can be removed by the user. Compare **card**.

bookmark (n., v., adj.) One word. Capitalize when part of a product name: *iCloud Bookmarks*.

Boolean (adj.) Note capitalization.

boot Don't use for *start up* or *switch on* except in developer or server materials. In materials written for new users, however, you may want to mention the term *boot* or include it in the glossary because users may see the term elsewhere.

boot chime Don't use for the chord heard during a successful startup sequence. Use *startup sound*.

boot disk Don't use except in developer or server materials. Instead, use *startup disk*.

bottommost One word.

box Don't use *dialog box*; use *dialog*. See also **dialog**.

bps Don't use as the abbreviation for *bits per second*. Use *bit/s*.

braces Use *braces*, not *curly brackets*, to describe these symbols: { }.

When you need to distinguish between the opening and closing braces, use *left brace* and *right brace*.

brackets Use *brackets*, not *square brackets*, to describe these symbols: [ ]. Don't use *brackets* when you mean *angle brackets* (< >).

When you need to distinguish between the opening and closing brackets, use *left bracket* and *right bracket*.

braille Note lowercase.

bridge Don't use interchangeably with *router*. See also **router**.

broadband (n., adj.) One word.

browsable Not *browseable*.

browse (v.) It's OK to use *browse* as either a transitive verb (*browse the web*) or an intransitive verb (*browse through a website*).

browse buttons When discussing iOS apps (such as apps in the App Store), use to refer to the buttons at the bottom of the screen that enable users to browse content by different categories: *You can rearrange the browse buttons at the bottom of the screen*. Don't use *browse icons*.

Don't use *browse buttons* to refer to the Dock on the Home screen or to buttons that aren't for browsing content. For example, the buttons below are simply *buttons*.
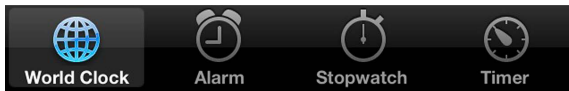
browser, Internet browser, web browser Use lowercase for *browser* when referring to an app used to gain access to the World Wide Web and other Internet and intranet services. Compare **Media Browser**.

buddy list Two words.

bug Avoid; use *problem*, *condition*, *issue*, or *situation* instead.

build-to-order Note hyphenation. Not *built-to-order*. Always use as an adjective (*your build-to-order computer*). Don't abbreviate as *BTO*.

built-in (adj.), built in (pred. adj.), built into (pred. adj.) In headings that use title-style capitalization, don't capitalize *in* (exception to the rule of capitalizing the second word of a hyphenated compound).

> Open the Built-in DVD Drive [heading]
>
> The dialog shows the name of the disc in the built-in drive.
>
> The DVD drive is built in.
>
> The internal modem is built into the computer.

built-in disk drive You can use *built-in disk drive*, *built-in drive*, or *internal disk drive*.

built-in graphics card Use to describe graphics cards that are installed at the factory. Don't use *onboard graphics card*.

bullet Use *bullet* for the character that precedes an item in a list. See also **dot**.

bundle, bundled Refers to a collection of products or to products included with a computer. It's preferable to use a term such as *included* or *comes with*. Don't use *prebundled*.

In developer materials, a *bundle* is also a special type of directory that stores the code of applications and plug-ins in a file package that appears as a single file in the Finder.

burn You burn files *on* a disc or *to* a disc, but not *onto* a disc. You can also *burn a disc*.

> Use iPhoto to burn your photos on a CD.
>
> Select the playlists you want to burn to a CD.
>
> If you have a SuperDrive, you can burn DVDs.

See also **write**.

bus, buses Note spelling of plural. In materials for audio technology, you can use *busses* for the plural, but be consistent in all materials for a particular product.

bus-powered, self-powered In user materials, try to avoid when indicating whether devices draw power from a power cord or from another USB device. When possible, describe the device; don't give it a label.

> *Correct:* a device that plugs into an electrical outlet
>
> *Incorrect:* a self-powered device
>
> *Correct:* a device that gets its power from another USB device
>
> *Incorrect:* a bus-powered device

button Buttons always initiate an action when clicked, tapped, or pressed. You *click* or *tap* an onscreen button; you *press* a mechanical button.

> Click the Save As PDF button.
>
> Press the Reset button.

The following screenshot shows two kinds of onscreen buttons—standard buttons and radio buttons.
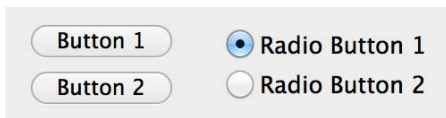
- *Button names:* In general, write the names of buttons exactly as they appear onscreen. If the button's name uses sentence-style capitalization, enclose the name in quotation marks. If the button's name uses title-style capitalization, don't enclose the name in quotation marks, even if one of the words is in lowercase.

> Click Cancel.
>
> Click the "Position on screen" button.
>
> Tap Add to Favorites.

If a button name uses all capital letters or all lowercase letters, use title-style capitalization when writing the button name in materials.

Click the Buy Now button.

- *Button descriptions:* Buttons *have color* or *don't have color*; don't refer to buttons as *clear*. Don't describe the default button in a dialog as *blue*, because the user may be using the Graphite appearance; simply call it the *default button*.

- *Unlabeled buttons:* If a button doesn't have a label (and there's no established name for the button), consult your editor to determine what to call it. Use title-style capitalization for the name of the button.

 Click the Lock button.

- *Buttons and icons:* If an element in the user interface looks like a button (appears three-dimensional) and acts like a button (causes something to happen when clicked), always call it a *button* (don't call it an *icon*). For example, the following interface elements look and act like buttons:

- *Icons that act like buttons:* If an element in the user interface looks like an icon (displays a picture and doesn't appear three-dimensional) but acts like a button (causes something to happen when clicked), you can call it either a *button* or an *icon*.

See also **checkbox**; **click**; **icon**; **radio button**.

C

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

cache (n., v.), cached (v., adj.), caching (n., v.) Note spelling. See also **level 2 cache, level 3 cache**.

calendar When you need to refer to a specific type of calendar, use *Gregorian calendar* to refer to the calendar used in Europe and the Western Hemisphere. Use *Islamic calendar* to refer to the lunar calendar used in predominantly Muslim countries. Other calendar names are *Buddhist*, *Hebrew*, and *Japanese*.

Calendar Capitalize when referring to the app name: *You can import your data into Calendar*. Use lowercase to refer to a user's calendar: *add events to your calendar*; *create calendars for work and home*. See also **iCloud**.

callback (n., adj.) No hyphen.

callouts Use a callout (a short text label with a line that points to part of a figure) when you need to identify something within a figure. A thin line without an arrowhead, known as a *leader line*, connects the callout to what it identifies within the figure.

- *Simplicity:* Use callouts freely when they're really necessary, but keep in mind that too many callouts can be distracting to the reader. Keep callouts brief, both for clarity and for an uncluttered look.
- *Capitalization and punctuation:* Use sentence-style capitalization. Use a period for a complete sentence and no ending punctuation for a sentence fragment. It's OK to have a mixture of complete sentences and phrases in one illustration.

camcorder Use to refer to a video camera and recording device combined in one unit. Don't use *video camera* when you mean *camcorder*.

> *Correct:* You can connect a camcorder to your computer to import your video footage.

> *Incorrect:* You can connect a video camera to your computer to import your video footage.

Because most camcorders are now digital, it usually isn't necessary to include the word *digital*, but you can use *digital camcorder* if the context requires it.

> Today's digital camcorders provide many advantages over their older analog counterparts.

In general references, it's OK to use *camera*.

> You can use the stabilization feature in Final Cut Pro to correct shaky camera movement.

See also **video camera**.

Camera Roll You can use *your Camera Roll* or *the Camera Roll* to refer to the collection of photos on an iOS device. Use *Camera Roll album* when referring to the Camera Roll as an album.

> You can save photos you receive in email to your Camera Roll.

> With iCloud, photos you save to the Camera Roll are automatically sent to the iPhoto library on your Mac.

> You can't change the key photo for the Camera Roll album.

can, might, may Use *can* to express the capacity to do something; use *might* or *may* to suggest the possibility of doing something; use *may* to express permission.

> You can log in to your account from another computer.

> You might be able to connect to the Internet at a nearby hotspot.

> You may borrow my iPod if you return it tomorrow.

When used to express possibility, *might* typically suggests lower probability than *may*.

> If the issue persists, you may need to restart your computer or you might need to restore software.

canceled, canceling, cancelation Not *cancelled*, *cancelling*, *cancellation*.

capability If possible, avoid *capability* when you discuss features of software or hardware. Reword in terms of what the user can do with the feature.

> *Correct:* With iPhoto, you can create slideshows.

> *Incorrect:* iPhoto has the capability to create slideshows.

capitalization Two styles of capitalization are commonly used at Apple:

- *Sentence-style capitalization:* This line provides an example of sentence-style capitalization.
- *Title-style capitalization:* This Line Provides an Example of Title-Style Capitalization.

Except for user interface text, guidelines for when to use sentence-style capitalization and when to use title-style capitalization are a matter of department style. For information about how to capitalize user interface text, see the human interface guidelines for OS X and iOS.

In general, capitalize the names of onscreen elements exactly as they appear onscreen. If an onscreen element uses all capital letters or all lowercase letters, use title-style capitalization when writing the element name in documentation.

BUY NOW ——————— Click the Buy Now button.

First Last
Company
edit ⊙ Company

mobile ⬍ Phone
work ⬍ Email——————— Enter the email address for
your contact in the Work field.
home page ⬍ URL
birthday Birthday
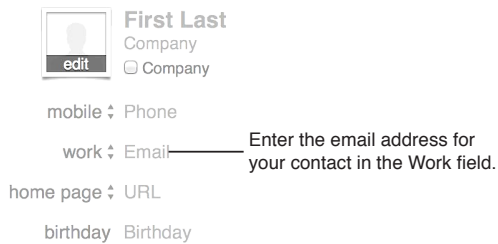
When you refer to chapters or appendixes, don't capitalize the word *chapter* or *appendix* except in cross-references.

See Chapter 2, "Units of Measure."

See the appendix for specifications.

See Appendix B for a list of specifications.

When using title-style capitalization, don't capitalize:

- Articles (*a*, *an*, *the*), unless an article is the first word or follows a colon
- Coordinating conjunctions (*and*, *but*, *or*, *nor*, *for*, *yet*, and *so*)
- The word *to* in infinitives (*How to Start Your Computer*)
- The word *as*, regardless of the part of speech
- Words that always begin with a lowercase letter, such as *iPod* and *iTunes*
- Prepositions of four letters or fewer (*at*, *by*, *for*, *from*, *in*, *into*, *of*, *off*, *on*, *onto*, *out*, *over*, *to*, *up*, and *with*), except when the word is part of a verb phrase or is used as another part of speech (such as an adverb, adjective, noun, or verb)

Starting Up the Computer

Logging In to the Server

Getting Started with Your MacBook Pro

When using title-style capitalization, capitalize:

- The first and last word, regardless of the part of speech
- The second word in a hyphenated compound (except for *Built-in* and *Plug-in*)

> High-Level Events
>
> 32-Bit Addressing

See also **abbreviations and acronyms**.

Caps Lock key Not *Shift Lock*.

captions See **figure captions**; **table captions**.

card Refers to a removable circuit board that's installed in a slot. Compare **board**. See also **interface card**; **PCI, PCI-X**; **peripheral card**.

card names Capitalize the word *card* in a card name only if it's part of the name (for example, *AirPort Extreme Card*). For generic names, don't capitalize any part of the card name (for example, *an internal modem card*).

caret In developer materials, use *caret* for the blinking bar that marks the insertion point. In user materials, the blinking bar is the *insertion point*.

Don't use *caret* when you mean *circumflex*. A *circumflex* (ˆ) is an accent used in French words, such as *être*.

carriage return See **CR**.

carrier Use this, or *wireless carrier*, to refer to a mobile network operator that provides wireless communication services (including network, voice, and data). Don't use when you mean *courier*.

catalog Refers to a list of all files and folders stored on a volume. Don't use this term in user materials.

cathode-ray tube See **CRT**.

CD Abbreviation for *compact disc*. CD technologies include the following:

> CD-ROM (read only)
>
> CD-R (recordable)
>
> CD-RW (rewritable); not *CD-R/W* or *CD/RW*

- *Types:* Types of CDs include *audio CDs* or *music CDs*, *MP3 CDs*, and *data CDs*. Refer to the specific type of disc or drive or use the general term *CD*.
- *Usage:* Don't use *CD-ROM*, *CD-RW*, or *CD-R* as a noun; the term must modify another word, such as *drive* or *disc*. For the plural, don't use *CD-ROMs*, *CD-RWs*, and so on. Instead use *CD-ROM discs*, *CD-RW discs*, and so on, or simply *CDs*. Use *disc*, not *disk*, to refer to CD media.

See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **disc**.

CD drive Not *CD player*. When you include the drive speed, hyphenate the adjective form.

> 24x-speed CD drive [Don't leave out the *x*.]

cell phone, cellular phone Don't use; use *mobile phone*.

cell signal indicator No hyphen.

central memory Don't use; use *main memory*.

central processing unit See **CPU**.

CGI Abbreviation for *Common Gateway Interface*. Use *CGI scripts* as the plural form on first occurrence. Thereafter, it's OK to use *CGIs*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

chain OK to use when you mean a series of devices connected together. See also **daisy chain (n.), daisy-chain (v., adj.), daisy-chained (adj., pred. adj.)**.

chapter Capitalize the word *chapter* in references to specific chapters (exception to *The Chicago Manual of Style*).

> Chapter 5, "Expanding Your Computer"
>
> Chapters 4 and 5
>
> in the next chapter

See also **capitalization**.

character Use in reference to what a key on the computer's keyboard stands for. Compare **symbol**.

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

checkbox One word. Refers to an onscreen box like these:
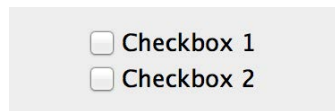
You *select* or *deselect* a checkbox.

> *Correct:* Select the "Object causes wrap" checkbox.
>
> *Correct:* Select "Object causes wrap."
>
> *Correct:* Deselect the option "Object causes wrap."
>
> *Ambiguous:* Click the checkbox labeled "Object causes wrap."

A checkbox can be *selected* or *unselected*.

> If the checkbox is unselected, the option is off.

Don't use *check/uncheck* or *checked/unchecked* unless you can select an item's checkbox without selecting the item. In iTunes, for example, a song can be selected but "unchecked" (or "checked" but unselected).

> Sync only checked items.
>
> To prevent a song from playing, deselect the checkbox next to the song.

Compare **radio button**. See also **select (v.)**.

checkmark One word.

checkout (n., adj.), check out (v.) One word except as a verb.

checksum One word.

chip Use *integrated circuit* or *silicon chip* (with an explanation of the term) on first occurrence. Don't use *chip* when you mean *microprocessor* (*Intel microprocessor*, not *Intel chip*).

chipset One word. A group of integrated circuits that are designed to function as a unit.

choose Use *choose*, not *select*, for menu items. In general, the user *selects* something (such as a file or disk icon, an email message, or a section of text) and then *chooses* a command to act on the selection.

> Choose View > Sort By > Date.
>
> Choose QuickTime from the pop-up menu.
>
> Control-click the TextEdit icon and choose Make Alias from the shortcut menu.

See also **menus**; **select (v.)**.

circuit board (n.) No hyphen.

clean installation Not *clean install*. You *perform a clean installation*; you don't *do a clean install*. See also **install**; **installation**.

click Use to describe the act of selecting something or initiating an action by positioning the pointer over an onscreen element and briefly pressing and releasing a mouse or trackpad button. Use *click* to describe actions in OS X, not in iOS.

> To open Mail, click the Mail icon in the Dock.
>
> Click a disk icon to select it, and then choose File > Make Alias.

Don't use *click on*. Don't say *click the mouse* or *click the mouse button*; instead, use *press and release* (for example, *press and release the mouse button*).

See also **click in**; **double-click**; **press**; **select (v.)**; **tap (n., v.)**.

click and drag Don't use. You either *click* or *drag*.

> *Correct:* Drag the icon to the Trash.
>
> *Incorrect:* Click and drag the icon to the Trash.

click and hold Don't use. *Click* means to press and quickly release the mouse or trackpad button. Use *hold down* when you mean *press and hold down the mouse button*. See also **hold down**; **press**.

click in You *click in* a window or other area of the screen, such as an image; you *click* other onscreen elements, such as icons and buttons. See also **click**.

click on Don't use; use *click*. See also **click**.

Click Wheel The combined touch wheel and buttons on some iPod models. Not *Apple Click Wheel* or *touch wheel*.

client Software that uses the services of another program; also the computer using the client software. The computer can be called the *client computer*, *client system*, or *client*.

client/server Note slash.

clip art Two words.

Clipboard In user materials, use *Clipboard*, not *pasteboard*. In developer materials, it's OK to use *pasteboard* when you discuss the NSPasteboard class, but point out that users view the contents of the pasteboard in the Clipboard.

close In OS X, users *close* windows or documents and *quit* apps.

In iOS, users can *close* an app (stop using it temporarily) by pressing the Home button; doing so may not *quit* the app (stop the app from running altogether). You can also use *leave* to refer to closing an app.

> To leave an app and return to the Home screen, press the Home button.

See also **open**; **quit**.

close button In OS X, refers to the leftmost button of the three window controls in the upper-left corner of the title bar.

cloud Capitalize in names of iCloud features (*Documents in the Cloud*, *iTunes in the Cloud*); otherwise, use lowercase. Avoid using *the cloud* to refer to iCloud.

> iTunes in the Cloud stores all your music in iCloud so it's available anytime, anywhere.

See also **iCloud**.

CLUT Acronym for *color lookup table*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

co (prefix) Close up except in a few words beginning with *o*: *co-op*, *co-owner*.

> coexist, cooperate, coprocessor, coworker

coaching tips Use to refer to the instructional tags built into many apps. Coaching tips appear all at once when the user clicks a button; an individual tip can include a link to a "learn more" page. Don't shorten to *tips*. See also **help tags**.

coax Don't use when you mean *coaxial*.

code When discussing wireless accessories, use *code* to refer to the series of numbers generated by an accessory (for example, a Bluetooth enabled device) to establish a connection with a computer or an iOS device.

> Choose the device on iPhone, and enter its code.

See also **passcode**.

codec Short for *coder/decoder* or *compressor/decompressor*. Not *CODEC*.

- *Telecommunications:* A codec (*coder/decoder*) is a device for encoding and decoding signals. Modems and digital telephones use codecs to convert information between digital and analog signals.
- *Multimedia:* A codec (*compressor/decompressor*) is a method for compressing and decompressing data. For example, MP3 and H.264 are codecs that reduce the amount of information used to represent audio and video content, respectively.

code file Two words.

code font A fixed-width font (such as Courier) used to represent code.

Use code font for the following:

- Text the user is to type (In some groups, double quotation marks or italics may be used for short words or phrases the user is to type. Consult your department's style guidelines.)
- Code listings
- Small pieces of sample code
- Computer-language elements such as reserved words, literals, variables, and routines
- Commands that appear in running text

Style any punctuation following a word or phrase in code font as regular body font, unless the punctuation mark is part of the computer-language element represented or part of something the user is to type. Style the spaces that immediately precede or follow text in code font in regular body font.

If the language with which you're working has a standard style of indentation, use it. If it doesn't have such a style, develop a logical style of your own and use it consistently.

Develop a method of spacing around punctuation and use it consistently. It's often best to use standard spacing (one space between a punctuation mark and the next character).

In user materials, don't use code font in any of the following:

- Part or chapter titles
- Text headings
- Cross-references to parts, chapters, or sections
- Entries in the table of contents
- Internet or web addresses
- Figure captions or callouts

- Names of files, folders, or directories
- System or alert messages. If you quote a system message or alert message exactly as it appears on the screen, use body font in quotation marks. If you paraphrase a message, use body font without quotation marks.

> If your source clip isn't as long as the duration between the sequence start and end points, you see an "Insufficient content for edit" message.
>
> When a message appears asking if you want to clear the keyboard layout, click Yes.

See also Technical notation overview on page 185.

code names Use exactly the same form for a product's code name throughout a document. (If the name is sometimes misspelled or otherwise treated inconsistently, a global search-and-replace operation isn't possible.)

In final documentation, don't refer to a product by its code name unless marketing specifically decides to associate the code name with the product.

cold start (n., v.), cold-start (adj.) Not *coldstart*.

colons Avoid using colons in text headings. If you must use a colon in a heading, capitalize the first word after the colon, regardless of its part of speech.

> Setting Up: A Beginner's Guide

Precede all lists with colons, whether the sentence before the colon is a complete thought or a partial thought (exception to *The Chicago Manual of Style*). See also **lists (bulleted)**.

color lookup table See **CLUT**.

color picker Don't use. See also **picker**.

color pixels Not *colored pixels*.

colors Colors include shades of gray, so you can use *colors* to refer to settings for both grayscale and color displays. On first mention of setting colors, say, for example:

> You can set the number of colors (or shades of gray) displayed on the screen.

Thereafter, use *colors*.

color well Use to refer to the small rectangular or square control used to apply a color selection.

column view A way to display and select items in a hierarchy of data—for example, the column view in Finder windows.

Column View button The button second from the right in the View control in Finder windows.

combined action In developer materials, use to refer to a combination of mouse (or trackpad) actions with keyboard presses—for example, *Option-Shift-click*. In user materials, use *keyboard shortcuts* to refer to actions that include keyboard presses.

Combo drive An optical drive that reads CDs and DVDs and reads and writes (burns) CD-R and CD-RW discs. Not *ComboDrive* or *Combo Drive*. Use *Combo drive (DVD-ROM/CD-RW)* to list the drive's capabilities. See also **optical drive**; **SuperDrive**.

command Use *command* or *menu command* in user materials; don't use *menu option*.

> The menu contains a list of commands.

> Use the Print command to create a PDF of your document.

Use *menu item* to refer to items that aren't commands, such as names of windows in the Window menu and About This Mac in the Apple menu.

A command is *in* a menu, not *on* a menu; a menu *contains* commands. Users *choose* commands; they don't *select* commands.

See also **choose**; **command names**; **menus**.

Command-click (v., adj.) Note hyphenation. The hyphen denotes a combined action. *Command-click* is equivalent to *press the Command key and click*.

Command key On first use in print user materials, it's OK to identify the Command key with its symbol: *Command (⌘) key*. Thereafter, just use *Command key*.

It's OK to use the Command key symbol in a list of shortcuts.

> Option-⌘-Escape

> Option-Shift-⌘-Delete

Command-key equivalent Don't use; use *keyboard shortcut* even when all the combinations use the Command key.

command line (n.), command-line (adj.) Note hyphenation of adjective.

command names Use title-style capitalization for command names; don't capitalize *command*.

> the Find command

> the Make Alias command

- *Commands used as ordinary verbs:* Don't capitalize a command name when you use the name as a normal English verb.

> *Correct:* Cut and paste the selected text.

> *Incorrect:* Cut and Paste the selected text.

- *Ellipsis points:* In menus, some command names are followed by three unspaced periods (ellipsis points) to indicate that further action will be required. Don't include the ellipsis points when you refer to the command name in text or text headings.

> *Correct:* Choose File > Print, and then enter the number of copies.

> *Incorrect:* Choose File > Print…, and then enter the number of copies.

See also **choose**; **command**; **menus**.

command pop-down menu Don't use in user materials; use *pop-up menu*. See also **menus**.

commas Use a serial comma before *and* or *or* in a list of three or more items.

> *Correct:* You can ask Siri to place phone calls, send text messages, send reminders, and more.

> *Incorrect:* You can ask Siri to place phone calls, send text messages, send reminders and more.

Common Gateway Interface See **CGI**.

communication, communications Use the singular to describe the act of communicating, the plural to describe the technology.

compact disc See **CD**.

Company, Co. Spell out or abbreviate according to the particular company's preference.

compile time (n.), compile-time (adj.) Note hyphenation of adjective.

component video Note lowercase.

composite video Note lowercase.

comprise A whole *comprises* parts. Parts *constitute* a whole. Don't use *is comprised of*.

> Your video editing system comprises a Mac Pro computer, Final Cut Pro software, a camcorder, and an external NTSC monitor.

> Four iMac and two MacBook Air computers constitute the class's computing resources.

computer Use when you describe a computer without any peripherals. Use *system* to refer to a computer, its peripheral devices, and software. Don't use *machine*.

computer voice See **code font**.

connect Use to refer to the act of hooking devices together; don't use *attach* or *hook up*. You *connect* USB devices to a computer, and you can *connect* computers to an Ethernet network. Don't use *connect* when you mean *plug in*. See also **plug in (v.), plug into (v.)**.

connector Use to refer only to an item that can be plugged into a receptacle (such as a slot, port, or socket). Use the following terminology:

> *edge connector:* the connector on the edge of a peripheral card; fits into a slot

> *minicircular connector:* an 8-pin connector [Don't use *mini-DIN*.]

> *plug:* a connector with prongs or pins

In user materials, describe connectors by their shape and size, by the icon that appears on the connector, or in another way appropriate to the context. The user should be able to identify the connector easily even if she or he doesn't know the terminology.

Avoid obscure names such as *power input unit* in favor of more direct terms, such as *plug*. Don't use *male* or *female* to describe types of connectors.

Compare **jack**; **port**; **slot**; **socket**.

constitute Parts *constitute* a whole. A whole *comprises* parts. Compare **comprise**.

Contacts, contacts Capitalize when referring to the app name: *Use Contacts to call someone; get help using Contacts*. Use lowercase to refer to a user's collection of contacts: *Add a contact*; *update your contacts*. See also **iCloud**.

contextual menu The menu that appears when a user presses the Control key and clicks an item on the screen. In user materials, use *shortcut menu*, not *contextual menu*. However, you can refer to the menu parenthetically as a contextual menu on first reference for users who may be more familiar with that term.

> A shortcut menu (also called a *contextual menu*) appears.

See also **menus**.

contractions It's OK to use contractions in most documentation, interface text, and informal marketing copy; avoid in formal materials such as legal documents.

- *Contractions to avoid:* Don't form contractions from nouns and verbs. For example, avoid constructions such as this:

  > Apple's going to introduce a new computer today.

  Avoid contractions not normally used in written materials (such as *would've*, *it'll*).
- *Its and it's:* Don't confuse *it's* (the contraction for *it is*) with the possessive pronoun *its*.

  > It's important that the department keep track of its computers.

control character (n.), control-character (adj.) Note hyphenation of adjective.

Control-click (v., adj.) Note hyphenation. The hyphen denotes a combined action; *Control-click* is equivalent to *press the Control key and click*.

> To open a document, Control-click the document icon and choose Open from the shortcut menu.

control key Don't use in a general sense; use *modifier key*. The name of the specific key is capitalized: *Control key*.

Control key It's OK to abbreviate as *Ctrl* when space constraints don't allow the use of the full term (as in column headings in tables). Don't use *CTRL*.

controlled, controlling Not *controled*, *controling*.

convert to Not *convert into*.

cookies Not *cookie files*. Use to refer to small text files a website may copy to a user's hard disk to record information about the user or the computer.

> To use some websites, you must set your web browser to accept cookies.

coprocessor No hyphen.

copy You copy a file *to* a disk, not *on* a disk or *onto* a disk.

copy-protect (v.), copy-protected (adj., pred. adj.), copy-protection (n.) Hyphenate in all forms.

> A copy-protected disk or file can't be copied legally.

> The disc is copy-protected.

copyright page All documentation must have a copyright page or copyright notice. A copyright page includes a copyright notice and an Apple trademark list. A copyright notice includes the © symbol, the year the work was first published, the copyright owner (Apple Inc.), and the statement "All rights reserved." Onscreen documents also require a copyright notice.

- *Finding the correct copyright notice:* The copyright page is a boilerplate element. Consult with your department editor to be sure you have the appropriate boilerplate.
- *Apple trademarks:* All Apple trademarks mentioned in the document must receive a credit line on the copyright page. See the most recent Apple trademark list, which is available at:

> http://lgs.apple.com/policies-procedures/apple-inc-trademark-list/ (internal)

> http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html (external)

- *Third-party trademarks:* Certain third-party trademarks also must receive a credit line on the copyright page. See the "Special and Licensed Trademarks and/or Copyrights" section of the most recent Apple trademark list, which is available at the websites shown above.

See also **trademarks (credit lines and symbols)**; **trademarks (usage)**.

cord Use only to describe a power cord or a phone cord. Compare **cable**.

core Short for *execution core* or *processor core*. See also **dual-core (adj.)**.

Corporation, Corp. Spell out or abbreviate according to the particular corporation's preference.

corrupted Avoid if possible. Use *damaged* instead.

courier A person or company that delivers packages and postal mail. Don't use when you mean *carrier*.

Cover Flow A feature that enables users to visually browse items (such as files, webpages, and songs) in the Finder and other apps. Users can *use Cover Flow* or view items *in Cover Flow*. When you need to distinguish between Cover Flow and other views (such as icon view or list view), it's OK to say *Cover Flow view*.

> You can view items in a Finder window as icons, in a list, in columns, or in Cover Flow.

> To switch from column view to Cover Flow view, click the Cover Flow button.

See also **Cover Flow button**; **View control**.

Cover Flow button The rightmost button in the View control in Finder windows.

CPU Abbreviation for *central processing unit*. Avoid in user materials; use *processor* to refer to the chip and use *computer* or *system* to refer to the computer itself. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **computer**; **processor**; **system**.

CR Abbreviation for *carriage return*. Use only when you refer specifically to ASCII character $0D or its equivalent. Explain the term *carriage return* if your audience includes first-time computer users. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Use *return character* when you write about, for example, searches for return characters. Use *Return key* for the key you press.

crash Don't use; use *quits unexpectedly*, *doesn't respond*, or *stops responding*. If you must use this word, put it in quotation marks and reassure the reader that the term *crash* doesn't imply damage to hardware or software.

creator types Use code font for creator type names, which must consist of exactly four characters (one of which may be a space) inside straight, single, code-font quotation marks.

```
'ttxt','MPS '
```

crosshair One word. Refers to this pointer:

cross-references Guidelines for cross-references vary by department, document type, and delivery method. This section provides general guidelines, but always consult your department's style guidelines if in doubt about which style to use, and be consistent within a document.

- *To document titles:* In general, use title-style capitalization and italics; don't use quotation marks unless italics aren't available. Don't capitalize or italicize phrases such as *user guide* unless they're part of the title as it appears on the cover page of the document. Don't include trademark symbols.

    See the *iPhone User Guide*.

    See the user guide that came with your MacBook Air.

    When you refer to the title of an onscreen help book, don't italicize the title or enclose it in quotation marks.

    For more information about adding contacts, see Contacts Help.

- *To chapter or section titles:* Authoring and output tools typically determine the format of links to chapters or sections within a document. For cross-references that aren't links, match the capitalization style of the chapter or section title, and enclose the title in quotation marks. If you refer to a chapter by number, don't enclose the word *Chapter* or the chapter number in quotation marks.

    For more information, see the "Share music and video" section of iTunes Help.

    See Chapter 1, "Ready, Set Up, Go," on page 7.

See also **capitalization**.

CRT Abbreviation for *cathode-ray tube*. Note hyphenation of spelled-out version. Don't use when you mean *display* or *screen*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Ctrl Abbreviation for *Control*. Use the abbreviation only when space constraints don't allow use of the full term (as in column headings in tables); otherwise, use *Control*, as in *Control key* or *Control-S*. Don't use *CTRL*.

curly brackets Don't use *curly brackets* to describe these symbols: { }; use *braces*.

cursor Don't use in describing the OS X or iOS interface; use *insertion point* or *pointer*, depending on the context. The term *cursor* is appropriate when you describe the VoiceOver interface and may be appropriate when you describe other interfaces and in developer materials. See also **insertion point**; **pointer**.

custom installation Not *custom install*. You *perform a custom installation*; you don't *do a custom install*. See also **install**; **installation**; **normal installation**.

D

DAC Acronym for *digital-to-analog converter*. Note hyphenation in spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

daisy chain (n.), daisy-chain (v., adj.), daisy-chained (adj., pred. adj.) Note hyphenation of verb and adjective forms.

Dashboard Don't precede *Dashboard* with *the* or *your*. See also **widget**.

dash (em) 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 syntax of a sentence confusing. Don't overuse em dashes. If the text being set off doesn't come at the end of the sentence, use an em dash both before it and after it.

> See all your schedules—work, school, and social life—in one app.

To generate an em dash in a word-processing app, press Option-Shift-Hyphen. Close up the em dash with the word before it and the word after it.

dash (en) The en dash (–) is shorter than an em dash and longer than a hyphen. Use the en dash as follows:

- *Numbers in a range:* Use an en dash between numbers that represent the endpoints of a continuous range.

  > bits 3–17, 2003–2005

- *Compound adjectives:* Use an en dash between the elements of a compound adjective when one of those elements is itself two words.

  > desktop interface–specific instructions

- *Keyboard shortcuts using combination keystrokes:* Use an en dash between key names in a combination keystroke when at least one of those names is two words or a hyphenated word.

  > Option–Command–Up Arrow, Shift–Command–double-click

See also **key, keys**.

- *Minus sign:* Use an en dash as a minus sign (except in code font, where you use a hyphen).

    −1, −65,535

To generate an en dash in a word-processing app, press Option-Hyphen. Close up the en dash with the word (or number) before it and the word (or number) after it.

See also **hyphenation**.

data Singular or plural, depending on the context. When used as a collective noun, *data* takes a singular verb. When the meaning isn't collective, use a plural verb. In user materials, avoid in favor of *information* if *information* makes sense in the context.

    Collective and thus singular: Data is stored in a FileMaker Pro database.

    Not collective and thus plural: Selected data are transferred immediately.

database (n., adj.) One word. As a noun, *database* refers to the body of data manipulated by a database app.

data file Two words.

date picker Don't use. See also **picker**.

Date & Time The name of a System Preferences pane. Note the ampersand.

dates Follow these guidelines for dates, unless your department uses international style (see Dates and times on page 195 in Chapter 8, "International style.")

- *Commas:* Use a comma between the day of the month and the year.

    May 23, 2013

When you use the full date, follow the year with a comma.

    on May 23, 2013, at 10:00 a.m.

If you give only the month and year, don't use commas.

    in June 2012 at WWDC

- *Cardinal and ordinal numbers:* Use cardinal numbers (*1*, *2*, *3*) in dates that include the month. Use ordinal numbers (*1st*, *2nd*, *3rd*) in dates without the month. For ordinal numbers, use full-size letters, not superscript.

    Correct: The conference was held on August 12.

    Correct: The conference was held on the 12th.

    Incorrect: The conference was held on the 12th.

- *When to spell out:* Spell out the names of days and months in text. Use numerals for the year except when it appears at the beginning of a sentence; spell out the year there or rewrite to avoid.

- *Slashes in dates:* Don't use the form *3/5/13*, because American usage is different from European usage.

See also Dates and times on page 195 in Chapter 8, "International style."

daughter board Don't use; use *expansion board*.

daylight saving time Not *daylight savings time*.

DDR Abbreviation for *Double Data Rate*. Apple computers have *DDR memory*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **memory**; **SDRAM**.

deactivate See **activate, deactivate**.

dealer, dealership Don't use; use *Apple Authorized Reseller*. See also **Apple Authorized Reseller**.

default (n., adj.) Define the term on first occurrence. In user materials, you may want to use *preset*. See also **preset (n., adj.)**.

degrees OK to either spell out *degrees* or use the degree symbol (º), but be consistent. Hyphenate when the term precedes a noun: *160-degree viewing angle*. The symbol is closed up with the number: *160º viewing angle*, *32º F*. To generate the degree symbol, press Option-K.

dehighlight, dehighlighted Don't use. Use *deselect* as a verb when appropriate; otherwise reword. Use *not highlighted* as the adjective.

DEL character Not *DELETE character* or *rubout character*. Refers specifically to ASCII character $7F.

Delete key Not *DEL key*.

deploy OK to use in server and developer materials to refer to placing configured computer systems, services, or software in a specific environment or making these items available for use in that environment.

> In large organizations, collaboration services are usually deployed at both corporate and workgroup levels.

depress Don't use; use *press*.

deselect OK to use when you mean *cancel a selection*. Not *uncheck*, *unselect*, *unhighlight*, or *dehighlight*. Compare **unselected (adj.)**. See also **checkbox**; **radio button**.

desired Try to avoid.

> *Correct:* make your changes, select the folder

> *Incorrect:* make the desired changes, select the desired folder

desktop (n., adj.) One word. Refers to the background area of the screen.

desktop computer Don't use *desktop* as a noun to refer to the computer; use *desktop computer*, *desktop system*, or just *computer* or *system*. See also **computer**; **system**.

determinate progress bar In developer materials, the progress bar that fills from left to right. In user materials, use *progress indicator* and describe what it looks like.

> *Developer materials:* Use a determinate progress bar when you can tell the user how much of a process has been completed.

> *User materials:* A progress indicator (a moving bar) shows the status of the download.

device name Two words. Note the treatment of these similar terms:

> filename, host name, pathname, user name, volume name

diacritical mark Not *diacritic*.

dial in, dial in to (v.), dial-in (adj.) Note hyphenation of the adjective form.

dialog In user materials, use *dialog* for windows, like the one below, that request additional information from the user and are explicitly dismissed by clicking a button within the dialog—for example, OK, Cancel, or Print.
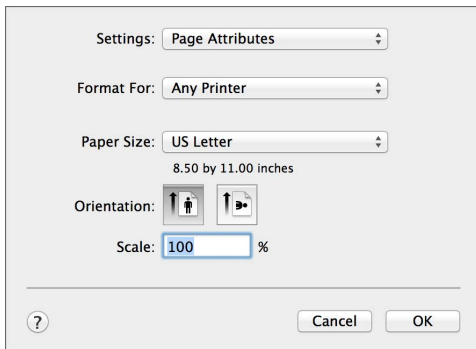
A dialog *appears*. Don't use *dialog box*.

Dialogs include alerts, which contain error messages or warnings about potentially hazardous situations or actions. Although a dialog can be implemented as a sheet attached to a window, don't use *sheet* in user materials. Examples: Open dialog, Print dialog, Save As dialog, Save Changes alert.

In developer materials, use *panel* rather than *dialog* in most contexts because dialogs are created with programming symbols such as `NSOpenPanel`. When, however, the dialog is seen by the developer as a user sees it, such as when giving instructions for using developer apps, use *dialog*. Note that entities that are panels programmatically can be windows rather than dialogs in user terminology—for example, the `NSFontPanel` class implements the Fonts window.

Compare **alert (n., adj.)**; **pane**; **sheet**; **window**.

dialog box Don't use; use *dialog*.

dialog message Don't use; use *message*.

dialogue Use *dialogue*, not *dialog*, to refer to spoken words.

dial-up (adj.) Note hyphenation. Don't use *dial up* as a verb.

different from Not *different than*. Make sure that the elements being compared are parallel nouns.

> *Correct:* The Mac user interface is different from that of a Windows PC.
>
> *Incorrect:* The Mac user interface is different than that of a Windows PC.
>
> *Incorrect:* The Mac user interface is different from a Windows PC.

differently than Use when comparing two parallel clauses. Don't use *different than*, *different from*, or *differently from* for this purpose. But rewrite whenever possible to set up a construction in which *different from* is used to compare two parallel nouns.

> *Correct:* She uses the computer differently than he does.

> *Preferable:* Her use of the computer is different from his.

> *Incorrect:* She uses the computer differently than him.

digital Don't use a hyphen in compound adjectives beginning with *digital*: *digital video editing*, *digital media apps*. Don't use *digital apps* or *digital applications*.

digital camcorder See **camcorder**.

digital camera Use to refer to a digital still camera. After the first mention, *camera* is fine.

> You can connect a digital camera if both your computer and camera
> have built-in USB ports.

digital rights management See **DRM**.

digital-to-analog converter See **DAC**.

digital video (n., adj.) No hyphen. See also **DV**.

digital video camera See **video camera**.

digital video recorder See **DVR**.

Digital Visual Interface See **DVI**.

dimensions In general, use *by*, not *x*, to show dimensions.

> 3.2 by 6.0 by 11.4 in. (8.1 by 15.2 by 28.9 cm)

> 8.5 by 11 inches, 8.5-by-11-inch paper

> 4 by 6 inches, 4-by-6-inch photo [*acceptable:* 4-by-6 photo, 4 x 6 photo]

If you use *x* instead of *by*, use the *x* consistently throughout a document.

See also **resolution**; **x**.

DIMM Acronym for *dual inline memory module*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

dimmed Use *dimmed*, not *hollow* or *grayed*, to describe a shaded icon, menu item, button, or option in a dialog. Dimmed options can't be selected. Dimmed menu items can't be chosen.

Dimmed icons can represent disks whose contents are displayed in a window, disks that have been ejected, or files or folders in the window of a disk that has been ejected.

You don't need to say *dimmed (unavailable)* because a dimmed object is understood to be unavailable.

direct-connect (adj.) Note hyphenation.

direction keys Don't use; use *arrow keys*. See also **arrow keys**.

directory Standard UNIX term for an organizational unit, or container, used to organize files and other directories into a hierarchical structure known as a *file system*. In developer materials, use *directory*; in other Apple materials, use *folder*. See also **folder**.

directory pathnames See **pathnames**.

disable (v.), disabled (adj.) In user materials, avoid *disable* when you can use *turn off* or *deselect*. Don't use *disabled* when you mean *unavailable* (when you refer to menu items).

> *Correct:* Make sure virus-protection software is turned off and your computer isn't set to go to sleep.

> *Avoid:* Make sure virus-protection software and system sleep are disabled.

In developer materials, it's OK to use *enabled* and *disabled* when you describe buttons, menu items, and the like.

Don't use *disabled* as an adjective to refer to people. If it's relevant to refer to people having a disability, refer to the people first and the disability second.

> *Correct:* Apple provides innovative solutions for students with disabilities.

> *Incorrect:* Apple provides innovative solutions for disabled students.

See also **allow**; **enable (v.), enabled (adj.)**; **let**.

disc Use *disc* (or *optical disc*) when you refer to optical storage media (such as CDs and DVDs). For magnetic storage media such as hard disks, use *disk*. See also **CD**; **DVD**.

disclosure button A button containing a triangle that expands a dialog or utility window to provide additional choices that are associated with a specific list-based selection control.
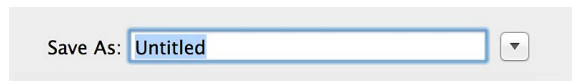
Disclosure buttons point down in the closed position. When the user clicks a disclosure button, the window expands and the disclosure button triangle points up. Compare **disclosure triangle**.

disclosure triangle A button that reveals or hides options when clicked (not the *disclosure button*). It's usually not necessary to mention that it's closed (pointing to the right) or open (pointing down).

> *Correct:* You can click the disclosure triangle to reveal more information.

> *Avoid:* You can click the closed disclosure triangle (pointing to the right) to reveal more information.

The Info window contains disclosure triangles:
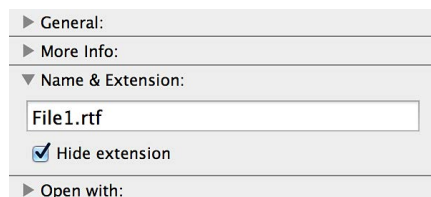
Compare **disclosure button**.

disc titles Use italics for the full title of a disc and capitalize it the way it appears on the label. The word *CD* or *DVD* isn't typically part of the title.

disk Use *disk* to refer to magnetic storage media such as hard disks. For optical storage media (such as CDs and DVDs), use *disc*. Don't use *drive* or *hard drive* (a mechanism that holds and accesses a disk) when you mean *disk*. You can often just refer to the computer instead of the disk:

>> Install the administration software on the server.

It's OK to use *disk* more broadly to include other types of computer storage media, such as solid-state drives and flash storage. For example, terms such as *startup disk*, *disk space*, *disk partition*, *disk image*, *target disk mode*, *disk activity*, *disk permissions*, *backup disk*, and *network disk* are commonly used regardless of the type of storage.

- *Disk versus volume:* In user materials, use *disk* instead of *volume* to refer in general to hard disks and shared disks.
- *Articles:* In general, don't omit the article in phrases like *to a disk* or *on a disk*.

>> *Correct:* Store data on a disk.

>> *Incorrect:* Store data on disk.

See also **drive**; **hard disk**; **optical disk**; **volume (disk)**.

disk drive (n., adj.) Don't use *disk* as a short form. A drive writes data to and reads data from a disk. Don't hyphenate *disk drive* when you use the phrase as a compound adjective. See also **drive**.

disk image Two words. Note the *k* in *disk*.

disk mode In user materials, avoid describing an iPod as being *in disk mode*; use alternatives such as *if disk use is enabled* or *when using your iPod as a hard disk*.

disk name Use when you refer to the name that appears below a disk's icon on the desktop; don't use *disk title* for this purpose.

display (n.) In most cases, use *display*, not *monitor*, to refer to the primary display connected to a desktop computer. Also use *display* to refer to the built-in display in a portable or all-in-one computer. Don't use when you mean *desktop* or *screen*.

>> *Correct:* A window appears on the screen.

>> *Incorrect:* A window appears on the display.

>> *Correct:* Arrange your display so that the top of the screen is slightly below eye level.

See also **monitor**; **screen**.

display (v.) Don't use *display* when you mean *appear*.

>> *Correct:* The Print dialog appears.

>> *Incorrect:* The Print dialog displays.

See also **appear**.

display cable Use instead of *monitor cable* or *monitor power cord* for Apple displays.

display device Refers to a device connected to the computer that displays text or graphics. If possible, be more specific: *LCD projector* or *television*.

display name In user materials, don't use to refer to the name of a file; use *filename*, *the name of the file*, or similar.

display sleep Don't use. Pressing the Sleep/Wake button *locks* or *unlocks* an iOS device; it doesn't put the device *in display sleep*. See also **sleep**.

display port The port on a computer or graphics card used to plug in an Apple display. Don't use *monitor port*.

display system Refers to a display and the display card (sometimes called a *graphics card*) that works with it.

division sign Not *division symbol*.

do Don't use in phrases such as *do a clean installation*. Use *perform* instead.

Dock Don't use as a verb. Items are *in* the Dock, not *on* the Dock. Don't say an item is *docked*.

> *Correct:* To put a window in the Dock, click the minimize button.

> *Incorrect:* To dock a window, click the minimize button.

> *Correct:* Click the Mail icon in the Dock.

> *Incorrect:* Click the Mail icon on the Dock.

Don't assume that an item is in a user's Dock; only the Finder and the Trash can't be removed from the Dock. On iOS devices, *the Dock* refers to the bottom row of app icons on the Home screen.

dock Use lowercase when referring generically to an accessory for iOS devices: *place iPad in the dock*. Capitalize in product names. For a list of current Apple docks, see Accessories on page 176 in Chapter 4, "Apple product names." In user materials, don't use *dock* as a verb; devices are *in the dock*, not *docked*. Don't use *dockable*.

dock adapter Use lowercase in general references: *You can use a dock adapter with iPod*. Capitalize in product names: iPod Universal Dock Adapter.

dock connector The port on some iPad, iPhone, and iPod models for connecting to a dock, cable, or device. Also called a *30-pin connector*. Use lowercase in general references: *connect a cable to the dock connector*. Capitalize in product names.

document In user materials, refers to a file the user creates and can open, edit, and print. A document is a particular type of file; don't use *document* when the file could be of another type.

> *Correct:* Time Machine backs up all your files to an external disk.

> *Incorrect:* Time Machine backs up all your documents to an external disk.

Compare **file**.

document titles When you cite the full title of a document, follow the capitalization style used in the title. The article *the* isn't usually part of the title, but for user materials a phrase such as *User Guide* often is. Consult your editor for titling guidelines specific to your department.

- *Specific references to document titles:* Always give the title exactly as it appears on the document's cover page (but eliminate any trademark symbols). Don't change an old title to comply with the current guidelines for naming documents.

    For more information, see the *iPad User Guide*.

- *Generic references to document titles:* Don't capitalize or use italics for generic references to documents.

    See the user guide that came with your computer.

    To connect your display, follow the instructions in the setup guide.

See also **cross-references**.

document window Don't use; use *document* or *window*, not both. In developer materials, *document window* is OK in reference to the predefined window type.

Dolby Digital 5.1 surround sound Note capitalization.

dos and don'ts Note apostrophe.

dot Use *dot* to describe the character that appears in the close button of a document with unsaved changes and for the characters that appear when a user types a password in a dialog.

Use *dot*, not *bit*, when you describe an individual screen pixel. See also **bit (n., adj.)**; **bullet**; **pixel**.

dot matrix (n.), dot-matrix (adj.) Note hyphenation of adjective.

dots per inch See **dpi**.

double Hyphenate compound adjectives beginning with *double*.

    double-precision, double-sided, double-wide

double-byte characters Note hyphenation. Not *2-byte characters*.

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

    Small children may have trouble with a double click.

    Adults can double-click without difficulty.

    You do this by double-clicking the icon.

On iOS devices, users *double-click* (not *double-tap* or *double-press*) the Home button.

    To view your most recently used apps, double-click the Home button.

See also **click**.

Double Data Rate See **DDR**.

double layer (n.), double-layer (adj.) Hyphenate as an adjective, but not as a noun: *double-layer disc*; *DVD + R DL (Double Layer)*. Use lowercase for general references.

> You can burn up to 4 hours of video on a double-layer DVD.

See also **DVD**.

double tap (n.), double-tap (v.), double-tapping (n., v.) Note hyphenation.

> A simple double tap lets you zoom in.

> Double-tap the photo to zoom in or out.

> You can zoom in by double-tapping.

See also **tap (n., v.)**.

down arrow Use to refer to the small arrow that you click to decrease a value in a stepper.

> Click the down arrow to decrease the text indent.
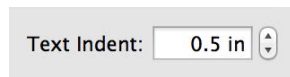
See also **Down Arrow key**; **stepper**.

Down Arrow key When you refer to arrow keys generically, use lowercase, but capitalize and use the complete name when you refer to one or more arrow keys by name. See also **arrow keys**.

download (n., v.), downloadable (adj.) One word. Use only to refer to user-initiated downloads of content.

> You can download music you've already purchased to all your devices.

Avoid using *download* to refer to what iCloud does; instead, use *send*, *push*, or *keep up to date*, or say that content *appears automatically*.

> *Preferable:* iCloud sends your new photos to all your devices.

> *Avoid:* iCloud downloads your new photos to all your devices.

See also **iCloud**.

downtime One word.

dpi Abbreviation for *dots per inch* (n.) and *dot-per-inch* (adj.). See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

> The printer provides a resolution of 600 dots per inch (dpi); it can be upgraded to 1200 dpi.

> The printer provides a 600-dot-per-inch (dpi) resolution; some printers offer 1200 dpi resolution.

drag Refers to an action that can be performed on a desktop or portable computer, or on a mobile device with a Multi-Touch screen. Usage is slightly different in each case; follow the guidelines below.

- *On desktop computers and portable computers: Drag* refers to the act of positioning the pointer, pressing and holding down the mouse (or trackpad) button, moving the mouse (or, on a trackpad, the user's finger), and then releasing the mouse or trackpad button. If you're writing for novice users, you might need to define *drag* on first mention.

  Use *drag* to refer to actions users perform with objects onscreen. For example, a user can drag an onscreen item (such as a folder or file), drag a control (such as a slider), or drag across part of the screen—for example, to create a shape or select an area of a document to work with. Don't use *drag the mouse* or *drag the pointer*.

    Correct: Drag the Volume slider to change the volume.

    Correct: Choose Tools > Annotate > Rectangle, and then drag to create a rectangle.

    Incorrect: Drag the mouse to draw a rectangle.

  Don't use *click and drag*. Don't use *place*, *put*, or *move* when you mean *drag*.

    Correct: Drag your songs into the order you want.

    Correct: Drag the icon to the Trash.

    Incorrect: Click and drag the icon to the Trash.

    Incorrect: Put the icon in the Trash.

- *On devices with Multi-Touch screens: Drag* refers to the act of moving one finger across the screen. (Note that although some portable Mac computers have Multi-Touch trackpads, dragging on a Multi-Touch trackpad fits the description given above for desktop and portable computers.)

  Users can drag to scroll through items, drag controls, or drag to pan around items such as photos and webpages.

    Drag up or down to scroll through your contacts.

    Drag the slider to unlock iPhone.

    To move around in a webpage, drag up, down, left, or right.

  Don't use *tap and drag*.

    Correct: Drag to see a different part of the map.

    Incorrect: Tap and drag to see a different part of the map.

  Don't say *drag your finger*.

    Correct: Drag across the text.

    Incorrect: Drag your finger across the text.

  See also **flick (n., v.)**; **gestures**; **swipe (n., v.)**.

drag and drop (v.), drag-and-drop (adj.) Note hyphens in the adjective. Avoid using *drag and drop* as a compound verb followed by an object; dragging includes dropping the item into place.

> *Correct:* Drag the file to the printer icon.

> *Correct:* Using iPhoto, you can create digital photo albums with drag-and-drop simplicity.

> *Correct:* Just drag and drop to add photos to your documents.

> *Incorrect:* Drag and drop the file onto the printer icon.

DRAM Acronym for *dynamic random-access memory*. Pronounced "DEE-ram." See **abbreviations and acronyms** for guidelines about spelling out acronyms.

drawer A window that slides out from a parent window when the user clicks a button or chooses a command.

drive A drive holds disks or discs (*hard disk drive*, *DVD drive*). Don't capitalize *drive* except in a product name such as *SuperDrive*.

Use *disc*, *disk*, or *hard disk* to refer to a disk and its contents. Don't use *drive* when you mean *disc* or *disk*.

> *Correct*: You can connect an external hard drive to your computer.

> *Incorrect*: You can connect an external hard disk to your computer.

See also **CD drive**; **Combo drive**; **disk drive (n., adj.)**; **DVD drive**; **hard disk (n., adj.)**; **hard drive**; **SuperDrive**.

driver Capitalize the word *driver* in a driver name only if it's part of the name (for example, *Sound Driver* or *Disk Driver*). When you use the term *driver* generically, as in *print driver*, don't capitalize. In user materials, avoid using *driver*; use *software* instead (*printer software*).

DRM Abbreviation for *digital rights management*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

DRM-free (adj.) Note hyphenation.

drop box Two words.

drop-down menu Don't use; use *menu*.

drop zone Two words.

dual Hyphenate compound adjectives beginning with *dual*.

> dual-band, dual-channel, dual-link

dual-core (adj.) Note hyphen. Refers to a processor with two execution cores or to a computer with a dual-core processor. Processors have *dual cores*, not *a dual core*. Terms include *dual-core processing*, *dual-core performance*, and so on. See also **dual-processor (adj.)**; **Intel Core**; **Intel Xeon**.

dual-display (adj.) Note hyphen. Refers to the connection of two displays to a computer; or to an external display connected to a portable computer or an all-in-one computer. Computers can have *two displays* or *dual displays*, not *a dual display*. See also **extended desktop (n., adj.)**; **video mirroring (n., adj.)**.

dual inline memory module See **DIMM**.

dual-layer (adj.) Don't use. Use *double-layer* in reference to the SuperDrive and the DVDs it uses. See also **double layer (n.), double-layer (adj.)**.

dual-processor (adj.) Note hyphen. Computers with two processors are *dual-processor computers*. They have *dual processors*, *dual Intel Xeon processors*, and so on. Don't use *a dual processor* or *DP*. See also **dual-core (adj.)**.

duckhead Don't use. When describing the wall-plug module that attaches to an Apple power adapter, use *AC wall adapter*.

due to Not *due to the fact that*. A phrase beginning with *due to* must follow a linking verb and must function as a subject complement; it can't function as an independent prepositional phrase. Use *because of* with prepositional phrases.

> The interference was due to a faulty cable.

> Your apps will open faster because of the additional memory.

DV An industry-standard video format. Generally, use *DV* to refer to the format or to products that use the format. Don't use *DV* to refer to the medium *digital video*. Related terms include *DV format*, *DV standard*, *DV camera*, *DV camcorder*.

DVD Don't spell out; *DVD* doesn't stand for a specific term. DVD technologies include the following:

> DVD-Audio (read only)
>
> DVD-R (recordable)
>
> DVD+R (recordable)
>
> DVD-R DL (recordable, double layer)
>
> DVD+R DL (recordable, double layer)
>
> DVD-R SL (recordable, single layer)
>
> DVD+R SL (recordable, single layer)
>
> DVD-RAM (rewritable)
>
> DVD-ROM (read only)
>
> DVD-RW (rewritable); not *DVD-R/W* or *DVD/RW*
>
> DVD+RW (rewritable); not *DVD+R/W* or *DVD/RW*
>
> DVD-Video (read only)

Refer to the specific type of disc or drive or use the general term *DVD*.

Don't use *DVD-R*, *DVD-RW*, or any of the other DVD terms as a noun; the term must modify another word, such as *drive* or *disc*. For the plural, don't use *DVD-Rs*, *DVD-RWs*, and so on; instead use *DVD-R discs*, *DVD-RW discs*, and so on, or simply *DVDs*. Use *disc*, not *disk*, to refer to DVD media.

DVD drive Not *DVD player* in reference to a device that's built into or connected to the computer and reads DVD discs. *DVD player* is OK when you refer to a device connected to a television.

DVI Abbreviation for *Digital Visual Interface*, not *Digital Video Interface*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

DVR Abbreviation for *digital video recorder*. Use to refer to a device, such as a portable media player or set-top box, that records digital video to file-based media such as a hard disk or an optical disc. Don't use *DVR* when you mean *camcorder*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **camcorder**.

dynamic random-access memory See **DRAM**.

E

e Short for *electronic*. Hyphenate terms using the short form: *e-commerce*, *e-learning*. Exceptions include *email* and *ePub*. In titles that use title-style capitalization, capitalize as follows: *The Growth of E-Commerce*.

earbuds One word.

earlier, later Use to refer to versions of software; don't use *lower* and *higher* or *newer* and *older*.

Whenever possible, avoid using *earlier* and *later* to refer to other parts of a document. Use specific cross-references when you can. Sometimes a general reference to another topic is appropriate. In such cases it's OK to use *earlier* and *later*.

> Earlier in the tutorial, you learned to change fill color.

> An explanation of color wells appears later in this document.

Compare **above**; **below**.

earphones One word.

editing Don't use a hyphen when you use *editing* in a compound adjective.

> video editing app, audio editing system

edit menu A type of menu in iOS that lets users perform actions (such as copy, paste, and select) on objects or text.
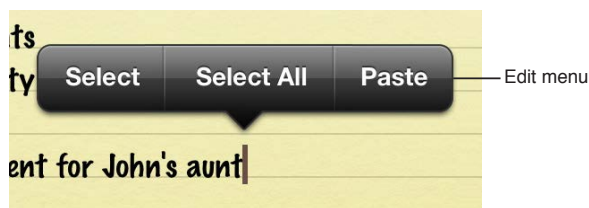
Don't use *edit menu* in iOS materials; simply describe what users should tap in the menu.

> *Correct:* Tap Select.

> *Incorrect:* Tap Select in the edit menu.

See also **menus**.

editor Capitalize *editor* only when using the full name: *the Property List Editor*, but *the editor*.

education Use lowercase in reference to education customers and products.

> K–12 education, higher education, Apple education pricing, Apple education representative

Don't use abbreviations such as *ed*, *edu*, or *HED*.

e.g. Don't use; use *for example* or *such as*. See also **abbreviations and acronyms**.

eject (trans. v.) Don't use as an intransitive verb.

> *Correct:* The disk drive ejects the disk.

> *Correct:* To eject the disk, drag its icon to the Trash.

> *Incorrect:* The disk ejects.

Eject button The button next to the name of a disk, a device, or another item listed in the sidebar of Finder windows or in other app windows, such as iTunes and iPhoto. Compare **Media Eject key**.

electromagnetic interference See **EMI**.

ellipsis points Follow these guidelines for using ellipsis points:

- *In menus:* Some menu commands are followed by three unspaced periods (ellipsis points) to indicate that further action will be required. Don't include the ellipsis points when you refer to the command name in text or text headings.
- *In text:* As three spaced periods, ellipsis points are used to indicate an incomplete sentence, a break in thought, or omitted words in a quotation. See *The Chicago Manual of Style* for guidance on these uses.
- *The ellipsis character:* Create the ellipsis character using the key combination Option-Semicolon, rather than three period characters. This ensures that an assistive app can provide the correct interpretation of the character to a user who has a disability.

email (n., adj., v.) One word.

> Send an email message to your manager.

> Your manager wants you to email her.

> You can contact Apple by email.

email addresses Email addresses use this format:

> *username@domain*

For example, the address *steve@icloud.com* specifies a user named "steve" at the icloud.com domain.

- *In text:* Use plain text for email addresses in text.
- *Line breaks:* Avoid line breaks in an email address. If necessary, set the address on a separate line.
- *Punctuation:* If an email address ends a sentence, it's OK to use a period.

See also **Internet addresses**.

email alias Use to refer to an alternate email address created by a user to mask the user's main email address.

> You can have up to three active email aliases.

> You can also send email from an alias.

embed Not *imbed*.

em dash See **dash (em)**.

EMI Abbreviation for *electromagnetic interference*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

enable (v.), enabled (adj.) Avoid in user materials when you mean *turn on*. *Turn on* implies initiating an action or starting a process immediately; *enable* implies doing a task that makes subsequent actions possible.

> *Correct:* Turn on Windows file sharing.

> *Incorrect:* Enable Windows file sharing.

Don't use *enabled* when you mean *selected* (for example, when you refer to radio buttons or checkboxes) or *available* (when you refer to commands or buttons that are sometimes dimmed, but not in this case).

> *Correct:* Make sure the Magnification checkbox is selected in
> Dock preferences.

> *Incorrect:* Make sure the Magnification option is enabled in
> Dock preferences.

> *Correct:* The Copy command isn't available because no text is selected.

> *Incorrect:* The Copy command isn't enabled because no text is selected.

Don't use *enable* when you mean *give the ability to*. You can usually rewrite a sentence to avoid it.

> *Correct:* You can use iPhoto to edit your photos.

> *Correct:* To show a hidden photo, choose View > Hidden Photos.

It's OK to use *enable* to describe a task that makes other actions possible.

> To use this website, you must enable cookies.

> Slide the Hold switch to enable the iPod buttons.

In developer materials, it's OK to use *enabled* and *disabled* when you describe buttons, menu items, and the like.

See also **allow**; **disable (v.), disabled (adj.)**; **let**.

en dash See **dash (en)**.

end-of-file See **EOF**.

end user (n.), end-user (adj.) Avoid in favor of *user*. See also **user**.

energy management software No hyphen.

energy-saving (adj.) Note hyphenation.

ENERGY STAR Note capitalization.

enhanced definition (n.), enhanced-definition (adj.) Note hyphenation: *in enhanced definition*, *enhanced-definition TV*.

ensure, insure Use *ensure* to mean *make sure* or *guarantee*. Use *insure* to describe what an insurance company does. Compare **assure**.

enter Use *enter*, not *type*, to describe inputting text-based information or data (for example, in a text field or spreadsheet, or at a command-line prompt). Such text is typically entered by typing, but it could also be copied and pasted, or even dragged. Use *type* to describe simply pressing keys to produce characters on the screen. Use *press*, not *type*, to refer to pressing keys on the keyboard.

> Enter your account information and tap Save.

> The intelligent keyboard may suggest corrections as you type.

> Press the Return key.

Compare **press**; **type (v.)**.

Enter key Note capitalization.

Enterprise Objects, enterprise objects Capitalize when you refer to the technology; use lowercase when you refer to objects.

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

EOF Abbreviation for *end-of-file*. Note hyphenation of spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

ePub A file format for electronic books and other documents.

equal sign Not *equal's sign*, *equals sign*, or *equal symbol*.

error message Don't use except in developer materials. Instead, use *message*, *alert*, *alert message*, or *alert sound*. See also **alert (n., adj.)**.

Escape key See **Esc key**.

Esc key Include the word *Escape* in parentheses on first occurrence.

> *First occurrence:* Press the Esc (Escape) key.

> *Thereafter:* Press Esc.

When you describe escape sequences, don't use a hyphen between names of keys (because the user presses and releases the keys separately).

> Esc 4, Esc F

et al. Don't use, except where called for in a bibliography; use *and others*. See also **abbreviations and acronyms**.

etc. Don't use; use *and so forth* or *and so on*. See also **abbreviations and acronyms**.

Ethernet One word. Refers to one type of cable system used to link computers and peripheral devices. OK to use *Ethernet network* or simply *Ethernet*, depending on the context. See also **Fast Ethernet (100Base-T)**; **Gigabit Ethernet (1000Base-T)**.

Events, events Capitalize when referring to the name of the feature in apps such as iPhoto and iMovie, and to capitalized interface elements. Use lowercase in generic references to events.

> Organize your photos using Faces, Places, and Events.

> To view your photos by event, select Events in the Source list.

exclamation points OK to use exclamation points occasionally in promotional text and dialogue. Avoid in documentation.

exit In user materials, don't use to refer to quitting an open app; use *quit*. See also **interrupt**; **quit**; **stop**.

expansion bay The space inside a computer where hardware modules (such as optical drives) can be inserted and removed. OK to use *drive bay* if the bay in question takes only storage devices.

expansion board Not *daughter board* or *piggyback board*.

expansion slot Not *peripheral slot* or *accessory slot*. You can also use *slot* without the qualifier *expansion*. Use lowercase even in specific references: *slot 1*, *slot 6*.

ExpressCard An industry-standard expansion card technology.

extended desktop (n., adj.) A dual-display mode in which different elements are placed on each display, such as images on one screen and tools on the other.

external display Use only to refer to displays connected to portable computers or to computers with a built-in display. For modular computers or unknown configurations, use *additional display*. You can also use *external monitor*. See also **display (n.)**; **monitor**.

F

F1, F2, F3… Function keys on a keyboard. Capitalize the *F* and use plain (not italic) style and arabic numerals. No space between letter and numeral.

face Don't use; use *font* or *font family*, whichever is appropriate.

failover One word.

fair language Avoid cultural biases and stereotypes, which may offend some users of Apple products. Be aware of the variety of people who are potential Apple customers, and write consciously to include them.

- *Names:* In examples, include a variety of ethnicities, and use both female and male given names.

> *Given name examples:* Anton, Avram, Gabrielle, Jim, Luisa, Mei, Sanjiv, Yoshiko

> *Family name examples:* Contreras, Johnson, Kawabata, Meyer, Scharanski, Stern, Wong

- *Situations:* Portray both women and men in a variety of occupations and situations, not just stereotypical ones.

- *Pronouns:* Avoid using male pronouns generically. Use *he* or *she*, or switch to the plural when *he* or *she* is awkward. (However, don't use *their* when the subject is singular.) Sometimes you can use the second person.

> *Correct:* Each student imports his or her GarageBand composition into iTunes.
>
> *Incorrect:* Each student imports their GarageBand composition into iTunes.
>
> *Correct:* The students import their GarageBand compositions into iTunes.
>
> *Incorrect:* The student imports his GarageBand composition into iTunes.

family controls Don't use; use *parental controls*.

family pack Use lowercase in general references: *a family pack*. Capitalize in product names.

FAQ Abbreviation for *frequently asked questions*. *FAQ* is singular; use the article *an*. Use *FAQs* to refer to more than one set of frequently asked questions. Use title-style capitalization if the full term precedes a noun: *the Frequently Asked Questions document*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Fast Ethernet (100Base-T) A standard that allows data transmission rates of up to 100 megabits per second. See also **Ethernet**; **Gigabit Ethernet (1000Base-T)**.

fast-forward (n., v., adj.) Note hyphen.

fast user switching Note lowercase.

Favorites Capitalize when you refer to the Favorites folder in the Library folder of a home folder or to the Favorites feature on iPhone.

fax (n., v., adj.) Short for *facsimile*. Use lowercase; *fax* isn't an acronym or an abbreviation.

FB-DIMM Short for *fully buffered DIMM*. Precede *FB-DIMM* with *an*, not *a*. See also **DIMM**; **memory**.

female connector Don't use; use *socket*. See also **connector**.

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

> The fewer devices in your network system, the less cable you need.

Fiber Gigabit Ethernet Gigabit Ethernet using fiber optic cable. See also **Gigabit Ethernet (1000Base-T)**.

fiber optics (n.), fiber optic (adj.) The adjective isn't hyphenated (*fiber optic cable*).

Fibre Channel A high-speed serial data transmission technology.

field Use to refer to the boxes that appear in windows, dialogs, webpages, or database records in which users enter information. It's not necessary to specify *text field* or *number field*, but if a field has a name, try to use it. For example:

> Enter the video timecode in the Current Timecode field.
>
> Fill in the required fields, and then click Checkout.

For novice users, *text box* or *number box* may be more appropriate. These are OK too, but try to be consistent within a document.

figure captions Use of figure captions varies by department. Consult your department guidelines to determine whether to use them.

- *Number and title:* Most figure captions include both a figure number and a figure title. Unnumbered figures aren't included in a list of figures and tables. A figure with a number must also have a title; a figure with a title generally has a number.

- *Title length:* Figure titles should be short and to the point; a line and a half should be considered the absolute maximum.

- *Capitalization:* Use sentence-style capitalization for figure titles. Don't end a title with punctuation, even if the figure title is a complete sentence. Use articles in captions whenever appropriate.

> *Correct:* The Apple menu

> *Correct:* AirPort Express connected to a printer

> *Incorrect:* AirPort Express Connected to a Printer

- *In-text references:* Each numbered figure should have an in-text reference to point the reader to the figure at the appropriate point. You can use various styles for in-text references, depending on the needs of the sentence:

> (See Figure 6-2.)

> Choose Mail > Mail Preferences (see Figure 6-2).

> the Page Setup dialog (Figure 3-13) appears…

> the Page Setup dialog, shown in Figure 3-13, appears…

> Figure 3-1 shows…

You can use more than one style in a project, but don't use different styles for what's essentially the same purpose. For example, don't use both the first and second styles or both the third and fourth styles within a project.

figures Line art, photographs, and screenshots are all considered figures. You should use figures when their presence will enhance the reader's understanding or will illustrate a procedure or point that isn't evident from the text alone.

figure text Use figure text (also known as *labels*) for any text that accompanies a figure (usually line art) but isn't connected to the figure by a leader line. (Text connected by a leader line is a *callout*.) Keep labels brief. Capitalization is sentence style. See also **callouts**.

file Refers to any entity stored on a disk, regardless of whether the user can open, edit, or print it. Compare **document**.

file formats Abbreviations should be in all caps; filename extensions should be in lowercase. In most cases, you don't need to spell out on first occurrence. The following table shows abbreviations, extensions, and names for some common file formats.

Abbreviation	Extension	Full name
AIFF	.aif	Audio Interchange File Format
CAF	.caf	Apple Core Audio Format
DMG	.dmg	disk image
GIF	.gif	Graphics Interchange Format
JPEG	.jpg	Joint Photographic Experts Group
MP3	.mp3	MPEG Audio Layer 3
PDF	.pdf	Portable Document Format
RTF	.rtf	Rich Text Format
TIFF	.tif	Tagged Image File Format
WAV, WAVE	.wav	Waveform format

file locations See **pathnames**.

FileMaker, Inc. Note capitalization.

filename One word. In specific references, capitalization should agree with the way the filename appears in the interface (the file system). In user materials, the name appears in body font.

> *User materials:* Name the file Paperdoc.

> *Developer materials:* The folder contains the `CurrencyConverter.nib` file.

> You can find a document by typing its filename in the search field.

Note the treatment of these similar terms:

> device name, host name, pathname, user name, volume name

file server Two words. In user materials, use only when you explain what a file server is (a computer that's dedicated to holding files shared by users on a network). Use *shared disk* to refer to a file server icon on the desktop. See also **shared disk**.

file sharing (n.), file-sharing (adj.) Two words. Note hyphenation of adjective. Use lowercase unless you're referring to a specific onscreen element that's capitalized.

> Turn on file sharing.

> Click the File Sharing icon.

file system (n.), file-system (adj.) Two words. Note hyphenation of adjective.

File Transfer Protocol See **FTP**.

Finder Use *the* with *Finder* (exception to the rule to not use *the* with application names).

firewall One word.

FireWire A high-speed industry-standard technology (IEEE 1394) developed by Apple for connecting peripheral devices to personal computers.

Products are *FireWire equipped*, not *FireWire enabled*. A FireWire cable is described according to its connector type, such as a *4-pin-to-6-pin FireWire cable*.

firmware One word.

first person Don't use the first-person pronouns *we*, *us*, or *I*; rewrite in terms of the reader or the product.

fixed-point (adj.) Note hyphenation.

fixed-width (adj.) Preferred term to describe fonts, such as Courier, in which each character takes up the same amount of space on the line. Synonymous with *monospaced*.

flash Refers to a memory or storage medium.

> flash card, flash drive, flash memory, flash storage

flashing Don't use to describe the insertion point; use *blinking* for this purpose.

flatbed scanner Note that *flatbed* is one word.

flat-blade screwdriver Note hyphenation.

flat-panel (adj.) Note hyphenation.

flick (n., v.) Refers to the act of quickly brushing the finger across a Multi-Touch screen or trackpad to scroll through a list or group of items. Flicking is similar to dragging, but quicker: dragging lets users control how far they scroll in a single motion, whereas flicking relies on momentum, not precise start and end points.

> Flick up or down to scroll quickly through your contacts.
>
> Flick from left to right to browse your album cover art.
>
> You can quickly browse your cover art with a simple flick.

See also **drag**; **gestures**; **swipe (n., v.)**.

floating-point (adj.) Note hyphenation.

flowchart One word.

Fn key Capitalize when you refer to the Fn key on many keyboards. On first occurrence, you can say *the Fn (Function) key*; thereafter, use *the Fn key*.

folder An organizational unit, or container, used to organize files and other folders into a hierarchical structure known as a *file system*. In developer materials, folders are usually referred to as *directories*.

Capitalize folder names according to how they're named and how they appear on the screen. Capitalize the word *Folder* only if it appears in the folder name.

> Burn Folder [The word *Folder* appears in the folder name on the screen.]
>
> System folder [The word *folder* doesn't appear on the screen.]

Use *a user's [folder name] folder* or *your [folder name] folder* to refer to folders in an individual user's home folder (for example, *a user's Library folder* or *your Library folder*). Use *the [folder name] folder* to refer to folders shared by all users of a computer (for example, *the Library folder*). If there's risk of confusion about whether the folder you're referring to belongs to a specific user or is shared by all users, you can describe its location: *the Library folder in your home folder*, *the Library folder at the top level of the hard disk*.

See also **directory**; **pathnames**.

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

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

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*.

Fonts window The systemwide window for selecting fonts, styles, sizes, and other text features.

foot (ft.) Note hyphenation when used as an adjective: *3-foot height*, *3-foot-high table*, but *is 3 feet high*. The abbreviation is the same in the singular and the plural. Don't abbreviate in text. Don't use the symbol ´ unless space limitations prevent the use of *foot* or *ft*.

footnotes See **tables** ("Table notes and footnotes").

force quit Don't use *force quit* as a verb.

> *Correct:* You can force an app to quit.

> *Incorrect:* You can force quit an app.

format (n.) Refers to the arrangement and appearance of text, graphics, and other elements (such as footers) on a page.

format (v.) When you refer to disks, *format* and *initialize* mean the same thing.

form factor Avoid; use *design*, *enclosure*, or another term.

form feed (n.), form-feed (adj.) Note hyphenation of adjective.

Fortran Note capitalization.

forward compatibility Not *future compatibility* or *upward compatibility*.

forward-compatible (adj.) Note hyphenation.

Forward Delete key A key that deletes the character to the right of the insertion point.
- *Apple keyboards:* On the Apple Keyboard with Numeric Keypad, this key is labeled *delete*, and it also has a right-pointing arrow with an *x* in it. OK to abbreviate as *Fwd Del* if space is tight. Apple keyboards without a numeric keypad don't have this key.
- *Windows keyboards:* On Windows keyboards, the equivalent to the Forward Delete key is the Delete key; the key that's equivalent to the Apple Delete key is the Backspace key.

fps Abbreviation for *frames per second*. Include a space between the number and *fps*: *24 fps*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

fractions In user materials, spell out fractions whose denominator is 10 or lower except in specification lists, technical appendixes, or tables. For spelled-out forms, hyphenate the fractions: *one-tenth*, *one-fifth*, *three-fourths*.

> This app uses one-fifth of available memory.

> The other app uses only 1/20 of available memory.

When you express a noninteger greater than 1 in fractional form, use a mixed numeral rather than an improper fraction.

> *Correct:* 1 1/6

> *Incorrect:* 7/6

frame buffer Two words.

frame rate Two words.

frames per second See **fps**.

free Don't use to refer to available memory or storage space; use *available*.

FreeBSD Note spelling.

freeze Use to refer to the behavior of a pointer on the screen. Avoid using *freeze* as a noun or to refer to something the computer does. Instead, use a phrase such as *not responding*.

> *Correct:* If the pointer freezes, or if the computer stops responding to the mouse, trackpad, or keyboard, follow these instructions.

> *Incorrect:* If the computer freezes, follow these instructions.

> *Incorrect:* If you experience a freeze, follow these instructions.

freeze frame (n.), freeze-frame (adj.) Note hyphenation of adjective.

> You can add a freeze-frame clip to your movie to temporarily stop the action onscreen.

frequently asked questions See **FAQ**.

front, frontmost The active window is the *front* or *frontmost* window. See also **active**; **in front**.

front end (n.), front-end (adj.) Note hyphenation.

front panel (n.), front-panel (adj.) Note hyphenation.

frontside bus A type of system bus. Don't use *FSB*.

FTP Abbreviation for *File Transfer Protocol*. Avoid as a verb; use *transfer files* instead. The UNIX command `ftp` is all lowercase. In the term *anonymous FTP*, the *a* is lowercase. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

> *Correct:* You use FTP software to transfer files from a remote computer to your hard disk.

> *Correct:* You use the `ftp` command to transfer files from a remote computer to your hard disk.

> *Incorrect:* You can FTP files from a remote computer to your hard disk.

full Use a hyphen in compound adjectives beginning with *full*.

> full-duplex, full-featured, full-height, full-page, full-screen, full-size

Don't use a hyphen with *fully*.

> fully buffered, fully charged, fully loaded

full-screen (adj.), full screen (pred. adj.) Note hyphenation: *full-screen controls*, *view full screen*.

functionality Avoid. Use *function*, *feature*, or another appropriate term, such as *behavior*, *performance*, *speed*, *capacity*, or *reliability*.

Function key See **Fn key**.

function keys The keys on a keyboard labeled *F1*, *F2*, *F3*, and so on. Note that *function* is lowercase.

future tense Whenever possible, use present, not future, tense. Don't switch unnecessarily from present to future tense when present tense is sufficient to express a sequence of steps or events.

- *Conditional constructions:* Use present tense for conditional constructions such as the following:

> *Correct:* If the `noWait` parameter is `true`, play from the disk stops immediately, and program control returns to the caller.

> *Incorrect:* If the `noWait` parameter is `true`, play from the disk will stop immediately, and program control will return to the caller.

- *Future events:* Future tense is sometimes appropriate—for example, when a product described isn't yet available.

> Apple will give users a peek at the new app by releasing a public beta.

> Next year students at Clareton High School will use iBooks textbooks in their math classes.

Fwd Del key See **Forward Delete key**.

G

GB (n., adj.) Abbreviation for *gigabyte*. *GB* equals 1000^3 bytes in the context of file size or disk storage capacity or 1024^3 bytes in the context of computer memory. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

    20 GB of memory

    320 GB of storage capacity

- *Adjective:* Don't hyphenate the adjective form.

    a 1 GB SO-DIMM

    a 320 GB hard drive

Gbit (n., adj.) Abbreviation for *gigabit*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

    10 Gbit of memory

- *Adjective:* Don't hyphenate the adjective form.

    10 Gbit memory

Gbit/s Standard international abbreviation for *gigabits per second*. Some Apple groups use *Gbps* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

GB/s Standard international abbreviation for *gigabytes per second*. Some Apple groups use *GB/sec.* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

gender stereotypes See **fair language**.

generation Refers to products released at a particular time or sharing a common design or features. Hyphenate compound adjectives that include the word *generation*: *fifth-generation iPod*, *second-generation processor*, *previous-generation Mac mini*. When the generation follows the name, use the numeral: *Apple TV (2nd generation)*. Avoid variations that shorten *generation*, such as *fifth-gen* and *5G*. See also **iPad**; **iPod**.

Genius (iTunes) A feature of iTunes, iPad, iPhone, and iPod. *Genius* can be used alone (don't precede with *the*) or in terms such as the following:

    Genius playlist, Genius Mix, Genius feature, Genius recommendations

gestures Don't refer to Multi-Touch gestures as *finger gestures*; use *Multi-Touch gestures* or simply *gestures*.

When you write instructions that include gestures, in general, don't include the word *finger*.

    Correct: Flick left or right.

    Incorrect: Flick your finger left or right.

However, you can refer to fingers if the gesture involves multiple fingers or is complex.

> Triple-tap with two fingers.

> Touch and hold the object with one finger, and use another finger to swipe in the direction you want the object to move.

You can also refer to fingers to provide greater detail when you first define or describe a gesture; other occurrences can omit *finger*.

> *Defining reference:* Pinch two fingers together or apart to zoom out or in.

> *Other occurrences:* Pinch to zoom in on the page.

When describing the act of scrolling or navigating through documents and other items, it's often preferable to simply use *scroll* instead of specific gestures such as *drag*, *flick*, or *swipe*. See also **scroll**.

Here's a list of gestures and their definitions:

* *Tap:* Quickly touch and release to select a control or item; equivalent to clicking on a Mac.

> Tap the song you want to play.

* *Drag:* Move one finger across the screen or trackpad to scroll through items, drag items or controls, or pan around items.

> Drag to scroll through your list of songs.

> Drag the slider to adjust the brightness.

> Drag to see other parts of the map.

* *Flick:* Scroll or pan quickly; similar to dragging, but quicker.

> Flick up or down to scroll quickly through your contacts.

* *Swipe:* Quickly slide one or more fingers across the screen or trackpad to reveal controls or to scroll through documents, lists, or groups of items. Implies a less controlled motion than dragging.

> Swipe over the note and tap Delete.

> Swipe left or right to move between dates.

* *Pinch:* Move two fingers together or apart to zoom out or in.

> Pinch to zoom in on the page.

* *Rotate:* Twist the thumb and index finger to rotate images and other items.

> Rotate to change the photo's orientation.

* *Touch and hold:* Touch the screen or trackpad and hold until something happens (for example, the view magnifies, an item becomes editable, or a control appears).

> Touch and hold a book, then drag it to a new position on the bookshelf.

> Touch and hold a location on the map.

See also **drag**; **flick (n., v.)**; **pinch (v.)**; **rotate (v.)**; **swipe (n., v.)**; **tap (n., v.)**; **touch and hold**.

GHz (n., adj.) Abbreviation for *gigahertz*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation.

> at a rate of 3.0 GHz

- *Adjective:* Don't hyphenate the adjective form.

> a 3.0 GHz processor

GIF Acronym for *Graphics Interchange Format*, a bitmapped graphics file format that includes data compression. Pronounced with a hard *g*. See **abbreviations and acronyms** for guidelines about spelling out acronyms. See also **file formats**.

gigabit See **Gbit (n., adj.)**.

Gigabit Ethernet (1000Base-T) A standard that allows data transmission rates of up to 1 gigabit per second (1000 megabits per second). See also **Ethernet**; **Fast Ethernet (100Base-T)**; **Fiber Gigabit Ethernet**.

gigabits per second See **Gbit/s**.

gigabyte See **GB (n., adj.)**.

gigabytes per second See **GB/s**.

gigaflops One word. One billion floating-point operations per second.

gigahertz See **GHz (n., adj.)**.

glossary The writer and editor determine whether a document needs a glossary. See Glossary overview on page 187 for guidelines on preparing a glossary.

glyph In discussions of font technology, use when necessary to refer to the distinct visual representation of a character that a display device, such as a computer screen or printer, can display. In some non-Roman writing systems, several different glyphs may be used to represent a single character.

Gopher Use as an adjective (*a Gopher site*, *a server with Gopher software*). The UNIX command `gopher` is all lowercase.

GPU Abbreviation for *graphics processing unit*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **graphics card**.

Grab Capitalize when referring to the Grab app. Don't use as a verb.

grab point In iOS, one of a set of movable points around a text selection.

Grab point
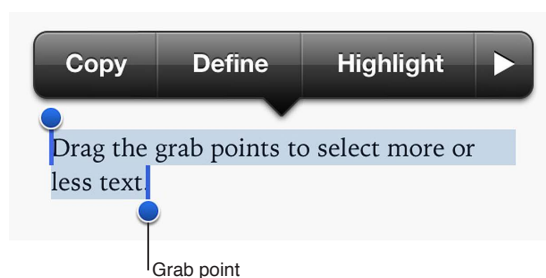
graphic (adj.) Not *graphical*, except in *graphical user interface*. Compare **graphics (n., adj.)**.

graphical user interface Don't use the acronym *GUI*.

graphics (n., adj.) Use *graphics* (not *graphic*) as an adjective in reference to the field of graphic art or graphic design.

> You can use advanced graphics software on the Mac.

graphics card Use for the card that controls display of the computer interface on the primary display. Not *video card*. See also **GPU**.

Graphics Interchange Format See **GIF**.

graphics processing unit See **GPU**.

Graphite appearance An appearance available in OS X.

gray Not *grey*.

grayed Don't use; use *dimmed* or *highlighted in gray*, depending on the context.

grayscale (n., adj.) One word.

greater-than sign Note hyphenation. Use *greater-than sign*, not *greater-than symbol*, to describe the > symbol. You can also use *right angle bracket* if appropriate in the context. Compare **angle brackets**.

grey Don't use; use *gray*.

grille Note spelling: *grille pitch*, *speaker grille*.

grounded outlet Not *grounding-type outlet*.

grow box Don't use; use *resize control*.

H

H.264 A video compression standard (or video codec). Also known as *MPEG-4 Part 10* and *AVC* (or *Advanced Video Coding*).

half Use a hyphen in compound adjectives beginning with *half*.

> half-duplex, half-height, half-hour, half-length

handheld (adj.) One word.

handle Use to refer to a small control on the edge of an object that can be dragged to move or change the object. Don't use *drag handle*.
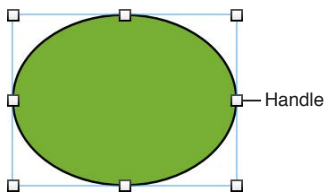
hands-free (adj.) Note hyphenation.

hands-on (adj.) Note hyphenation.

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*.

> *Correct:* If the computer doesn't respond to input from the mouse, trackpad, or keyboard, a system error may have occurred.

> *Incorrect:* If the computer hangs, a system error has probably occurred.

See also **freeze**.

hard copy Avoid; use a term such as *printout*, *print version*, or *printed document*.

hardcover One word.

hard disk (n., adj.) Use *hard disk* (or just *disk*) to refer to a disk and its contents or to the icon you see on the desktop or in a Finder window. Use *hard disk drive* or *hard drive* to refer to the mechanism that holds and accesses the disk. Don't use *hard drive* when you mean *hard disk*.

> Install the administration software on the server's hard disk.

See also **disk**.

hard drive Use *hard drive* or *hard disk drive* to refer to the mechanism that holds and accesses a hard disk.

> You can install a second hard disk drive in the expansion bay.

See also **disk drive**; **drive**.

HD (n., adj.) Abbreviation for *high definition* (n.) and *high-definition* (adj.). See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

HDMI Abbreviation for *High-Definition Multimedia Interface*. Terms include *HDMI port*, *HDMI input*, *HDMI output*, *HDMI cable*, *HDMI to HDMI cable*, and *HDMI to DVI cable*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **video input, video input/output, video output (n., adj.)**.

HDV A format for recording and playback of high-definition video on standard DV cassette tapes using a form of MPEG-2 compression. Don't use *HDV* to refer in general to high-definition video. Related terms include the following:

> HDV format, HDV standard, HDV video, HDV camera, HDV camcorder

headings See **text headings**.

headphone (adj.) Terms include *headphone jack* and *headphone port*.

heads-up display See **HUD**.

heat sink Two words.

help Use lowercase unless you're referring to the complete name of an app's help, such as *Mail Help* or *iTunes Help*.

> You can search the help system for specific topics.

> For more information, look in iPhoto Help.

help book The collection of HTML files that provides onscreen help for a particular product. Don't use in user materials; use the product's specific name (for example, *Keynote Help*).

Help button A button that opens Help Viewer. The standard Help button has a question mark graphic.

Help Center The help system for OS X Lion and later versions. Don't use *the* with *Help Center*.

> Choose Help > Help Center and search for "mouse" or "keyboard."

> Look in Help Center (in the Help menu) for instructions and troubleshooting information.

See also **help**; **Mac Help**.

help tags Use to refer to the instructional text that appears when the pointer hovers over an interface element in OS X. Don't use *tooltips* (that's the Windows term).
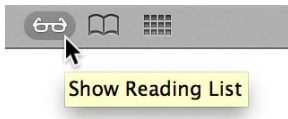
hexadecimal In user materials, don't use *hex* as a short form. In developer materials, *hex* is OK, but spell out *hexadecimal* on first occurrence. Use a preceding *0x* to designate a hexadecimal number.

hexagonal-head screw Not *hex-head screw*.

HFS Abbreviation for *hierarchical file system*. Avoid in user materials; use *Mac OS Standard format* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

HFS Plus Don't use *HFS+*. Avoid in user materials; use *Mac OS Extended format* instead.

HFS Plus (Journaled) Don't use *HFS+ (Journaled)*. Avoid in user materials; use *Mac OS Extended (Journaled) format* instead.

hierarchical file system See **HFS**.

high Use a hyphen in compound adjectives beginning with *high*.

> high-bandwidth, high-definition, high-level, high-quality, high-resolution

high bit (n.), high-bit (adj.) Not *hi bit* or *hi-bit*. *High bit* is an acceptable short form for the noun *high-order bit*.

high definition (n.), high-definition (adj.) See **HD (n., adj.)**.

highlight (trans. v.) Don't use in user materials. In developer materials, don't use as an intransitive verb.

> *Correct:* Your app should identify the selection range and highlight it properly.

> *Incorrect:* The icon highlights when you click it.

Compare **highlighted (adj.)**; **highlighting (n.)**; **select (v.)**.

highlighted (adj.) No hyphen. Not *hilighted*. Don't use *inverted* except in developer materials. When explaining highlighting, use *a highlighted icon changes color* or *a highlighted icon is filled in*.

> *Correct:* When you click the icon, it becomes highlighted.

> *Incorrect:* When you click the icon, it highlights.

Don't use *unhighlighted* or *dehighlighted* for an item that isn't highlighted; use *not highlighted*.

highlighting (n.) No hyphen. Don't use in user materials.

> When an app displays a selection range, it marks the range with highlighting.

high-order bit (n.) Not *hi bit* or *hi-bit*. *High bit* is an acceptable short form.

high resolution (n.), high-resolution (adj.) Not *hi-res*. The short form *high-res* (n., adj.) is OK in developer materials or when space constraints don't allow use of the full phrase (as in column headings in tables).

Hindi Don't use when you refer to the writing system used to represent Hindi and several other Asian languages; use *Devanagari*.

hi-res Don't use; use *high resolution* (n.) or *high-resolution* (adj.). See also **high resolution (n.), high-resolution (adj.)**.

hit (n.) Don't use to refer to an item found in a search or to the act of connecting to a webpage.

> *Correct:* Many users connect to this website each day.

> *Incorrect:* This website receives many hits per day.

hit (v.) Don't use to instruct users to press a key; use *press* instead. See also **press**.

hold down Use *hold down* to describe the act of pressing a key on the keyboard, the mouse button, or a mechanical button until a specified action or result occurs. Don't use *hold down* when you mean *press*. *Press* means to press and quickly release a key or mechanical button.

> *Correct:* Hold down the C key while you restart the computer. [You press the C key continuously until the computer starts up.]

> *Correct:* Press the I key to set the start point for the selection. [You press and quickly release the I key.]

> *Incorrect:* Hold down the O key to set the end point for the selection. [You press and quickly release the O key.]

See also **click**; **press**; **touch and hold**.

Hold switch The switch on some iPod models that enables and disables the controls.

Home button The physical button on iOS devices that returns the user to the Home screen. Use *press* to mean pressing the Home button once; use *double-click* (or *triple-click*) to mean pressing it more than once.

home folder, home directory In OS X, a *home folder* is a folder for a user's personal use.

> Your home folder provides a secure place to keep your documents.

In developer materials, use *home directory*.

See also **directory**; **folder**; **pathnames**.

homepage One word. Use to refer to a webpage that serves as the directory or entry point to a website. Don't use to refer to an entire website.

> *Correct:* The Apple homepage has a link to the Apple Online Store, where you can purchase Apple products.
>
> *Correct:* Visit the Apple website for more information about Apple products.
>
> *Incorrect:* Visit the Apple homepage to purchase products.

Home screen The main screen on iOS devices. Users can add multiple Home screens. The Home screen contains icons (not buttons) that the user taps.

home theater (n., adj.) Note spelling: *your home theater*, *a home theater system*.

host name Two words. Note the treatment of these similar terms:

> device name, filename, pathname, user name, volume name

hot link (n.) Don't use as a verb. Don't use to refer to hypertext links in webpages; use *hypertext link* or just *link*.

hot-pluggable Avoid in user materials.

hotspot, hot spot Use one word to refer to a place where users can connect to a public wireless network. Use two words to refer to the VoiceOver feature or to refer to an area of a graphics object, or a section of text, that can be clicked to activate a function.

> You can connect to the Internet from public hotspots.
>
> You can use VoiceOver hot spots to mark up to ten items that you want to return to later.
>
> A hot spot in a virtual museum scene could link to another room in the museum, or the hot spot could allow you to manipulate one of the objects in the museum.

hot-swap (v.) Note hyphenation. On first use, enclose in quotation marks and define. In user materials, avoid the adjective form (*hot-swappable*).

HTML Abbreviation for *Hypertext Markup Language*. Use lowercase when an abbreviation is part of a URL. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

A file can be *in HTML* or *an HTML file*, but it isn't *in HTML format* (because HTML isn't a format).

> If you know HTML, you can create webpages.

> You can find the file at this address: http://www.books.com/classics.html.

See also **Internet addresses**; **URL**.

HTTP Abbreviation for *Hypertext Transfer Protocol*. Use lowercase when the abbreviation is part of a URL. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **HTML**; **Internet addresses**; **URL**.

HUD Acronym for *heads-up display*, a window for making adjustments and selecting options in Aperture and other apps. Precede *HUD* with *a*, not *an*. Avoid unless it appears in the user interface. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

humor Humor can enhance documentation by adding to a reader's enjoyment and by helping to lighten the tone. Humor usually works best in examples, where it's 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 text.

See also **fair language**.

hypertext link See **link (n.)**.

Hypertext Markup Language See **HTML**.

Hypertext Transfer Protocol See **HTTP**.

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 *binary-coded decimal* or *color-matching algorithm*.
- The two modifiers are a number or a single letter and a noun or a participle, as in *32-bit color* or *D-shaped connector*.

Follow these guidelines in various specific cases:

- *Units of measure:* When you use a spelled-out unit of measure in a compound adjective, hyphenate the compound (*27-inch screen*). When you use an abbreviation or a metric unit of measure, including *KB*, *MB*, *mm*, and so on, don't hyphenate (*500 GB hard disk*).
- *Location compounds:* Hyphenate compounds such as *lower-left corner*, *top-right portion*.

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

  very high speed

  recently completed project

- *Keyboard shortcuts using combination keystrokes:* In combination keystrokes, use hyphens to signify that the first key or keys should be held down while the last key is pressed. (Don't use hyphens if each key should be pressed and released separately.) Make sure you explain this convention on first use.

  Control-Shift-N

  Esc N

  When one of the key names in a combination keystroke is itself two words, use an en dash wherever you would ordinarily use a hyphen.

  Option–Right Bracket

  Option–Command–Up Arrow

  Shift–double-click

  Shift–Command–double-click

See also **dash (en)**.

I

iApp, iApplication Don't use; use *iLife*, *iLife apps*, *digital media apps*, or a specific app name, such as *iPhoto* or *iMovie*. Don't use *digital applications* or *digital apps*.

I-beam Refers to this pointer:

IC Abbreviation for *integrated circuit*. No apostrophe for the plural: *ICs*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

iCloud A service for iOS devices and Mac and PC computers that stores users' content and keeps it up to date across multiple computers and devices. In user materials, avoid referring to iCloud as a *service*; simply call it *iCloud*. Capitalize the *C* in *iCloud* everywhere except in references to the icloud.com website and @icloud.com email addresses.

- *iCloud features:* iCloud features include the following: Back to My Mac, Documents in the Cloud, Find My Friends, Find My iPhone, Find My Mac, iCloud Backup, iCloud Bookmarks, iCloud Calendar, iCloud Contacts, iCloud Mail, iCloud Notes, iCloud Reminders, iCloud Tabs, iTunes in the Cloud, iTunes Match, and Photo Stream.

  Avoid referring to iCloud features as *services*; refer to them as *features*, or simply discuss individual features by name. You can turn iCloud features on or off; you can also turn iCloud itself on or off.

- *Feature names:* Always refer to iCloud features by their full names: *iCloud Calendar*, not *Calendar*; *iCloud Reminders*, not *Reminders*. However, when referring to the related app on a Mac or iOS device, don't include *iCloud* in the name.

> When you add a contact in iCloud Contacts, your changes are pushed to the Contacts app on your iPad, iPhone, or iPod touch.

> If you flag a message in iCloud Mail, it's also flagged in Mail on your Mac.

  When referring generically to a user's iCloud content (such as contacts, calendars, or email messages), use lowercase.

> *Correct:* Your iCloud contacts are updated automatically.

> *Incorrect:* Your iCloud Contacts are updated automatically.

- *iCloud users:* A person with an iCloud account *is an iCloud user* or *has an iCloud account* (or similar wording).

> You can share your calendars with other iCloud users.

> If you have an iCloud account, you can publish your iPhoto journal as a webpage.

- *Referring to how iCloud works:* Don't use *sync* to refer to what iCloud does with content (*sync* refers to copying information directly between two devices). Instead use alternatives such as *keep up to date*, *update automatically*, *appear automatically*, and *push*.

> iCloud stores your calendars and contacts and keeps them up to date across your devices.

> With iCloud Mail, new messages are pushed to your iPad, iPhone, and iPod touch.

> Music you purchase in iTunes appears automatically on your devices.

  Avoid using *upload* and *download* to refer to what iCloud does; instead, use the alternatives mentioned above (*update automatically*, *appear automatically*, and so on). It's OK to use *download* to refer to user-initiated downloads of content from iCloud.

> *Correct:* Your new photos appear on all your devices automatically.

> *Correct:* You can download music you've already purchased to all your devices.

> *Incorrect:* iCloud downloads your new photos to all your devices.

- *iCloud computers and devices:* Avoid referring to computers and devices as *iCloud-enabled*. Instead, use alternatives such as *is set up to work with iCloud* or *has iCloud turned on*.

> *Preferable:* Make sure you've set up your device to work with iCloud.

> *Avoid:* Make sure your device is iCloud-enabled.

- *The cloud:* Avoid referring to *the cloud* when you can use *iCloud*. You can say content is *in iCloud*, but try to reword to make iCloud the subject (*iCloud stores, iCloud updates*, and so on).

> *Preferable:* iCloud stores new photos for 30 days.

> *Acceptable:* New photos are stored in iCloud for 30 days.

> *Avoid:* New photos are stored in the cloud for 30 days.

- *iCloud storage:* Content isn't *in iCloud storage*; it's just *in iCloud*. Use the term *iCloud storage* only when specifically discussing how much storage space the user has. Users *upgrade their iCloud storage*; they don't *purchase storage* or *increase their storage quota*.

See also **Calendar**; **Contacts**; **Mail**; **Photo Stream**.

iCloud app switcher Don't use in user materials; just tell users how to switch apps.

> *Correct:* Click the iCloud button and select an app.

> *Incorrect:* Click the iCloud button and select an app in the iCloud
> app switcher.

iCloud button Use *iCloud button* to refer to any button labeled with an iCloud icon, unless the button has been given a name specific to a particular app (for example, the iCloud Tabs button in Safari). If it's not clear whether an iCloud icon functions as a button, you can call it an *iCloud icon*.

iCloud button

iCloud Tabs button Use to refer to the button in the Safari toolbar. Compare **iCloud button**.

iCloud Tabs button

icon An icon is a graphic that represents another item, such as a file in a Finder window or an album in iPhoto.

- *Icons that don't act like buttons:* If an element in the user interface looks like an icon (displays a picture and doesn't appear three-dimensional) and doesn't act like a button (doesn't initiate an action when clicked), always call it an *icon*. For example, always call the following items *icons*:
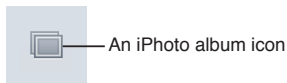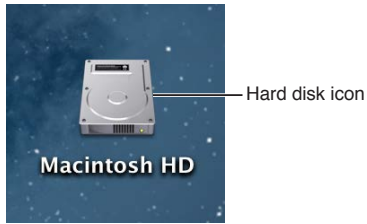
Hard disk icon

An iPhoto album icon

- *Icons that act like buttons:* If an element in the user interface looks like an icon (displays a picture and doesn't appear three-dimensional) but acts like a button (causes something to happen when clicked), you can call it either a *button* or an *icon*.

- *Unnamed icons:* If an icon doesn't have a label (and there's no established name for the icon), consult your editor to determine what to call the icon. Use lowercase for the name of the icon. To refer to an unnamed icon, follow this form:

> the headphone port ()

See also **button**.

icon view A way to display and select items by viewing them as icons—for example, the icon view in Finder windows.

> You can view items in Finder windows as icons, in a list, in columns, or in Cover Flow.

Icon View button The leftmost button in the View control in Finder windows.

i.e. Don't use; use *that is*. See also **abbreviations and acronyms**.

IEEE Abbreviation for *Institute of Electrical and Electronics Engineers*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

IEEE 802.11 See **802.11 wireless networking standard**.

if necessary Avoid in user materials. Describe the circumstance in which the action would be necessary.

>*Correct:* If file sharing isn't on, turn it on.

>*Incorrect:* If necessary, turn on file sharing.

>*Correct:* If the file size is larger than the maximum your mail app allows, compress the file.

>*Incorrect:* If necessary, compress the file.

if, whether Use *if* to indicate a condition. Use *whether* when two outcomes are possible.

If you can mentally introduce the words *or not* in a clause, use *whether* rather than *if*.

>*Correct:* When you start editing a locked file, the app asks whether you want to unlock it.

>*Incorrect:* When you start editing a locked file, the app asks if you want to unlock it.

Although using *if* specifies a condition, it can also introduce ambiguity. For instance, *Let her know if he sets up the user account* may mean either *Let her know whether he sets up the user account* or *If he sets up the user account, let her know*. Ensure that the condition's meaning is clear.

IM Abbreviation for *instant message* (n., v.) or *instant messaging* (n., adj.). Note no hyphen in the spelled-out versions. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

iMac The names of iMac models can be used with or without an article.

>The iMac makes it easy to set up wireless networking.

>iMac is powerful enough for a design studio, production house, or science lab.

image See **photo**; **still image**.

IMAP Acronym for *Internet Message Access Protocol*. Pronounced "eye-map." See **abbreviations and acronyms** for guidelines about spelling out acronyms.

imbed Don't use; use *embed*.

iMix An iTunes playlist that users can publish on the iTunes Store. Use *iMix playlists* for the plural form.

iMovie Don't use *iMovie* when you mean *movie* or *project*.

>*Correct:* To share your movie on Facebook, open the iMovie project and choose Share > Facebook.

>*Incorrect:* To share your iMovie on Facebook, open the iMovie and choose Share > Facebook.

See also **movie**.

Important Use an Important notice to alert the reader to significant potential trouble spots that don't cause bodily injury, damage, or loss of data. (Those situations require a Warning notice.)

Use Important notices and other notices sparingly; they lose effectiveness if they appear too often. Avoid using an Important notice immediately before or after a Note, Warning, or another Important notice, or immediately after a text heading.

See also **Note**; **Warning**.

inbox One word. Capitalize only when referring to an onscreen label; otherwise use lowercase.

> To see the items in your inbox, click Inbox.

inch (in.) Note hyphenation when used as an adjective: *2-inch height*, *1-inch-thin design*, but *is 1 inch thin*. Use *inch*, not *inches*, for measurements of 1 inch or less: *0.76 inch thin*. The abbreviation is the same in the singular and the plural. Don't abbreviate *inch* in text. Don't use the symbol ˝ unless space limitations prevent the use of *inch* or *in*.

Incorporated, Inc. Spell out or abbreviate according to the particular corporation's preference.

incrementer Don't use to refer to a control that has up and down arrows, or left and right arrows, to increase or decrease a value. In user materials, use *up arrow*, *down arrow*, *right arrow*, *left arrow*, or *arrows*, as appropriate. For example, *Click one of the arrows to increase or decrease the volume*. If it's necessary to refer to the control itself, use *stepper*. See also **stepper**.

indeterminate progress bar In developer materials, the progress bar that has a spinning striped cylinder. In user materials, use *progress indicator* and describe what it looks like.

> *Developer materials:* Use an indeterminate progress bar when the duration of a process can't be determined.

> *User materials:* A progress indicator (a spinning striped cylinder) lets you know that a process is taking place.

index Use to refer to the vertical column of letters at the right side of a list in iOS apps.

For information about indexing, see Index overview on page 191, and your department guidelines.

indexes Not *indices*, unless you mean mathematical indices.

indicator See **progress indicator**; **submenu indicator**.

indicator light Not *LED*.

industry standard (n.), industry-standard (adj.) Note hyphenation: *the industry standard*, *an industry-standard video format*.

information Use instead of *data* in user materials if it makes sense in the context.

Info window Not *Get Info window* or *Info box*.

infrared No hyphen.

in front Use to explain the term *active* (*the active window is in front of other windows*); subsequently, use *active*. You can also use to describe windows that "float" on top of active windows. See also **active**; **front, frontmost**.

initialize When you refer to disks, *initialize* and *format* mean the same thing.

inkjet One word.

inline One word.

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

input (n., adj.) Avoid using as a verb; use *enter* or *type*, depending on the context.

Input menu A menu that appears at the right side of the menu bar, with other menu bar icons, when the user has selected at least one item in the Input Sources pane of Language & Text preferences. The menu's icon is a country flag or a language-specific character.

input/output See **I/O**.

insertion point Use to describe the point at which the user types or inserts data.

> The vertical blinking bar marks the insertion point.

See also **cursor**; **pointer**.

inside Not *inside of*.

inspector A window that enables users to view the attributes of a document or a selected item, and often to modify those attributes. You can refer to the *inspector* or the *inspector window*.

> You can format most elements of your document using the inspector.

> You can open multiple inspector windows to work with different aspects of your document.

- *Capitalization:* Capitalize *Inspector* when it's a button name or in a menu command.

  > Click the Inspector button in the toolbar.

  > Choose Tools > Inspector.

  Otherwise, spell with a lowercase *i*.

  > *Correct:* You can add a hyperlink using the inspector.

  > *Incorrect:* You can add a hyperlink using the Inspector.

- *Panes:* When referring to a pane of an inspector, use the *[pane name] inspector*.

  > Use the Table inspector to change the row height.

  > To change the appearance of links, use the Link inspector.

  You can also use the *[pane name] pane of the inspector* (for example, *the Table pane of the inspector*) to introduce the concept of multiple panes in an inspector.

- *Inspector buttons:* Inspectors with multiple panes typically have buttons that enable users to switch between panes. The name of the button should match the name of the pane it opens.

  > Click the Text button to open the Text inspector.

install You install items *on* a disk, not *onto* a disk. Don't use *install* as a noun. See the examples in **installation**.

installation Don't use *install* when you mean *installation*.

> *Correct:* Click Download to start the installation process.

> *Incorrect:* Click Download to start the install process.

Installer, installer Capitalize when you refer to a specific installer app, but not when you refer to installers in general.

> The iWork Installer app asks you to specify where to install the software.

> You can install some apps by dragging them to the Applications folder; other apps require an installer.

instant message, instant messaging See **IM**.

Institute of Electrical and Electronics Engineers See **IEEE**.

insure See **ensure, insure**.

integrated circuit See **IC**.

Integrated Services Digital Network See **ISDN**.

Intel Use *Intel* to refer to Intel Corporation or to its processors and other technologies. Always use as an adjective except as the company name. Terms include *Intel processors*, *Intel-based Mac computers*, *Intel-based iMac*, *Mac with Intel processor*, and so on. Don't use terms such as *Intel Mac*. See also **Intel Core**; **Intel Xeon**.

Intel Core *Intel Core* refers both to Intel's Core microarchitecture and to a family of Intel processors. Intel Core processors used in Mac computers include the Intel Core i3, Intel Core i5, and Intel Core i7. You can also use *Intel processors*, *Intel Core processors*, *quad-core Intel Core i5*, and so on.

Generally, precede the names with an article. Note the en dash in phrases such as *Intel Core i5–based Mac*. Don't use terms such as *Intel Core Mac*. See also **dual-core (adj.)**; **Intel Xeon**.

Intel Xeon Processors used in Mac computers include the Dual-Core Intel Xeon, Quad-Core Intel Xeon, and 6-Core Intel Xeon. You can shorten the name to *Intel Xeon* or *Xeon*. Use an en dash in phrases such as *Intel Xeon–based Mac*. Don't use terms such as *Intel Xeon Mac*. See also **dual-core (adj.)**; **Intel Core**.

interface card Refers to a type of peripheral card that implements an interface to other devices.

internal disk drive Use either *internal disk drive* or *built-in disk drive*.

internet Short for *internetwork*; refers to any large network made up of a number of smaller networks. Compare **Internet**; **intranet**.

Internet Refers to the worldwide network made up of interconnected networks that use the TCP/IP networking protocol. When used as a noun, always preceded by *the*. Don't use *Internet* and *World Wide Web* or *web* interchangeably; the web is just one part of the Internet. Compare **internet**; **intranet**.

Internet addresses An Internet address can specify an address on the World Wide Web (WWW) or on other Internet sites, such as File Transfer Protocol (FTP) and Telnet sites. The part of the address before the colon, called the *scheme*, indicates the protocol that's used for transferring data from the server to the user's computer.

> *website:* http://samples.examples.com

> *FTP site:* ftp://myfiles.hobbies.org

> *Telnet site:* telnet://games.transfer.com

An Internet address includes a suffix that indicates the domain to which the address belongs. Examples of domain suffixes include:

> .edu—educational organizations

> .com—commercial organizations

> .mil—military organizations

> .org—nonprofit organizations

> .uk, .fi—networks located in the United Kingdom, Finland

- *Font:* Use plain text for an Internet address. (Developer materials use code font.) In print documents, don't underline the address or use quotation marks around it.
- *Line breaks:* Avoid breaking Internet addresses; set them on a separate line if necessary.
- *Punctuation:* If an Internet address ends a sentence, it's OK to use a period.
- *References:* When you refer to a website or page, use a generic name (for example, *the Apple website*) rather than the specific title (for example, *Welcome to Apple*), because webpage titles change frequently.

  If a reader can figure out how to get to the specific information needed from the homepage of a whole site, refer to that page rather than to a specific page, because organization of sites frequently changes.

See also **email addresses**; **HTML**; **HTTP**; **URL**.

Internet Message Access Protocol See **IMAP**.

Internet Protocol See **IP**.

Internet service provider See **ISP**.

interrupt OK to use as a noun in developer materials. Compare **exit**; **force quit**; **quit**; **stop**.

into, in to Use *in to* when *in* is part of the verb. Use *into* to imply motion to the inside of something.

> *Correct:* Log in to the computer.

> *Incorrect:* Log into the computer.

> *Correct:* Insert the CD into the disc drive.

See also **onto, on to**; **plug in (v.), plug into (v.)**.

intranet A private network, usually owned by a corporation or an institution (*your company's intranet*). Compare **internet**; **Internet**.

in-use light Note hyphenation.

inverted Don't use when you mean *highlighted*.

invite (v.), invitation (n.) Don't use *invite* as a noun in place of *invitation*.

invoice A document issued by a seller to a buyer listing the goods or services supplied and stating the sum of money due. If payment hasn't been made, use *invoice* and not *receipt*. See also **receipt**.

I/O Abbreviation for *input/output*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

iOS Apple's mobile operating system. Use without an article.

> iOS is the world's most advanced mobile operating system.
>
> Thousands of apps are available for iOS.
>
> iOS 6 includes more than 200 new features.

If an app has both an iOS and a Mac version, use [*app name*] *for iOS* and [*app name*] *for Mac* to refer to the different versions.

> Keynote for iOS and Keynote for Mac work together seamlessly, so you can create a presentation on one device and edit it on another.

If the context makes it clear which version of an app you're referring to, you can simply use its name.

See also **iOS device.**

iOS device Use to refer generically to mobile devices that use iOS. Avoid using *mobile device* when referring to iOS devices (*mobile device* could refer to devices made by other companies).

> Wirelessly sync your iOS device to your Mac.
>
> iCloud pushes new photos to all your iOS devices.

Don't use *iOS device* if it's important to be more specific (for example, if you need to clarify which devices a particular app or accessory is compatible with).

> If you have an iPhone or iPod touch, you can use the Keynote Remote app on that device to control presentation playback on your iPad.

When listing several iOS devices by name, list them in the same order throughout a document— for example, always *iPad, iPhone, and iPod touch*. (The order you use might vary depending on the product.)

IP Abbreviation for *Internet Protocol*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

iPad In general references, don't use an article with *iPad*. When referring to the user's particular iPad, it's OK to use *your*. Make sure to include a space in *iPad 2* and *iPad mini*. The capacity (and generation, if necessary) can be listed before or after the name. Use the numeral when the generation comes after the model name. Don't shorten *generation* to *gen* or *G*; for example, *fourth-gen iPad* or *iPad 3G*.

> If you have iPad 2 or later, you can take both still photos and videos.
>
> The 64 GB iPad offers the most storage capacity.
>
> iPad 2 (16 GB, 32 GB, and 64 GB) is still available for purchase.
>
> The fourth-generation iPad was announced in October 2012.
>
> The iPad (4th generation) features a Retina display and a powerful A6X chip.

See also iPad, iPhone, and iPod devices on page 175 in Chapter 4, "Apple product names."

iPhone In general references, don't use an article with *iPhone*. When referring to the user's particular iPhone, it's OK to use *your*. The capacity can be listed before or after the name.

> iPhone supports the most popular email standards—IMAP and POP3.
>
> If you experience problems with your iPhone…
>
> iPhone 5 (16 GB, 32 GB, and 64 GB) features a 4-inch Retina display.
>
> The 16 GB iPhone 5 features an 8-megapixel camera.

See also iPad, iPhone, and iPod devices on page 175 in Chapter 4, "Apple product names."

iPhoto Don't use *iPhoto* to refer generally to photos or pictures.

> *Correct:* You can use iPhoto to place your pictures in an album.
>
> *Incorrect:* You can email your iPhotos to friends.

iPhoto journal Always use lowercase for *journal*.

> You can create iPhoto journals to share memories with your friends.
>
> When you're done editing your journal, publish it to iCloud.

iPod In general references, don't use an article with *iPod*. When referring to the user's particular iPod, it's OK to use *your*. The capacity and generation can be listed before or after the name: *64 GB iPod touch*, *iPod nano (16 GB)*, *fourth-generation iPod touch*, *iPod shuffle (3rd generation or later)*. Use the numeral when the generation comes after the model name. Don't shorten *generation* to *gen* or *G*; for example, *fifth-gen iPod* or *iPod 5G*.

> The sixth-generation iPod nano features a Multi-Touch display.
>
> If you experience problems with your iPod…

Always include *iPod* in the name; don't use *classic*, *mini*, *nano*, *photo*, *shuffle*, or *touch* alone. Don't capitalize iPod names even in title-style headings: *iPod touch*, not *iPod Touch*.

See also iPad, iPhone, and iPod devices on page 175 in Chapter 4, "Apple product names."

IrDA Abbreviation for *Infrared Data Association*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

ISDN Abbreviation for *Integrated Services Digital Network*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

iSight OK to use without an article.

ISP Abbreviation for *Internet service provider*; not *ISP provider*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

italics Follow these guidelines for using italics:

- *References to titles of discs and titles of documents:* Italicize the entire title.

> See the *iPhone User Guide*.

- *Letters as letters, words as words, and phrases as phrases:* Italicize.

> the *i*, the *o*'s
>
> the word *boot*
>
> the phrase *Welcome to OS X*
>
> *But:* type Q, press Command-S

- *Emphasis:* Use italics to emphasize a word or phrase, but don't overdo this use of italics.

> Make sure that the power cable is plugged in and that *power is available* at the outlet.

- *Variables in syntax examples:* Italicize variables.

> `Read (`[*file,*]*var*`)`

- *Terms that stand for or define other terms:* Use italics, not quotation marks, for terms after *stands for*, *labeled*, *named*, *termed*, *the term*, and so on. If the term is an onscreen element, however, use plain text for elements whose names are capitalized title style; use plain text in quotation marks for elements whose names are capitalized sentence style.

> INIT stands for *initialize*.
>
> A folder named New Folder appears.
>
> Select the checkbox labeled "Keep lines together."

See also **titles of works**.

iTunes Gift Card OK to shorten to *card* or *gift card* after the first reference.

iTunes Store Not *iTunes Music Store* or *iTunes App Store*. Music, movies, and other features are available *in*, *on*, or *from* the iTunes Store.

> Find your favorites in the iTunes Store.
>
> Buy your favorites from the iTunes Store.

After the first reference to the iTunes Store, you can use the full name or simply *the store*.

iTunes U An area of the iTunes Store and an iOS app that provide access to free educational content.

J

jack A small, round, 1-pin socket used in audio and video connections. Don't use *connector* to refer to a jack. See also **connector**; **port**; **slot**; **socket**.

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

Java A programming language developed by Sun Microsystems. Java technologies include Java 2 Platform, Enterprise Edition (J2EE platform); Java 2 Platform, Standard Edition (J2SE platform); Java Database Connectivity (JDBC); Java Development Kit (JDK); Java Message Service (JMS); JavaServer Pages (JSP); JavaScript; Java Servlets; and Java virtual machine (JVM).

jiggle Use this, not *wiggle*, to describe the movement of icons on the Home screen of an iOS device.

Joint Photographic Experts Group See **JPEG**.

JPEG Acronym for *Joint Photographic Experts Group* (pronounced "JAY-peg"). *JPEG* usually refers to the image compression standard that this group developed for color and grayscale images. It's not necessary to spell out *JPEG* on first occurrence.

junk mail (n., adj.) Two words. Avoid *spam*.

justification Don't use to refer to the alignment of text to the right or left margin; use *alignment*. Text that's aligned on both the right and the left margins is *justified*. Compare **alignment**.

K

K Don't use; use *KB*.

K–12 Note en dash (Option-Hyphen): *K–12 education*.

KB (n., adj.) Abbreviation for *kilobyte*. *KB* equals 1000 bytes in the context of file size or disk storage capacity or 1024 bytes in the context of computer memory. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

    800 KB of memory

- *Adjective:* Don't hyphenate the adjective form.

    a 687 KB file

kbit (n., adj.) Abbreviation for *kilobit*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

    256 kbit of memory

- *Adjective:* Don't hyphenate the adjective form.

    256 kbit device

kbit/s Standard international abbreviation for *kilobits per second*. Some Apple groups use *kbps* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

KB/s Standard international abbreviation for *kilobytes per second*. Some Apple groups use *KB/sec.* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Kbyte Don't use. Use *KB*.

Kerberized OK to use to mean *configured for Kerberos authentication* or *able to be configured for Kerberos authentication.*

> When an OS X user is authenticated using Kerberos, the user doesn't have to enter a user name and password every time a Kerberized service is used.

> To take advantage of the single sign-on feature, users and services must be Kerberized—configured for Kerberos authentication—and use the same Kerberos Key Distribution Center (KDC) server.

Kerberos A network authentication protocol.

key, keys You *press* a key on a keyboard or *tap* a key on a Multi-Touch screen; you *type* a character, word, or phrase.

In general, don't use articles and the word *key* in references to keys. Ease the user into this construction by using *the* and *key* the first time you mention a keystroke.

> *First occurrence:* Press the Control key.

> *Thereafter:* Press Control.

- *Modifier keys:* Capitalize the names of modifier keys.

> Control key, Option key, Shift key, Command key, Esc key

- *Punctuation keys and nonalphanumeric keys:* When a punctuation key or nonalphanumeric key is used in a combination keystroke, or as a modifier for the word *key*, capitalize the key name. (However, use lowercase for punctuation marks and nonalphanumeric symbols in other contexts.)

> Option-Shift-Hyphen

> press the Hyphen key

> type a hyphen

Placing the punctuation mark or symbol in parentheses after the spelled-out key name is optional, but be consistent within a document.

> Shift-Command-Tilde (~)

- *Keyboard shortcuts using combination keystrokes:* In combination keystrokes, use hyphens to signify that the user should hold down the first key or keys while pressing the last key. Don't use a hyphen if each key should be pressed and released separately. Be sure to explain this convention on first use.

> Control-Shift-N

> Esc N

Capitalize but don't italicize or use code font for letters used as key names.

> Command-C

> Command-X

If there's more than one modifier key, use this order: Control, Option, Shift, Command. When a keyboard shortcut includes a mouse or trackpad action, use lowercase for the mouse or trackpad action.

> Option-click

> Option-swipe with three fingers

- *Two-word key names:* When one of the key names in a combination keystroke is two words or a hyphenated word, use en dashes where you would ordinarily use hyphens.

> Option–Right Bracket

> Option–Command–Up Arrow

> Option–Command–double-click

When referring to more than one key, use the full name of each key.

> *Correct:* the Right Arrow or Left Arrow key

> *Incorrect:* the Right or Left Arrow key

- *Keys labeled with two characters:* When a key with two characters is used in a keyboard shortcut, identify the key by the lower of the two characters, unless the Shift key is part of the shortcut. If the Shift key is part of the keyboard shortcut, identify the key by the upper of the two characters.

> *Correct:* To close all stacks, press Option-Semicolon.

> *Incorrect:* To close all stacks, press Option-Colon.

> *Correct:* For more information, press Shift–Command–Question Mark.

> *Incorrect:* For more information, press Shift-Command-Slash.

If one of the characters on the key provides a mnemonic for the action of the command, you can identify the key by that character.

> To remove keyword presets 1 to 8, press Option-Shift-1 to Option-Shift-8.

When the Shift key and a key with two characters are in a combination keystroke, always show the Shift key as part of the keyboard shortcut (don't show only the upper of the two characters and assume that the user will know to press the Shift key).

> *Correct:* To increase the Loupe diameter, press Option–Shift–Plus Sign.

> *Incorrect:* To increase the Loupe diameter, press Option–Plus Sign.

- *Key graphics:* With graphic representations of combination keystrokes (in tables, for example), use the plus sign (+) instead of a hyphen between keys.

- *Escape and Function:* Spell out the key names *Escape* and *Function* (the Fn key on portable computers and wireless keyboards) when you introduce them. In subsequent references, it's OK to abbreviate them as *Esc* and *Fn*.

> *First occurrence:* Press the Esc (Escape) key.

> *Thereafter:* Press Esc.

Don't abbreviate any other key names, except when space is very tight (in table headings, for example).

See also specific key names.

keyboard equivalent Don't use; use *keyboard shortcut*.

keyboard focus The location where your actions take effect when you use the keyboard. When you use VoiceOver, the keyboard focus can be different from where the VoiceOver cursor is focused.

keyboard icon Not *script symbol* or *script icon*. Refers to the small icon associated with each keyboard layout. These icons are used in the Input menu and the Input Sources pane of Language & Text preferences.

keyboard shortcut Use instead of *keyboard equivalent*. See also **key, keys**.

keychain, Keychain Access A keychain stores certificates and passwords for servers, Internet resources, and apps. Users create keychains by using the Keychain Access app.

key-down (adj.) Note hyphenation.

keypad One word. Use *keypad* or *numeric keypad*, not *numeric keyboard*.

keypress One word.

keystroke One word.

key-up (adj.) Note hyphenation.

keyword Refers to a special word that identifies a particular type of statement or command, such as *int* or *while*. Follow the capitalization style of the programming language involved.

The term *keyword* also refers to assigned identifiers in apps such as iPhoto.

> Use keywords to make your photo albums easy to search.

kHz (n., adj.) Abbreviation for *kilohertz*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation.

> at a rate of 44.1 kHz

- *Adjective:* Don't hyphenate the adjective form.

> a 44.1 kHz rate

kilobit See **kbit (n., adj.)**.

kilobits per second See **kbit/s**.

kilobyte See **KB (n., adj.)**.

kilobytes per second See **KB/s**.

kilohertz See **kHz (n., adj.)**.

Korea Don't use unless you mean to refer to the Korean peninsula that consists of two separate countries, North Korea and South Korea. Always use *South Korea*, not *Korea*, to refer to the country whose capital is Seoul. (The United States has a trade embargo against the country of North Korea.)

L

L2 cache, L3 cache See **level 2 cache, level 3 cache**.

labeled, labeling Not *labelled*, *labelling*.

labels See **figure text**. See also **button** and **capitalization**.

LAN Acronym for *local area network*. No hyphen in the spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

laptop computer Avoid in favor of *portable computer*, which is preferred, or *notebook computer*. See also **portable computer, notebook computer, laptop computer**.

later See **earlier, later**.

latest Don't use to refer to a specific software update. Instead, use only the version number (or a date, in technical support documents), or use *or later* to indicate a range of updates. It's OK to use *latest* if you're generally instructing users to keep their software up to date.

> *Correct:* To use this feature, you must have iTunes 10.7 or later installed.

> *Correct:* For the best results, make sure you're using the latest version of OS X.

> *Correct:* Make sure you have installed MacBook Air EFI Firmware Update 2.4.

> *Incorrect:* The latest update is MacBook Air EFI Firmware Update 2.4.

See also **most recent**; **version**.

launch Avoid in user materials when you mean to *open* an app. OK to use in developer materials.

Launchpad One word. Don't precede *Launchpad* with *the* or *your*.

LCD Abbreviation for *liquid crystal display*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

LED Don't use in user materials unless you have a specific reason (to distinguish from *LCD*, for example). Use *light* or *indicator light*.

left arrow Use to refer to a button that looks like a left-pointing arrow, such as the small arrow that you click to decrease a value in a horizontal stepper. Don't call it the *left arrow button* or the *left-pointing arrow*.

> Click the left arrow to decrease the indent level.

See also **Left Arrow key**; **stepper**.

Left Arrow key When you refer to arrow keys generically, use lowercase, but capitalize and use the complete name when you refer to one or more arrow keys by name. See also **arrow keys**.

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

leftmost No hyphen.

left side Not *left-hand side*.

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

> The fewer devices in your network system, the less cable you need.

less-than sign Note hyphenation. Use *less-than sign*, not *less-than symbol*, to describe the < symbol. You can also use *left angle bracket* if appropriate in the context. Compare **angle brackets**.

let Avoid using *let* when you can restructure the sentence to make the reader the subject.

> *Acceptable:* The Sort command lets you sort items in your document.

> *Preferable:* You use the Sort command to sort items in your document.

> *Or:* You sort items in your document with the Sort command.

See also **allow**; **disable (v.), disabled (adj.)**; **enable (v.), enabled (adj.)**.

letters as letters Italicize a letter when it's used as a letter.

- *Plural:* Avoid using the plural; if you must, use an apostrophe and an *s* to form the plural, but don't italicize the apostrophe or the *s*.

  > *o*'s, *p*'s, *s*'s

- *Fonts:* When you discuss fonts and character formation, using italics for letters as letters may be misleading—for example, when you discuss a particular character in plain style. In such cases, use quotation marks.

  > The letter "å" can be converted to "a."

- *Key names:* Don't italicize a letter when you use it as the name of a key.

  > Press Command-Q.

See also **italics**.

level 2 cache, level 3 cache Can be abbreviated as *L2 cache* or *L3 cache*. Don't use *secondary cache* or *second-level cache* when you mean *L2 cache*.

library Use lowercase in general references: *your iTunes library*, *the photo library*. Capitalize the names of interface elements: *click Library*.

like (suffix) Close up words ending with *like* unless the word is a proper name or a compound term, or the resulting word is difficult to read.

> businesslike, Ethernet-like, typewriter-like

limited warranty Note lowercase.

line Not necessarily the same as *statement*. One line may contain several statements, and one statement may extend over several lines.

line breaks Don't break a line between *Chapter* or *Appendix* and its number or letter; between *Figure* or *Table* and its number; between *slot* or *port* and its number; or between a product name and its number. Don't break a line within an email address or a URL.

line feed (n.), line-feed (adj.) Note hyphenation of adjective.

link (n.) In a hypertext document, such as a webpage, a link is a connection between an element in the document (text or graphics) and a different element in the document or another document, file, or script. 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.

> *Correct:* Click a link on the homepage to go to another page.

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

link (v.) OK to use when you describe the act of creating a link on a webpage, but don't use *link* to describe connecting to a webpage.

> *Correct:* When creating a webpage, be sure to link to other interesting webpages.

> *Incorrect:* Click the map to link to other pages on the site.

Lion OS X version 10.7. See also **OS X**.

lists Three types of lists are available: bulleted, multicolumn, and numbered.

Avoid nesting bulleted lists within bulleted lists or numbered lists within numbered lists. Also avoid using combinations of numbered and bulleted lists that contain more than a few items. In such cases, the hierarchy can easily become confusing. See also **lists (bulleted)**; **lists (multicolumn)**; **lists (numbered)**.

lists (bulleted) 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 particular order.

- *Introductory punctuation:* Precede all lists with colons, whether the sentence before the colon is a complete thought or a partial thought (exception to *The Chicago Manual of Style*). See also **colons**.
- *Capitalization:* All list items should start with a capital letter unless the word is a product name that begins with a lowercase letter or, in developer materials, is a computer literal that begins with a lowercase letter.
- *Punctuation within a list:* List items that are fragments or that complete the thought started by the main clause should not end with a period; list items that are complete sentences should end with a period.
- *Parallelism:* Within a single list, all bulleted items should be parallel.

- *A regular sentence broken into a list:* This type of list emphasizes the parts of a series. The syntax of the sentence is unbroken.

    Using the Clock app, you can:

    - Check on the time anywhere in the world
    - Set an alarm
    - Time an event
    - Set a timer

- *A simple list:* The main clause is an independent clause and each bulleted item is a sentence fragment.

    The kernel environment has five major components:

    - Mach
    - BSD
    - Device drivers and the I/O Kit
    - Networking
    - File systems

- *A complex list:* The main clause is an independent clause and each bulleted item is a complete sentence.

    Follow these guidelines for password systems:

    - Allow passwords to contain both alphabetic and numeric characters.
    - Allow passwords to be as long as is practical.
    - Never display the password on the screen in clear text, not even while the user is typing it.
    - Provide a way for the user to verify the password when it's entered or changed.

See also **lists**.

lists (multicolumn) Use a multicolumn list when you want to present simple data in tabular form without all the formal parameters of a table. You can use column headings if you wish. A multicolumn list doesn't have spanners, row titles, or stubs, and it doesn't use horizontal rules, as a table does.

- *Numbers and titles:* Multicolumn lists don't have numbers or titles. If you need to refer to a list in text anywhere other than in the paragraph preceding the list, use a standard table.

- *Length:* Don't use a multicolumn list for very complex sets of information or for very lengthy lists of data. The entire list shouldn't exceed one page; for best results in page layout, the list should probably be no more than half a page long.

See also **lists**.

lists (numbered) Use a numbered list when you want to stress the sequential nature of steps, rules, or instructions. In numbered task lists (steps), each item should be a complete sentence. Use sentence-style capitalization for each item and end each item with closing punctuation.

> Reduce an image's file size:
>
> 1. Choose Tools > Adjust Size.
> 2. Select "Resample image."
> 3. Enter a smaller value in the Resolution field.

See also **lists**.

list view A way to display items in a list, with one or more columns of data—for example, the list view in Finder windows.

List View button The button second from the left in the View control in Finder windows.

lithium-ion (adj.) Note hyphenation. It's OK to abbreviate as *Li-ion* if space is limited. See also **batteries**.

live link Don't use to refer to hypertext links on webpages; use *hypertext link* or just *link*.

lo-bit Don't use; use *low-order bit* (n.), *low-bit* (adj.), or *low bit* (n.).

local area network See **LAN**.

localizable Don't use.

> *Correct:* An app that follows the human interface guidelines should be easy to localize.
>
> *Incorrect:* An app that follows the human interface guidelines should be easily localizable.

localization (n., adj.) Many Apple publications and help materials written in English go through the localization process, which involves revision and translation for non-English-speaking users.

*   *Idiomatic language:* To make the localization process easier, avoid idiomatic phrases such as these:

    > nitty-gritty details
    >
    > start from scratch
    >
    > piggy-backing

*   *Examples and graphics:* Avoid examples and graphics that show events or activities specific to a particular nation or culture.

*   *Conciseness:* Remember that text length may expand after translation, so keep paragraphs short and tight.

See also International style overview on page 194.

localize (v.) Takes the preposition *for*, not *to*.

> *Correct:* Whether you localize your app for the French language or for French Canada, make sure you test its interface.

> *Incorrect:* Whether you localize your app to the French language or to French Canada, make sure you test its interface.

lock Users *lock* documents, apps, or iOS devices; they *write-protect* their disks. Disks are *copy-protected* by the manufacturer.

Lock screen Note capitalization.

logical operators Don't use as verbs.

> *Correct:* Using OR to combine *x* and *y* produces the result TRUE if either one is true or if both are true.

> *Incorrect:* ORing *x* and *y* produces the result TRUE if either one is true or if both are true.

> *Correct:* The directive uses the logical operator AND to compare the accumulator contents with the contents of memory specified by the operand.

> *Incorrect:* The directive logically ANDs the accumulator contents with the contents of memory specified by the operand.

log in (v.), login (n., adj.), log out (v.), logout (n., adj.) Use *log in to*, not *log into*.

> *Correct:* You must log in as an administrator.

> *Correct:* If you turn on automatic login for yourself, your account opens when the computer starts up.

> *Incorrect:* You must log into the computer.

Users *log in to* a file server (not *log on to*); users *log out of* a file server (not *log off*, *log off of*, or *log out from*).

> *Correct:* You must log out of the server.

> *Incorrect:* You must log out from the server.

> *Incorrect:* You must log off the server.

Use *login window* to refer to the window that appears when a new user logs in to OS X.

login items Apps or files that open automatically when the user logs in. In user materials, it's preferable to use descriptive language (for example, *items that open automatically*). The pane in the Users & Groups pane of System Preferences is named *Login Items*.

log on, log off Don't use; use *log in* and *log out*.

look and feel (n.) No hyphens.

look up (v.), lookup (n., adj.) Spell the verb as two words; close up the noun or adjective.

lo-res Don't use; use *low resolution* (n.) or *low-resolution* (adj.). **See low resolution (n.), low-resolution (adj.).**

low bit (n.), low-bit (adj.) Note hyphenation of adjective. Not *lo bit* or *lo-bit*. *Low bit* is an acceptable short form of the noun *low-order bit*.

lowercase (n., adj.) One word. When you use *lowercase* in conjunction with *uppercase* as a noun (or to modify a noun), use *uppercase and lowercase* (both words spelled out, in that order).

low-order bit (n.) Not *lo bit* or *lo-bit*. *Low bit* is an acceptable short form.

low resolution (n.), low-resolution (adj.) Not *lo-res*. The short form *low-res* (adj.) is OK when space constraints don't allow use of the full phrase (such as in column headings in tables).

M

Mac Use *Mac* to describe Mac computers and related products.

> a Mac computer; the Mac; a Mac; your Mac; Mac users; the Mac platform; Mac software; Mac-compatible products; your Mac, iPad, iPhone, and iPod touch; a Mac or iOS device; Mac computers and iOS devices; for Mac and iOS; your Mac or PC; Mac computers and PCs; for Mac and PC; for Mac and Windows

Mac is usually preceded by an article or pronoun in text. It's OK to omit the article in phrases such as *for Mac and PC*. Rewrite to avoid using the plural or possessive form (check with an Apple editor regarding exceptions). Use a noun such as *computer*, *personal computer*, or *system*; don't use *machine*, *CPU*, or *PC*.

For a list of Mac model names, see Apple product names overview on page 174.

Mac App Store Apps for the Mac are available *in*, *on*, or *from* the Mac App Store. Precede the name with an article in text. Don't abbreviate as *MAS*.

> Find the item you want on the Mac App Store.

> To download OS X Mountain Lion from the Mac App Store, open the App Store app on your computer.

After the first reference to the Mac App Store, you can use the full name or simply *the store*. To prevent confusion, avoid using *the store* if you're referring to both the Mac App Store and the App Store for iOS devices.

See also **App Store**.

MacBook The names of MacBook models can be used with or without an article.

> You can install additional memory in the MacBook Pro.

> MacBook Air is designed for quick and easy setup.

For a list of model names, see Portable computers on page 174 in Chapter 4, "Apple product names."

Mac Help The help system for Mac OS X Snow Leopard and earlier versions. See also **help**; **Help Center.**

machine Don't use when you mean *computer*.

machine language (n.), machine-language (adj.) Note hyphenation of adjective.

Macintosh See **Mac**.

Mac mini The name can be used with or without an article.

> You can connect digital devices to the Mac mini.

> Mac mini delivers unprecedented power in a small package.

Don't use *Mac Mini*, even in title-style headings.

> *Correct:* Setting Up Your Mac mini

> *Incorrect:* Setting Up Your Mac Mini

Mac OS Two words. Use with an article (*the Mac OS*), except when including a version number (*Mac OS X v10.6*). Use *Mac-compatible* to refer to software or hardware that can be used with the Mac OS. See also **Mac OS X**; **OS X**; **version**.

Mac OS Extended format Mention on first occurrence that this is also called *HFS Plus* (not *HFS+*); thereafter, use *Mac OS Extended format*. See also **HFS Plus**.

Mac OS Extended (Journaled) format Mention on first occurrence that this is also called *HFS Plus (Journaled)*; thereafter, use *Mac OS Extended (Journaled) format*. Don't use *HFS+ (Journaled)*. See also **HFS Plus (Journaled)**.

Mac OS Standard format Mention on first occurrence that this is also called *HFS*; thereafter, use *Mac OS Standard format*. See also **HFS**.

Mac OS X Use to refer to versions of Mac OS X earlier than OS X Lion version 10.7. Always use the full name; don't shorten to *OS X* or *X*. Note spacing between each part of the product name. Make sure to use a nonbreaking space (Option–Space bar) to keep all of the name on the same line.

- *Version number:* When indicating a version of Mac OS X, use either *version* or *v* closed up, without a period, following *Mac OS X*.

> Mac OS X version 10.6

> Mac OS X v10.6

- *Version name:* If a version of the operating system has a name in addition to the version number, you can use the name following the version number on first occurrence. Don't use quotation marks or parentheses around the version name. Thereafter, it's OK to use the name without the version number, or omit *Mac OS X* and use just the version name.

> *First occurrence:* If you're using Mac OS X v10.6 Snow Leopard…

> *Thereafter:* If you're using Mac OS X Snow Leopard…

> *Acceptable:* If you're using Snow Leopard…

Mac OS X version names are *Cheetah* (v10.0), *Puma* (v10.1), *Jaguar* (v10.2), *Panther* (v10.3), *Tiger* (v10.4), *Leopard* (v10.5), and *Snow Leopard* (v10.6).

When you use version numbers and names for both Mac OS X and OS X versions in one sentence, put the version name first followed by the version number.

> Update to Mac OS X Snow Leopard v10.6.8, then update to
> OS X Lion v10.7.2.

See also **OS X**.

Mac OS X Server Use for versions of Mac OS X Server earlier than OS X Server version 10.7.

Use only to refer to the server software; don't use to refer to a computer with Mac OS X Server installed. Call the computer *the server* or *the server with Mac OS X Server installed*.

> *Correct:* You can give users access to the server.

> *Incorrect:* Create a password to make your Mac OS X Server more secure.

- *Version number:* When indicating a version of Mac OS X Server, use either *version* or *v* closed up, without a period, following *Mac OS X Server*.
- *Version name:* If a version of the operating system has a name in addition to the version number, you can use the name following the version number on first occurrence. Thereafter, it's OK to use *<version name> Server*, for example, *Snow Leopard Server*.

> *Correct:* Mac OS X Server, Snow Leopard Server

> *Incorrect:* Mac OS X Server Snow Leopard, Mac OS X Snow Leopard Server

Don't use quotation marks or parentheses around the version name.

In developer materials, don't use version names such as Snow Leopard; use version numbers only.

See also **OS X Server.**

Mac Pro Use an article before the name.

> *Correct:* The Mac Pro features four full-length expansion slots.

> *Incorrect:* Mac Pro features four full-length expansion slots.

Macworld Note capitalization (not *MacWorld*).

Mail Capitalize when referring to the app name: *You can use Mail to send and receive email.* See also **iCloud**.

mailbox One word. In Mail, a mailbox is essentially a folder, which can contain messages (sent, draft, and received email) and other mailboxes.

mailbox list The list of mailboxes on the left of the viewer window in OS X Mail.

main logic board Not *motherboard* or *main circuit board*. You can also use *main board*.

main memory Not *central memory*.

male connector Don't use; use *plug*. See also **connector**.

manual Use *manual* to refer generically to print or PDF documentation that comes with a computer or another product. You can also use *user manual*, *user's manual*, or *user guide*, depending on the manual title.

> See the manual that came with your camcorder.

> See your user guide for instructions.

- *Electronic delivery:* If a manual is delivered electronically (for example, as a PDF file available from www.apple.com/support), don't call the manual an *electronic manual*; simply describe it for the user.

> The manual is available as a PDF file at www.apple.com/support.

- *Cross-references:* To refer to documentation that may be either printed or electronic, use *documentation*.

> See the documentation that came with your computer.

See also **document titles**; **user guide, user manual**.

mass storage device No hyphen. OK in reference to a hard disk drive, tape backup unit, DVD drive, or CD drive.

maximize Don't use to refer to an item in the Dock; use *make active*.

> To make an item in the Dock active, click the item.

may, can See **can, might, may**.

MB (n., adj.) Abbreviation for *megabyte*. *MB* equals 1000^2 bytes in the context of file size or disk storage capacity or 1024^2 bytes in the context of computer memory. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

> 20 MB of memory

> 500 MB of storage capacity

- *Adjective:* Don't hyphenate the adjective form.

> a 3 MB L2 cache

> a 4 MB file

Mbit (n., adj.) Abbreviation for *megabit*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

  10 Mbit of memory

- *Adjective:* Don't hyphenate the adjective form.

  10 Mbit memory

Mbit/s Standard international abbreviation for *megabits per second*. Some Apple groups use *Mbps* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

MB/s Standard international abbreviation for *megabytes per second*. Some Apple groups use *MB/sec* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

measurement See Units of measure overview on page 168.

media, medium When you describe a method of storing or delivering information, use the singular *medium* or the plural *media*.

  The characteristics of the video storage medium determine playback and recording capabilities. [singular]

  The guide is presented in both print and electronic media. [plural]

When you discuss video, audio, and still-image content, however, you can use *media* as a singular term to describe a collection of content (for example, a set of video clips).

  Your imported media appears as clips in one or more events.

Media Browser Capitalize as shown when referring to the window that appears in iLife apps, iWork apps, and other apps.

Media Eject key Note capitalization.

mega (prefix) Close up words beginning with *mega*.

  megabit, megabyte, megahertz, megapixel, megawatt, megawide

megabit See **Mbit (n., adj.)**.

megabits per second See **Mbit/s**.

megabyte See **MB (n., adj.)**.

megabytes per second See **MB/s**.

megahertz See **MHz (n., adj.)**.

memory Don't refer to the hard disk as memory; it's *hard disk space*, *disk space*, or *storage space*. Related terms include *physical memory* and *virtual memory*. Types of memory include the following:

> Double Data Rate synchronous dynamic random-access memory (DDR SDRAM)
>
> dynamic random-access memory (dynamic RAM or DRAM)
>
> flash memory
>
> random-access memory (RAM)
>
> read-only memory (ROM)
>
> static random-access memory (SRAM)
>
> synchronous dynamic random-access memory (SDRAM)
>
> video random-access memory (VRAM)

See also **flash**.

memory address, memory location OK to use just *address* or *location* for brevity. Don't use commas in addresses, even in numbers of five digits or more.

menu bar Two words. The bar at the top of the Mac screen. The menu bar contains pull-down menus related to the Finder or the current app on the left of the menu bar (*File menu*, *Edit menu*) and status menus on the right (also called *menu bar icons*, *menu bar status icons*, or *menu bar items*; not *menu items*, *menu extras*, or *menu bar extras*).

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

menus Anything that can be chosen in a menu is a *menu item*; some menu items are also *menu commands* (or simply *commands*). Use *menu item* to refer to items that aren't commands, such as window names in the Window menu. Don't use *menu option*.

A menu item is *in* a menu, not *on* or *under* a menu; a menu *contains* items or commands.

- *Pull-down menus:* Note hyphenation. A pull-down menu is a menu in the menu bar. When you give instructions for choosing an item from a pull-down menu, use the style shown here.

> Choose [*menu*] > [*item*] > [*submenu item*].
>
> Choose Edit > Find > Find Next.
>
> Choose File > Save As.

Don't use an angle bracket when you're simply identifying which menu contains the item.

> *Correct:* the Page Setup command in the File menu
>
> *Incorrect:* the File > Preferences command

- *Pop-up menus:* Note hyphenation. A pop-up menu is a menu in a dialog or other window labeled with up and down arrows (or just a down arrow). For pop-up menus, use the style shown here.

> Choose Intranet LAN from the Connection Speed pop-up menu.

> Choose a format from the Format pop-up menu.

If the pop-up menu doesn't have a name, simply call it *the pop-up menu*.

> Choose Numeric from the pop-up menu.

- *Shortcut menus:* A shortcut menu is a menu that appears when a user presses the Control key and clicks an item on the screen. For shortcut menus, use the style shown here.

> Control-click the image, and then choose Copy Image from the shortcut menu.

If the shortcut menu has submenus, you can use the style shown above, or you can use the angle bracket style.

> Control-click the word you want to look up, choose Writing Tools from the shortcut menu, and then choose Look Up in Dictionary and Thesaurus from the submenu.

> Control-click the images, and then choose Align Objects > Left from the shortcut menu.

In user materials, don't refer to a shortcut menu as a *contextual menu*. However, you can refer to the menu parenthetically as a contextual menu on first reference for users who may be more familiar with that term.

> A shortcut menu (also called a *contextual menu*) appears.

See also **choose**; **command names**; **submenus**.

message list The list of messages in the viewer window in Mail.

metadata One word.

MHz (n., adj.) Abbreviation for *megahertz*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation.

> at a rate of 800 MHz

- *Adjective:* Don't hyphenate the adjective form.

> an 800 MHz processor

mice Try to avoid, but if you must use the plural of *mouse*, it's OK to use *mice* or *mouse devices*. See also **mouse**.

microarchitecture One word.

micro-DVI A video output port for connecting external displays and TVs.

microphone OK to use *mic* for short.

Microsoft Windows OK to use *Windows*. Computers that use Microsoft Windows can be called *Windows-based computers*, *Windows computers*, *Windows-based PCs*, or *Windows PCs*. See also **PC**.

MIDI Acronym for *Musical Instrument Digital Interface*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

millimeter (mm) OK to abbreviate. Note hyphenation when the spelled-out version is used as an adjective: *2.4 millimeters*, *2.4 mm*, *2.4-millimeter slot*, *2.4 mm slot*.

For film sizes, close up the numeral and the abbreviation: *16mm film*.

million instructions per second See **MIPS**.

MIME Acronym for *Multipurpose Internet Mail Extension*, commonly used to distinguish an email format from plain text format. It's not necessary to spell out on first occurrence. Use as an adjective (*a MIME file*, *MIME format*).

mini (prefix) Hyphenate before a word beginning with a vowel, a proper noun, or an abbreviation; close up before a word beginning with a consonant.

> mini-application, mini-DVI, mini-VGA
>
> minicircular connector, minitower

MiniDV A digital video format.

mini-DVI A video output port for connecting external displays and TVs.

minimize button The middle button of the three window controls at the left of the title bar. You click this button to put a window in the Dock (*minimize* the window).

minimized OK for describing a window in the Dock.

> Windows in the Dock are minimized.

See also **maximize**.

minus sign Use *minus sign*, not *minus symbol*, to describe this symbol: –. Use an en dash (generated by pressing Option-Hyphen) for a minus sign (except in code font, where a hyphen is used).

MIPS Acronym for *million instructions per second*. Don't drop the *s* when you refer to a single unit: *1 MIPS*, not *1 MIP*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

mixed-directional (adj.) Note hyphenation. Use to refer to a combination of left-to-right and right-to-left text within a single line (French and Arabic on one line, for example). Compare **bidirectional (adj.)**.

M-JPEG Note hyphenation. Pronounced "em-jay-peg." The *M* stands for *motion*, and the form *Motion-JPEG* is sometimes used. M-JPEG extends the JPEG standard to video. Not the same as MPEG.

mobile device A small portable computing device. Avoid using to refer to devices that use iOS (such as iPad, iPhone, and iPod touch); instead use *iOS device*.

mobile phone Use instead of *cell phone* or *cellular phone*. Don't use simply as a synonym for *iPhone*.

mode In user materials, avoid *mode* when you refer to software features.

> *Correct:* When you're using the paintbrush…

> *Incorrect:* When you're in paintbrush mode…

> *Correct:* Use full-screen view to play your presentation.

> *Incorrect:* Use full-screen mode to play your presentation.

It's OK to use *mode* in user materials when you're discussing hardware—for example, to refer to a state that a computer or iOS device is in (such as *camera mode*, *sleep mode*, *safe mode*, or *target disk mode*). However, don't overuse *mode*; it can often be omitted with no change in meaning.

In developer materials, in references to software, you *enter* or *leave* a mode; you don't *turn on* or *turn off* a mode.

model Don't use when you can use *computer*.

> *Correct:* How you use this feature depends on which model of Mac computer you have.

> *Correct:* The setup guide that came with your computer provides instructions.

> *Incorrect:* The setup guide that came with your model provides instructions.

modern Don't use to specify the requirements for an app such as a web browser; instead, state the specific version of the app, or use *recommended* or *compatible*.

> Make sure you're using a recommended web browser, such as Safari version 5 or later.

> Friends and family can view albums in the iPhoto window or in a compatible web browser.

modifier key Use instead of *control key* in the generic sense for a key that affects the action of other keys, such as the Control, Option, Shift, Command, and Esc keys.

monitor In general, don't use to refer to the primary display connected to the user's computer; use *display*. You can use *monitor* to refer generically to different kinds of display devices that may be connected to a user's computer (such as a CRT monitor or an NTSC monitor).

> Connect the display to your Mac Pro.

> If you want to show your movie on an external monitor, first connect the monitor to your computer.

monitor cable Not *video cable* or *monitor cord*. Use when you refer to cables for displays other than Apple displays; otherwise, use *display cable*. (Use *display power cord* or *monitor power cord* for the cord that goes from the display or monitor to the power source.) See also **display cable**.

monitor depth Avoid; use *color depth*.

monitor port Not *video port*. Use to refer to the port to which a monitor is connected. Don't use *monitor port* to refer to the port to which an Apple display is connected. See also **display port**.

monospaced (adj.) Not *monospace*. *Fixed-width* is the preferred term to describe fonts (such as Courier) in which each character takes up the same amount of space.

most recent Don't use to refer to a specific software version. Instead, use only the version number (or a date, in technical support documents), or use *or later* to indicate a range of version numbers. It's OK to use *most recent* if you're generally instructing users to keep their software up to date.

> *Correct:* For the best results, make sure you're using the most recent version of OS X.

> *Incorrect:* OS X v10.7.4 is the most recent version of OS X.

See also **earlier, later**; **latest**; **version**.

motherboard Don't use; use *main logic board* or *main board*.

mount (v.) In user materials, avoid when referring to making a disk or disk image available; use alternatives such as *open*, *make available*, or *connect to*, or describe what the user must do to make the disk available.

> *Avoid:* To see the contents of a disk image, you must mount the disk image.

> *Preferable:* To see the contents of a disk image, you must open the disk image by double-clicking it.

> *Avoid:* Use the Recent Items command to mount servers you've recently used.

> *Preferable:* Use the Recent Items command to connect to servers you've recently used.

In server materials or materials for more technical users, it's OK to use *mount*.

> To mount the disk again, select it in Disk Utility and click Mount.

> Use this function to mount one or more server volumes.

Don't use *mount* as an intransitive verb.

> *Correct:* Mount the volume.

> *Incorrect:* The volume mounts.

See also **unmount (v.)**; **unmounted (adj.)**.

Mountain Lion OS X version 10.8. See also **OS X**.

mounted (adj.) In user materials, avoid when referring to a disk or disk image that's available; use alternatives such as *available*, *on your desktop*, or *in a Finder window*. (Note that users can choose whether to display disk icons on their desktops, so be careful when using *on your desktop* as an alternative for *mounted*.)

> *Avoid:* All mounted disks are listed in the sidebar of the Finder window.

> *Preferable:* All available disks are listed in the sidebar of the Finder window.

In server materials or materials written for more technical users, it's OK to use *mounted*.

> You can't rename a mounted Xsan volume using the Finder.

See also **unmount (v.); unmounted (adj.).**

mouse Avoid referring to the mouse when possible. Switch emphasis to the actions on the screen, such as *clicking*, *dragging*, *selecting*, or *choosing*. See also **choose**; **click**; **drag**; **press**; **select (v.).**

Avoid using the plural form of *mouse*. If you must use the plural, use either *mouse devices* or *mice*.

> Apple offers several types of mouse devices.

mouse-down event Note hyphenation.

Mouse Keys Capitalize when you refer to the feature that can be set in the Accessibility pane of System Preferences.

mousepad One word.

mouse scaling (n.), mouse-scaling (adj.) Note hyphenation of adjective.

mouse-up event Note hyphenation.

movie In general, use to describe commercially produced films or the end product a user creates in a video editing app such as iMovie or Final Cut Pro.

> You can buy or rent movies from the iTunes Store.

> You can publish your completed movie to a website such as YouTube or Facebook.

See also **iMovie**; **video**.

MP3 Short for *MPEG Audio Layer 3*, an audio compression technology. The plural is *MP3s*. Don't use *MP3* to refer to audio files in general; some files use AAC or other formats.

MPEG Acronym for *Moving Picture Experts Group*, a working group of the International Standards Organization (ISO). The acronym is pronounced "em-peg." It's not necessary to spell out on first occurrence.

MPEG usually refers to the family of digital video compression standards that the group developed. There are three major versions: MPEG-1, MPEG-2, and MPEG-4. MPEG-4 is based on the QuickTime file format and defines standards for video and audio streaming.

There's no MPEG-3. Note that *MP3* is short for *MPEG Audio Layer 3*, not *MPEG-3*.

MPEG Audio Layer 3 See **MP3**.

MS-DOS Note hyphenation and capitalization.

multi (prefix) Close up in words beginning with either a consonant or a vowel (except *i*).

> multiplayer, multiprocessor, multitasking, multithreading, multiuser
>
> multi-item

multicore No hyphen. Use to refer to processors that have more than one core.

multiple scan (adj.) No hyphen.

multiplication sign Not *multiplication symbol*.

multiprocessing, multiprocessor No hyphen. A multiprocessor computer has *multiple processors*, not *multiprocessors*.

Multipurpose Internet Mail Extension See **MIME**.

Multi-Touch Note hyphenation. Refers to the touchscreen interface in iOS devices, and to the trackpad in portable Mac computers and other devices such as the Magic Trackpad and Magic Mouse. Terms include *Multi-Touch touchscreen display*, *Multi-Touch interface*, *Multi-Touch technology*, *Multi-Touch trackpad*, and *Multi-Touch gestures*.

Musical Instrument Digital Interface See **MIDI**.

Mute key Note capitalization.

N

name server Two words.

narrowband One word.

native In user materials, avoid using *native* to describe apps; instead, describe the apps as being designed to work with specific hardware or software.

> For best performance, use an app designed for use on Intel-based Mac computers.

Net Don't use as a short form of *Internet*.

network Computers are *on*, not *in*, a network.

network time server Note lowercase.

new In most documents, avoid describing a product or feature as new because the text will quickly become out of date. When appropriate, state the version of software in which a feature was introduced.

> *Correct:* Launchpad, introduced with OS X Lion…
>
> *Incorrect:* The new Launchpad feature…

newsgroup One word.

nickel-metal-hydride Note hyphenation. Abbreviated *NiMH*. See also **batteries**.

non (prefix) Close up except before a proper noun, a proper adjective, an abbreviation, or an acronym, or when the resulting word would be difficult to read.

> *Hyphen:* non-ADB, non-Apple, non-Mac

> *En dash:* non–OS X platforms

See also **dash (en)**; **prefixes**.

nonsexist language See **fair language**.

nonstartup disk Avoid when possible. Instead, use *a disk that doesn't contain system software* or another appropriate phrase.

normal installation Not *normal install*. You *perform a normal installation*; you don't *do a normal install*. See also **custom installation**.

normal user See **standard user**.

Note Use the Note tag for information that's relevant to a topic but that may not apply to all readers. You can also use a note for a bit of information that's tangential to a topic.

Use notes and other notices sparingly. They lose their effectiveness if they appear too often. Don't use a Note tag immediately before or after a Warning notice, an Important notice, or another Note, or immediately after a text heading.

See also **Important**; **Warning**.

notebook computer OK to use *notebook computer*, but *portable computer* is preferred. On first occurrence, use *notebook computer*. Thereafter it's OK to use *notebook* alone as a noun. See also **portable computer, notebook computer, laptop computer**.

null character Use for ASCII character $00. Don't confuse with *zero character* (ASCII $30).

number Abbreviate as *no.* if space is limited. See also **number sign**.

numbers Spell out the following numbers:

- Cardinal numbers from one through ten, except when you express numbers as numbers. (Use a numeral, no matter how small, to express numbers as numbers.)

  > You can use your purchases on up to five different computers.

  > For example, if you have four new messages, the number 4 appears on the app icon.

- Ordinal numbers from zero through ten.

  > You can install drives in the second, third, and fourth drive bays.

- Numbers that appear at the beginning of a sentence. (Try to rephrase to avoid starting a sentence with a number.)

  > *Correct:* Two hundred fifty functions are available in the Function Browser.

  > *Preferable:* The Function Browser gives you access to 250 functions.

- A number that appears next to another number, if it helps readability.

  > There are sixteen 32-bit registers.

Use numerals:

- To refer to numbers as numbers.

    The numeral 8 occurs eight times.

- To refer to a specific address, bit, byte, chapter, field, key, pin, sector, slot, or track, or when expressing amounts of memory.

    Open the ejectors on slots 1, 2, and 3.

    8-pin minicircular connector

    Your Mac Pro comes with a minimum of 6 GB of memory.

- To form ordinal numbers larger than ten (add *st*, *nd*, *rd*, or *th* to the numeral as appropriate).

- For numbers of the same category within a paragraph, if any of the numbers is larger than 10.

    We have 25 computers and 4 printers on the network. [*Computers* and *printers* are the same category.]

    There are two kinds of 32-bit registers. [*Kinds of registers* and *bits* are different categories.]

- For units of measure (inches, feet, seconds, pixels, points), no matter how small the number is. For a list of units of measure, see Units of measure overview on page 168.

- To express an approximation.

    Cocoa includes definitions for more than 250 additional classes.

Follow these additional guidelines for numbers:

- *Ranges of numbers:* Use an en dash between numbers that represent the endpoints of a continuous range: *bits 3–17*. Use the full concluding number in a range of numbers.

    Correct: 2013–2015

    Incorrect: 2013–15

- *Commas:* Use a comma to set off numbers of five digits or more. (If your editor has asked you to follow international style, see Decimals on page 195 in Chapter 8, "International Style.")

    1024

    65,536

    Don't use a comma in memory addresses or in numbers representing microprocessors.

    $FFFF FFFF

    68020 microprocessor

- *Plural:* Form the plural of a number by adding an *s*.

    1s and 5s

    the '90s

- *Software version numbers:* When you refer to software version numbers, use *later* and *earlier*. For example, refer to *OS X Lion v10.7 or later*. See also **version**.

- *Code values in text:* Use numerals for numeric values in text except for *zero* in the same sentence as *nonzero*.

> `ord(blue)` returns 0.

> The function `fseek` returns nonzero for improper seeks; otherwise, it returns zero.

- *Large numbers:* For very large numbers that are a power of 2, you can use the exponential form to avoid a long string of digits—for example, 2^{32}. Numbers larger than 65,536 (2^{16}) are good candidates for showing in exponential form. If there are numbers larger and smaller than 65,536 in the same discussion, show the smaller numbers both ways.

> x must be between 1024 (2^{10}) and 2^{32}.

See also **fractions**.

number sign Use to describe this character: #. Don't use *pound sign* or *number symbol*. Avoid using the number sign to specify an item in a numbered series.

You can frequently omit *number* or the number sign from a sentence and still make the meaning clear.

> See document 58677 for more information.

> Use part 661-2262 to repair the computer.

numeric (adj.) Not *numerical*, except when you refer specifically to numerical order. (Exception to *American Heritage*.) See also **numerics (n., adj.)**.

numeric keypad Can be shortened to *keypad*. Don't use *numerical keypad* or *numeric keyboard*.

numerics (n., adj.) As a noun, *numerics* takes a singular verb. Use *numerics* (not *numeric*) as an adjective in relation to the science of numerics: *numerics capabilities*, *numerics environment*.

NVIDIA Note spelling.

O

offline One word.

offscreen (adj., adv.) One word. Used in developer materials.

offsite One word.

OK Not *okay*.

onboard One word. Short for *on the board*; refers to components attached to a circuit board or logic board. Use *built in* (as in *built-in graphics card*) or *internal* unless you need to make clear that a component is attached to a board.

once Don't use when you mean *after*.

> *Correct:* After you turn on the computer…

> *Incorrect:* Once you turn on the computer…

one-click (adj.) Use to refer to actions or functions that are very simple.

> From one-click fixes to detailed editing, there are a number of tools available in the iPhoto edit view.

Don't use *1-Click* to refer to simple actions.

online One word. Use to describe items to which the user gains access over a network.

> You can search an online database.

- *Connection:* Avoid using *online* to refer to the state of being connected to a network. Instead, use a specific appropriate term.

  > *Correct:* connected to the network

  > *Correct:* logged in

  > *Incorrect:* if you're online

- *Local files:* Avoid using *online* to describe items (such as tutorials) that are viewed onscreen but stored on a local disk. Instead, substitute a more specific word, such as *onscreen*.

  > *Avoid:* To learn how to use Pages, take the online tutorial.

  > *Preferable:* To learn how to use Pages, take the onscreen tutorial.

Note that it's OK to use *online* to describe tutorials and other materials that are available on the Internet.

> Learn how to get the most out of iTunes by taking the online tutorials, available at the Apple website.

on/off switch Not *on/off button*.

onscreen (adj., adv.) One word.

onsite (adj., adv.) One word. (Exception to *American Heritage*.)

on-the-go playlist Note hyphens.

onto, on to Use *on to* when *on* is part of the verb.

> *Correct:* Lift the printer onto the table.

> *Incorrect:* Lift the printer on to the desk.

> *Correct:* Hang on to the handles.

See also **into, in to**.

open Users *open* icons, folders, documents, and apps. See also **close**.

OpenGL An industry-standard 3D graphics application programming interface.

opening display Not *splash screen*; *opening display*, *startup display*, and *startup screen* are all OK.

open source (n., adj.) No hyphen.

Open Transport Note capitalization.

OpenType A font technology developed by Microsoft and Adobe.

operating system (n.), operating-system (adj.) Note hyphenation of adjective. For a list of the names of operating systems, see Software and technologies on page 178 in Chapter 4, "Apple product names." See also **iOS**; **Mac OS**; **OS X**.

optical disc CDs and DVDs are optical discs. OK to use *optical disc*, *optical media*, or the type of CD or DVD. See also **CD**; **DVD**.

optical drive Optical drives read from and write to (burn) optical discs (CDs and DVDs). Drives read and write data at *up to 6x speed*, *up to 32x speed*, and so on. Don't hyphenate when used as an adjective: *optical drive bay*. See also **Combo drive**; **SuperDrive**.

optionally Avoid in user materials. Instead, describe the reason the user would perform the action. If it's important to emphasize that the action is optional, you can say *If you want to…*

> *Correct:* If you want to set a disk quota, enter the number and specify megabytes (MB) or gigabytes (GB).
>
> *Incorrect:* Optionally, enter a disk quote and specific megabytes (MB) or gigabytes (GB).
>
> *Correct:* To specify a trust level, enter the command in Terminal.
>
> *Incorrect:* Optionally, determine the trust level by entering the command in Terminal.

Option key Use the following form to indicate a combined Option key and mouse action: *Option-click*, *Option-drag*. *Option-click* is equivalent to *press the Option key and click*. See also **Alt key**.

option names For options and other onscreen elements of two or more words whose names are capitalized using sentence style, use quotation marks in text to avoid misreading.

> Select the checkbox labeled "Keep lines together."

OS X The name of the Mac OS beginning with version 10.7. Use *OS X*, *OS X Lion*, or *OS X Mountain Lion* (or a later version name); don't shorten to *X*. Don't include *Mac* in the name unless you're referring to a version earlier than v10.7. Note the space before *X*. Make sure to use a nonbreaking space (Option–Space bar) to keep all of the name on the same line.

On first occurrence, use the full name of the operating system, such as *OS X Mountain Lion*, with or without the version number. Thereafter, it's OK to use the version name without *OS X*. Don't use quotation marks or parentheses around the version name.

When indicating a version number of OS X, use *version* or *v* closed up, without a period, following *OS X*. When you use both *OS X* and the version name and number, these forms are acceptable:

> OS X Lion version 10.7.2
>
> OS X Lion v10.7.2

It's OK to use parentheses around the version number when you use both the version name and number, but try to be consistent within a document.

> Launchpad was introduced with OS X Lion (v10.7).

Version names of the Mac OS include *Cheetah (v10.0)*, *Puma (v10.1)*, *Jaguar (v10.2)*, Panther (v10.3), *Tiger (v10.4)*, *Leopard (v10.5)*, *Snow Leopard (v10.6)*, *Lion (v10.7)*, and *Mountain Lion (v10.8)*.

When you use version numbers and names for both Mac OS X and OS X versions in one sentence, put the version name first, followed by the version number.

> Update to Mac OS X Snow Leopard v10.6.8, then upgrade to
> OS X Lion v10.7.2.

In developer materials, don't use version names such as *Lion*; use version numbers only.

See also **Mac OS X**.

OS X Server Use for versions of OS X Server beginning with version 10.7.

Note that Lion Server is the last version of server that includes a standalone operating system. Beginning with OS X v10.8, OS X Server is an app that users install on a system that has OS X installed.

Use *OS X Server* only to refer to the server software; don't use to refer to a computer with OS X Server installed. Call the computer *the server* or *the server with OS X Server installed*.

> *Correct:* You can give users access to the server.

> *Incorrect:* Create a password to make your OS X Server more secure.

- *Version number:* When indicating a version of OS X Server, use either *version* or *v* closed up, without a period, following *OS X Server*.

> OS X Server version 2.2

> OS X Server v2.2

- *Version name:* Beginning with v2.0, don't use a version name—for example, use *OS X Server*, not *Mountain Lion Server*.

  For Lion, if a version of the operating system has a name in addition to the version number, you can use the name following the version number on first occurrence. Thereafter, it's OK to use *<version name> Server*, for example, *Lion Server*. Don't use quotation marks or parentheses around the version name.

> *Correct:* OS X Server, Lion Server

> *Incorrect:* Mountain Lion Server, OS X Server Mountain Lion, OS X
> Mountain Lion Server, OS X Server Lion, OS X Lion Server

In developer materials, don't use version names such as *Lion*; use version numbers only.

See also **Mac OS X Server**.

outbox One word.

outline font Not *outlined font*.

output (n., adj.) Avoid as a verb; use *write to*, *display on*, *print on*, or *print to*.

outside Not *outside of*.

over Don't use when you mean *more than*.

> *Correct:* You can add more than 1000 songs.

> *Incorrect:* You can add over 1000 songs.

P

page See **homepage**; **webpage**.

PAL Acronym for *Phase Alternating Line*, a European color video standard. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

pane In user materials, use *pane* to refer to changeable areas within a window or dialog, such as areas that can be changed by clicking a button or choosing an item from a pop-up menu, and areas in windows that change automatically (as in an installer). Also use *pane* to refer to the parts that result when a user splits a document window. Examples: Copies & Pages pane (Print dialog), Photos pane (Media Browser), Formats pane (Language & Text preferences).

In many cases in user materials, you can avoid using *pane* by describing how to get to a particular onscreen item: *Open System Preferences, click Language & Text, and click Formats.* It's OK to refer to a pane within a pane. Don't use *panel* to refer to a pane.

In developer materials, use *view* in most contexts because panes are views programmatically. When, however, the pane is seen by the developer as a user sees it—such as when giving instructions for using developer apps—use *pane*. For example, a programming guide that explains how to add a pane to a standard dialog such as the Print dialog uses *view*, but a user guide for a developer app uses *pane* for the changeable area of the Print dialog.

See also **tab**.

panel Don't use in user materials; use *dialog*, *window*, or *pane*.

In developer materials, use *panel* in most contexts because *Panel* appears in the names of programming symbols—for example, `SFChooseIdentityPanel` and `SFCertificatePanel`. When, however, it's seen by the developer as a user sees it—such as when giving instructions for using developer apps—use the appropriate user term.

See also **dialog**; **pane**; **window**.

Parallel ATA A hard disk drive interface. OK to use the acronym *PATA* if space is limited, but spell out whenever possible. See also **ATA**; **hard disk (n., adj.)**; **Serial ATA**.

parental controls Don't use *family controls*.

parenthesis (sing.), parentheses (pl.) Note different spelling of singular and plural. See also **punctuation**.

parts Most documents don't need to be divided into parts; division into chapters is usually sufficient. A good candidate for division into parts is a document that describes two or more separate products or a document that's so long that division into parts is necessary to make the organization clearer to the reader.

- *Part titles:* Documents are divided into parts when each part deals with a distinct topic. Part titles indicate that difference in subject matter.
- *Part numbers:* Roman numerals are usually used for part numbers, but your department's design style may specify arabic numerals.
- *Chapter numbering:* In a document with parts, chapter numbering continues uninterrupted from part to part.
- *Cross-references:* In references to specific parts of a document, italicize the document title but not the word *Part*, the part number, or the part title. Enclose the part title in quotation marks.

passcode One word. Use to refer to the code set by a user to lock an iOS device. Avoid using to refer to the numeric code generated by a wireless accessory to establish a connection with a computer or an iOS device; instead, use *code*. See also **code**.

passive voice Avoid when possible and 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.

In tutorials, a passive construction might be appropriate to avoid miscuing the reader—that is, when you describe an action that the user isn't supposed to try yet.

> *Explanation screen:* An icon is selected by clicking it.

> *User-try screen:* You try it. Click the icon.

passkey Avoid in user materials. Use *code*, *passcode*, or *password*, depending on the context. See also **code**; **passcode**; **password**.

passphrase Avoid in user materials. Use *passcode* or *password*, depending on the context. See also **passcode**; **password**.

password One word. Use to refer to a secure phrase used for user authentication. In general, a *password* is used to log in to an account or to gain access to shared resources. Compare **code**; **passcode**.

pasteboard Don't use in user materials when you mean *Clipboard*. OK to use in developer materials that discuss the `NSPasteboard` class, but point out that users view the contents of the pasteboard in the Clipboard.

PATA See **Parallel ATA**.

pathname One word. Note the treatment of these similar terms:

> device name, filename, host name, user name, volume name

pathnames Follow these guidelines to specify the path to a location in the file system:

- *Absolute path:* An absolute path describes the location of an item starting at the top level, or *root*, of the user's hard disk. In user materials, describe such paths in plain English.

> Open TextEdit, located in the Applications folder at the top level of the hard disk.

> Fonts for all users are stored in the Fonts folder in the Library folder at the top level of the hard disk.

For more technical audiences (for example, users who are accustomed to the pathname conventions used in operating systems such as OS X and UNIX), you can use slashes (including a leading slash) to indicate an absolute path. In developer materials, pathnames are in code font.

> Fonts for all users are stored in /Library/Fonts/.

You can also use slashes in user materials if the path goes more than two folders deep from the top level of the hard disk.

> Place the file in the /System/Library/Keychains/ folder.

- *Relative path:* If there's no leading slash, the path is a relative path—that is, relative to some location other than the root folder.

> Make sure the file is in Library/Application Support.

- *Home folder:* In user materials, use *your* to indicate that the item being described is in the user's home folder. Use plain English (no slashes) to describe folders that are just one or two levels deep.

> Your files are saved in your Documents folder.

> Your fonts are located in the Fonts folder in your Library folder.

If the folders go more than two levels deep, you can use slashes to avoid awkward construction and wordiness. (Don't use a leading slash, because that would indicate that the starting point is at the top level of the startup disk, not the user's home folder.)

> Copy the file to Library/Application Support/Address Book/ in your
> home folder.

For more technical audiences, you can use a tilde (~) to specify a path within the user's home folder.

> The files are saved in ~/Documents.

> Copy the file to ~/Library/Application Support/Address Book.

You can also use an absolute path with the word *username* in italics.

> Each user's files are saved in /Users/*username*/Documents.

- *Terminating slash:* A terminating slash indicates that the final element of the path is a folder rather than a file. You can choose whether or not to use a terminating slash, but be consistent within a document.

> You can find the files you've downloaded in ~/Library/Mail Downloads/.

See also **code font**; **home folder, home directory**.

PB (n., adj.) Abbreviation for *petabyte*. *PB* equals 1000^5 bytes in the context of file size or disk storage capacity or 1024^5 bytes in the context of computer memory. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

> 1.6 PB of memory

> 1 PB of data

- *Adjective:* Don't hyphenate the adjective form.

> 1.6 PB RAM module

> 4 PB multiserver system

PC Avoid *PC* when you refer to Apple personal computers. Use *personal computer* or *computer*. It's OK to use *PC*, *Windows-based PC*, or *Windows PC* to refer to non-Apple personal computers.

> QuickTime is available for both Mac computers and Windows-based PCs.

> You can share Mac files with a PC on a wireless network.

See also **Microsoft Windows**.

PCI, PCI-X Abbreviation for *Peripheral Component Interconnect*, an industry-standard expansion bus. Related terms include *PCI bus*, *PCI slot*, and *PCI card*. *PCI-X* is a higher-speed version of PCI technology. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

PCI Express No hyphen. An advanced industry-standard expansion bus. Don't use *PCI E*, *PCI-E*, *PCIe*, or other variations.

P-code Stands for *pseudocode*. Note hyphenation.

PDF Abbreviation for *Portable Document Format*. No need to spell out on first occurrence. Capitalize when you refer to the file format; use lowercase for the filename extension (*Installation Guide.pdf*). Don't use *a file in PDF format*; use *a PDF file*.

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

> 1 percent

- *Percent symbol:* It's OK to use the percent symbol (%) instead of the word *percent* in technical appendixes, specification lists, and tables, or when the word must appear so many times in a text passage that its use becomes cumbersome.
- *Nonspecific quantities:* When you describe a nonspecific quantity, use *percentage*, as in *a small percentage of the population*.

periods See **ellipsis points**.

peripheral A device that can be connected to the computer. Peripheral devices include printers, scanners, disk drives, modems, displays, and keyboards. OK to use *peripheral device*, *peripheral*, or *device*. The adjective is singular: *peripheral manufacturer*, *peripheral connections*.

peripheral card Not *accessory card*. When appropriate, use the more specific term *interface card*.

Peripheral Component Interconnect See **PCI**, **PCI-X**.

peripheral slot Don't use; use *expansion slot*.

petabyte See **PB (n., adj.)**.

Phillips screw, Phillips screwdriver Note spelling. Not *Phillips-head screw* or *Phillips-head screwdriver*.

phone numbers See **telephone numbers**.

photo The primary term for photographic images. Don't use *photograph*.

> You can use iPhoto to view, edit, and share your photos.

You can also refer to photos as *images* (especially when discussing a photo's appearance or content), *pictures*, or *shots*.

> You can crop a photo to remove parts of the image.

> The image appears darker where the adjustment is applied.

> Taking a picture using a flash can result in red pupils in people's eyes.

> Create a slideshow to showcase your best shots.

Compare **snapshot**.

Photo Stream The iCloud service. When referring to the service (and to related features such as Shared Photo Streams), use initial caps. When referring generically to a user's photo stream or shared photo streams, use lowercase.

> Turn on Photo Stream in iPhoto or Aperture.

> With Shared Photo Streams, you can share your photo stream with only a few people.

> You can add new photos to a shared photo stream at any time.

Use *Photo Stream album* to refer specifically to the album where photos are stored on a device or in an app.

> When Photo Stream is turned on, every photo you take appears in your Photo Stream album.

Avoid referring to Photo Stream as an actor; instead, say that iCloud does things—for example, *iCloud manages your photo stream*, *iCloud updates the photos in your photo stream*, and so on.

picker Don't use the term *picker* in user materials. Instead, describe what users must do. If it's helpful to describe the part of the interface where a task is done, you can use a phrase such as *in the window*, *in the dialog that appears*, or similar wording.

> *Correct:* Select a color.

> *Correct:* Select a color in the Colors window.

> *Incorrect:* Select a color in the color picker.

picture OK to use as a synonym for *photo* and in standard phrases such as *desktop picture* and *profile picture*. See also **photo**.

PIN Stands for *personal identification number*. When discussing iOS devices, use only to refer to the PIN used to unlock a SIM card (for example, for iPhone). See also **code**; **passcode**.

pinch (v.) Refers to the act of placing two fingers on a Multi-Touch screen or trackpad and then moving them closer together or farther apart.

> Pinch the photo to zoom in or out.

In most cases you can use just *pinch*, but if you need to describe the motion in more detail, you can use *pinch open* to describe moving the fingers apart and *pinch closed* for moving the fingers together. (Note that developer materials use *pinch close*.)

See also **gestures**.

pinout (n.) One word.

pixel Short for *picture element*. Not synonymous with *bit*. Use *dot* to describe a single pixel. Express pixels using numerals.

playback (n., adj.), play back (v.) Note that the verb is two words.

player Don't use *the* with the full name of a product whose name includes *Player*, unless the product name is used as an adjective modifying a noun.

> *Correct:* Use QuickTime Player to view the movie.
>
> *Correct:* Open the QuickTime Player app.
>
> *Incorrect:* Open the QuickTime Player.

playhead One word. The control that users manipulate to move around in a movie.

playlist One word, sometimes capitalized: *iTunes playlist*, *iPod playlist*, *Smart Playlist*.

please Avoid using *please* in instructional text and cross-references.

> *Correct:* Follow the steps below.
>
> *Incorrect:* Please follow the steps below.
>
> *Correct:* For more information, see "Store Settings" on page 96.
>
> *Incorrect:* For more information, please see "Store Settings" on page 96.

plug Not *male connector*. See also **connector**.

plug and play (v., pred. adj.), plug-and-play (adj.) Note hyphenation of adjective.

plug-in (n.) Always hyphenate, unless you're quoting text (such as a product name or interface text) that doesn't contain a hyphen.

> Use plug-ins to extend the capabilities of Safari.
>
> With the Hydra HDR PlugIn for Aperture, you can create HDR images from Aperture.

In text that uses title-style capitalization, use lowercase for the *i* in *Plug-in* (exception to the rule that you capitalize the second word in a hyphenated compound).

> Installing and Removing Plug-ins

plug in (v.), plug into (v.) Use when you refer to the specific act of plugging a connector into a port or an outlet. For example, a power cord plugs into an electrical outlet; you can plug a USB connector into a USB port. See also **connect**; **connector**; **into, in to**.

plurals Follow these guidelines for plurals:

- *Acronyms and abbreviations:* To form the plural of an acronym or an abbreviation, add an *s* but no apostrophe.

  > CDs, DVDs

- *Adjectives:* Don't add *s* to an adjective unless necessary. For example, it's *electronic circuit* but *electronics engineer*. Other words that fall into this class of adjectives are *graphic* and *graphics*, *communication* and *communications*, *numeric* and *numerics*.

- *Letters and symbols:* To form the plural of a letter or symbol, add an apostrophe and an *s*.

  > *p*'s, +'s

- *Numbers:* Form the plural of numbers by adding an *s*.

  > 1s, 1930s

- *Nouns:* Don't use *(s)* to indicate that a noun can be either singular or plural. To refer to both the singular and plural forms, spell them out; if possible, rewrite to avoid either construction.

  > *Acceptable:* initializing your hard disk or disks

  > *Preferable:* initializing hard disks

  > *Incorrect:* initializing your hard disk(s)

- *Trademarked product names:* Form the plural of trademarked product names by adding the plural generic noun to the singular product name.

  > *Correct:* Mac computers, MacBook Pro computers, iMac computers

  > *Incorrect:* Macs, MacBook Pros, iMacs

  If a product name includes a generic noun as well as a trademarked adjective, form the plural as you would with any noun.

  > AirPort Cards, AppleCare Service Parts Kits

- *Words as words:* Form the plural of a word italicized to show that it's used as a word by adding an apostrophe and an *s*. Don't italicize the apostrophe or the *s*.

  > He had too many *and*'s in the sentence.

plus sign Not *plus symbol*.

p.m. Note periods: *6:30 p.m.* Use a space before the abbreviation.

podcast, podcasting (n., v., adj.) Terms include *photo podcast* and *video podcast*. Use italics to refer to the title of a podcast series; use quotation marks for the titles of episodes.

point (n.) Use only when writing about font sizes. Don't use as a synonym for *dot* or to describe a place or spot on the screen. Express points using numerals.

point (v.) When you describe the desktop interface, avoid using *point* as a verb. Instead, use *move the pointer to* or similar wording.

> *Preferable:* Hold the pointer over an item to see a description of what you can do with it.

> *Avoid:* Point to an item to see a description of what you can do with it.

pointer OK in general references, but be specific whenever appropriate: *arrow*, *crosshair*, *I-beam*. See also **cursor**; **insertion point**.

Arrow   Crosshair   I-beam

point of presence See **POP**.

POP Acronym for *point of presence* (access point to the Internet) and *Post Office Protocol*. When used as an acronym for *Post Office Protocol*, *POP* must modify a noun (as in *POP server* or *POP ID*). See **abbreviations and acronyms** for guidelines about spelling out acronyms.

popover One word; no hyphen. Don't use in user materials; instead, simply describe what the user must select or do. If necessary, you can use *in the list that appears* or similar wording. Don't call it a *dialog* or *window*.

> *Correct:* Tap Print.

> *Incorrect:* Tap Print in the popover.

> *Correct:* Scroll to the bottom of the list of messages and tap Load More Messages.

> *Incorrect:* Scroll to the bottom of the popover and tap Load More Messages.

pop up (v.), pop-up (adj.) Note hyphenation of adjective.

pop-up menus See **menus**.

port Use to refer to a location for passing data in and out of a computer or device. Don't use *connector* to refer to a port. Compare **connector**; **jack**; **slot**; **socket**.

portable computer, notebook computer, laptop computer *Portable computer* is preferred to refer generically to Apple portable computers, but when you refer to a specific model (such as a MacBook Air or a MacBook Pro), it's best to use the model name. You can also use *notebook computer*, but avoid *laptop computer*. When you use *portable computer* or *notebook computer*, use both words on first occurrence; thereafter, it's OK to use *portable* or *notebook* alone as a noun.

Portable Document Format See **PDF**.

possessives Follow these guidelines for possessives:

- *Singular nouns:* Form the possessive of a singular noun, including one that ends in *s*, by adding an apostrophe and an *s*.

  > the device's dock connector

  > the boss's husband

- *Plural nouns:* Form the possessive of a plural noun that ends in *s* by adding an apostrophe. Form the possessive of a plural noun that doesn't end in *s* by adding an apostrophe and an *s*.

  > the students' curriculum

  > children's requirements

- *Proper nouns or names:* Form the possessive of a singular proper noun or proper name, including one that ends in *s*, by adding an apostrophe and an *s*. Form the possessive of a plural proper noun or proper name by adding an apostrophe.

  > Susan Torres's biography [singular]

  > the Joneses' computer [plural]

- *Product names:* Rewrite to avoid forming a possessive of any product name, trademarked or not (for example, don't use *Keynote's slides*). See also **trademarks (usage)**.

post (prefix) Close up words beginning with *post*, except when one element is a proper noun or a date.

> postgraduate, postmortem, posttest

> post-WWDC event, post-2010

> *Exception:* post-production

post (v.) OK to use *post to* or *post on* when referring to publishing something on the Internet or another network.

Post Office Protocol See **POP**.

PostScript Don't use small caps.

pound sign Don't use; use *number sign* for this character: #. See also **number sign**.

power adapter Lowercase except in product names: *60W MagSafe Power Adapter*. Avoid *AC adapter*.

power button The button on a computer or display marked with the ⏻ icon. See also **power switch**.

power cord Not *power cable*.

power-down (n., adj.), power down (v.) Don't use in user materials; use *switch off*, *turn off*, or *shut down*.

Power Nap Two words. Not *PowerNap*.

power off (v.) Don't use in user materials; use *shut down*, *switch off*, or *turn off*.

power on (v.) Don't use in user materials; use *switch on* or *turn on*.

power-on light Note hyphenation.

PowerPC One word. Use *PowerPC-based computer* to refer generally to computers with a PowerPC microprocessor.

power port Note lowercase.

power switch OK to use when you're not sure what kind of power control a device has. See also **power button**.

power-up (n., adj.), power up (v.) Don't use in user materials; use *switch on*, *turn on*, or *start up*.

PRAM Acronym for *parameter random-access memory*. Pronounced "PEA-ram." See **abbreviations and acronyms** for guidelines about spelling out acronyms.

pre (prefix) Usually closed up, even when it forms a double vowel, except when one element is a proper noun or a date. Exception: *pre-order*.

> preinstalled, preexisting, preproduction

> pre-WWDC, pre-2013

preface Depending on your department's guidelines, you may use a preface to tell the reader about the document, to describe conventions such as special notation (for example, code font), and to outline what the reader will find where. Discussion of the product itself usually belongs in the document text, not in the preface, although it's sometimes appropriate to include introductory information about the product in the preface.

A preface should have a title, such as "About This Guide" or "Introduction." When you refer to a document's preface, use the full preface title.

> See the preface, "About This Guide."

If your department template includes the word *Preface*, you may instead refer to it as *the preface*.

preferences When discussing System Preferences (in OS X), you can shorten the name of each set of system preferences to [*Preference Name*] *preferences* (note lowercase *preferences*), as in *Accessibility preferences*. When discussing preferences for any app, use lowercase for *preferences* (but always capitalize the name *System Preferences*).

> Use the Trackpad pane of System Preferences to set the tracking speed.

> Use Sound preferences to change volume settings.

> Use the Sharing pane of iTunes preferences to share your music library.

prefixes In most cases, close up prefixes (such as *multi*, *non*, *post*, and *pre*) with the following word. Exceptions:

- Compounds that contain proper nouns (*non-Apple*)
- Compounds with double *i*'s or double *a*'s (*anti-inflammatory*, *meta-analysis*)
- Compounds that are homographs or could be misread (*re-cover*)
- Compounds with double prefixes (*sub-subentry*)
- Compounds that contain a compound term (*non-self-sustaining*)

See *The Chicago Manual of Style* for more examples.

preinstalled, preloaded Avoid. Say *installed*, *loaded*, *included*, or other wording when possible.

prepositions It's OK to end a sentence with a preposition, especially when rewriting would produce a stiff-sounding phrase.

> *Correct:* Play a trailer you're working on.

> *Correct:* Select the playlist you want to add songs to.

preset (n., adj.) May be used as an adjective to describe a default setting.

> iPhoto provides several book designs with preset fonts and page layouts.

In some apps, *preset* may be used as a noun to describe a group of related default settings.

> You can choose a preset in the iTunes equalizer to optimize the sound for a specific kind of music.

See also **default (n., adj.)**.

press Use to describe the act of pressing and quickly releasing keys on the keyboard and mechanical buttons and switches. Don't use *click*, *hit*, *push*, *tap*, or *type*. Don't use *press* for onscreen items; use *click* or *tap*.

> *Correct:* Press the Return key.

> *Correct:* Press the power button.

> *Incorrect:* Press a Dock icon until a menu appears.

Don't use *press* when you mean *hold down*, unless the sentence makes it clear that the user needs to press continuously.

> *Correct:* Position the pointer over a Dock icon, and then hold down the mouse button until a menu appears.

> *Correct:* Position the pointer over a Dock icon, and then press the mouse button until a menu appears.

> *Incorrect:* Position the pointer over a Dock icon, and then press the mouse button to see a menu. [It's not clear that the user needs to keep pressing to see the menu.]

Don't say *press and drag*; simply say *drag*.

See also **click**; **enter**; **hold down**; **tap (n., v.)**; **type (v.)**.

print (v.) Not *print out*.

printed-circuit board Note hyphenation.

printout (n.) One word.

print out (v.) Don't use; use *print*.

print server Two words.

problem Don't use in phrases such as *this is a known problem* or *this version fixes that problem*. Use *condition*, *issue*, or *situation*. It's OK to use *problem* in a general way, such as the following:

> If you have a problem registering, try again in a few moments.

processor Synonymous with *microprocessor* for Apple products. In user materials, the simpler *processor* is preferred. See also **CPU**.

product names Follow the capitalization style of the official product name. Don't capitalize words like *card* and *driver* unless they're part of the product name. Don't use quotation marks around product names.

- *The company name:* Use the company name (Apple) with the product at its first use in both the preface and main text to establish ownership of the product. Thereafter, it's OK to drop the name of the company.

- *Possessives:* In general, avoid forming possessives of product names, whether or not the names are trademarked. For example, avoid *AirPort Card's features* (*AirPort Card* isn't trademarked).

For a list of Apple product names, see Apple product names overview on page 174. See also **plurals**; **trademarks (usage)**.

professional Don't shorten to *pro*.

program See **app, application, program**.

progress indicator The generic term for an onscreen element that lets users know a process is taking place.
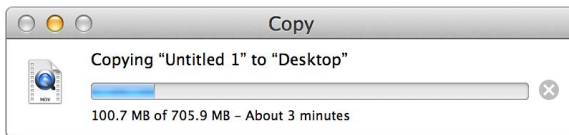
In developer materials, use *asynchronous progress indicator* for the spinning gear, *determinate progress bar* for the bar that has a fill that moves left to right, and *indeterminate progress bar* for the spinning striped cylinder.

If you have to mention a progress indicator in user materials, use the generic term and describe it.

> You see a progress indicator (looks like a spinning gear).

> A progress indicator (a moving bar) shows the status of the download.

> A progress indicator (a spinning striped cylinder) lets you know that a process is taking place.

See also **asynchronous progress indicator**; **determinate progress bar**; **indeterminate progress bar**; **spinning wait cursor**.

prompt (n., v., adj.) Avoid using as a verb except in reference to what the system does when it displays an actual prompt character on the screen.

> The prompt reminds you to do something.

> The system then prompts you for information [with a prompt character].

> The prompt character is sometimes a bracket.

pronunciation If the pronunciation of an acronym isn't self-evident, provide a pronunciation key.

Use all caps for the stressed syllable; use a hyphen between syllables. Enclose the phonetic spelling in quotation marks.

>   WYSIWYG (pronounced "WIZ-zee-wig")

This style guide provides pronunciation keys for many acronyms. Don't invent your own pronunciation key unless this guide doesn't show the pronunciation. Consult your editor.

propeller Use *Command key*, not *propeller key*, to refer to the key with the ⌘ symbol. See also **Command key**.

protocol When the word is part of the name of a protocol, capitalize *Protocol*.

>   Name Binding Protocol (NBP)

>   File Transfer Protocol (FTP)

When you use *protocol* as a generic term, use lowercase.

>   standard Internet protocols

- *Third-party products:* When you refer to protocol names in third-party products, capitalize according to the third-party company's style.
- *Articles:* Use an article before the spelled-out name of the protocol. Don't use an article before the abbreviation when it stands alone.

>   The Name Binding Protocol resides at the transport layer of the reference model.

>   A protocol like NBP resides at the transport layer of the reference model.

pseudo (prefix) Close up except before *o*, a proper noun, or a proper adjective. (In those cases, use a hyphen.)

pull-down (adj.) Note hyphenation. To refer to methods of converting film or video frame rates, use *pulldown*. See also **menus**.

punctuation Punctuation marks should be in the same type style and font as the main body text, except for punctuation that belongs to a title in a different font.

>   This address, called a *vector*, directs program control to a specified destination. [The second comma isn't italicized.]

>   See the glossary for the definition of **word wrap**. [The period isn't boldfaced.]

>   See *What's New in Final Cut Pro?* for information about new features. [The question mark is italicized.]

Note the following:

- *Punctuation in code font:* Punctuation following code font in running text should be in the font of the overall sentence, not in code font, unless the punctuation mark is part of what actually appears on the screen or in the code listing. Avoid punctuation after something the user should type. (The user may type the punctuation.)

- *Parentheses, brackets, and quotation marks:* Parentheses, brackets, and quotation marks ("paired punctuation") should be in the same style as the body text. For example, the parentheses around an italicized word should be in plain style, not italics.

  > Read the manual (*Pages User Guide*). [The parentheses aren't italicized.]

- *Plurals:* When you form the plural of an italicized letter used as a letter, a number used as a number, or a word used as a word, don't use italics for the apostrophe or the *s*.

  > Enter a series of *D*'s. [The apostrophe and *s* are in plain text.]

For guidelines on punctuation in lists, see **lists**. See also **apostrophes**; **commas**; **dash (em)**; **dash (en)**; **ellipsis points**; **hyphenation**; **quotation marks**.

push Don't use to refer to the act of pressing a button or a key on a keyboard; use *press*. See also **press**.

It's OK to use *push* when discussing services (such as iCloud) that send information to devices automatically.

> iCloud automatically pushes new photos to all your devices.

pushpin One word.

put Don't use when you mean *drag*.

> *Correct:* Drag the file to the Trash.

> *Incorrect:* Put the file in the Trash.

Q

quad Hyphenate compound adjectives beginning with *quad*.

> quad-band, quad-channel, quad-core, quad-port

quality Don't use *quality* alone as an adjective; include a modifier. The compound adjective is hyphenated.

> broadcast-quality, high-quality, professional-quality

question-mark button Don't use; use *Help button*.

Quick Look Capitalize when you refer to the feature in OS X. Don't use *quick look* as a verb.

quick reference card No hyphen.

QuickTime A media player and authoring environment. Related software includes the following:

> QuickTime Broadcaster, QuickTime Player, QuickTime Pro, QuickTime Streaming Server, QuickTime Streaming Server Publisher, QuickTime VR

Don't precede names with *the*.

> Open QuickTime Player.

QuickTime VR *VR* stands for *virtual reality*. Don't use *QTVR*.

quit Use *quit* to refer to stopping an app from running completely. Don't use *exit*, *exit from*, or *leave* when you mean *quit*. See also **close**; **force quit**; **interrupt**; **stop**.

quotation marks Use curly opening and closing quotation marks except in code font. Don't use single or double quotation marks for units of measure; use the prime symbol for feet (Option-Shift-E) and the double prime symbol for inches (Option-Shift-G).

- *With periods and commas:* Put periods and commas within quotation marks. If necessary for clarity, periods and commas can go outside, as in `AN$ = "1"`.
- *With other punctuation:* Semicolons, colons, question marks, and exclamation points go outside quotation marks unless they're part of an actual quotation.
- *Four-character identifiers:* When you give the name of four-character identifiers such as file types, use straight, single quotation marks in code font and place any punctuation outside the quotation marks.

     Examples of file types are `'TEXT'`, `'PICT'`, and `'APPL'`.

- *Terminology:* Use *quotation marks*, not *quote marks* or *quotes*. (*Quote* is a verb; *quotation* is a noun or an adjective.)
- *Cross-references and quotations:* Use quotation marks for references to other sections of documents, chapter titles, and direct quotations.

     See "Maintenance" on page 83.

     See Chapter 2, "Using iMovie."

- *Onscreen messages:* Enclose quotations from the screen, such as alert messages, in quotation marks.
- *Terms that stand for or define other terms:* Use italics, not quotation marks, for terms after *called*, *known as*, *labeled*, *stands for*, *termed*, and so on. Use plain style for onscreen elements whose names are in title-style capitalization.

     A folder called My Files appears.

- *Sentence-style onscreen elements:* Use quotation marks for elements whose names use sentence-style capitalization.

     Select the checkbox labeled "Keep lines together."

     Search for "Apps for college."

- *Title-style onscreen elements:* For title-style elements, use quotation marks only if there's a significant chance the name could be misread in context.

     Tap Send to iTunes.

     Choose "Choose" from the Store Files pop-up menu and select a folder.

- *Smart quotation marks:* Most apps have an option called "smart" quotation marks, which automatically generates curly quotation marks (and apostrophes) as you type.

See also **italics**; **titles of works**.

R

racism, racist language See **fair language**.

rackmount Refers to hardware that can be mounted in a rack. Related terms include *rackmountable*, *rackmounted*, and *rack-optimized*. Use *rackmounted* only for equipment that's already installed in a rack.

radio button Refers to a button in the user interface like the ones shown here. Use *radio button* only in developer materials; use *button* in user materials.

○ Radio Button 1
○ Radio Button 2
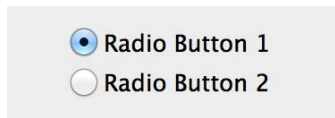
You *click* a button to select or deselect an option (you can use the complete phrase *click to select* or just *select*). You don't *check* or *uncheck* a button. Compare **checkbox**.

radio-frequency interference See **RFI**.

RAID Acronym for *Redundant Array of Independent Disks*, a storage method in which data is distributed among two or more hard disk drives to improve performance and reliability. Storage methods are called *levels*: *RAID level 0*, *RAID level 1*, *RAID level 0+1*, and so on. OK to shorten to *RAID 0*, *RAID 1*, *RAID 0+1*, and so on. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

RAM Acronym for *random-access memory*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

random-access memory See **RAM**.

raw A format for image files. Use lowercase; *raw* is a generic term used to describe many different file types. Don't use *raw* alone; use *raw file*, *raw image*, *raw setting*, and so on.

> When you take photos using your camera's raw setting, the camera creates a raw file that retains all the image data captured by the camera.

re (prefix) Usually closed up, even when it forms a double vowel, as in *reenter* and *reinstall*. Exceptions include instances in which the resulting word creates another word. Examples: *re-create* (*recreate*), *re-sort* (*resort*).

Reader Always capitalize when referring to the Safari feature. Don't precede with *the*.

> You can use Reader to view articles without distracting ads.

Reading List Always capitalize when referring to the Safari feature. Refer to the user's Reading List as *your Reading List*.

> You can add webpages to your Reading List.

Read Me A document (usually in text-only or Rich Text Format) that accompanies a product and contains information the user needs to read before installing or using the product.

In user materials, don't call such documents *the Read Me* or *Read Me file*. Instead, use the document's name enclosed in quotation marks. Call a file "Read Me" only if that's the actual filename.

For Read Me files that contain information other than "before you install" information (for example, those that provide the only documentation for a product, such as a firmware update downloaded from the web), you can use the name *About* [*product name*] (for example, *About Firmware Update 4.1.2*).

read-only memory See **ROM**.

read/write (adj.) Note slash, as in *read/write memory*.

real time (n.), real-time (adj.) Note hyphenation of adjective. Don't use *realtime*.

> *Correct:* You can edit multicamera footage in real time.

> *Correct:* You can group unrelated clips together for real-time montage editing.

> *Incorrect:* Many transitions can play back in real-time.

receipt A written acknowledgment by a receiver of money that payment or delivery has been made. If payment has already been made, use *receipt* and not *invoice*. See also **invoice**.

recommend Avoid using *recommend* when you can reword in terms of the user or product.

> *Correct:* You can use this product with OS X v10.7.1, but for the best performance you should upgrade to OS X v10.7.4 or later.

> *Incorrect:* You can use this product with OS X v10.7.1, but OS X v10.7.4 or later is recommended.

Redundant Array of Independent Disks See **RAID**.

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

register Capitalize names of specific registers, but don't capitalize the word *register*. Don't capitalize generic register names such as *floating-point registers* and *vector registers*.

regular Don't use when you mean *standard*, as in *Use standard settings*.

release Don't use when referring to an OS X version number. See also **version**.

reminder, Reminders Use lowercase to refer to a reminder the user creates. Use uppercase to refer to the app.

> Type a name for the reminder.

> Use the Reminders app to stay organized.

Refer to a list of reminders as a *reminder list*.

> You can share a reminder list with other iCloud users.

representative Don't use to refer to an AppleCare Support person. See also **Advisor/advisor**.

reset (v., adj.) Don't use *reset* as a noun. See also **Reset**.

Reset The button or switch, which may be labeled with the word *Reset* or with a triangle symbol.

resizable Not *resizeable*.

resize Not *size* or *grow*. OK to use *change the size of*.

resize control The area in the lower-right corner of a window that users drag to resize the window.

resolution Use a lowercase letter *x* (not the word *by*) to express screen or other resolution (*640 x 480*). See also **dimensions**; **x**.

restart (v.) Don't use as a noun.

restore (v., adj.) Don't use as a noun.

> *Correct:* Avoid stopping the restore process.

> *Incorrect:* Avoid stopping a restore in progress.

> *Correct:* Restoring stopped because the hard disk is full.

> *Incorrect:* The restore stopped because the hard disk is full.

return character Not *carriage return character*, except in developer materials when you're referring to ASCII character $0D.

Return key Capitalize when you refer to the key on the keyboard. Use lowercase when you refer to the character.

> When you press Return, you generate a return character.

RFI Abbreviation for *radio-frequency interference*. Note hyphenation of spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Rich Text Format See **RTF**.

right arrow Use to refer to a button that looks like a right-pointing arrow, such as the small arrow that users click to increase a value in a horizontal stepper.
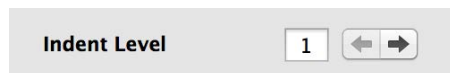
> Click the right arrow to increase the indent level.

See also **Right Arrow key**; **stepper**.

Right Arrow key When you refer to arrow keys generically, use lowercase, but capitalize and use the complete name when you refer to one or more arrow keys by name. See also **arrow keys**.

right-click (v.) For Windows only, use to refer to clicking the secondary (usually the right) mouse button. For Mac, use *Control-click* instead.

> *Windows:* Right-click the app icon to open a shortcut menu.

> *Mac:* Control-click the app icon to open a shortcut menu.

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

rightmost No hyphen.

right side Not *right-hand side*.

ringtone One word.

road map Two words.

ROM Acronym for *read-only memory*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

roman, Roman (adj.) Use lowercase when you refer to numerals and to font style. Capitalize when you refer to the term *Standard Roman character set*. See also **arabic, Arabic (adj.).**

root The top-level folder in a file system. In pathnames, the root of the file system is designated by a leading slash (/). Avoid using *root* as a synonym for *System Administrator*. See also **pathnames**; **System Administrator**.

root user See **System Administrator**.

Rosetta Technology that translates PowerPC-based Mac OS X applications for use on Intel-based Mac computers. Say *with Rosetta* or *using Rosetta*, not *in Rosetta* or *under Rosetta*.

rotate (v.) Refers to the act of placing the thumb and index finger slightly apart on a Multi-Touch screen or trackpad and twisting them clockwise or counterclockwise.

> Rotate to change the photo's orientation.

See also **gestures**.

router Don't use interchangeably with *bridge*. A bridge joins two networks to form an expanded network, not an internet. A router maintains a logical map of the networks and other routers in an internet, allowing the networks to retain separate identities.

RSS Abbreviation for *Really Simple Syndication*. A format for displaying the latest changes to websites and blogs. Users access these RSS feeds with an RSS reader, such as Safari. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

RTF Abbreviation for *Rich Text Format*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

rule An editable action in Mail.

run (v.), running (adj.) Use *running* for programs or processes that operate in the background and have no graphical interface.

> Open Activity Monitor to see what processes are running.

- *Apps:* Don't use *run* to describe what a user does with an app (a program that has a graphical interface); say *use* instead.

> *Correct:* Before installing the software, use Disk Utility to verify your hard disk.

> *Incorrect:* Before installing the software, run Disk Utility.

Don't use *running* to refer to an open app; use *open*.

> *Correct:* Check to see whether any apps are open.

> *Incorrect:* Check to see whether any apps are running.

- *Software versions:* In user materials, avoid using *running* to refer to versions of the operating system or apps. Instead, use alternatives such as *use*, *using*, or *installed*. In server materials or materials for more technical users, it's OK to use *running* to refer to versions of the operating system or apps.

> *Correct:* If you're using iTunes 10.4 or earlier, follow these instructions.

> *Incorrect:* If you're running iTunes 10.4 or earlier, follow these instructions.

> *Correct:* To use Launchpad, you must have OS X v10.7 or later installed.

> *Incorrect:* To use Launchpad, you must be running OS X v10.7 or later.

runtime (n., adj.) One word.

S

sample rate The number of times per second an audio file is sampled. Don't use *sampling rate*.

SAN Acronym for *storage area network*. Precede with *a*, not *an*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

sans serif (adj.) Two words, no hyphen. Not *sanserif*.

SATA See **Serial ATA**.

save You save a file *on* a disk or *to* a disk, not *onto* a disk.

scalable, scalability Not *scaleable*, *scaleability*.

screen Use to refer to what the user looks at while working on a computer or on iPad, iPhone, or iPod. Don't use *display* when you mean *screen*. On a portable computer or an all-in-one computer, the *display* is the LCD or CRT device. The *screen* is the surface the user views. See also **display (n.)**.

screen saver (n., adj.) Two words.

screen sharing (n.), screen-sharing (adj.) Note hyphenation of adjective.

screenshot (n., adj.) One word.

script system When appropriate, refer to a script system by its product name, which may or may not include the words *script system*. Don't capitalize generic references to types of script systems.

> KanjiTalk is Apple's version of the Japanese script system.

> The Roman Script System is available on all Mac computers.

scroll Avoid using as a transitive verb.

> *Correct:* Scroll through a document.

> *Correct:* Scroll to view more of the document.

> *Incorrect:* Scroll a document.

In user materials, when describing the act of moving through documents, webpages, groups of options, and other items, it's often preferable to use *scroll* instead of specific actions and gestures such as *drag*, *flick*, or *swipe*. See also **gestures**.

scroll ball Two words.

scroll bar Two words. The whole control is *the scroll bar*. In OS X, the control that users drag is *the scroller*.

scroller The control users drag in the scroll bar. See also **scroll bar**.

scroll wheel The mechanism on the original iPod.

SD Abbreviation for *standard definition* (n.) and *standard-definition* (adj.). See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

SDK Abbreviation for *software development kit*. Note lowercase for the spelled-out version, except in proper names: *the software development kit*, *the iPhone Software Development Kit*, *the iPhone SDK*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

SDRAM Abbreviation for *synchronous dynamic random-access memory*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

search field Note lowercase.

search results list The list that appears after a Spotlight search.

secondary cache, second-level cache Don't use; use *level 2 cache* or *L2 cache*.

select (adj.) OK to use *select* to mean *special* or *exclusive*.

> In select Starbucks locations, you can purchase songs from featured collections.

select (v.) Use *select*, not *choose*, to refer to the action users perform when they select among multiple objects—such as icons, graphic images, radio buttons, or checkboxes—or when they highlight text for editing.

> Select a name in the list.
>
> To select several files at once, Command-click them.
>
> Select the text you want to make bold.
>
> Select the Shadow checkbox.

- *Selecting objects:* Although users generally click to select objects (they can also use the keyboard), you need to use the complete phrase *click to select* only if you think there's potential for confusion. Both of the following examples are acceptable.

  > Click (or tap) to select a name in the list.
  >
  > Select a name in the list.

- *Interface items:* Although it's usually clearest to include an item's name (if it has one) and type of item (such as a checkbox), you can also refer to an item as an *option* or use only the item's name.

  > Select the option "Object causes wrap."
  >
  > Select Left, Bottom, or Right to position the Dock on your screen.

Use *choose* for menu items, including those in pop-up and shortcut menus.

Compare **deselect**; **highlight (trans. v.)**; **unselected (adj.)**. See also **checkbox**; **choose**; **click**; **menus**.

selection rectangle The rectangular outline that appears when users drag across items on the screen to select them. Often, you can simply say *drag to select*.

> Drag a selection rectangle around the clips you want to add to your project.

> Drag to select the clips you want to add to your project.

self Use a hyphen in terms beginning with *self*.

> self-paced, self-playing, self-running, self-service

self-powered See **bus-powered, self-powered**.

self-test (n., adj.) Note hyphenation. Don't use as a verb.

sentence-style capitalization Capitalize only the first letter of the first word, proper nouns, and proper adjectives. Compare **title-style capitalization**. See also **capitalization**.

Serial ATA A hard disk drive interface. OK to use the acronym *SATA* (precede with *a*, not *an*) if space is limited, but spell out whenever possible. See also **ATA**; **hard disk (n., adj.)**; **Parallel ATA**.

server A computer or device (or the software on it) that's on a network and manages the network's resources. Types of servers include the following:

> application server, database server, file server, HTTP server, mail server, network server, print server, streaming server, web server

service manual Note lowercase.

setup (n., adj.), set up (v.) One word except as a verb.

Setup Assistant Two words. Capitalize when you refer to an app that helps users configure the system or software; use lowercase for generic references. Don't use *the* before *Setup Assistant*.

> You must have an AirPort Extreme Card installed in your computer to use AirPort Setup Assistant.

> Apple Remote Desktop provides an easy-to-use setup assistant to guide you through the process.

See also **Assistant**.

sexism, sexist language See **fair language**.

shared disk In user materials, use *shared disk* when you discuss connecting to another computer over the network. When you discuss setting up a folder to share on your own computer, use *shared folder*. Use *file server* only when explaining the concept of file servers.

shared folder In user materials, use *shared folder* when you discuss setting up a folder to share on the user's computer. Use *shared disk* when you discuss connecting to another computer over the network. See also **shared disk**.

sheet Refers to a dialog attached to a specific document window. In user materials, call a sheet a *dialog* (*sheet* is used mainly in developer materials).

> *User materials:* When you choose Print, the Print dialog appears.

> *Developer materials:* When the user responds to a sheet and another sheet for that document opens, the first sheet must close before the second one opens.

Shift-click (v., adj.) Note hyphenation. The hyphen denotes a combined action; *Shift-click* is equivalent to *press the Shift key and click*.

> Use the Shift-click technique to select more than one icon.

> To include another item in the selection, Shift-click it.

Shift key Note capitalization.

Shift lock Don't use; use *Caps Lock*.

shortcut One word. See also **keyboard shortcut**.

shortcut menu See **menus**.

shows up Don't use; use *appears*. OK to use *show* when referring to showing and hiding onscreen elements.

> When your iPod appears in the iTunes window, click the Photos button.

> To show a hidden photo, choose View > Hidden Photos.

shuffle Lowercase except in the names of interface elements: *shuffle your songs*; *click Shuffle to mix up your music*. Use *iPod shuffle*, not *shuffle*, to refer to the iPod model. See also **iPod**.

shutdown (n., adj.), shut down (v.) One word except as a verb.

sidebar One word. A column in a Finder window or an app window that shows items such as available disks and other devices, mailboxes, playlists, or favorite items.

sign Use *sign*, not *symbol*, in the following terms: *division sign*, *equal sign*, *greater-than sign*, *less-than sign*, *minus sign*, *multiplication sign*, *number sign*, and *plus sign*.

signaled, signaling Not *signalled*, *signalling*.

sign-in (n., adj.), sign in (v.) No hyphen in verb. Users *sign in* to Apple services; computers, devices, and apps do not.

> *Correct:* Sign in to the App Store using the Apple ID that you used to purchase the app.

> *Incorrect:* The computer must be signed in to the App Store using the Apple ID that you used to purchase the app.

sign-on (n., adj.), sign on (v.) No hyphen in verb. Note hyphenation in phrases such as *single sign-on authentication*.

SIMM Acronym for *single inline memory module*. No hyphen in spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

Simple Mail Transfer Protocol See **SMTP**.

since, because Use *since* to mean *during the period subsequent to the time when*. Use *because* to mean *for the reason that*.

>> *Correct:* It has been 5 hours since you checked your email.

>> *Correct:* Because you made a backup copy, you didn't lose your work.

>> *Incorrect:* Since you made a backup copy, you didn't lose your work.

single Hyphenate compound adjectives beginning with *single*.

>> single-button, single-core, single-layer, single-precision, single-processor

single inline memory module See **SIMM**.

single letters See **letters as letters**.

site license, site licensing (n., adj.) No hyphen.

size (adj.) Hyphenate compound words ending with *size*. Not *sized*.

>> letter-size, medium-size, pocket-size

size (v.) Don't use; use *resize* or *change the size of* (in reference to a window or an object).

slash Use *slash* to describe this character: /. See also **backslash**.

sleep An energy-saving feature of some computers. The computer *goes to sleep* (or the user can *put it to sleep*); the computer is then *in sleep* or *in sleep mode*. Don't use *the computer is sleeping* or *the computer is asleep*.

slider The object users drag to set a value on a continuum (a range of values). The whole control is called *the slider control*.

slideshow One word.

slot A long, thin socket on the main logic board where peripheral cards are inserted. Don't use *connector* to refer to a slot. Use lowercase for *slot* when it's followed by a number (*slot 1*, *slot 2*). Compare **connector**; **jack**; **port**; **socket**.

slot-loading (adj.) Not *slot-load*. See also **tray-loading (adj.)**.

small outline dual inline memory module See **SO-DIMM**.

Smart When you refer to items that are updated automatically based on search criteria the user selects, capitalize both the word *Smart* and the noun it modifies: *Smart Album*, *Smart Collection*, *Smart Folder*, *Smart Group*, *Smart Mailbox*, *Smart Playlist*.

smart card Note lowercase.

smartphone One word.

SMTP Abbreviation for *Simple Mail Transfer Protocol*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

SnapBack Use as an adjective; don't use as a verb.

> *Correct:* SnapBack button, SnapBack page, SnapBack technology

> *Incorrect:* You can SnapBack to a previously visited page.

snapshot Use to refer to thumbnail images of people presented by the Faces feature in iPhoto and Aperture. You can also use *snapshot* to refer to photos taken with the Photo Booth app for Mac and iOS. Avoid using *snapshot* to refer generally to a user's photos; *snapshot* usually connotes a photo taken quickly and informally, without attention to lighting or composition. See also **photo**.

so-called (adj.) Don't italicize or use quotation marks around terms following *so-called*.

socket Use to refer to a receptacle with holes that receives a plug or another connector. Don't use *female connector*. Compare **connector**; **jack**; **port**; **slot**.

SO-DIMM Acronym for *small outline dual inline memory module*. Note hyphenation of the acronym. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

soft copy Avoid; use a term such as *file* or *electronic document*.

softcover One word.

software Programs that perform operations on a computer. Types of software include *application* (or *app*) *software* and *system software*. Use *software* alone if you don't need to refer to a specific type of software. Don't use *software program*.

> Apple periodically releases updates to your computer's software.

See also **app, application, program**; **system software**.

software development kit See **SDK**.

software license agreement Not *software licensing agreement*.

Software Update An app and a pane in System Preferences. Not *Software Updates*.

Software Update Server Don't precede with *the*. Use lowercase for general references: *host your own software update server*.

software version numbers See **version**.

solid-state drive Use *solid-state drive* or *drive*; don't use *hard drive*, *hard disk drive*, *solid-state hard drive*, or *solid-state hard disk drive*. Avoid abbreviating as *SSD*.

sound input, sound input/output, sound output (n., adj.) Avoid unless it appears in the user interface. Use *audio input*, and so on, instead. See also **audio input, audio input/output, audio output (n., adj.)**.

soundtrack One word.

source code Two words.

source file Two words.

Space bar Two words.

space character Not *blank* or *blank character*. OK to use just *space*, but in many cases it's necessary to remind the user that a space is actually a character and that margins, indentation, word wrap, and page breaks can sometimes be affected by extra space characters (or a lack of them).

Spaces Capitalize only when explicitly referring to the feature.

> You can use Spaces to organize your windows into groups and reduce clutter.

> Use Mission Control to add and delete desktop spaces.

S/PDIF Acronym for *Sony/Philips Digital Interface Format*. Don't use *S/P-DIF*. The acronym is pronounced "spid-iff," so it's preceded by *a*, not *an*. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

speakerphone One word.

special effects (n., adj.) No hyphen.

speed For the speed of disc drives, use a lowercase *x*—for example, *24x speed*. Note that there's no space between the numeral and the *x*.

spell-check (v.) Note hyphenation. Also OK to use *check the spelling of a document*.

spell checker, spelling checker Either term is OK.

spin down (v.) Avoid using. Use *stop spinning* instead. OK for use in service-related publications.

spinning gear See **progress indicator.**

spinning wait cursor In developer materials, the colored pinwheel cursor. In user materials, use *wait cursor*.

> *Developer materials:* Try to avoid situations in your app that cause the window server to display the spinning wait cursor.

> *User materials:* You might see a wait cursor (looks like a colored pinwheel) while the app is opening.

splash screen Don't use; use *opening display*, *startup display*, or *startup screen*.

Spotlight The systemwide search technology in OS X. Related terms include the following:

> Spotlight icon (in the menu bar)

> Spotlight search field

> Spotlight results menu (or Spotlight menu)

> Spotlight results window (or Spotlight window)

spring-loaded Use to describe the ability of a folder to open automatically ("spring open") when an item is dragged onto it. Don't use *spring-open*.

square wave (n.), square-wave (adj.) Note hyphenation of adjective.

SSD See **solid-state drive**.

Stacks Capitalize only when explicitly referring to the feature.

>With the Stacks feature, you can easily access your files from the Dock.

>When you click a stack, the files in the stack spring open in a fan or a grid.

>The Documents stack is a great place to keep word-processing files.

standalone (adj.) One word. Don't use as a noun.

standard definition (n.), standard-definition (adj.) See **SD**.

Standard Roman character set Note capitalization.

standard user Use in OS X to describe a user whose account is more restrictive than that of an administrator user. Don't use *normal user*. See also **administrator (adj.)**.

standby (n., adj.), stand by (v.) One word except as a verb.

start Don't use when you mean *open* (as in *open an app*).

startup (n., adj.), start up (v.) In user materials, try to avoid using *startup* as a noun, except when repeated occurrences of *when you start up* become unwieldy. Rewrite when possible to use a more specific term or description.

For AppleCare and developer materials, *startup* is an acceptable generic term for the period of time it takes the computer to start up.

>Start up the computer.

>After a few seconds, you see the startup display.

>While the computer is starting up, you can check your voicemail.

>*AppleCare:* During startup, you can scan the manual that came with your computer.

See also **boot**.

startup disk Preferred term in user materials, but *boot disk* is OK in developer materials.

Startup Disk A pane in System Preferences.

startup display, startup screen Not *splash screen*. *Startup display*, *startup screen*, and *opening display* are all OK.

startup sound Use to refer to the chord heard during a successful startup sequence. Don't use *boot chime*.

statement Not necessarily the same as *line*. One line may contain several statements, and one statement may extend over several lines.

stationery A feature of OS X Mail. Use lowercase except for interface elements.

step Don't capitalize, even in specific references.

>step 1, steps 1 and 2, several steps

stepper In developer materials, use to refer to a control that has up and down arrows, or left and right arrows, to increase or decrease a value. Don't use in user materials unless it's necessary to refer to the control itself; use *up arrow*, *down arrow*, *right arrow*, *left arrow*, or *arrows*, as appropriate. For example, *Click one of the arrows to increase or decrease the volume*.

stereotypes See **fair language**.

Stickies Don't use to refer to the things you create using Stickies; use *notes*.

Sticky Keys Capitalize when you refer to the feature that can be set in the Accessibility pane of System Preferences.

still image (n.), still-image (adj.) Note hyphenation of adjective. Use in video editing or multimedia contexts to refer to a single static image, such as a photo, a title, or an illustration.

> You can import video, audio, and still-image files.

stop A general term meaning to cause a process, command, or program to cease. Don't use when you mean *quit an app*. See also **exit**; **interrupt**; **quit**.

style (of type) Not *typestyle* or *type style*.

sub (prefix) Close up words beginning with *sub*.

> subaccount, submenu, subdirectory, subnetwork

subdirectory In developer materials, can be used to refer to a directory within another directory. In user materials, use *folder*. See also **folder**.

submenu indicator Refers to the triangular symbol that indicates an additional set of choices in a menu.

Move Left	▶
Move Right	▶

⌐Submenu indicators
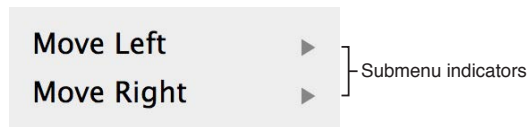
submenus Use when you describe hierarchical menus. When the user highlights a menu item with a triangular indicator, a submenu appears.

Edit	
Undo Close Tab	⌘Z
Redo	⇧⌘Z
Cut	⌘X
Copy	⌘C
Paste	⌘V
Paste and Match Style	⌥⇧⌘V
Delete	
Select All	⌘A
AutoFill Form	⇧⌘A
Find	▶
Spelling and Grammar	▶
Substitutions	▶
Transformations	▶
Speech	▶
Start Dictation…	fn fn
Special Characters…	

Google Search…	⌥⌘F
Find…	⌘F
Find Next	⌘G
Find Previous	⇧⌘G
Hide Find Banner	⇧⌘F
Use Selection for Find	⌘E
Jump to Selection	⌘J
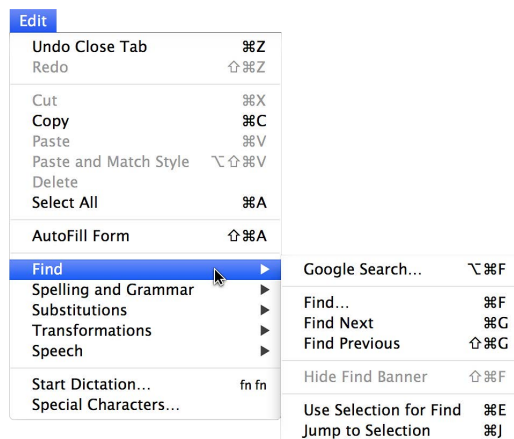
To describe choosing an item from a submenu, use this style:

> Choose Edit > Find > Find Next.

See also **choose**; **menus**.

super (prefix) Close up words beginning with *super*.

> supercomputer, superfine, supermodern

SuperDrive An optical drive that reads and writes (burns) CDs and DVDs. *SuperDrive* is typically preceded by an article or a pronoun. To refer to more than one drive, use *SuperDrive optical drives*. Types of SuperDrive optical drives include the following:

> SuperDrive (DVD-R/CD-RW)
>
> SuperDrive (DVD±RW/CD-RW)
>
> SuperDrive (DVD+R DL/DVD±RW/CD-RW)
>
> SuperDrive (DVD±R DL/DVD±RW/CD-RW)

To refer to the SuperDrive that burns DVD+R DL or DVD-R DL discs, use a term such as *SuperDrive with double-layer support*, *SuperDrive with double-layer DVD burning*, *double-layer SuperDrive*, or *double-layer-burning SuperDrive*; don't use *DL SuperDrive* or *SuperDrive DL*. To list the drive's speed, use the form *8x-speed SuperDrive* or *8x SuperDrive*. See also **Combo drive**; **DVD**; **optical drive**.

support Avoid in user materials when you can use *compatible*, *works with*, or another appropriate word or phrase.

> *Preferable:* AirPlay Mirroring works with iPad 2 or later.
>
> *Avoid:* The first-generation iPad didn't support AirPlay Mirroring.
>
> *Preferable:* You can use files in most QuickTime formats with iMovie.
>
> *Avoid:* iMovie supports most QuickTime formats.

It's OK to use *support* to refer to a product or feature that Apple doesn't provide but that the user can obtain (for example, using software from other manufacturers). Avoid saying *Apple doesn't support* something.

> Check the iMovie website for a list of supported camcorders.

See also **Apple Support**.

surround sound (n., adj.) No hyphen. Technologies include Dolby Digital 5.1 surround sound and Dolby Surround.

S-video Note hyphenation.

swipe (n., v.) Refers to the act of quickly sliding one or more fingers across a Multi-Touch screen or trackpad. Users can *swipe over* items in the interface, or swipe to navigate (or scroll through) documents, lists, or groups of items.

> To show the Delete button, swipe left or right over the message.

> To switch between spaces, use four fingers to swipe left or right on the trackpad.

> Use a three-finger swipe to rapidly page through documents.

See also **drag**; **flick (n., v.)**; **gestures**.

switch (n.) Avoid using to refer to an interface element that offers the user two mutually exclusive choices—usually on and off. Instead, describe the action the user takes.

> Tap to turn on Location Services.

> Tap to turn airplane mode on or off.

Use lowercase for *on* and *off*, even though the control options are uppercase.

Avoid using the term *slide*; use *tap* instead.

switch on, switch off Don't use *power down*, *power off*, *power on*, or *power up* in user materials. OK to use *turn on* and *turn off*.

symbol OK in a generic sense, as in *the percent symbol (%)*. Don't use *symbol* when you mean *character*, *letter*, or *digit*.

Use *sign*, not *symbol*, in the following terms: *division sign*, *equal sign*, *greater-than sign*, *less-than sign*, *minus sign*, *multiplication sign*, *number sign*, and *plus sign*.

sync, synced, syncing Not *synch*, *synched*, or *synching*. Don't use *synchronize* or *synchronization* as alternative terms for *sync* or as an explanation of the term *sync*.

> *Correct:* Make sure syncing is turned on for the device.

> *Incorrect:* Make sure synchronization is turned on for the device.

Although *sync* is most often used as a verb, it can also be used as a noun or an adjective.

> You can also start a sync manually.

> Avoid changing sync settings while iPod is syncing.

In general, *syncing* refers to copying information directly between two devices. Don't use *sync* when referring to what iCloud does with information; instead, use alternatives such as *keep up to date*, *update automatically*, *appear automatically*, and *push*. See also **iCloud**.

Syncing can apply to either the devices or the content that's on them.

- *Devices:* Use *with* rather than *from* or *to*.

> *Correct:* Sync iPod with your iTunes library.

> *Incorrect:* Sync iPod to your iTunes library.

- *Content:* Use *to* to specify the target, *from* to specify the source, or *between* if information is synced both to and from each source.

> You can sync bookmarks to iPhone from Safari on a Mac, or from Internet Explorer on a PC.

> Sync contacts between iPhone and your computer.

synchronous dynamic random-access memory See **SDRAM**.

syntax descriptions Follow these conventions:

- *Literals:* Use code font for literals (parts of the language, values, and so on).
- *Variables:* Use italics for variables (artificial terms that have meaning only in your document and are to be replaced by a value or symbol).

  Use an embedded cap to connect two words that act as a single variable (*sourceFile*).

  Be consistent when you name variables; for example, don't alternate between *commands* and *commandList*.
- *Brackets:* Use regular text font for brackets that enclose something that's optional. Pay close attention to punctuation.

> `Read` (*[file,*] *var*)

system Use to refer to a computer and any peripheral devices, accessories, and software. Don't use *system* to refer to the computer alone.

> *Correct:* The computer requires a folder named Applications in this location.

> *Incorrect:* The system requires a folder named Applications in this location.

System Administrator Avoid, except when you're referring to the OS X user account identified as *System Administrator* (long name) and *root* (short name).

Anyone with access to the System Administrator account can obtain read-and-write access to all settings and files on the system, including hidden system files that a regular administrator user can't modify. Each computer can have multiple administrator accounts but only one System Administrator account.

Lowercase *system administrator* is an acceptable and frequently used variant of the noun *administrator*.

> To obtain a static IP address for your computer, contact your system administrator or network administrator.

See also **administrator (n.)**; **administrator (adj.)**.

system files Refers to any files used by the computer to start up or to provide systemwide information.

System folder Note lowercase *f*.

System Preferences Note capitalization for the name of the application. See also **preferences**.

system software Not *systems software*. See also **app, application, program**; **version**.

systemwide (adj.) One word.

T

tab In the user interface, the tab itself is called the [*tab name*] *tab*, but the content you see when you click a tab is the *pane*.

Note that most controls that used to look like tabs now look like buttons. In general, if it looks like a tab, call it a *tab*; if it looks like a button, call it a *button*.

See also **pane**.

Tab key, tab character Capitalize when you refer to the key on the keyboard. Use lowercase when you refer to the character.

> When you press Tab, you generate a tab character.

> The tab character (HT, for *horizontal tab*) has the ASCII value $09.

table captions Table captions include a table number and a table title. In developer materials, most tables are numbered. In user materials, most tables have no numbers and no titles.

When you use table titles, keep them short; don't exceed a line and a half of text. Avoid using complete sentences for table titles.

table of contents A table of contents should include chapter and chapter-equivalent titles and may include level-one, level-two, and level-three headings. If absolutely necessary, level-four headings can be included (but remember that a document long enough to need level-four headings also has an index). Capitalization, wording, and punctuation of all headings and titles must be exactly the same in the table of contents as in the text.

tables Use tables for information that would be easier to scan in columnar form than in running text. Also use tables for "information matrixes," which provide an effective way to present quick-reference instructions or descriptions.

- *Capitalization:* Use sentence-style capitalization for all parts of a table, including the column headings.
- *Headings:* Make column headings short and descriptive.
- *In-text references:* Provide in-text references to all tables. In general, place the reference in the paragraph immediately preceding the table. In user materials, you can use *below* to refer to a table that immediately follows the paragraph.

  In-text references can stand alone as a complete sentence (with or without parentheses) or can occur within a sentence (with or without parentheses). Use a consistent style throughout a document.

  > The following table shows how the tools work and what they do.

  > The app provides several tools (see the following table).

  > See the table below for details.

  If the table has a number, use it in the in-text reference.

  > Table 3-2 lists the signal and pin assignments for the DVI connector.

  > See Table 3-10 for additional result codes.

- *Table notes and footnotes:* Information that pertains to an entire table is generally set as a table note, before any table footnotes.

The table note begins with the word *Note* (not all caps) followed by a colon. To make the information in a table note more prominent than a note allows, you can add it instead after the table title, in parentheses, with no capitalization or ending punctuation (even if it's a complete sentence).

When specific items in a table require footnotes, either number the items consecutively starting with 1 or use the following symbols, in the order shown. Consult your department's guidelines for which style to use. (If you need more symbols, double them, in the same order.)

> asterisk (*)
>
> dagger (†, Option-T)
>
> double dagger (‡, Option-Shift-7)
>
> section (§, Option-6)
>
> paragraph (¶, Option-7)
>
> number (#)

tap (n., v.) Use to refer to the act of quickly touching and releasing a Multi-Touch trackpad (on a portable or desktop computer) or a Multi-Touch screen (on an iOS device). Users can tap with one or more fingers (depending on the device and the action the user is performing). Don't use *tap on*.

> *Correct:* Tap Return to move from one field to another.
>
> *Correct:* To zoom out, tap the map with two fingers.
>
> *Incorrect:* Tap on the video you want to play.

On iOS devices, users tap items (or locations) on the screen:

> Tap the highlighted text.
>
> Tap Edit.
>
> Tap near the center of the page.

On portable or desktop computers, *tap* is more often used as an intransitive verb:

> To zoom in or out, double-tap with two fingers.
>
> To look up a word in the dictionary, select the word and triple-tap with two fingers.

See also **click**; **double tap (n.), double-tap (v.), double-tapping (n., v.)**; **gestures**; **press**; **type (v.)**.

tap and hold Don't use. *Tap* means to touch and release quickly, so use *touch and hold* instead. See also **click and hold**.

target disk mode Note lowercase.

TB (n., adj.) Abbreviation for *terabyte*. *TB* equals 1000^4 bytes in the context of file size or disk storage capacity or 1024^4 bytes in the context of computer memory. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

> 1 TB of memory

> 2 TB of storage capacity

- *Adjective:* Don't hyphenate the adjective form.

> a 1 TB memory card

> a 2 TB Serial ATA hard drive

Tbit (n., adj.) Abbreviation for *terabit*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

- *Noun:* In the noun form, use a space between the numeral and the abbreviation. The preposition *of* is necessary before the unit that the value quantifies.

> 1 Tbit of line capacity

- *Adjective:* Don't hyphenate the adjective form.

> 10 Tbit router

Tbit/s Standard international abbreviation for *terabits per second*. Some Apple groups use *Tbps* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

TB/s Standard international abbreviation for *terabytes per second*. Some Apple groups use *TB/sec.* instead. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

TCP/IP Abbreviation for *Transmission Control Protocol/Internet Protocol*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

technology names For a list of current Apple technologies, see Software and technologies on page 178 in Chapter 4, "Apple product names."

telecommunication *Telecommunication* refers to the act; *telecommunications* refers to the field. When used as an adjective, the correct term is *telecommunications*.

> Telecommunication gets simpler by the day, though you can't prove it by most manuals on this subject.

> The telecommunications industry is expanding rapidly.

telephone numbers Use hyphens in U.S. phone and fax numbers; don't use parentheses or a leading 1. Use *toll-free number*, not *800 number*. For numbers with extensions, use *extension* or *ext.*, not *x*. For phone numbers that use letters for easier recall, include the numeric form in parentheses when possible.

> 800-282-2732

> 800-MY-APPLE (800-692-7753)

> 800-800-APPL (800-800-2775)

> 408-996-1010

See also **addresses (mailing)** and "International style."

television *TV* is preferred. Don't use *television set* or *TV set*.

television monitor Don't use. Use *video monitor* or *monitor*.

Telnet Don't use as a verb. The UNIX command `telnet` is all lowercase.

> *Correct:* You use Telnet to connect to another computer as a terminal.

> *Correct:* You use the `telnet` command to connect to another computer as a terminal.

> *Incorrect:* You Telnet to another computer to use its software.

temperatures To list temperatures, repeat the degree symbol but not the abbreviations. Use a space between the symbol and the abbreviation: *50° to 104° F (0° to 40° C)*.

terabit See **Tbit (n., adj.)**.

terabits per second See **Tbit/s**.

terabyte See **TB (n., adj.)**.

terabytes per second See **TB/s**.

terminal A device or software for sending commands to a computer. Capitalize when referring to the Terminal application.

terminal emulation (n., adj.) No hyphen.

text field See **field**.

text file Two words.

text headings Use different levels of text headings to make the organization of documentation clearer to the reader, but remember that many headings close together can distract the reader and clutter the page.

- *Organization:* In general, organize your sections so that level-three headings are subordinate to level-two headings, and level-two headings are subordinate to level-one headings. Don't skip a level of text headings. When the next logical level of text heading seems too prominent for a given usage (in troubleshooting chapters, for example), you can use display sentences rather than skipping a level of text headings.

- *Chapter openings:* Avoid beginning a chapter with a level-one heading; start with an introductory paragraph or two before your first text heading. Similarly, avoid placing a level-two heading immediately after a level-one heading, and so on. When you have limited space, and when text serves primarily to separate one heading from the next (but isn't necessary to the reader), it's OK to place a heading immediately following the previous level of heading.

- *At least two headings of the same level:* If you use a particular level of heading at all in a given chapter or section, use at least two. (Strictly speaking, a chapter or section can't be subdivided into only one part.)

- *Parallelism:* Keep the wording of parallel headings within a section parallel. Use the same verb forms (gerunds, imperatives, and so on) from heading to heading. Comparable terms should all be either singular or plural, not a mix. If you use complete sentences for some headings, use them for all comparable headings.

- *Capitalization:* Check with your editor for your department's guidelines for capitalizing text headings.
- *Punctuation:* Avoid colons in headings wherever possible. If a colon in a heading is required, capitalize the first word after the colon. Avoid ellipsis points in headings.
- *Humor:* Keep headings simple and descriptive. Avoid cute, flippant, or gimmicky headings. Humor can be an effective means of enhancing the reader's experience, but it generally works best in examples rather than in titles or headings.

See **capitalization**; **sentence-style capitalization**; **title-style capitalization**.

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

> This is the computer that has network access. [There are many computers; the phrase *that has network access* restricts—narrows the meaning of—the subject of the sentence to one computer.]

> The newest computer in the lab, which is a Mac Pro, is also the students' favorite. [There's only one newest computer; the phrase *which is a Mac Pro*, although it provides more information, doesn't restrict the subject of the sentence.]

Compare **which**.

theater Not *theatre*.

then In declarative sentences that consist of two or more independent clauses, *then* should usually be preceded by a comma and *and*, or by a semicolon.

> First you insert the CD, and then you double-click the icon that appears.

> First you insert the CD; then you double-click the icon that appears.

In imperative sentences, as in how-to steps, that include two actions, use *then*—with or without *and*—to emphasize the sequential nature of the two actions.

> Insert the CD, and then double-click the icon that appears.

If you don't use *and*, you can precede *then* by either a comma or a semicolon.

> Insert the CD, then double-click the icon that appears.

> Insert the CD; then double-click the icon that appears.

Whichever style you choose, be consistent throughout a project.

Note that you can omit the word *then* if you don't want to emphasize the sequential nature of two actions in a step.

> Insert the CD, and double-click the icon that appears.

If the actions are very short, you can also omit the comma, but be consistent.

> Insert the CD and double-click the icon that appears.

Avoid using *then* to introduce a subordinate clause that follows an *if* clause:

> *Preferable:* If you use Contacts on your iPhone, you just tap to make a call.

> *Avoid:* If you use Contacts on your iPhone, then you just tap to make a call.

third party (n.), third-party (adj.) The adjective is hyphenated. Avoid in user materials. If possible, replace with another descriptive term, such as *not made by Apple* or *from other manufacturers*.

> *Avoid:* If you've installed third-party plug-ins, one of the plug-ins could be causing the problem.

> *Preferable:* If you've installed plug-ins from manufacturers other than Apple, one of those plug-ins could be causing the problem.

thread In the context of a series of related files, such as email messages, items are *in* a thread.

> You can reply to an earlier message in the thread.

three-dimensional See **3D**.

throw away Don't use when you mean *drag an item to the Trash*.

> *Correct:* After you've expanded the compressed file, drag it to the Trash.

> *Incorrect:* Throw away the compressed file after you expand it.

thumb Don't use when you mean *scroller* or *slider*.

tilde (~) See **pathnames**.

timecode One word; no hyphen.

timeline One word.

time of day Follow these guidelines for times, unless your department uses international style (see Dates and times on page 195 in Chapter 8, "International Style"):

- *Numerals:* Use numerals for times of day.

  > 2:00, 4:15, 7:30

- *a.m. and p.m.:* Include *a.m.* and *p.m.* (lowercase, with periods, preceded by a space) as needed.

  > 10:45 a.m., 6:30 p.m.

- *Noon and midnight:* Use *12:00 noon* and *12:00 midnight* or just *noon* and *midnight*.
- *Range of times:* In text, it's preferable to use *to* with a range of times.

  > 10:00 a.m. to 2:00 p.m., 1:30 to 3:00 p.m.

  Otherwise—for example, in an event agenda or a course listing—use an en dash (Option-Hyphen).

  > 10:00 a.m.–2:00 p.m.

If times in a range are both a.m. or both p.m., the first abbreviation can be omitted or included, depending on the design.

> 1:30–3:00 p.m. *or* 1:30 p.m.–3:00 p.m.

Don't use *from* with the en dash.

> *Correct:* from 1:30 to 3:00

> *Incorrect:* from 1:30–3:00

timeout (n., adj.) One word; no hyphen.

timestamp (n., v.) One word; no hyphen.

time zone Use lowercase for the names of time zones except for proper nouns.

> Pacific standard time (PST), Pacific daylight time (PDT), mountain standard time (MST), mountain daylight time (MDT), central standard time (CST), central daylight time (CDT), eastern standard time (EST), eastern daylight time (EDT)

title bar Two words.

titled Not *entitled*.

titles, chapter and section Make chapter titles and headings concise and consistent. Keep the reader's needs in mind, and remember that these elements are used primarily as locators for someone skimming through a document.

titles, disc See **disc titles**.

titles, document See **document titles**.

titles, window See **window titles**.

titles of works Use italics for the titles of books, magazines, newspapers, manuals, movies, videos, plays, television shows, radio shows, podcast series, blogs, music albums, and works of art.

Use plain text and quotation marks for the titles of works that are more limited in scope, such as articles, stories, reports, TV episodes, podcast episodes, sections of blogs, songs, chapters and sections of works, and photographs.

See also **disc titles**; **document titles**.

title-style capitalization Capitalize each word—except for articles, prepositions of four or fewer letters, and so on. Compare **sentence-style capitalization**. See also **capitalization**.

to-do (adj.) Note hyphen: *to-do list*. Don't use as a noun.

toggle (v.) OK to use in developer materials. Don't use in user materials; instead, say *turn on and off*, *switch between*, or whatever wording is appropriate in the context.

toolbar One word. An area containing buttons, such as in Finder windows and OS X Mail. Don't call toolbar buttons *icons* or *shortcuts*.

toolkit One word.

tooltips See **help tags**.

Torx screwdriver Not *Torex* or *Torque*.

TOSLINK Note spelling. A connector used in optical digital audio cables.

touch and hold Refers to the act of touching a Multi-Touch screen or trackpad and leaving the finger motionless until something happens. Don't use *tap and hold*.

> Touch and hold to see a magnified view, then drag to position the insertion point.

See also **gestures**.

touchscreen One word.

touch-tone (adj.) Note hyphenation.

toward Not *towards*.

trackball One word. An input device used as a substitute for a mouse.

track list Two words.

trackpad One word.

trademarks (credit lines and symbols) The name of any trademarked Apple product or service mentioned in a document must appear in the appropriate credit line on the copyright page. Categories include registered trademarks (®), trademarks (™), registered service marks (®), and service marks (^{SM}).

> Final Cut Pro is a trademark of Apple Inc., registered in the U.S. and other countries. [Registered trademark]
>
> AirDrop is a trademark of Apple Inc. [Unregistered trademark]
>
> AppleCare is a service mark of Apple Inc., registered in the U.S. and other countries. [Registered service mark]
>
> Apple Consultants Network is a service mark of Apple Inc. [Unregistered service mark]

- *Third-party trademarks:* Some companies have special requirements for the use of their trademarks in Apple documents and for the wording in a trademark notice. For a list of those trademarks and their notices, see the "Special and Licensed Trademarks and/or Copyrights" section of the Apple trademark list.

- *Trademark symbols:* In user and developer materials (print and electronic), don't use trademark symbols for Apple trademarks in headings or text. Note that other types of documents, such as press releases, do use trademark symbols in text. Follow the guidelines for your type of documentation.

Trademark status may change with time. For the most current Apple trademarks, consult the trademark list on the web:

> http://lgs.apple.com/policies-procedures/apple-inc-trademark-list/ (internal)
>
> http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html (external)

trademarks (usage) Follow these guidelines for using trademarks in text:

- *Adjectives:* Trademarks are correctly used as adjectives modifying nouns. The first use of a trademark in text should be as an adjective. Thereafter, you can occasionally use the noun form, but use the adjective form frequently throughout the text.

  > *Correct first mention:* Congratulations on the purchase of your new iMac computer.

  > *Incorrect first mention:* Congratulations on the purchase of your new iMac.

  > *Acceptable later reference:* Use both hands to lift your iMac.

- *Plural form:* Don't use a trademarked name in the plural form.

  > *Correct:* If you have more than one Mac computer…

  > *Incorrect:* If you have several Macs…

- *Possessive form:* Don't use a trademarked name in the possessive form.

  > *Correct:* Learn more about MacBook features.

  > *Incorrect:* Learn more about MacBook's features.

- *Third-party trademarks:* For third-party trademarks, follow the usage guidelines posted by the third-party company.

Transmission Control Protocol/Internet Protocol See **TCP/IP**.

Trash Use an article (*drag the file to the Trash*).

tray-loading (adj.) Not *tray-load*. See also **slot-loading (adj.)**.

troubleshoot (v.), troubleshooting (n., adj.) One word.

tune in to Three words. See also **into, in to**.

turn on, turn off OK to use when you describe power to a computer or peripheral device. You can also use *turn on* to describe enabling features such as file sharing, as in *turn on file sharing*. See also **startup (n., adj.)**, **start up (v.)**; **switch on, switch off**.

TV Not *TV set* or *television set*.

TV monitor Don't use. Use *video monitor* or *monitor*.

twisted-pair cable Note hyphenation.

two-dimensional See **2D**.

type (n.) Use in general references to the text that appears on a page. Don't use *type* when you mean *font* or *font family*.

type (v.) Use to describe the act of pressing keys to produce characters on the screen. Use code font or quotation marks to represent what the user actually types, depending on your department's style guidelines.

  > Type `PR#4`.

  > To move the playhead to 01:22:14:19, type "01221419" and press Return.

Use regular text font to describe generically what the user types.

> Type a new timecode value and press Return.

Don't use *type in* when you mean *type*. Compare **enter**; **press**.

Type 1 font A font that conforms to the ISO 9541 standard.

Type A connector A type of USB connector. On first mention, describe what it looks like (*rectangular*).

type-ahead (n., adj.) Refers to the queuing of a user's keystrokes until an app is ready to process them.

Type B connector A type of USB connector. On first mention, describe what it looks like (*square*).

typeface Use to refer to a distinct design for a particular character set. Each typeface has its own name, such as Times or Garamond. Fonts of the same typeface (regardless of font style or point size, or whether they are outline or bitmap fonts) form a single font family. Compare **font**; **font family**.

type family Don't use; use *font family*.

type size Don't use; use *size* or *font size*.

type style Don't use; use *style* or *font style*.

U

UDF Abbreviation for *Universal Disk Format*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

UFS Abbreviation for *UNIX File System*, a file format available in Disk Utility that's used primarily by UNIX and UNIX-based operating systems. Not necessary to spell out on first occurrence.

UK No periods. OK to abbreviate or to spell out *United Kingdom* as a noun. Use the abbreviation for the adjective form.

ultra (prefix) Close up except in words beginning with a vowel: *ultra-efficient*.

> ultrafast, ultralight, ultrasharp, ultrathin, ultrawide

unavailable Use to describe an item such as a menu item or an option in a dialog that the user can't select or choose because certain conditions aren't met.

> The Copy command is unavailable if there's no text selected.

See also **dimmed**.

uncheck Don't use; use *deselect*. See also **checkbox**.

unclick Don't use; use *deselect*. See also **checkbox**.

under Don't use to describe an operating system environment. Use *in* or *with* (*in OS X*, not *under OS X*).

unhighlight (v.) Don't use. Use *deselect* for the action of clicking to remove highlighting.

unhighlighted (adj.) Don't use; use *not highlighted*. Compare **unselected (adj.)**.

Unicode A 16-bit character encoding standard developed by the Unicode Consortium; used for representing characters as integers.

Uniform Resource Locator See **URL**.

uninstall OK to use *uninstall* and *uninstaller*. See also **install**.

unit Don't use to refer to a hardware product. Use a different noun as appropriate.

> *Correct:* Take apart the computer.

> *Incorrect:* Take apart the unit.

universal app An app optimized to run on all three iOS devices: iPad, iPhone, and iPod touch.

universal binary An application, library, or framework that can be used on both PowerPC- and Intel-based Mac computers. OK to use *universal binary* in developer documents; in other contexts, use *Universal application*.

Universal Disk Format See **UDF**.

Universal Serial Bus See **USB**.

UNIX All caps; there's no spelled-out version.

UNIX File System See **UFS**.

unmount (v.) In user materials, avoid when referring to making a disk or disk image unavailable; use alternatives such as *eject* or *make unavailable*, or describe what the user must do to make the disk unavailable.

> *Avoid:* Unmount the disc when you finish using it.

> *Preferable:* Eject the disc when you finish using it.

In server materials or materials for more technical users, it's OK to use *unmount*.

> In Disk Utility, select the disk you want to unmount and click Unmount in the toolbar.

> Use this function to unmount one or more server volumes.

Don't use *unmount* as an intransitive verb.

> *Correct:* Unmount the volume.

> *Incorrect:* The volume unmounts.

See also **mount (v.)**; **mounted (adj.)**.

unmounted (adj.) In user materials, avoid when referring to a disk or disk image that isn't available; use alternatives such as *not available* or *not visible in a Finder window*.

> *Avoid:* If a disk is unmounted, you can't access files on it until you mount it again.

> *Preferable:* If a disk is unavailable, you can't access files on it until you make it available again.

In server materials or materials for more technical users, it's OK to use *unmounted*.

> Disk Utility lists both mounted and unmounted volumes.

See also **mount (v.)**; **mounted (adj.)**.

unselected (adj.) Use to describe something that's not selected. Not *deselected*, *unchecked*, or *dehighlighted*. Compare **deselect**; **unhighlighted (adj.)**. See also **checkbox**.

up arrow Use to refer to the small arrow that users click to increase a value in a stepper.

> Click the up arrow to increase the text indent.

Text Indent: 0.5 in ⊕
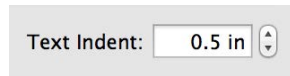
See also **stepper**; **Up Arrow key**.

Up Arrow key When you refer to arrow keys generically, use lowercase. When you refer to one or more arrow keys by name, capitalize and use the complete name. See also **arrow keys**.

update Use to refer to something that updates a major version of software but doesn't upgrade it to the next major version (if one exists). For example, the OS X v10.7.4 Update is an update to OS X v10.7.3. Don't use *maintenance release* or *dot release*. See also **upgrade**.

upgradable Not *upgradeable*.

upgrade Use to refer to a major, standalone version of a software product. For example, OS X Mountain Lion is an upgrade to OS X Lion. See also **update**.

upload One word. Reword if possible, but OK to use when you refer to copying files to a server.

Avoid using *upload* to refer to what iCloud does; instead, content *is stored*, *is kept up to date*, *appears automatically*, and so on.

> *Avoid:* Every new photo you take is uploaded to your photo stream.

> *Preferable:* Every new photo you take appears in your photo stream.

See also **iCloud**.

uppercase (n., adj.) One word; no hyphen. When used in conjunction with *lowercase* as a noun (or to modify a noun), use *uppercase and lowercase* (both words spelled out, in that order).

upside-down (adj.) Note hyphenation.

uptime One word.

upward Not *upwards*.

URL Abbreviation for *Uniform Resource Locator*, which is another term for an Internet address. *URL* is pronounced "you-are-ell" and should be preceded by *a*, not *an*. In most user materials, use *Internet address* or *web address*, not *URL*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations. See also **Internet addresses**.

U.S. Use periods except in situations where the abbreviation appears close to other country name abbreviations that don't use periods. Use the abbreviation as an adjective only; as a noun, spell out *United States* (except in trademark notices). To include the country name in a U.S.-based Apple address, use *USA* (no periods). See also **America, American**.

USB Abbreviation for *Universal Serial Bus*. Avoid as a noun. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

Usenet Note capitalization.

user If the audience of your document consists of users, avoid this term. Instead, address the reader as *you*.

> *Correct:* You can burn your own music CDs.

> *Incorrect:* Users can make movies with effects, transitions, and a soundtrack.

When the audience consists of developers or administrators, use *user* to refer to end users and *you* to address the developer or administrator.

> You may need to prevent users from accidentally making changes.

> You can give users access to the server.

User is also appropriate in the context of OS X users—for example, when you discuss the Users & Groups pane in System Preferences.

See also **end user (n.), end-user (adj.)**.

user-friendly (adj.), user friendly (pred. adj.) Note hyphenation.

user group Not *users group* or *user's group*.

user guide, user manual The terms *user's guide*, *instructor guide*, and *student guide* are alternative forms used by some Apple groups; consult your department's style guidelines. See also **manual**.

user name Two words. Note the treatment of these similar terms:

> device name, filename, host name, pathname, volume name

utility Use lowercase when *utility* isn't part of a proper name or when you use it generically. Capitalize, and don't use *the*, when the word is part of a proper name.

> Use Apple Loops Utility to…

> Use the Audio MIDI Setup utility to…

> You can use the utility to…

utility application OK to use when you compare utility applications to other apps; otherwise use *utility*. See also **utility**.

utility program Don't use; use *utility*. See also **utility**.

V

V.90, V.92 International Telecommunications Union (ITU) modem serial protocols. Don't use *V.90* or *V.92* when you mean *56K modem*, unless you're referring specifically to the V.90 or V.92 protocol.

value slider A special type of slider, used in some apps, that includes the numeric value of the parameter in the control. Dragging the middle area (where the number is) works the same as an ordinary slider; dragging to the right or up increases the value and dragging to the left or down decreases the value.
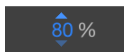
variables Refers to artificial terms that are to be replaced by a value or symbol. In running text, use italics when you refer to a variable, and spell the variable just as it would appear in a syntax description.

> Replace *volumeName* with a name of up to 12 characters.

When the words are being used as a regular English phrase, don't use italics, and put spaces between words.

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

> *Incorrect:* The volumeName may have up to 12 characters.

See also **syntax descriptions** and

version Use lowercase for *version* when you refer to versions of software, as in *iPhoto version 9*. For apps, it's OK to leave out *version*.

> Use Keynote 5 to create your presentation.

- *Version numbers for software:* To include the version number, use the form [*app name*] *5* (not *5.0.*), unless a more specific reference is required, such as [*app name*] *5.0.4.*

  > Motion 5

  > Motion 5.0.4

- *Earlier or later:* Use *earlier* or *later*, rather than *lower* or *higher* or *newer* or *older*.

  > This app requires OS X version 10.8 or later.

- *Abbreviating the word* version: When you abbreviate the word *version* when referring to OS X, use *v* closed up, without a period, following *OS X*.

  > OS X v10.8

- *The letter* x: Except in developer materials, don't use *x* to mean "any number," as in *10.x*; use a specific number or range of numbers.

See also **latest**; **Mac OS X**; **most recent**; **OS X**.

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

via OK to use to mean *by means of*, especially in relatively technical materials. Sometimes *over*, *through*, or *by using* may be more accurate and more easily understood.

> Queue names shared via LPR or SMB…
>
> You can use shared printers over the network…
>
> Printers connected to your network via Ethernet…
>
> Printers connected to your network using Ethernet…

video Note the treatment of these terms beginning with *video*:

> video camera, video capture card, video conference, video editing, video game, video podcast, video tutorial
>
> *But:* videotape

Don't use a hyphen in compound adjectives that include *video*: *video editing app*.

In help for video editing apps, it's generally preferable to use *video* to refer to the user's source footage and *movie* to refer to the edited program.

> Final Cut Pro can automatically sync video and audio clips in your project.
>
> You can share your finished movie on the web.

Use *media* rather than *video* when referring to more than one type of media.

> Importing media into Final Cut Pro is the first step toward making your movie. [Users can import audio and still-image files as well as video files.]

See also **media**; **movie**.

video cable Don't use to describe a cable connecting a display or monitor to a computer; use *display cable* (for Apple displays) or *monitor cable* (for non-Apple displays). OK to use for a cable that connects audio/video equipment, such as a television or VCR. See also **display cable**; **monitor cable**.

video camera Two words. Use to refer to a camera that captures motion picture images as an electronic video signal and doesn't have a built-in recording device. Don't use when you mean *camcorder*.

> If you forget to focus your video camera during shooting, you may not be able to fix the problem in post-production.

Because most video cameras are now digital, it usually isn't necessary to include the word *digital*, but you can use *digital video camera* if the context requires it.

> Digital video cameras use a digital video signal rather than an analog video signal.

In general references, it's OK to use just *camera*.

> A multicamera shoot uses multiple cameras to record an event from different angles.

See also **camcorder**.

video card Don't use; use *graphics card*. See also **graphics card**.

video chat, video chatting (n., v., adj.) Two words. OK to use *video chat* or *video conference*.

video conference, video conferencing (n., v., adj.) Two words. OK to use *video conference* or *video chat*.

video input, video input/output, video output (n., adj.) No hyphen. You can shorten to *video in*, *video in/out*, and *video out*. Types of video input/output include *component video*, *composite video*, *DVI*, *HDMI*, *S-video*, and *VGA video*.

video jack Not *video connector*.

video mirroring (n., adj.) No hyphen. A dual-display mode in which the same image appears on two displays.

video port Don't use when you mean the port to which the display is connected; use *display port* (for Apple displays) or *monitor port* (for non-Apple displays). See also **display port**; **monitor port**.

video random-access memory See **VRAM**.

View control The four-button unit for changing views of Finder windows. The View control comprises the Icon View button, the List View button, the Column View button, and the Cover Flow button. See also **Column View button**; **Cover Flow button**; **Icon View button**; **List View button**.

viewer window The main OS X Mail window where mailboxes and messages appear. On first occurrence, call it *the Mail viewer window*; for later references, use *the viewer window*.

virtual machine Note lowercase.

virtual memory Not *Virtual Memory* or *VM*.

voicemail One word. Don't use as a verb.

voiceover One word. Don't use as a verb. Instead, use *record a voiceover* or something similar.

voice-quality microphone Note hyphenation.

volume (disk) Refers to a single storage area with a single file system. It typically resides on a single partition of a single hard disk, but it may span multiple partitions and hard disks.

In user materials, use *volume* only if you need to match the user interface. Otherwise, use *hard disk*, *solid-state drive*, or *flash storage* to refer to a specific kind of disk, or just use *disk* to refer generically to storage that may include different kinds of disks.

> *Preferable:* You can use the Find command to search for items on all disks connected to your computer.

> *Avoid:* You can use the Find command to search for items on all volumes connected to your computer.

In other materials (typically for special audiences, such as administrators), it's appropriate to use *volume* if a precise distinction between the logical (volume) and physical (partition) aspects of the disk is relevant and helpful to the reader.

> Don't rename a NetBoot share point or the volume it resides on.

> Xsan SAN storage appears to clients as one or more volumes that behave like local disks.

> A volume usually occupies a single partition on a single disk, but it may span multiple partitions and disks.

See also **disk**.

Volume Down key, Volume Up key Note capitalization.

volume license, volume licensing No hyphen.

volume name Two words. Note the treatment of these similar terms:

> device name, filename, host name, pathname, user name

VPN Abbreviation for *virtual private network* or *virtual private networking*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

VRAM Acronym for *video random-access memory*. Pronounced "VEE-ram." See **abbreviations and acronyms** for guidelines about spelling out acronyms.

vs. Don't use; use *versus* when absolutely necessary, but rewrite to avoid the term when possible.

W

wait cursor See **spinning wait cursor**.

WAN Acronym for *wide area network*. Note no hyphen in the spelled-out version. See **abbreviations and acronyms** for guidelines about spelling out acronyms.

want An infinitive or a direct object should follow *want* in conditional statements. It's OK to use *wish* by itself.

> *Correct:* Rename the file if you want to create [infinitive] a duplicate.

> *Correct:* Make a copy if you want a duplicate [direct object].

> *Correct:* Rename the file if you wish.

> *Incorrect:* Rename the file if you want.

warm start (n.), warm-start (adj.) Note hyphenation of adjective.

Warning Use a Warning notice when the reader needs to know that an action may cause bodily injury, damage to hardware or software, or loss of data.

Use warnings and other notices sparingly. They lose their effectiveness if they appear too often. Don't use a Warning notice immediately before or after a Note, an Important notice, or another Warning notice, or immediately after a text heading.

Apple hardware documentation follows the ANSI Z535.6 standard, which reserves Warning just for actions that may cause bodily injury, and uses Notice instead for actions that may cause property damage.

See also **Important**; **Note**.

waveform (n., adj.) One word.

wavelength (n.) One word.

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

> *Correct:* For best results, the image should be at least 600 x 600 pixels.

> *Incorrect:* We recommend that the image be at least 600 x 600 pixels.

See also **recommend**.

web Short for *World Wide Web*. You *go to*, *visit*, or *view* pages *on the web*. Note the treatment of terms beginning with *web*:

> webcam, webcast, webcasting, weblog, webmail, webmaster, webpage, website

> web authoring, web browser, web camera, web clip, web publishing, web server

See also **Internet addresses**; **World Wide Web**.

web addresses See **Internet addresses**; **URL**; **webpage**.

web clip Two words. Capitalize when referring to the Dashboard widget; otherwise use lowercase.

webpage One word. A self-contained document that can be viewed on a website. A single website can contain many webpages. You *connect to* (or *go to*) a page; you're then *at* that page. Text, graphics, and links, however, are *on* the page.

Don't use *website* and *webpage* interchangeably.

See also **homepage**; **Internet addresses**; **website**.

website Refers to a collection of webpages stored in a particular location.

A website may be organized into several parts, sections, or areas, each of which may contain more than one page. Use *part*, *section*, or *area* to refer to such an entity. Use *page* to refer to a single webpage. Use *website* to refer to the entire collection.

You can *browse*, *visit*, or *go to* a website, but don't use such phrases as *point your browser at the website* and *surf the website*.

See also **homepage**; **webpage**.

well-behaved Don't use to describe software; use *compatible*, *well-constructed*, and the like.

which Use only to introduce a nonrestrictive clause; clauses beginning with *which* are always set off with commas.

> The newest computer in the lab, which is a Mac Pro, is also the students' favorite. [There's only one newest computer; the phrase *which is a Mac Pro*, although it provides more information, doesn't restrict the subject of the sentence.]

> This is the computer that has network access. [There are many computers; the phrase *that has network access* restricts—narrows the meaning of—the subject of the sentence to one computer.]

Compare **that**.

while, although, whereas *While* means *during the time that* and implies concurrent activities. Use *although* to mean *in spite of the fact that*. Use *whereas* to mean *it being the fact that* or *while on the contrary*.

> *Correct:* Although the clip won't play back at 1x (normal) speed, every frame plays back, with no frames dropped.

> *Incorrect:* While the clip won't play back at 1x (normal) speed, every frame plays back, with no frames dropped.

> *Correct:* SD video uses interlaced scanning, whereas HD formats may use either interlaced or progressive scanning.

> *Incorrect:* SD video uses interlaced scanning, while HD formats may use either interlaced or progressive scanning.

whir Not *whirr*. But *whirring*.

> The disk drive whirs, and in a moment you see the startup screen.

who, whom *Who* should always be used as the subject of a verb or as a subject complement. *Whom* should always be used as the object of a verb or preposition.

> Who is the new system administrator?

> This manual is intended for the person who manages the network.

> Be selective about the people to whom you give network access.

wide Use a hyphen in compound adjectives beginning with *wide*.

> wide-angle viewing, wide-format screen

> *Exception*: widescreen

Close up words that end with *wide*.

> companywide, enterprisewide, industrywide, systemwide, worldwide

If part of the compound is a proper noun, use a hyphen: *Apple-wide*.

wide area network See **WAN**.

widescreen (adj.) One word.

widget A special app displayed by Dashboard. You add widgets to Dashboard using the *widget bar*. Capitalize the names of widgets.

> Stocks, Weather, the Stocks widget, the Weather widget

Wi-Fi Note hyphenation. Don't spell out; *Wi-Fi* doesn't stand for a specific term.

wiggle Don't use; use *jiggle*. See also **jiggle**.

wiki A collaborative website that can be modified by members of a group.

window In user materials, use *window* for these interface elements:

- Document windows
- Main application windows, such as Finder windows and the viewer window in Mail
- Windows that contain controls and options that affect the active document or selection, such as the Equalizer window in iTunes and the Fonts window (common to many apps)

All windows have a functional close button in the title bar.

In developer materials, use *window* for the first two types of windows (document windows and main application windows), but use *panel* for the third type (windows that contain controls and options that affect the active document or selection) because the programming symbol names contain `Panel`—for example, `NSFontPanel` and `NSColorPanel`. However, when the third type is seen by the developer as a user sees it—such as when giving instructions for using developer applications—use *window*. Note that some things that are panels programmatically are dialogs rather than windows in user terminology—for example, the `NSOpenPanel` class implements the Open dialog.

Don't use *window* to refer to interface elements in iOS. Instead, simply describe what the user must select or do. If necessary, you can use alternative words such as *list*. See also **popover**.

> *Correct:* To see more table styles, scroll left or right.
>
> *Incorrect:* To see more table styles, scroll left or right in the Tables window.
>
> *Correct:* Tap an item in the search results list.
>
> *Incorrect:* Tap an item in the search results window.

Compare **dialog**; **pane**.

window controls Standard controls for windows include the close button, the minimize button, the zoom button, and the resize control.

Windows See **Microsoft Windows**.

Windows-based (adj.), Windows based (pred. adj.) Refers to computers that use Microsoft Windows. See also **Microsoft Windows**; **PC**.

window titles When you refer to a window by name, use the exact words in the title bar of the window (*the Mail window*, *the About This Mac window*). Use lowercase for *window* (unless it's included in the window title and capitalized).

Wintel Jargon for personal computers based on Microsoft Windows software and Intel processors. Don't use; use a term such as *PC* or *Windows-based computer*.

wired Equipped with or connected by wires or cables. Terms include *wired connections*, *wired keyboard*, *wired mouse*, *wired networking*, *wired remote*, and so on.

wireless-enabled Not *wirelessly-enabled*.

wish See **want**.

word processing (n.), word-processing (adj.) Note hyphenation of adjective.

words as words Italicize a word when it's used as a word. Use an apostrophe and an *s* to form the plural, but don't italicize the apostrophe or the *s*.

> He had too many *and*'s in the sentence.

word wrap Not *wraparound* or *word wraparound*. In documentation written for new users, however, you may want to mention the term *wraparound* or include it in a glossary because users may see it elsewhere.

work Close up the following words beginning with *work*:

> workflow, workforce, workgroup, workplace, workshop, workspace, workstation

workflow One word. A series of actions that together perform a specific task.

workspace Don't use as a synonym for *desktop* or *Finder*.

workstation (n., adj.) Don't use when you mean *desktop computer*. OK to use when you discuss network administration.

Worldwide Developers Conference See **WWDC**.

World Wide Web After first occurrence, use *web*. Don't abbreviate as *WWW*. See also **Internet addresses**; **web**.

wraparound (n.) Don't use; use *word wrap*. See also **word wrap**.

write Avoid using as a verb in user materials; use *copy* or *burn*. In developer or server materials, the following are acceptable: *write to a disk*, *write to disk*, *write on a disk*. Don't use *write a disk*.

> *User materials:* Copy the files to your hard disk.

> *Developer materials:* The app needs to write to the hard disk.

> *Server materials:* Give the user permission to write to the disk.

See also **burn**.

WWDC Abbreviation for *Worldwide Developers Conference*. See **abbreviations and acronyms** for guidelines about spelling out abbreviations.

WWW Don't use as an abbreviation for *World Wide Web*. Use *web* instead.

X

x Follow these guidelines when you use the letter *x* to stand for something else:

- *Screen resolutions:* Use a lowercase *x* in screen resolutions.

  > 1024 x 768 [Note the space before and after the *x*.]

- *As a placeholder (variable):* When you use *x* as a placeholder for replaceable numbers, the *x* is lowercase and in regular text.

  > $02xx [The *x*'s represent a range of memory addresses.]

- *For a range of version numbers:* Except in developer materials, don't use *x* to express a range of software version numbers, as in *10.x*; use a specific number or range of numbers.

- *To designate speed:* For the speed of disc drives, use a lowercase *x*—for example, *24x speed*. There's no space between the numeral and the *x*.

See also **dimensions**; **version**.

x and y axes No hyphen. See also **x-axis**; **y-axis**.

x and y coordinates No hyphen. See also **x-coordinate**; **y-coordinate**.

x-axis Note hyphenation. See also **x and y axes**.

x-coordinate Note hyphenation. See also **x and y coordinates**.

Xserve The names of Xserve models can be used with or without an article.

> The Xserve fits into standard racks and cabinets.

> Xserve G5 handles the most demanding workloads.

Y

Y-adapter Note hyphenation.

y-axis Note hyphenation. See also **x and y axes**.

y-coordinate Note hyphenation. See also **x and y coordinates**.

Z

zap, zapping Don't use, as in *zapping PRAM*. Use *reset*.

> Reset the PRAM.

zero character OK to use for the ASCII character $30. Don't confuse with *null character* ($00).

zero-configuration networking Note hyphenation. Refers to Bonjour and other technologies for connecting to computers, printers, and other devices without complicated setup procedures.

zeros Not *zeroes*.

zip code Note lowercase.

zoom OK to use *zoom*, *zoom in*, *zoom in on*, *zoom in to*, *zoom out*, and *zoom out of*.

zoom button The rightmost button of the three window controls at the left of the title bar.

Units of measure

3

Units of measure overview

This chapter provides usage guidelines for units of measure and lists abbreviations and symbols for frequently used units.

Follow these guidelines when you use units of measure in documentation:

- *When to spell out:* In user documentation, spell out units of measure and give the abbreviation in parentheses on first occurrence. Repeat the spelled-out version in new sections and chapters if the unit symbol or abbreviation is obscure and if the audience requires it.

> 20 gigabytes (GB) of memory

> *Subsequent occurrences:* 20 GB of memory

Always spell out customary units of measure in text (for example, *17-inch display*). It's OK to abbreviate such units in tables and technical specifications (*Display size: 17 in.*).

- *Noun:* When you use a unit symbol or abbreviation as a noun, insert a space between the number and the abbreviation, and use the preposition *of* before the unit the value quantifies.

> 20 GB of memory

Note that Apple Marketing Communications style for many abbreviations is to close up the number and the abbreviation (*20GB of memory*).

- *Adjective:* When you use a spelled-out unit of measure in a compound adjective, hyphenate the compound.

> 17-inch display

> 3-meter cable

When you use a unit symbol or abbreviation in a compound adjective, don't hyphenate; add a space between the number and the abbreviation.

> 20 nA battery

> 30 GB capacity

- *Capitalization:* With the exception of degrees Celsius, Fahrenheit, and Rankine, units of measure derived from a proper name aren't capitalized when spelled out, but their unit symbols are capitalized. (For example, the unit symbol for *joule* is *J*.)
- *Punctuation:* Abbreviations for customary (nonmetric) units are followed by a period.

> 30 in. display

- *Plurals:* Unit symbols and abbreviations are unaltered in the plural forms (for example, *lb.*, not *lbs.*).
- *International System of Units:* Use the unit symbol for units of the International System of Units (SI) after first occurrence. If the unit symbol for *meter* could be confused with another term in your document, spell out *meter*.

> The maximum size for a memory card is 35 mm.

> The Ethernet cable is 40 meters long.

Don't use a period after an SI unit (unless the unit appears at the end of a sentence).

- *Mixing symbols and names:* Don't mix unit symbols and names (*m/second*) or unit symbols and abbreviations (*J/sec.*). Don't mix a prefix name with a unit symbol (*kiloHz*), or a prefix symbol with a unit name (*khertz*).

Prefixes for units of measure

Factor	Prefix	Symbol or abbreviation
10^{24}	yotta	Y
10^{21}	zetta	Z
10^{18}	exa	E
10^{15}	peta	P
10^{12}	tera	T
10^{9}	giga	G
10^{6}	mega	M
10^{3}	kilo	k
10^{2}	hecto	h
10^{1}	deka	da
10^{-1}	deci	d
10^{-2}	centi	c
10^{-3}	milli	m
10^{-6}	micro	µ
10^{-9}	nano	n
10^{-12}	pico	p
10^{-15}	femto	f
10^{-18}	atto	a
10^{-21}	zepto	z
10^{-24}	yocto	y

Names and unit symbols for units of measure

In the following table, when a unit symbol includes a nonalphanumeric character, the keystrokes that generate the character are included in brackets after the unit symbol or abbreviation.

Unit	Unit symbol or abbreviation	Quantity
ampere	A	electric current
ampere-hour	Ah	rate of delivery of electricity
ampere-second. *See* coulomb.		
amperes per meter	A/m	magnetic field strength
amperes per square meter	A/m^2	current density
amperes per volt. *See* siemens.		
angstrom (10^{-10} meters)	Å [Option-Shift-A]	optical wavelength
attoampere (10^{-18} amperes)	aA	electric current
baud (signal events per second)	Bd	speed of data transmission
bel (10 decibels)	B	sound intensity
bit	bit	size of data
bits per second	bit/s	speed of data transmission
byte	B	size of data
candela	cd	luminous intensity
candela per square inch	cd/sq. in.	luminance
candela per square meter	cd/m^2	luminance
centimeter	cm	length
characters per inch	cpi	letter spacing (in type)
coulomb (ampere-second)	C	electric charge, quantity of electricity
coulombs per volt. *See* farad.		
cubic centimeter	cm^3	volume
cubic foot	cu. ft.	volume
cubic inch	cu. in.	volume
cubic meter	m^3	volume
cubic yard	cu. yd.	volume
cycle	c	complete execution of a periodically repeated phenomenon
cycles per second. *See* hertz.		
day	d	time
decibel (0.10 bels)	dB	sound intensity
degree	° [Option-Shift-8]	angular measure
degree Celsius	° C [Option-Shift-8]	temperature
degree Fahrenheit	° F [Option-Shift-8]	temperature
degree K=kelvin. *See* kelvin.		

Unit	Unit symbol or abbreviation	Quantity
degree Rankine	° R [Option-Shift-8]	temperature
dots per inch	dpi	resolution
electromotive force	emf	energy derived from electrical source per unit quantity of electricity
electron volt	eV	energy
farad (coulombs per volt)	F	capacitance
foot	ft.	length
gallon	gal.	volume
gigabit	Gbit	computer memory
gigabits per second	GB/s (standard) GB/sec. (some Apple groups)	speed of data transmission
gigabyte	GB	computer memory
gigabytes per second	GB/s (standard) GB/sec. (some Apple groups)	speed of data transmission
gigahertz	GHz	frequency
gilbert	Gb	magnetomotive force
gram	g	mass, weight
grams per cubic centimeter	g/cm^3	density
henry	H	inductance
hertz (cycles per second)	Hz	frequency
horsepower	HP	power
hour	h	time
inch	in.	length
joule (kilogram-meter)	J	energy
joules per second. *See* watt.		
kelvin	K	thermodynamic temperature
kilobit (1000 bits)	kbit	computer memory
kilobits per second	kbit/s (standard) kbps (some Apple groups)	speed of data transmission
kilobyte (1024 bytes)	KB	computer memory
kilobytes per second	KB/s (standard) KB/sec. (some Apple groups)	speed of data transmission
kilogram	kg	mass, weight
kilogram-meter. *See* joule.		
kilogram-meters per second squared. *See* newton.		
kilograms per cubic meter	kg/m^3	density
kilohertz	kHz	frequency
kilohm	kΩ [Option-Z]	electric resistance

Unit	Unit symbol or abbreviation	Quantity
kilometer	km	length, distance
kilometers per hour	km/h	velocity
kilowatt (kilovolt-ampere)	kW	power
kilowatt-hour	kWh	energy (usually electric power consumption)
lines per inch	lpi	resolution
liter	l	volume
liters per second	l/s	change in volume over time
lumen	lm	flux of light
lux	lx	illumination
megabit	Mbit	computer memory
megabits per second	Mbit/s (standard) Mbps (some Apple groups)	speed of data transmission
megabyte	MB	computer memory
megabytes per second	MB/s (standard) MB/sec. (some Apple groups)	speed of data transmission
megahertz	MHz	frequency
meter	m	length, distance
meters per second	m/s	velocity
micrometer (10^{-6} meters)	μm [Option-m]	length
micron. *See* micrometer.		
mil (10^{-3} inches)	mil	length
mile	mi. [*except in* mph]	length, distance
miles per hour	mph	velocity
millimeter (10^{-3} meters)	mm	length
million instructions per second	MIPS	microprocessor speed
millisecond (10^{-3} seconds)	ms	time
millivolt (10^{-3} volts)	mV	electric potential
milliwatt (10^{-3} watts)	mW	power
minute	min	time
month	mo.	time
newton (kilogram-meters per second squared)	N	force
newtons per square meter. *See* pascal.		
ohm	Ω [Option-Z]	electric resistance
ounce	oz.	volume, weight
pascal (newtons per square meter)	Pa	pressure, stress
petabyte	PB	computer memory

Unit	Unit symbol or abbreviation	Quantity
pound	lb.	weight
poundal	pdl.	force
radian	rad	plane angle
radians per second	rad/s	angular velocity
radians per second squared	rad/s^2	angular acceleration
revolutions per minute	rpm	angular velocity
second	s (unit symbol) *or* sec. (abbreviation)	time
siemens (amperes per volt)	S	conductance
square foot	sq. ft.	area
square inch	sq. in.	area
square meter	m^2	area
square mile	sq. mi.	area
square yard	sq. yd.	area
steradian	sr	solid angle
terabit	Tbit	computer memory
terabits per second	Tbit/s (standard) Tbps (some Apple groups)	speed of data transmission
terabyte	TB	computer memory
terabytes per second	TB/s (standard) TB/sec. (some Apple groups)	speed of data transmission
tesla (webers per square meter)	T	magnetic flux density
ton	tn. *or* ton	mass, weight
volt	V	electric potential difference, electromotive force
volt-ampere. *See* watt.		
volts (point-to-point)	V_{pp}	electric potential
volts (root mean square)	V_{rms}	electric potential
watt (joules per second)	W	power
watt-hour	Wh	energy
weber	Wb	magnetic flux
webers per square meter. *See* tesla.		
yard	yd.	length, distance
year	yr.	time

Apple product names

<div style="text-align: right; font-size: 3em;">4</div>

Apple product names overview

This chapter lists the names of recent Apple products and services. It also includes names of many discontinued products that may still be referred to in documents.

The names of Apple products and services appear in the following sections:

- Desktop computers on page 174
- Portable computers on page 174
- iPad, iPhone, and iPod devices on page 175
- Servers on page 175
- Displays on page 175
- Mac keyboards, trackpads, and mouse devices on page 176
- Storage devices on page 176
- Wireless networking products on page 176
- Accessories on page 176
- Software and technologies on page 178
- Programs and services on page 184

Use the spelling and capitalization shown in this chapter. Remember to use a nonbreaking space (Option–Space bar) with product names so that the entire name is on the same line of text.

Note that Apple continually introduces products, and the list doesn't include every product in the selected categories. For information about trademarks, see the *trademarks* entries in Chapter 2, "Style and usage."

Desktop computers

- iMac
- Mac mini
- Mac Pro
- Power Mac G5

Portable computers

- MacBook
- MacBook Air
- MacBook Pro

iPad, iPhone, and iPod devices

- iPad (can be referred to as *1st generation*)
- iPad 2
- iPad mini
- iPad (can be referred to as *3rd generation* or *4th generation*)
- iPhone
- iPhone 3G
- iPhone 3GS
- iPhone 4
- iPhone 4S
- iPhone 5
- iPod (iPod models can be referred to by generation; for details, see http://www.apple.com/support)
- iPod classic
- iPod nano
- iPod shuffle
- iPod touch

Servers

- Mac mini with Lion Server
- Mac mini with OS X Server
- Mac Pro with Lion Server
- Mac Pro with OS X Server
- Xserve
- Xserve G5
- Xserve RAID

Displays

Measurements given are the diagonal screen size, not the viewable image size.

- Apple Cinema Display (20-inch flat panel)
- Apple Cinema Display (22-inch flat panel)
- Apple Cinema HD Display (23-inch flat panel)
- Apple Cinema HD Display (30-inch flat panel)
- Apple LED Cinema Display (24-inch flat panel)
- Apple LED Cinema Display (27-inch flat panel)
- Apple Thunderbolt Display (27-inch flat panel)

Mac keyboards, trackpads, and mouse devices

- Apple Keyboard with Numeric Keypad
- Apple Mouse
- Apple Pro Keyboard
- Apple Wireless Keyboard
- Apple Wireless Mouse
- Magic Mouse
- Magic Trackpad
- Mighty Mouse

Storage devices

- Apple Drive Module
- Apple USB SuperDrive
- Combo drive (DVD-ROM/CD-RW)
- Fusion Drive
- MacBook Air SuperDrive
- SuperDrive (DVD-R/CD-RW)
- SuperDrive (DVD±RW/CD-RW)
- SuperDrive (DVD+RDL/DVD±RW/CD-RW)
- SuperDrive (DVD±RDL/DVD±RW/CD-RW)

Wireless networking products

- AirPort, AirPort Extreme, AirPort Express
- AirPort Base Station, AirPort Extreme Base Station, AirPort Express Base Station
- AirPort Card, AirPort Extreme Card
- Time Capsule

Accessories

This section lists just some of Apple's products—both past and present—in this category. See http://www.apple.com/store for information about current accessories.

- Apple 5W USB Power Adapter
- Apple 10W USB Power Adapter
- Apple 12W USB Power Adapter
- Apple 30-pin Digital AV Adapter
- Apple 30-pin to USB Cable
- Apple 30-pin to VGA Adapter
- Apple Battery Charger
- Apple Composite AV Cable
- AppleDesign Powered Speakers
- AppleDesign Powered Speakers II
- Apple Digital AV Adapter

- Apple Earphones
- Apple Earphones with Remote and Mic
- Apple EarPods
- Apple EarPods with Remote and Mic
- Apple Headphone
- Apple HDMI to HDMI Cable
- Apple In-Ear Headphones
- Apple In-Ear Headphones with Remote and Mic
- Apple iPad Dock
- Apple iPhone 4 Dock
- Apple iPhone TTY Adapter
- Apple iPod Dock
- Apple Pro Speakers
- Apple Remote
- Apple Thunderbolt Cable
- Apple Thunderbolt to FireWire Adapter
- Apple Thunderbolt to Gigabit Ethernet Adapter
- Apple TV
- Apple Universal Dock
- Apple USB Ethernet Adapter
- Apple USB Power Adapter
- Apple USB Modem
- Apple Wireless Keyboard
- Apple World Traveler Adapter Kit
- iPad mini Smart Cover
- iPad Smart Case
- iPad Smart Cover
- iPhone Bluetooth Headset
- iPhone 4 Bumpers
- iPhone Stereo Headset
- iPod Hi-Fi
- iPod In-Ear Headphones
- iPod touch loop
- iPod Universal Dock
- iPod Universal Dock Adapter
- iSight
- Lightning Digital AV Adapter
- Lightning to Micro USB Adapter
- Lightning to SD Card Camera Reader
- Lightning to VGA Adapter
- Lightning to 30-pin Adapter

- Lightning to USB Cable
- Lightning to USB Camera Adapter
- Mac Pro RAID Card
- MagSafe 2 Power Adapter
- MagSafe Airline Adapter
- MagSafe Power Adapter
- MagSafe to MagSafe 2 Converter
- Mini DisplayPort to Dual-Link DVI Adapter
- Mini DisplayPort to DVI Adapter
- Mini DisplayPort to VGA Adapter
- Nike + iPod Sensor
- Nike + iPod Sport Kit
- Xserve RAID Card

Software and technologies

- Address Book
- Address Book Server
- AirDrop
- AirPlay
- AirPort
- AirPort Utility
- AirPrint
- AirTunes
- Aperture
- Apple Configurator
- Apple Hardware Test
- Apple Loops Utility
- Apple ProRes
- Apple Qadministrator
- Apple Qmaster
- Apple Remote Desktop
- AppleScript
- App Store
- AppleTalk
- Audio MIDI Setup
- Audio Units
- Automator
- Back to My Mac
- Backup
- Batch Monitor
- Bonjour

- Boot Camp
- Caching Server
- Calculator
- Calendar
- Calendar Server
- Camera
- Cards
- Cinema Tools
- Clock
- Color
- ColorSync Utility
- Compass
- Compressor
- Contacts
- Contacts Server
- Core Animation
- Core Audio
- Core Data
- Core Graphics
- Core Image
- Core Location
- Core MIDI
- Core Text
- Core Video
- Cover Flow
- Darwin
- Dashboard
- Dashcode
- Dictation
- Dictionary
- Directory
- Directory Utility
- Disk Utility
- Documents in the Cloud
- DVD Player
- DVD Studio Pro
- Enterprise Objects
- Exposé
- FaceTime
- FileVault
- Final Cut Express

- Final Cut Express HD
- Final Cut Pro
- Final Cut Pro HD
- Final Cut Pro X
- Final Cut Server
- Final Cut Studio
- Finder
- Find My Friends
- Find My iPhone
- Find My Mac
- FireWire
- Flyover
- Font Book
- Front Row
- FxPlug
- FX Script
- Game Center
- GarageBand
- GarageBand Jam Pack
- Gatekeeper
- Grab
- Grand Central Dispatch
- Help Center
- Help Viewer
- iAd
- iBooks
- iBooks Author
- iCal
- iCal Server
- iChat
- iChat Server
- iChat Theater
- iCloud
- iDisk
- iDVD
- iLife
- Image Capture
- iMovie
- iMovie HD
- Impulse Response Utility
- InkPad

- Inkwell
- Interface Builder
- Internet Connect
- iOS
- iPhone OS
- iPhoto
- iSync
- iTunes
- iTunes in the Cloud
- iTunes Movie Trailers
- iTunes U
- iTunes U Course Manager
- iWeb
- iWork
- Keychain Access
- Keynote
- Keynote Remote
- Launchpad
- LiveFont
- LiveType
- Logic Express
- Logic Pro
- Logic Studio
- Mac OS 9
- Mac OS X
- Mac OS X Server
- Mail
- Mail Server
- MainStage
- Maps
- Messages
- Messages Server
- Migration Assistant
- Mission Control
- Mobile Access Server
- Motion
- Multi-Touch
- Music
- NetBoot
- NetInfo
- NetInstall

- NetRestore
- Newsstand
- Notes
- Notification Center
- Numbers
- OpenCL
- Open Directory
- OS X
- OS X Server
- Pages
- Passbook
- Phone
- Photo Booth
- Photos
- Photocasting
- Photo Stream
- Podcast Capture
- Podcast Composer
- Podcast Producer
- Power Nap
- Preview
- Production Suite
- Quartz
- Quartz 2D
- Quartz Composer
- Quartz Compositor
- Quartz Extreme
- QuickDraw
- QuickDraw 3D
- Quick Look
- QuickTime
- QuickTime Player
- QuickTime Pro
- QuickTime Streaming Server
- Reminders
- Remote
- Remote Disc
- Rendezvous
- Rosetta
- Safari
- Server

- Server Preferences
- Settings
- Shake
- Sherlock
- Siri
- SnapBack
- Software Update Server
- Soundtrack
- Soundtrack Pro
- Spaces
- Spotlight
- Spotlight Server
- Stacks
- Stickies
- Stocks
- Sudden Motion Sensor
- System Information
- System Preferences
- System Profiler
- Terminal
- TextEdit
- Thunderbolt
- Time Machine
- TrueType
- Velocity Engine
- Videos
- Voice Memos
- VoiceOver
- WaveBurner
- Weather
- Web Clip
- Weblog Server
- WebObjects
- Web Server
- Wiki Server
- X11 for Mac OS X
- Xcode
- Xgrid
- Xsan

The following are Mac OS X, OS X, Mac OS X Server, and OS X Server version numbers through OS X Mountain Lion v10.8 and their corresponding names:

- Mac OS X v10.0 Cheetah
- Mac OS X v10.1 Puma
- Mac OS X v10.2 Jaguar
- Mac OS X Server v10.2; Jaguar Server
- Mac OS X v10.3 Panther
- Mac OS X Server v10.3; Panther Server
- Mac OS X v10.4 Tiger
- Mac OS X Server v10.4; Tiger Server
- Mac OS X v10.5 Leopard
- Mac OS X Server v10.5; Leopard Server
- Mac OS X v10.6 Snow Leopard
- Mac OS X Server v10.6; Snow Leopard Server
- OS X v10.7 Lion
- OS X Server v10.7; Lion Server
- OS X v10.8 Mountain Lion
- OS X Server v2.2

Programs and services

- AppleCare
- AppleCare+
- Apple Developer Program
- Apple Professional Development
- Apple Online Store
- Apple Retail Store
- App Store
- Genius
- iBookstore
- iCloud
- iMessage
- iTunes Match
- iTunes Store
- iTunes U
- Mac App Store
- MobileMe
- One to One
- ProCare

Technical notation

<div style="text-align: right">5</div>

Technical notation overview

This chapter gives special style and usage rules that apply largely or exclusively to developer documentation.

When writing about a particular programming language, be careful to follow the capitalization style of that language.

Note: Many of the rules covered here are also included by topic in Chapter 2, "Style and usage."

Code

Use code font for code.

Develop a method of spacing around punctuation and use the method consistently. It's often best to use "English-style" spacing (one space character between words) because it's easy to remember and to stick with.

```
(height, width: extended; quo: integer); PageSize = 1024
```

Syntax descriptions

Use code font for literals (parts of the language, values, and so on), italic text font for variables (artificial terms that have meaning only in your document and are to be replaced by a value or symbol), and regular text font for brackets that enclose something that's optional. Pay close attention to punctuation.

```
Read ([file,] var)
```

Use embedded caps to connect words that act as a single variable (*sourceFile*).

Be consistent when naming variables; for example, don't alternate between *commands* and *commandList*.

Code font in text

Most developer documentation uses code font for computer-language elements in text. Whether to use code font in text for other documents is a matter of judgment.

Use code font for all text fragments that represent expressions in a programming language.

Use code font for names of files, volumes, directories, and libraries.

> `StandardCRuntime.o` library

> `MainProg.c` file

Don't use a function or method name as a verb.

> *Correct:* Run `ls` on both directories.

> *Incorrect:* ls both directories.

> *Correct:* Use `cd` to change to the root directory.

> *Incorrect:* cd to the root directory.

Don't mix fonts within a single word. Rewrite to avoid forming the plural of a word in code font.

> *Correct:* values of type `integer`

> *Incorrect:* `integers`

Use regular text font, not code font, for punctuation following a word or phrase in code font, unless the punctuation mark is part of the computer-language element represented.

> `NAN(004)`, `nan(4)`, and `NaN` are examples of acceptable input.

Variables in text

In running text, use italic text font when referring to a variable (that is, an artificial term that has meaning only in your documentation and is to be replaced by a value or symbol). Spell the variable just as it would appear in a syntax description. Don't use a variable as you would use a regular English term.

> *Correct:* Replace *volumeName* with a name of up to 12 characters.

> *Correct:* The volume name can be up to 12 characters long.

> *Incorrect:* The volumeName can be up to 12 characters long.

Avoid *foo*, *bar*, *baz*, or *frobozz* to represent hierarchical or ordered variables in code examples. Instead, use variables that suggest the kind of item.

> `TObject.`*FirstMethod*

> `TObject.`*SecondMethod*

How to write a glossary 6

Glossary overview

A good glossary can enhance the usefulness of the documentation you produce by providing clear, concise definitions of terms as they're used in the context of a document.

The use of glossaries varies by department and document type. Consult your department's guidelines or your editor to determine whether a glossary is needed for a document. Your editor can also help define the target audience for a glossary and which terms to include.

The following steps provide an overview of what's needed to put together a glossary:

- Decide which terms you need to include and define for your readers.
- Check to see if your department has a glossary from which you can cut and paste appropriate entries.
- Check other Apple documentation on related topics for highly specific definitions that may not appear elsewhere.
- Look in dictionaries or online resources, or write your own definitions.

  If you start with a definition from a source outside Apple, make sure to rewrite the definition in your own words.

Format and structure of glossary entries

The appearance of a glossary depends on the document design, but follow these general guidelines for the format and structure of glossary entries.

A glossary is more than a list of definitions. Entries should explain meanings by providing examples and context. Entries can also include more than one definition, an abbreviation, any synonyms, pronunciation advice, and cross-references to related terms.

Format of an entry
The term to be defined is usually in boldface. Don't capitalize the term unless it's a proper noun, such as *FireWire*.

The definition, in plain text, starts with a capital letter and ends with a period. The first clause of the definition can be a sentence fragment. The fragment can begin with a prepositional phrase to set the context.

> **expression** In AppleScript, any series of words that has a value.

Other parallel phrases in the definition may also be sentence fragments; otherwise, use complete sentences.

Parts of speech

Follow these guidelines for parts of speech:

- *Nouns:* For terms that are nouns (the majority of glossary entries), start the definition with a noun phrase.

> **pixel** The smallest picture unit on a display device.

- *Verbs:* If the term is a verb, start the definition with an infinitive, not a gerund.

> *Correct:* **desaturate** To remove color from an image.

> *Incorrect:* **desaturate** Removing color from an image.

- *Adjectives:* If the term is an adjective, you may have to start the definition with phrases such as *Used to describe* and *Characteristic of*.

Examples

Give an example where appropriate. If possible, make that example specific to the product you're writing about.

> **audiobook** A recorded spoken program, such as a book being read aloud. You can purchase and download audiobooks from the iTunes Store and the Audible website.

In the definition of an ordinary English word that has a special meaning in the computer world, make the connection with the ordinary meaning if you think it would be helpful.

> **firewall** Software (or a computer using such software) that prevents unauthorized access to a network by users outside the network. (A physical firewall prevents the spread of fire between two physical locations; the software analog prevents unauthorized spread of data.)

Multiple definitions

Is your definition general to a field or a technology, specific to Apple products, specific to a particular device or app, or somewhere in between? If a term has two or more meanings that are relevant, provide all definitions.

> **filters** (1) Modifiable search criteria used in the Filter HUD to return a specific selection of photos. (2) Effects applied in Photoshop to alter the visual quality of an image. (3) Colored pieces of glass or plastic that are attached to camera lenses to change or eliminate reflections or areas within a scene.

If the definitions are for different parts of speech, use *(n.)*, *(v.)*, or *(adj.)* to distinguish the part of speech.

> **branch** (v.) To pass program control to a line or statement other than the next in sequence. (n.) A statement that performs the act of branching.

Abbreviations

For a term that has an acronym or abbreviation, include the term in either its spelled-out form or shortened form, depending on how the term is better known in the field.

> **HTML** Abbreviation for *Hypertext Markup Language*. The standard scripting language used to create web content.

> **decibel (dB)** Unit of measurement for sound levels; a logarithmic scale used to describe the loudness of sound as perceived by the human ear.

Synonyms

If a term has a synonym, include a statement that begins with *Also called*.

> **hue** An attribute of color perception. For example, red and blue are different hues. Also called *color phase*.

If you think readers might search for the synonym, you can add it as a separate entry, with a cross-reference to the main entry.

Pronunciation

When you define an acronym or other term with unusual or unclear pronunciation, provide a pronunciation key. Use all caps to indicate the stress and hyphens to separate syllables. Use quotation marks around the pronunciation key.

> **ASCII** Acronym for *American Standard Code for Information Interchange* (pronounced "ASK-ee").

Cross-references

Don't include references to other parts of the document or to other documents; a glossary should stand alone. However, you can add cross-references to related glossary terms to provide further information or contrast. Ideally, cross-references are links. If not, make sure that all cross-referenced terms are in your glossary.

- *See* means that the definition for a term is given elsewhere.
- *See also* means that additional relevant information is given elsewhere.
- *Compare* means that a contrasting or complementary term is defined elsewhere. Don't say *compare with*. You can also use *same as* and *opposite of* for synonyms and antonyms.

> **foreground** The area of the image between the subject and the camera. Compare **background**. See also **depth of field**.

Alphabetization

Alphabetize glossary entries letter by letter, not word by word—that is, ignore spaces.

> colorimeter
> color interpolation
> ColorSync
> color temperature

When an entry begins with a numeral or symbol, list it at the beginning of the glossary (an entry beginning with a symbol comes before an entry beginning with a numeral). List entries that begin with numerals in numerical order, by the first full number in the entry.

> 3:2 pulldown
> 4:3 aspect ratio
> 10-bit resolution

When entries that contain numerals are grouped together, order the entries numerically within the group.

> Apple ProRes 422
> Apple ProRes 4444

For detailed information about letter-by-letter alphabetizing, see *The Chicago Manual of Style*.

How to develop an index

7

Index overview

The index is an important tool for readers as they search for information. Making an index accurate, comprehensive, and useful is worth the extra time and effort required.

Format and structure of index entries

Follow these general guidelines for the format and structure of an index.

Number of levels

For most documents, two levels of entries are enough. Some documents may require three. The indexer, writer, and developmental editor should agree on the number of levels before the indexing begins, though the indexer may suggest changing the number after work begins.

Main entries

A main entry shouldn't have more than five page numbers after it. If there are more than five page numbers, use subentries.

Don't use *(s)* to make a main entry both singular and plural. Subentries can be worded so that all of them read correctly with one form of the main entry.

Subentries

Don't use adjectives as main entries with nouns as subentries; such subentries should be separate main entries. For example, *synchronous communication* and *synchronous modem* should each be main entries; *communication* and *modem* should not be subentries of *synchronous*.

Use the subentry *defined* only when there are multiple page numbers for an entry; if only one page number is given, no subentry is necessary.

Wording

Wording should be as terse as possible, but it's OK to use prepositions and conjunctions such as *in*, *of*, and *and* to make the relationship between the main entry and subentry clear. Ignore these "small words" when alphabetizing.

Commands

Follow the names of commands, routines, and options with an identifier in the index entry, especially when the same word or words have another meaning. For example:

Print command (rather than just "Print")

`@MAX` function (rather than just `@MAX`)

`PL` option (rather than just `PL`)

Cross-references

Follow these guidelines for cross-references:

- *See also:* Place *see also* references on a separate line immediately after the main entry. Use semicolons to separate items in a list of cross-references. For example:

    icons 4

    See also *apps*; *disks*; *documents*; *folders*

- *See:* Use a *see* cross-reference when there's more than one way to index a topic and a topic has subentries.

    If *Universal Serial Bus* has subentries:

    USB. *See* Universal Serial Bus

    If *connectors* has subentries:

    expansion connectors. *See* connectors

    If the topic has no subentries, put the page numbers in both places; don't use a *see* cross-reference.

    Universal Serial Bus (USB) 26, 111

    USB (Universal Serial Bus) 26, 111

    You can put the full entry in both places even when there are subentries, but you must set a consistent cutoff point for using cross-references instead of the full entry (when the entry is more than five lines, for example).

    If an index entry is a term not used in the document, always use a *see* cross-reference to refer to the term that's in the document, whether or not the entry has subentries.

    booting. *See* starting up

Order of entries

Follow these guidelines for the order of entries:

- *Alphabetizing:* Alphabetize letter by letter, not word by word. Ignore word spaces and all punctuation marks and symbols except commas and parentheses.

    gray
    grayscale
    gray space

    For detailed information about letter-by-letter alphabetizing, see *The Chicago Manual of Style*.

- *Numerals:* When an entry begins with a numeral, list it in a numerical section at the beginning of the index.

    3S
    10Base-T
    56K modem

    Entries in the numerical section can also appear subsequently in the index, alphabetized as if they were spelled out.

    Telnet
    10Base-T
    terminal

When entries that contain numerals are grouped together in an alphabetical section of the index, order the entries numerically within the group.

> MP3
> MP4

- *Headings:* Separate entries with alphabetic headings: *A*, *B*, and so on. A letter for which there are no entries should be listed after the preceding letter. (If there are no entries beginning with *X*, the heading would be *W, X*—not *X, Y*.)

Style of entries

Follow these guidelines for the style of entries:

- *Capitalization:* Don't capitalize all entries. Capitalize only the entries you capitalize in the text.

- *Code font:* If a term is in code font because it's a literal computer language word (functions, constants, and so forth), it should be in code font in the index. If it's in code font in the text to indicate what the user types, it should be in regular text font in the index.

- *Italics:* If a term is in italics in text because it's the name of a metasymbol or the name of a disk, it should be in italics in the index. (Generally the name of a document shouldn't be indexed, but if it is, it should be in italics.) If a term is in italics in text for emphasis or because it's a word used as a word, it should be in plain style in the index.

International style

8

International style overview

Following international style helps readers with limited English proficiency read what you write. By following international style, you also help translators—human or machine—localize your writing by minimizing the burdens of cultural and customary language usage.

Writing in the international style means that you write simply and that you express yourself using standard international conventions. These are the basic rules:

- Write in simple structures.
- Don't use idiomatic or colloquial expressions.
- Avoid shortcuts, symbols, and abbreviations that could easily be spelled out.
- Express data using the standard international conventions outlined in this chapter. You should vary from these standards only when there's a truly compelling advantage in using a proprietary or customary style.

For more information about standard international conventions, visit the websites listed in this chapter.

Currency

Currency amounts are expressed with the appropriate International Organization for Standardization (ISO) currency code.

- *International authority:* International Organization for Standardization (ISO), http://www.iso.org
- *Standard:* ISO 4217
- *Rationale:* Currency codes are specific to a currency, and can't be confused or misinterpreted by the reader. Currency symbols such as the dollar sign ($) aren't unique and are easily misread.
- *Usage:* Write the amount followed by a space and the currency code in capitals.

> The computer is priced at 1199 USD.

> The computer costs 1980 EUR.

The following table shows examples of currency codes.

Currency	Code
Canadian dollar	CAD
euro	EUR
pound sterling	GBP
yen	JPY
U.S. dollar	USD

Dates and times

Dates are expressed as year, month, day and are separated by a hyphen. Times are expressed on a 24-hour clock.

- *International authority:* International Organization for Standardization (ISO), http://www.iso.org
- *Standard:* ISO 8601
- *Rationale:* Date and time formats are represented with the largest units given first. From left to right the ranking is year, month, week, day, hour, minute, second. This standard, in addition to being used in many Asian languages, solves ambiguities in the date notations used in Canada, the United States, and the United Kingdom.
- *Usage:* Dates are expressed numerically as year, month, day and are separated by a hyphen. Times are expressed on a 24-hour clock. A colon separates hours, minutes, and seconds. Coordinated Universal Time (UTC) times are expressed as "Z." Local time zones are expressed as the number of hours from UTC.

> The iPhone 5 was introduced on 2012-09-12.

> The file will be posted at 18:00Z.

> The file will be posted at 18:00 PST (UTC-8).

Decimals

Decimals are expressed by a period or comma. For numbers larger than 999, don't use a period or comma as a separator. A nonbreaking space (Option–Space bar) may be used instead.

- *International authority:* Bureau International des Poids et Mesures (BIPM), http://www.bipm.org
- *Standard:* BIPM SI Brochure
- *Rationale:* Breaking up large numbers makes them easier to read, especially in tables. A nonbreaking space can't be confused as a decimal marker.
- *Usage:* Use a period to produce a decimal in English. Numbers may be divided in groups of three on either side of the decimal to make them easy to read. Use a nonbreaking space instead of a period or comma to divide numbers. Express large numbers in their smallest form to make them easier to read.

> A kilobyte is 1024 bytes.

> Apple sold 300 000 iMac computers in the first quarter.

> Apple sold 3.7 million iMac computers in 2 years.

Languages

Language names are represented by a two-character code.

- *International authority:* International Organization for Standardization, http://www.iso.org
- *Standard:* ISO 639
- *Usage:* Languages are represented by a two-character code in a table, column, or row that clearly indicates that the code represents a language.

The following table shows examples of language codes.

Code	Language
de	German
en	English
es	Spanish
fr	French
it	Italian
ja	Japanese
nl	Dutch
mul	Multiple languages

In some cases, you may need to append an extension to the code to represent a particular Apple localization.

Code	Language
en-na	North American English
en-z	International English
zh-s	Simplified Chinese
zh-t	Traditional Chinese

Telephone numbers

Telephone numbers begin with the plus sign and are followed by a space, the country code, the city code, and the number. Freephone (toll-free) numbers are expressed in the local style. Always give a toll number if one is available.

- *International authority:* International Telecommunication Union (ITU), http://www.itu.int
- *Standard:* ITU-T E.123
- *Rationale:* The plus sign (+) represents any number a caller must dial to get an outside line, like 9. The caller then dials the remaining digits. Freephone numbers are usually impossible to dial globally, even between Canada and the United States. Providing a freephone number with a toll number allows customers to call no matter where they're from.
- *Usage:* Telephone number notations begin with the plus sign and are followed by a space, the country code, the city code, and the number. Breaks in national numbering plans may be represented by a space. Toll-free numbers are expressed in the local style.

> You can reach Apple by calling + 1 408 996 1010 or 800-692-7753 (in North America).

> You can reach Apple France by calling + 33 1 69 86 34 00 or 0800 046 046.

Units of measure

Use only units of the International System of Units (SI) to express the values of quantities. Equivalent values in customary units may be given in parentheses following SI values in cases where safety may be an issue, or when they're used in a product's name.

- *International authority:* Bureau International des Poids et Mesures, http://www.bipm.org

- *Standard:* BIPM SI Brochure. United States interpretation is available from the Department of Commerce at http://www.nist.gov/pml/pubs.

- *Usage:* Quantities are always expressed with a unit symbol. Use a nonbreaking space (Option–Space bar) between the quantity and its symbol. Unit symbols are unaltered in the plural, and are never hyphenated, even when they're used as an adjective. Unit symbols aren't followed by a period unless they appear at the end of a sentence. Don't imply more precision than is reasonable in choosing a unit symbol.

> The Apple HDMI to HDMI Cable is 1.8 m long.
>
> The 11-inch MacBook Air computer weighs 1.08 kg.
>
> The iPad mini weighs just 308 g (0.68 lb.).
>
> The iMac computer has a 2.7 GHz, 2.9 GHz, or 3.2 GHz processor.