INTRODUCTION

Welcome to the F5 Content Style and Usage Guide! This guide is for anyone who works with F5 content—whether you’re an employee, contractor, agency, or partner. Please apply this guidance around style, product naming, brand, and general terminology to all materials you work on—especially customer-facing content. If you have questions about anything, please contact Jackie Sandoval.

Search
This guide is logically organized, but if you don’t see what you’re looking for or just want to get there quickly, it’s searchable (CTRL + F). There are also many cross-references so you can find complete information about any given topic.

Changes
If you see something you feel should be adjusted, or there’s a term you think should be added, please email Jackie Sandoval.
OTHER F5 BRAND GUIDELINES

For current brand and creative guidelines, please refer to the following:

**F5 Creative Standards**
Refer to this guide for brand identity (including voice and tone), brand elements, and brand applications.
USING THE NAME “F5”

Use the guidance below and your best judgment to determine when and how to use the name F5. If you need clarification or prefer not to guess, contact Jackie Sandoval.

**F5 or F5 Networks?**

F5’s official/legal name is F5 Networks, but we’ve moved away from using Networks in recent years. Unless there are legal implications, use just F5.

**F5 as a corporate name**

When you use F5 to name our company, as opposed to modifying a product name, do not add a trademark, even in print. So F5 is based in Seattle, not F5® is based in Seattle.

**F5 as a possessive**

Avoid using F5 in the possessive where possible; however, it’s okay to use if there’s not a reasonable workaround.

**F5 in product names in PDF, print, and email**

When you use F5 to modify a product or solution name in PDFs or print materials* and emails, include its trademark (*). Product and solution names only need to be preceded by F5 on first mention. If you are discussing more than one BIG-IP product, only the first one needs to be preceded by F5.

Only the first instance of F5 in a given document needs to be trademarked. So here’s what a list of F5 names might look like: F5® BIG-IP® Local Traffic Manager™ (LTM), F5 iRules®, the F5 Silverline® cloud-based services delivery platform.

* Exception: Large-scale print materials, such as booth graphics, do not get trademarks.

**F5 in product names on F5 web properties**

Do not use F5 in front of product names on f5.com, devcentral.f5.com, or support.f5.com. Because users have navigated to an F5 website, we assume they know they are reading about F5 products and solutions. Additionally, do not apply trademarks on any F5 web properties.

**F5 in product names in cobranded materials**

If your document is cobranded (for example, a white paper that’s published by F5, but authored by both an F5 employee and a Microsoft employee, and that showcases the Microsoft logo as well as ours), you may want to add F5 in front of product and solution names a little more frequently, so that it’s always clear to the reader which product/solution/technology belongs to which company. You still only need to apply the trademark (*) to the first instance.

**F5 in product names in third-party materials**

All F5 product, technology, and solution names mentioned in all third-party materials, whether print or online, should include correct trademarks.

**F5 in web or email addresses**

F5 should always be lowercase in web and email addresses (for example, f5.com/products; sales@f5.com). Do not include http:// or www in front of web addresses.
QUICK REFERENCE: SILVERLINE

Use the guidance below when working with Silverline naming. If you need clarification, contact Jackie Sandoval.

What is Silverline?
Silverline is F5’s cloud-based, managed application services platform. It is not a product, but the name of a family of services.

Individual products that run on the Silverline platform are called services (rather than modules).

How to use the name Silverline in customer-facing materials
When you introduce Silverline, include a description of what it is:

Silverline is F5’s cloud-based, managed application services platform.

Silverline services
Silverline is the name of the platform; but what we are actually selling are services that are delivered via that platform. Apply trademarks to first mentions in non-web copy:

First mention
F5® Silverline® [Service Name]

Second mention
Silverline [Service Name]

At present, developed Silverline services include:

Silverline DDoS Protection
Silverline Threat Intelligence
Silverline WAF Express
Silverline Web Application Firewall

How to talk about Silverline in customer-facing materials
Always explain what Silverline is when you introduce a Silverline service. A good way to introduce both the platform and the service would be (using the DDoS Protection service as an example):

F5® Silverline® DDoS Protection is a service delivered via the F5 Silverline cloud-based platform.

The F5® Silverline® DDoS Protection service is delivered via the F5 Silverline cloud-based platform.

F5® Silverline® DDoS Protection is a cloud-scrubbing service delivered via the F5 Silverline cloud-based platform.

Shortening Silverline naming
When you’re discussing a Silverline service, “Silverline” and the specific service cannot be separated from one another. Using the DDoS Protection service as an example: Without “DDoS Protection,” “Silverline” doesn’t mean anything specific to DDoS protection. Conversely, without “Silverline,” “DDoS protection” is just a general industry topic. Therefore, the name can never be split; it must always be Silverline DDoS Protection at its shortest. This is true for all services offered via the Silverline platform.

You can replace Silverline [Service Name] where appropriate with descriptive phrases to save space and avoid reader fatigue. Options include:

• it
• this service
• this [service type] service (e.g., this security service)
• Anything else that’s descriptive and makes sense in context, and offers value/clarity to the reader
QUICK REFERENCE: BIG-IP PRODUCTS

Below is a cheat sheet of our flagship BIG-IP products. To preserve brand integrity, do not cut corners on F5 naming. Naming can be complex, so contact Jackie Sandoval if you need clarification. Read the complete BIG-IP section for unabridged information about the BIG-IP system.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>FIRST MENTION</th>
<th>SUBSEQUENT MENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG-IP LTM</td>
<td>F5® BIG-IP® Local Traffic Manager™ (LTM)</td>
<td>BIG-IP LTM</td>
</tr>
<tr>
<td>BIG-IP DNS</td>
<td>F5® BIG-IP® DNS</td>
<td>BIG-IP DNS</td>
</tr>
<tr>
<td>BIG-IP Virtual Edition</td>
<td>F5® BIG-IP® Virtual Edition (VE)</td>
<td>BIG-IP VE</td>
</tr>
<tr>
<td>BIG-IP Per-App Virtual Editions</td>
<td>F5® BIG-IP® Per-App Virtual Editions (VEs)</td>
<td>BIG-IP Per-App VE</td>
</tr>
<tr>
<td>BIG-IP AFM</td>
<td>F5® BIG-IP® Advanced Firewall Manager™ (AFM)</td>
<td>BIG-IP AFM</td>
</tr>
<tr>
<td>BIG-IP APM</td>
<td>F5® BIG-IP® Access Policy Manager® (APM)</td>
<td>BIG-IP APM</td>
</tr>
<tr>
<td>BIG-IP ASM</td>
<td>F5® BIG-IP® Application Security Manager™ (ASM)</td>
<td>BIG-IP ASM</td>
</tr>
<tr>
<td>BIG-IP DataSafe</td>
<td>F5® BIG-IP® DataSafe™</td>
<td>BIG-IP DataSafe</td>
</tr>
<tr>
<td>BIG-IP Link Controller</td>
<td>F5® BIG-IP® Link Controller™</td>
<td>BIG-IP Link Controller</td>
</tr>
<tr>
<td>BIG-IP PSM</td>
<td>F5® BIG-IP® Protocol Security Module™ (PSM)</td>
<td>BIG-IP PSM</td>
</tr>
<tr>
<td>BIG-IP PEM</td>
<td>F5® BIG-IP® Policy Enforcement Manager™ (PEM)</td>
<td>BIG-IP PEM</td>
</tr>
<tr>
<td>BIG-IP CGNAT</td>
<td>F5® BIG-IP® Carrier-Grade NAT (CGNAT)</td>
<td>BIG-IP CGNAT</td>
</tr>
<tr>
<td>BIG-IP iSeries</td>
<td>BIG-IP® iSeries</td>
<td>iSeries</td>
</tr>
<tr>
<td>VIPRION</td>
<td>the F5® VIPRION® platform</td>
<td>VIPRION</td>
</tr>
</tbody>
</table>

- F5 internal teams must use trademarks in print materials, PDFs, or emails. Do not apply trademarks to web page copy. Third parties must mark all F5 trademarks, including web page copy. See Using the Name “F5” for complete guidance about how to use “F5”.
- Apply trademarks to first mentions of products and technologies in body copy (rather than headlines, subheads, captions, etc.).
- Refer to the F5 trademarks page for a complete, current list of F5 trademarks.
QUICK REFERENCE: NON-BIG-IP PRODUCTS AND SERVICES

Below is a cheat sheet of F5’s non-BIG-IP products. To preserve brand integrity, do not cut corners on F5 naming. Naming can be complex, so contact Jackie Sandoval if you need clarification. Read the appropriate entries in the Complete Word and Topic List for unabridged information about each product.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>FIRST MENTION</th>
<th>SUBSEQUENT MENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Web Application Firewall</td>
<td><strong>F5® Advanced Web Application Firewall™</strong></td>
<td>Advanced WAF</td>
</tr>
<tr>
<td>BIG-IQ Centralized Management</td>
<td><strong>F5® BIG-IQ® Centralized Management</strong></td>
<td>BIG-IQ Centralized Management</td>
</tr>
<tr>
<td>Container Connector</td>
<td><strong>F5® Container Connector</strong></td>
<td>Container Connector</td>
</tr>
<tr>
<td>DDoS Hybrid Defender</td>
<td><strong>F5® DDoS Hybrid Defender™</strong></td>
<td>DDoS Hybrid Defender</td>
</tr>
<tr>
<td>Enterprise Manager</td>
<td><strong>F5® Enterprise Manager™</strong></td>
<td>Enterprise Manager</td>
</tr>
<tr>
<td>IP Intelligence Services</td>
<td><strong>F5® IP Intelligence Services</strong></td>
<td>IP Intelligence Services</td>
</tr>
<tr>
<td>MobileSafe</td>
<td><strong>F5® MobileSafe®</strong></td>
<td>MobileSafe</td>
</tr>
<tr>
<td>the SDC</td>
<td>the <strong>F5® Traffix™ Signaling Delivery Controller™</strong> (SDC)</td>
<td>the SDC</td>
</tr>
<tr>
<td>Silverline DDoS Protection</td>
<td><strong>F5® Silverline® DDoS Protection</strong></td>
<td>Silverline DDoS Protection</td>
</tr>
<tr>
<td>Silverline Threat Intelligence</td>
<td><strong>F5® Silverline® Threat Intelligence®</strong></td>
<td>Silverline Threat Intelligence</td>
</tr>
<tr>
<td>Silverline WAF Express</td>
<td><strong>F5® Silverline® WAF Express®</strong></td>
<td>Silverline WAF Express</td>
</tr>
<tr>
<td>Silverline Web Application Firewall</td>
<td><strong>F5® Silverline® Web Application Firewall</strong></td>
<td>Silverline Web Application Firewall</td>
</tr>
<tr>
<td>Secure Web Gateway Services</td>
<td><strong>F5® Secure Web Gateway Services</strong></td>
<td>Secure Web Gateway Services</td>
</tr>
<tr>
<td>SSL Orchestrator</td>
<td><strong>F5® SSL Orchestrator™</strong></td>
<td>SSL Orchestrator</td>
</tr>
<tr>
<td>WebSafe</td>
<td><strong>F5® WebSafe™</strong></td>
<td>WebSafe</td>
</tr>
</tbody>
</table>

- F5 internal teams must use trademarks in print materials, PDFs, or emails. *Do not apply trademarks to web page copy.* Third parties must mark all F5 trademarks, including web page copy.
- See [Using the Name “F5”](#) for guidance about when “F5” should precede a product name and how to apply its trademark.
- Apply trademarks to first mentions of products and technologies in body copy (rather than headlines, subheads, captions, etc.).
- Refer to the [F5 trademarks page](#) for a complete, current list of F5 trademarks.
**QUICK REFERENCE: TECHNOLOGIES AND FEATURES**

Below is a cheat sheet of F5 features, technologies, and architectures; note it is not exhaustive. Read the appropriate entries in the Complete Word and Topic List for unabridged information about each product.

<table>
<thead>
<tr>
<th>TECHNOLOGY/FEATURE</th>
<th>FIRST MENTION</th>
<th>SUBSEQUENT MENTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Solution Templates</td>
<td>F5® Cloud Solution Templates</td>
<td>Cloud Solution Templates</td>
</tr>
<tr>
<td>CMP</td>
<td>F5® Clustered Multiprocessing™ (CMP)</td>
<td>CMP</td>
</tr>
<tr>
<td>vCMP</td>
<td>F5® Virtual Clustered Multiprocessing™ (vCMP)</td>
<td>vCMP</td>
</tr>
<tr>
<td>DNS Express</td>
<td>F5® DNS Express®</td>
<td>DNS Express</td>
</tr>
<tr>
<td>iApps</td>
<td>F5® iApps®</td>
<td>iApps</td>
</tr>
<tr>
<td>iCall</td>
<td>F5® iCall™</td>
<td>iCall</td>
</tr>
<tr>
<td>iControl</td>
<td>F5® iControl®</td>
<td>iControl</td>
</tr>
<tr>
<td>iHealth</td>
<td>BIG-IP iHealth®</td>
<td>iHealth</td>
</tr>
<tr>
<td>iRules</td>
<td>F5® iRules®</td>
<td>iRules</td>
</tr>
<tr>
<td>iRules LX</td>
<td>F5® iRules® LX</td>
<td>iRules LX</td>
</tr>
<tr>
<td>iSession</td>
<td>F5® iSession®</td>
<td>iSession</td>
</tr>
<tr>
<td>OneConnect</td>
<td>F5® OneConnect™</td>
<td>OneConnect</td>
</tr>
<tr>
<td>ScaleN</td>
<td>F5® ScaleN®</td>
<td>ScaleN</td>
</tr>
<tr>
<td>TCP Express</td>
<td>F5® TCP Express™</td>
<td>TCP Express</td>
</tr>
<tr>
<td>TMOS</td>
<td>F5® TMOS®</td>
<td>TMOS</td>
</tr>
<tr>
<td>TurboFlex</td>
<td>F5® TurboFlex™</td>
<td>TurboFlex</td>
</tr>
</tbody>
</table>

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# QUICK REFERENCE: RETIRED PRODUCTS AND NAMES

These products and names have been retired (note this list is not exhaustive). Avoid referencing them in any current marketing materials.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>ALSO KNOWN AS</th>
<th>REPLACED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Connector</td>
<td>F5® Application Connector™</td>
<td>—</td>
</tr>
<tr>
<td>Application IQ</td>
<td>F5® Application IQ™</td>
<td>—</td>
</tr>
<tr>
<td>Application Services Proxy</td>
<td>F5® Application Services Proxy™ (ASP)</td>
<td>F5® Aspen Mesh™</td>
</tr>
<tr>
<td>ARX</td>
<td>F5® ARX®</td>
<td>—</td>
</tr>
<tr>
<td>ARX Cloud Extender</td>
<td>F5® ARX ® Cloud Extender®</td>
<td>—</td>
</tr>
<tr>
<td>Data Manager</td>
<td>F5® Data Manager™</td>
<td>—</td>
</tr>
<tr>
<td>BIG-IP AAM</td>
<td>F5® BIG-IP® Application Acceleration Manager® (AAM)</td>
<td>—</td>
</tr>
<tr>
<td>BIG-IP Edge Gateway</td>
<td>F5® BIG-IP® Edge Gateway™</td>
<td>BIG-IP Access Policy Manager (APM)</td>
</tr>
<tr>
<td>BIG-IP GTM</td>
<td>F5® BIG-IP® Global Traffic Manager™</td>
<td>BIG-IP DNS</td>
</tr>
<tr>
<td>BIG-IP Link Controller</td>
<td>F5® BIG-IP® Link Controller™</td>
<td>—</td>
</tr>
<tr>
<td>BIG-IP WebAccelerator</td>
<td>F5® BIG-IP® WebAccelerator™</td>
<td>BIG-IP Application Acceleration Manager (AAM)</td>
</tr>
<tr>
<td>BIG-IP WOM</td>
<td>F5® BIG-IP® WAN Optimization Manager™ (WOM)</td>
<td>BIG-IP Application Acceleration Manager (AAM)</td>
</tr>
<tr>
<td>BIG-IQ Cloud</td>
<td>F5® BIG-IQ™ Cloud</td>
<td>—</td>
</tr>
<tr>
<td>BIG-IQ Device</td>
<td>F5® BIG-IQ™ Device</td>
<td>BIG-IQ Centralized Management</td>
</tr>
<tr>
<td>BIG-IQ Security</td>
<td>F5® BIG-IQ™ Security</td>
<td>—</td>
</tr>
<tr>
<td>FirePass</td>
<td>—</td>
<td>BIG-IP Access Policy Manager (APM)</td>
</tr>
<tr>
<td>Herculon DDoS Hybrid Defender</td>
<td>F5® Herculon™ DDoS Hybrid Defender™</td>
<td>F5® DDoS Hybrid Defender™</td>
</tr>
<tr>
<td>Herculon SSL Orchestrator</td>
<td>F5® Herculon™ SSL Orchestrator™</td>
<td>F5® SSL Orchestrator™</td>
</tr>
<tr>
<td>iWorkflow</td>
<td>F5® iWorkflow™</td>
<td>—</td>
</tr>
</tbody>
</table>

Continued >>
QUICK REFERENCE: RETIRED PRODUCTS AND NAMES

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<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>ALSO KNOWN AS</th>
<th>REPLACED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>LineRate platform</td>
<td>F5® LineRate®</td>
<td>—</td>
</tr>
<tr>
<td>LineRate Point Load Balancer</td>
<td>F5® LineRate Point™ Load Balancer</td>
<td>—</td>
</tr>
<tr>
<td>LineRate Precision Load Balancer</td>
<td>F5® LineRate Precision™ Load Balancer</td>
<td>—</td>
</tr>
<tr>
<td>MAM</td>
<td>F5® Mobile App Manager</td>
<td>—</td>
</tr>
<tr>
<td>OpenBlox Diameter Stack</td>
<td>F5® Traffix™ OpenBlox™ Diameter Stack</td>
<td>—</td>
</tr>
<tr>
<td>Private Cloud Solution Packages</td>
<td>F5® Private Cloud Solution Packages (PCSP)</td>
<td>—</td>
</tr>
</tbody>
</table>
QUICK REFERENCE: GRAPHICS

Graphics, including diagrams, charts, screen shots, and more, are as much a part of content as text; it’s important to consider both the style and purpose of these in any document. Graphics should always be helpful, legible, sensible, appropriate, and attractive to readers.

Diagrams
- Diagrams should be audience-appropriate. For example, a high-level, thought-leadership white paper should not include a diagram with deep product detail.
- Diagrams should never introduce new topics. For example, if BIG-IP APM is not mentioned in the text, BIG-IP APM should not be featured in a diagram.
- Do not include trademark symbols in any diagrams.
- All icon labels should be title case.
- Descriptions of actions (for example, text applied to an arrow via a bracket) should be in sentence case.
- Labels are usually centered below or above their icons.
- Diagrams should not be crowded. Flag diagrams in which icons/labels do not have enough space around them.
- In general, third-party items (for example, Windows Server) should be represented with F5 icons, rather than third-party icons.

Screen shots
Screen shots should be crisp and clear, and relevant content should be legible when viewed at 100% size.

If your screen capture is of a browser window and we don’t want to reveal the actual URL in the address bar, replace it with www.example.com. If any other parts of the image contain real information such as company or people names, they should also be replaced with fake information, or else Photoshopped out.

Eliminate all parts of a screen shot that are not relevant to your topic or audience, such as other open tabs or menu options.

Making a Useable Screen Capture in Windows
1. From the Start menu, open the Snipping Tool application.
2. At the upper left, click New.
3. Save as a PNG (the default option).

Making a Useable Screen Capture in Mac
1. Open the Preview application.
2. From the File menu, select Take a Screenshot and choose from: From Selection, From Window, or From Entire Screen.
3. Save as a PNG with an alpha channel (the default option).

Note that pasting images directly into Word, PPT or any other office app degrades the file quality—it’s best to save the image as a separate file and import it via the Insert menu.

Captions
All captions should clearly relate to the image and make sense in the context of the rest of the document content.

As a general rule, images should be accompanied by a caption. There are occasional exceptions; use your best judgment.

Captions should use sentence case (capitalize the first word and proper nouns only). Use end punctuation only when you use full sentences or have a mix of phrases and full sentences within a document.

When a document’s captions begin with “Figure X”, after the figure number, use a colon instead of a period (Figure 4: The F5 solution).
QUICK REFERENCE: F5 EDITORIAL STYLE

Entries in this section are specific to F5’s established content style guidelines. If you need guidance on a topic not represented here, refer to Microsoft Manual of Style 4th Edition (MSTP) and The Chicago Manual of Style, in that order.

Abbreviations
Avoid Latin abbreviations such as e.g., i.e., vs., viz., and etc. Latin abbreviations can cause problems for translators as well as comprehension problems for both native and non-native English speakers. Instead, spell out what you want to say; for example, such as, and more.

When you need to conserve space in tables or slides, you can use more abbreviations or symbols than you otherwise would in text. Some common space savers include no. for number and % for percent.

Acronyms
In general, terms with acronyms should be spelled out first, followed by the acronym in parentheses, and then used as the acronym. So: Many companies are moving to a bring-your-own-device (BYOD) model. It’s important to control BYOD policies by...

Acronyms should be introduced on the first mention of the term in body copy. Avoid introducing acronyms in titles, headlines, and captions.

If your document is lengthy and it would help your reader to reintroduce an acronym if it hasn’t been mentioned for a while, please do so.

Please make sure that both terms and their acronyms are styled correctly, for example, denial-of-service is lowercase and hyphenated, and the acronym is mixed case: DoS.

To pluralize an acronym, simply add a lowercase s (no apostrophe): ADCs, WAFs.

Note: Some terms should not be spelled out, such as when an acronym is so universally known that it’s unnecessary (for example, GUI); when the term’s acronym is far better known than the term itself (for example, RADIUS); or when it would be talking down to your audience to spell it out (for example, you wouldn’t spell out LTE for a service provider audience).

Ampersand (&)
Avoid using the ampersand symbol—instead, spell out and. Use the ampersand only when required (for example, in company names and logos) or in extremely restricted space.

A.M./P.M.
Lowercase, use periods, no spaces. Do put a space after the number and before the a.m./p.m. (2:30 p.m.).

Bullets
Bulleted copy should be as brief, concise, and meaningful as possible. It should always be parallel in construction (each bullet should begin with the same part of speech, for example, a verb, noun, or adjective). When appropriate, add emphasis by bolding key phrases. Bullets should keep your reader moving through the copy as quickly as possible; long, complex bullets with no clear focus defeat this purpose.

Capitalize the first word of each bullet. In general, use end punctuation with bullets, which should either be independent, complete sentences, or else complete the sentence begun by the lead-in. Extremely short bullets (all under five words) that do not complete a lead-in sentence do not need to be punctuated.

Capitalization
In general, titles or main headlines should be title case (capitalize each word, except for articles, conjunctions, and prepositions such as a, an, and, the, for, in, of, to, and with; only capitalize these if they
are the first or last words of a title). In a hyphenated term, both words should be capitalized (so, *High-Performance Platform*, not *High-performance Platform*).

**Subheadings** generally should be sentence case (capitalize the first word and proper nouns only).

**Proper names that begin with a lowercase letter** (such as iApps, iPhone, and eBay) retain the lower-case letter in all cases, including at the start of a sentence and in applications, such as event signage, where all-uppercase is otherwise used (e.g., *iAPPS FOR VMWARE*). See also *e-names*, however.

For **concepts or general industry terms**, in most cases, it is unnecessary to capitalize (for example, WAN optimization, high availability). To verify, search for the term in this guide. If it doesn’t have an entry, do a quick Google search to determine industry-standard style, and make your best judgment accordingly.

In **diagrams**, icon labels are title case. Descriptions of actions (usually text applied to an arrow via a bracket), use sentence case. See also *Graphics Quick Reference.*

**citations**
Provide a complete citation wherever you use others’ information. If you are using information from Gartner, Forrester, or another industry analyst F5 may have a relationship with, check with Rob Curran first to ensure we have permission to use the content and to obtain specific guidance on how to correctly cite the information.

**collective nouns**
Corporations and organizations are collective nouns and therefore take singular verbs and singular pronouns. For example, *Company A is changing the way it does business*, not *Company A are changing the way they do business*.

Other collective nouns, such as group or team, should also be treated as singular (*The team of engineers is available*).

**commas**
Use serial (Oxford) commas: *a, b, and c; not a, b and c*.

**comprise**
Do not use *comprise* with of. So, *The country comprises 50 states*, not *The country is comprised of 50 states*.

**copyright**
Our current copyright notice is as follows:

©2018 F5 Networks, Inc. All rights reserved. F5, F5 Networks, and the F5 logo are trademarks of F5 Networks, Inc. in the U.S. and in certain other countries. Other F5 trademarks are identified at f5.com. Any other products, services, or company names referenced herein may be trademarks of their respective owners with no endorsement or affiliation, express or implied, claimed by F5.

It should be applied to print/PDF collateral. It does not need to be applied to web copy, videos, animations, PowerPoint presentations, or large-scale print materials such as tradeshow booth graphics. See also *trademarks*.

**cross-references**
Cross-references identify additional information about a specific topic that is available in a document or elsewhere. In both web page content and PDFs hosted online, cross-references will usually be linked and do not need additional formatting.

If you are referring readers to another page in the same Word document, avoid linking to a page number as it might shift in layout and with different versions. Instead, link to a topic or section name using a Word bookmark.

**dates**
To avoid confusion, use an internationally acceptable write-out. So, *March 9, 2016*, not *3/9/16*. Do not include an *ordinal* (*March 9*, not *March 9th*).

**either/or**
Avoid; you can usually pick between either and or. Be as specific as possible.
em dash (—)
Use em dashes (PC: CTRL+ALT-minus sign on number pad; Mac: ALT+0151) to set off or emphasize certain sections of copy or to indicate a pause or break in thought, for example:

*Control your applications—from connection and traffic to configuration and management—with the TMOS operating system.*

*Your IT department depends on your network infrastructure to meet the challenges of today—and tomorrow.*

Do not include space on either side of an em dash. See also en dash, hyphen.

e-names
Include a hyphen between e and the word (for example, e-business, e-commerce, e-publishing), and do not capitalize. At the beginning of a sentence, capitalize the E (E-business); in a title, capitalize the E and the first letter that follows the hyphen (E-Business).

Exceptions: *email* is one word, no hyphen; *eBook* is one word, no hyphen, styled as shown.

en dash (–)
Use en dashes (PC: CTRL-minus sign on number pad; Mac: ALT+0150) to indicate compound hyphenated adjectives and to represent ranges, for example:

*FS’s newest International Technology Center is a New York City–based application delivery competency center.* [The en dash here indicates that New York City, not just City, is connected to the word based.]

*FS expects 450–500 attendees at its ITC grand opening.* [When you use an en dash to express a range, it’s a stand-in for the word to. Therefore, do not use it in conjunction with the word between; and is the appropriate word in that case: between 450 and 500 attendees.]

Do not include space on either side of an en dash. See also em dash, hyphen.

headlines
Whenever possible, headlines should begin with present-tense action words. Aim for benefit words such as improve, expand, eliminate. For example:

*Improve Windows Files Sharing*

*Expand WAN Capacity and Application Throughput*

*Eliminate the Negative Effects of Distance*

hyphen
Hyphens generally join two or more words to form compound adjectives, such as real-time. In general, if the meaning can be clearly interpreted without a hyphen, don’t include one. Never include a hyphen when combining a noun with an adverb that ends in ly, such as highly ranked. See also en dash and em dash.

first person
In general, avoid using first person (I or we) in public-facing content: *FS provides, not we provide.* However, first person is appropriate in some content types such as blog posts or opinion/editorial pieces, or materials about professional services. See also second person.

numbers
In general, spell out numbers one through nine, and use numerals for 10 and higher.

Always use numerals for:
- Percentages (do not spell out "percent" in text: 3%)
- Dates (do not use ordinals: June 24, not June 24th)
- Monetary amounts ($5, not five dollars)
- Measurements (5 MB, not five MB)

For amounts that number in the millions and up, spell out the word million, billion, etc. and use a numeral to represent the number of millions/billions (5 million, not 5,000,000 or five million).

ordinals
In text, spell out (third-party hardware not 3rd party hardware). In dates, do not use (June 4, not June 4th).
paragraph length
In general, use more, shorter paragraphs rather than fewer, longer ones to make your content more inviting and easier to skim. A good guideline is three to four sentences per paragraph.

parallel structure
Parallel structure is the repetition of a part of speech (e.g., a noun, verb, or adjective) in a list. Parallel structure moves a reader smoothly through content, and offers a more enjoyable overall experience. Things that should ideally be parallel include bulleted lists, lists within a sentence, and subheads within a document.

Not parallel (list within a sentence)
I like to eat salad, movies, and walking around.
Parallel
I like to eat salad, watch movies, and walk around.

Not parallel (first word of each phrase in a list)
You can reduce operational costs.
Increase operational scalability.
Fewer errors and less downtime.
Parallel
Reduce operational costs.
Increase operational scalability.
Reduce errors and downtime.

passive voice
Avoid passive voice where possible; instead, use active voice. Passive voice occurs when there is action, but no actor identified in a sentence. For example, availability can be ensured with F5 instead of the simpler, more direct, F5 can ensure availability. Passive voice is difficult for readers to relate to; it can cause confusion, especially in long sentences; and it can be difficult to translate.

Passive voice is occasionally appropriate, but it makes for especially weak marketing content, so use it judiciously.

plural acronyms
To make an acronym plural, add an s, not an apostrophe s. so F5 sells ADCs, not F5 sells ADC’s.

possessives (singular ending in s)
To form the possessive of singular nouns ending in s or its sound, add an apostrophe s (the mouse’s buttons; the bus’s capacity).

second person
In most materials, use second person, which addresses the reader as you (either directly or implied). Using second person can help you create more engaging, direct, approachable copy. See also first person.

sentence length
Use more, shorter sentences rather than fewer, longer ones to make your content more engaging and easier to skim. Avoid long introductory clauses.

space between sentences
Use one space between sentences and after colons.

subheads
Subheads break up copy and make it easier to skim. Use parallel subheads where possible. Subheads are generally sentence case and do not include end punctuation.

tense
Use present tense wherever possible. Always use consistent tense within a given piece of content. For example, customers benefit from F5’s new licensing model, not customers will benefit from F5’s new licensing model.

title (professional)
Capitalize a person’s professional title when it accompanies the person’s name (John Doe, Vice President of Marketing, is...). When a title is referenced generically or does not refer to a specific person, do not capitalize it (John talked to the vice president of marketing today).
**trademarks**

Apply F5 trademarks in PDF or print materials and emails at first mention in body copy.

Do not add trademarks in the following cases:

- In headlines, titles, subheads, or subject lines.
- In web copy.
- In large-scale print materials such as booth copy or event signage.
- In the titles of resources in the “Learn more” sections of documents.
- In third-party company or product names.

If the name of a Services offering includes product names, apply trademarks to the products within the name in first body copy mention (per John Campa). Ideally, write the copy so that the product name appears (and is trademarked) before the Services offering name to avoid having to bug within the Services name.

See the [f5.com trademark page](#) for current F5 trademark information. See also [copyright](#).

**web addresses**

Do not include http:// or www. in front of web addresses.

**word choice**

If you have to choose between wording that is plain, but clear, and wording that is clever, always choose clear.
GLOSSARY: COMPLETE WORD AND TOPIC LIST

This list includes words and topics, organized alphabetically. There are many cross-references for your convenience, and this document is searchable, so if you don’t find what you’re looking for by browsing, give search (CTRL + F) a shot. If you feel an entry needs to be added or updated, or if you have questions, please contact Jackie Sandoval.

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

24x7
Style as shown (note the lowercase x, and lack of spaces around it). Do not use 24/7, 24-7, or 24X7.

3DoS
Diverse distributed denial-of-service (3DoS) attack. Style as shown.

3GPP
Style as shown. This is the standards body that defines architectures for mobile networks. Stands for 3rd Generation Partnership Project; do not spell out. Used in service provider communications.

3rd party
See third party.

4G LTE
Style as shown; never spell out. Stands for fourth generation, long term evolution. Typically used in service provider communications.

5G LTE
Style as shown. Stands for fifth generation, long term evolution. Typically used in service provider communications, often as simply 5G.

AAA
Stands for authentication, authorization, and accounting. Spell out on first mention, and style as shown.

aaS terms
aaS (as a Service) terms should be capped except for as and a, with no hyphens except when used as an adjective (for example, "Software as a Service" or "our as-a-Service offerings"). See also IaaS, ITaaS, LBaaS, PaaS, SaaS.

access control list (ACL)
Style as shown.

[BI-G-IP] Access Policy Manager (APM)
Never use Access Policy Manager or APM alone; always precede with Big-IP. Use BIG-IP Access Policy Manager (APM) on first mention and Big-IP APM for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BI-G-IP Products and BI-G-IP product modules for more details).

Acopia
Acopia was the name of a data solutions company that F5 acquired in 2007. Do not use.

active-active
Use hyphens rather than slashes. Do not abbreviate as A-A or A/A.
active-passive
Use hyphens rather than slashes. Do not abbreviate as A-P or A/P.

ADC
The acronym for Application Delivery Controller. Spell out at first mention; okay to pluralize. It can be preceded by BIG-IP (BIG-IP ADCs are...), however note that it is not a product, but a description of all BIG-IP products. See Application Delivery Controller for more information.

ADN
ADN is the acronym for Application Delivery Network or Application Delivery Networking. It should be spelled out on first mention, with the acronym in parentheses. ADN cannot, however, refer to both Application Delivery Networking and Application Delivery Network in the same document. See also Application Delivery Network.

[BIG-IP] Advanced Firewall Manager (AFM)
Never use Advanced Firewall Manager or AFM alone; always precede it with BIG-IP. Use BIG-IP Advanced Firewall Manager (AFM) on first mention and BIG-IP AFM for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products and BIG-IP product modules for more details).

advanced persistent threat (APT)
Style as shown.

[BIG-IP] Advanced Routing Module
A feature module. Style as shown. First references should be styled as below, with a registration mar BIG-IP Advanced Routing™ Module.

[F5] Advanced Web Application Firewall (WAF)
Protects against the latest wave of attacks using behavioral analytics, proactive bot defense, and application-layer encryption of sensitive data, such as credentials.
On first mention, Advanced WAF can be referred to as F5® Advanced WAF™ or F5® Advanced Web Application Firewall™ (per John Campa).

affect
Affect can be a noun or a verb, but for F5’s purposes, it will always be used as a verb: *Poor security can affect a business’s bottom line.*

Affect as a noun means an expressed or observed emotional state: *Sam is usually happy, but he had a strange affect today.* F5 should not have cause to use this meaning of affect.

See also effect.

Anonymous
Collaborative international group of “hacktivists.” Capital A. *(The DDoS attacks were perpetrated by Anonymous.)*

anycast
See IP anycast; style as shown.

antivirus
One word, no hyphen.

app services
See application services.

appliance
Okay to use to describe F5 hardware, although device is more common. For virtual editions, fine shades of meaning make virtual appliance the preference in cases where virtual edition is not sufficient, but virtual device is acceptable.
**[BIG-IP] Application Acceleration Manager (AAM)**
This product has been or will soon be retired. Avoid referencing in any current marketing materials.

**[F5] Application Connector**
This product has been or will soon be retired. Avoid referencing in any current marketing materials.

**Application Delivery Controller (ADC)**
Always capitalize. Spell out at first mention, and then you can abbreviate as ADC. Okay to pluralize. Note that this is not a product name, although it can be used to describe BIG-IP products in general (BIG-IP ADCs). When writing for the service provider industry, use the term controller instead of Application Delivery Controller.

**application delivery firewall**
Lowercase. Application delivery firewall (formerly data center firewall) is a security solution, not a product. The solution is built on BIG-IP Local Traffic Manager and can be extended to include other BIG-IP software modules, depending upon customer requirements.

The correct ways to reference the solution are:
- [the F5] application delivery firewall
- [the F5] application delivery firewall solution
- [the BIG-IP] application delivery firewall solution

Do not use the acronym ADF to refer to application delivery firewall.

**Application Delivery Network/Application Delivery Networking**
The overall market category where F5 products and services compete. Always capitalize Application Delivery Network(ing). You can use the acronym ADN after first mention. ADN cannot, however, refer to both Application Delivery Network and Application Delivery Networking in the same document. See also ADN.

**Application Delivery Optimization (ADO)**
Application Delivery Optimization is an umbrella term that describes F5’s overall acceleration capabilities. It is always capitalized and should be spelled out on first mention. It should also be preceded by F5 or F5’s on first mention; omit F5 in subsequent mentions. Most often, we’ll talk about ADO solutions: F5 Application Delivery Optimization solutions, ADO solutions.

Do not use BIG-IP Application Delivery Optimization or BIG-IP ADO. ADO can comprise various combinations of BIG-IP products depending on the use case, but ADO itself is a solution name, not a product.

**application delivery services**
Do not use. See application services.

**[F5] Application IQ**
This product has been or will soon be retired. Avoid referencing in any current marketing materials.

**application layer gateway (ALG)**
Lowercase, no hyphen. Spell out on first mention.

**Application Ready Network**
Do not use; term is now Application Ready Solution.

**Application Ready Solution**
Always capitalize. Can be used alone or in reference to the specific application or partner (for example, Application Ready Solution for Oracle). Do not use an acronym (ARS). Formerly known as Application Ready Network.

**application services**
F5 sells application services. Leadership chose this term over application delivery services. Because application services is less explicit than application delivery services and may be confused with other companies’ usage of it, please always include a brief description when you mention application services for the first time, for example:
F5 application services make your apps fast, secure, and available.

You should always use the full term, application services, on first mention in a given communication; however, where appropriate, it’s okay to shorten to just app services. For example, you could shorten it in a collateral piece such as a white paper or overview, or an infographic. In things like press releases and company About copy, keep to the full term.

[F5] Application Services Proxy
This product has been or will soon be retired. Avoid referencing in any current marketing materials.

[BIG-IP] Application Security Manager (ASM)
Never use Application Security Manager or ASM alone (always put BIG-IP before it). Use BIG-IP Application Security Manager (ASM) on first mention and BIG-IP ASM for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products and BIG-IP product modules for more details).

ARX
Do not use; this product has been retired.

ARX Cloud Extender
Do not use; this product has been retired.

AskF5
One word; it’s a noun, not a verb. Previously this name represented only the AskF5 Knowledge Base, but it now refers to the F5 support portal generally, where customers can initiate a support ticket or download files as well as referencing knowledge base articles. If it’s not clear from context, clarify references to AskF5 support or the AskF5 Knowledge Base as needed. Do not use AskF5.com, which is no longer the URL. The correct URL is support.f5.com.

attacker
Preferred term to refer to a malicious user. Do not use hacker.

See also hacker.

auto-shun, auto-shunning
A functionality of F5 security products. Blacklist feature or blacklisting is preferable for most audiences. See also blacklist.

AWS Marketplace
Style as shown. Note that AWS Marketplace does not take an article—so sell on AWS Marketplace, not sell on the AWS Marketplace.

back end (noun), back-end (adj.)
Two words as a noun, hyphenate when used as a modifier.

Never use back-end.

backup (noun, adj.), back up (verb)
One word as a noun or modifier, two as a verb. Do not use back-up.

BIG-IP
BIG-IP is always all caps with a hyphen—no exceptions. On first mention, put F5 in front of BIG-IP (except for on f5.com, where this is unnecessary).

BIG-IP is a platform and product family, not an individual product; it includes both hardware and software. When referring to a BIG-IP product, always use the individual product names after BIG-IP to clarify the product under discussion (for example, BIG-IP LTM). When mentioning a hardware device, always include a descriptor after the series number (for example, BIG-IP 8800 device).
Acceptable ways to use **BIG-IP**:

- the BIG-IP system
- the BIG-IP platform
- BIG-IP product(s)
- the BIG-IP product family
- BIG-IP Application Delivery Controller(s)
- BIG-IP controller(s) *(use for a service provider audience only)*

**DON'Ts:**

- Do not change the style of **BIG-IP** in any way (for example, Big/ip, Big/IP, BIG-ip, Big-ip).
- Never use **BIG-IP** as a noun—it should always be a modifier (for example, say *the BIG-IP system, never the BIG-IP*).
- Never use “the” before a BIG-IP product name (so talk about *BIG-IP LTM, not the BIG-IP LTM*).
- Never make **BIG-IP** plural (BIG-IPs).
- Avoid making **BIG-IP** products possessive.

**BIG-IP application delivery firewall solution**

*See application delivery firewall.*

**BIG-IP feature modules**

Feature modules are software add-on modules designed to run on an existing BIG-IP deployments. In writing, make sure **BIG-IP** is placed before the name of the module on first mention (for example, *the BIG-IP Intelligent Compression Module*); it can be omitted in subsequent mentions (*the Intelligent Compression Module*).

**BIG-IP product modules**

BIG-IP product modules are software that runs on BIG-IP or VIPRION hardware, or as virtual editions on other vendors’ hardware. To avoid confusion with BIG-IP feature modules, most have been renamed to “Manager,” as in BIG-IP Local Traffic Manager. In nuanced discussions of the form factor, *product module or virtual edition* is preferred to *software*, per Robert Haynes.

BIG-IP must precede product module names in all instances. Spell out the first mention, then use its acronym, except in the case of two-word names such as **BIG-IP Cloud Edition** and the specific case of **BIG-IP DNS**.

If you are discussing more than one BIG-IP product, only the first one needs to be preceded by **F5** (see *Using the Name "F5"* for more information). However, **BIG-IP** must be trademarked with every new module name. So if you mention these three items in a row, they should be trademarked like this: **F5® BIG-IP® Local Traffic Manager™**, **BIG-IP® Application Security Manager™ (ASM)**, **BIG-IP® Access Policy Manager® (APM)**.

Below is a complete list of BIG-IP module names, styled for print, PDF, or email. Strip out trademarks for web page content.

**BIG-IP AAM**

Do not use. **BIG-IP AAM** has been retired.

**BIG-IP AFM**

**BIG-IP® Advanced Firewall Manager™ (AFM)**—first mention
**BIG-IP AFM**—second mention

**BIG-IP APM**

**BIG-IP® Access Policy Manager® (APM)**—first mention
**BIG-IP APM**—second mention

**BIG-IP ASM**

**BIG-IP® Application Security Manager™ (ASM)**—first mention
**BIG-IP ASM**—second mention

**BIG-IP CGNAT**

**BIG-IP® Carrier-Grade NAT (CGNAT)**—first mention
**BIG-IP CGNAT**—second mention

**BIG-IP Cloud Edition**

**BIG-IP® Cloud Edition™—first mention**
**BIG-IP Cloud Edition—second mention**

*Note: Never shorten Cloud Edition to CE.*
BIG-IP DNS
BIG-IP® DNS — first mention
BIG-IP DNS — second mention

BIG-IP GTM
Do not use. BIG-IP GTM is now BIG-IP DNS.

BIG-IP Link Controller
BIG-IP® Link Controller™ — first mention
BIG-IP Link Controller — second mention

BIG-IP LTM
BIG-IP® Local Traffic Manager™ (LTM) — first mention
BIG-IP LTM — second mention

BIG-IP PEM
BIG-IP® Policy Enforcement Manager™ (PEM) — first mention
BIG-IP PEM — second mention

BIG-IP PSM
BIG-IP® Protocol Security Module™ (PSM) — first mention
BIG-IP PSM — second mention

NOTE: Although the f5.com trademarks page indicates that acronyms for BIG-IP modules should include trademark symbols, do not include them in any publication.

BIG-IP service provider firewall solution
Use this term in place of BIG-IP application delivery firewall for the service provider audience ONLY. See also BIG-IP carrier-class firewall.

BIG-IP Virtual Editions (VEs)
Capitalize Virtual Editions and spell out on first mention. See also Virtual Edition[s].

Depending on context, discussion of specific deployments of a virtual edition may need to refer to a virtual appliance or virtual device. Because customers may use both, be sure to include the word virtual if there is any risk of confusion between a physical BIG-IP device (i.e., hardware) and a virtual one. For virtual editions, fine shades of meaning make virtual appliance the preference, but virtual device is acceptable.

Note that virtual machine is a broader, more generic term—a BIG-IP virtual appliance is a virtual machine, but there may be other flavors of virtual machines in any given infrastructure. A virtual machine runs a dedicated operating system (including, in F5’s case, TMOS) on shared physical hardware.

Note also that while Virtual Editions are technically software, Virtual Edition or BIG-IP product module are the preferred terms in nuanced discussion, per Robert Haynes.

BIG-IQ
See BIG-IQ Centralized Management just below.

BIG-IQ ADC
Do not use. This product has been retired; see BIG-IQ Centralized Management just below.

BIG-IQ Centralized Management
BIG-IQ Centralized Management is an intelligent platform for managing F5 devices and the services they deliver; it is available both as a virtual edition and running on a BIG-IP device. Do not introduce BIG-IQ Centralized Management as a topic without explaining what is, for example, BIG-IQ® Centralized Management is F5’s management platform. In longer documents, it’s okay to shorten this name to just BIG-IQ; however it’s a good idea to reiterate the full name at the beginning of each section.

Do not use BIG-IQ as a lead-in to any other name or component. For example, do not say BIG-IQ Data Collection Devices; rather, it should be Data Collection Devices in BIG-IQ Centralized Management. See also Data Collection Devices.
BIG-IQ Cloud
Do not use. This product has been retired; the functionality still exists, but as iWorkflow.

BIG-IQ Device
Do not use. This product has been retired; see BIG-IQ Centralized Management for more information.

BIG-IQ Security
Do not use. This product has been retired. See BIG-IQ Centralized Management for more information.

BIND (Berkeley Internet Naming Daemon)
Style as shown. BIND is the Internet’s original DNS resolver.

blacklist (noun, verb)
Style as shown. See also whitelist.

bring your own device (BYOD)
Spell out at first mention using lowercase. If used as an adjective without the acronym in parentheses, then insert hyphens: the bring-your-own-device model.

bring your own license (BYOL)
Spell out at first mention using lowercase. If used as an adjective without the acronym in parentheses, then insert hyphens: the bring-your-own-license model.

bugs
Slang for trademarks. See trademarks.

bufferbloat
Style as shown.

cache
Caching is spelled without the letter e. Cacheable, however, is spelled with the letter e.

CapEx
Capitalize C and E. Stands for capital expenditures. Not necessary to spell out at first mention. See also OpEx.

CAPTCHA
Style as shown. Do not spell out.

cardholder
One word.

[BIG-IP] Carrier-Grade NAT
Never use Carrier-Grade NAT alone to describe the BIG-IP module (always put BIG-IP before it). Use BIG-IP Carrier-Grade NAT on first mention and BIG-IP CGNAT for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products, BIG-IP product modules, and CGNAT for more details.

Note that you can use the phrase carrier-grade NAT as a standard industry term.

F5 Centralized Analytics Module
Style as shown. OK to drop F5 after first mention.

CGNAT
CGNAT stands for carrier-grade network address translation. Lowercase when spelled out, but the acronym is widely understood and doesn’t have to be spelled out, depending on document type and audience. Note that this is also the name of a BIG-IP module, in which case NAT is not spelled out and is paired with BIG-IP Carrier-Grade: BIG-IP Carrier-Grade NAT. See also NAT and BIG-IP product modules.

cloud bursting
Two words.
Clustered Multiprocessing (CMP)
Style as shown. Spell out first mention, then use acronym. Capital C and M; Multiprocessing is one word and has no hyphen. CMP is not a product, but an underlying technology in some F5 products. See also Virtual Clustered Multiprocessing and Quick Reference: Technologies and Features.

communications service provider (CSP)
Do not use. This term was retired in January 2014 in favor of service provider.

consumerization
Style as shown in reference to the “consumerization of IT.” The term refers to consumers (in this case, employees) using their own devices and new technologies for work purposes, thereby influencing IT departments to support these new devices and technologies enterprise-wide for employee use.

[F5] Container Connector
Container Connector is a container integration solution that helps manage application services. Precede with F5 on first mention. It is not currently trademarked. Do not abbreviate to CC, except in a diagram where space is too tight to spell it out.

content delivery network (CDN)
Lowercase; spell out on first mention.

cross-site scripting (XSS)
Style as shown.

customer premises equipment (CPE)
Lowercase; note that it’s premises, never premise. Used in service provider industry.

cyber attack
Two words, lowercase.

data
Can be singular or plural, but always takes a singular verb (for example, The data is … or The data shows …).

data center
Two words.

data center firewall
Do not use. This term was changed to application delivery firewall in December 2012. See application delivery firewall.

Data Collection Device(s)
A Data Collection Device is a piece of software used by BIG-IQ to collect data from local BIG-IP devices. Do not use the acronym DCD or put BIG-IQ in front of it. On first mention, reference its relationship to BIG-IQ (BIG-IQ’s Data Collection devices or Data Collection Devices used by BIG-IQ). Subsequent uses can drop down to just Data Collection Device or Data Collection Devices. See also BIG-IQ Centralized Management.

data loss prevention (DLP)
Style as shown. Correct data leak prevention to data loss prevention.

Data Manager
Do not use; this product has been retired.

data stream
Two words.
DDoS Hybrid Defender
DDoS Hybrid Defender is a hybrid solution (meant for both on-premises and cloud architectures) that defeats even the largest DDoS attacks, including complex application layer attacks, and is easy to deploy and manage. Style as shown—do not shorten. Apply trademarks on first mention: F5® DDoS Hybrid Defender™.

deduplicate, deduplication
No hyphen, one word.

denial-of-service (DoS) attack
Style as shown. A DoS attack is a type of security breach that results in a service interruption for users of the targeted system. Consider replacing with distributed denial-of-service (DDoS) attack, which is usually the specific type of DoS attack that F5 customers face.

deprovision
One word, no hyphen.

DevCentral
Style as shown; include a ™ on first mention in media that require trademarks. DevCentral is F5’s user community of 300,000+ members.

device
For hardware, generally preferred over appliance. All F5 hardware may be referred to as devices. Usage example: The BIG-IP system provides integrated application delivery functions together on one device.

For virtual editions, virtual appliance or virtual ADC are the preferences for nuanced discussions (per Robert Haynes), but virtual device is acceptable. See BIG-IP virtual editions.

Device Service Clustering or Device Service Cluster (DSC)
Style as shown.

Diameter
Always capitalize the D. A protocol used in 3G, IMS, and 4G networks to provide authentication, authorization, and accounting (AAA) services. Unlike its predecessor, RADIUS, it is not an acronym and should never be all caps.

distributed denial-of-service (DDoS) attack
Spell out on first mention, then okay to reference as a DDoS attack. Always use DDoS as an adjective, never a noun or verb.

diverse distributed denial-of-service (3DoS) attack
Style as shown. A 3DoS attack is a type of security breach by multiple, geographically dispersed systems that results in a service interruption for users of the targeted system.

[BIG-IP] DNS
Never use DNS alone to describe the BIG-IP module (always put BIG-IP before it). Use BIG-IP DNS for both first and second mentions—do not spell out DNS. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products, BIG-IP product modules for more details).

This is not a new product, but it is a new name. On first mention of BIG-IP DNS in a given piece, include this with it: (formerly BIG-IP Global Traffic Manager). For example:

BIG-IP® DNS (formerly BIG-IP® Global Traffic Manager™) includes our DNS and GSLB services that help you deploy enterprise-ready solutions with hyperscale and security—in the data center and hybrid cloud.

DNS
Acronym for three terms: Domain Name System, domain name server, and domain name service. Note capitalization of each, although DNS seldom needs to be spelled out (only if content provider thinks his/her audience will need the clarification).
DNS Express
Style as shown. DNS Express is a BIG-IP feature that gives customers the ability to withstand DoS attacks without the expense of adding more DNS servers. See also Quick Reference: Technologies and Features.

DNSSEC
Style as shown. Acronym for Domain Name System Security Extensions. Not necessary to spell out.

domestic
Avoid. Use U.S. instead.

Dual-Stack Lite (DS-Lite)
Note capitalization and hyphenation, in both full name and abbreviation. It is an IPv6 transition mechanism.

dynamic application security testing (DAST)
Lowercase; spell out on first mention.

dynamic linearization
Lowercase.

Dynamic Network Architecture
Obsolete; use intelligent services framework instead.

eBook
No hyphen, style as shown.

[BIG-IP] Edge Client
BIG-IP Edge Client secures and accelerates mobile device access to enterprise networks and applications that use SSL VPN and optimized technologies. Although BIG-IP Edge Gateway is a retired product, BIG-IP Edge Client is still current. (As of version 3.0, the F5 Edge Client has been renamed F5 Access.) Never use Edge Client alone; always precede it with BIG-IP. Use BIG-IP Edge Client on all mentions—never abbreviate as BIG-IP EC.

[BIG-IP] Edge Gateway
Do not use; BIG-IP Edge Gateway was retired in 2013. Its capabilities were incorporated into BIG-IP APM.

effect
Effect is a noun meaning result or consequence: F5 had a tremendous effect on Acme Customer’s security.

Effect can also be a verb meaning to bring about: The company’s improved security posture effected better customer retention.

See also affect.

elliptical curve cryptography (ECC)
Style as shown and see ECDHC below.

elliptical curve Diffie-Hellman cryptography (ECDHC)
Style as shown. ECC with forward secrecy. From Marty Scholes: “We should be pedantic... a similar cipher ECDH does not provide forward secrecy.” So when forward secrecy is part of the discussion, referring to the more advanced Diffie-Hellman elliptical curve cryptography (ECDHE) ciphers is more appropriate.

email
No hyphen, lowercase.

endpoint
One word, no hyphen, lowercase.

end user (noun), end-user (adj.)
Use this when it clarifies which type of user; otherwise, just user will do. Two words, no hyphen when used as a noun; two words, hyphenated when used as an adjective.
Enterprise Manager
Two words, each capitalized; precede with F5 on first mention.
Enterprise Manager is an F5 device that provides centralized management for multiple BIG-IP devices.
Note that Enterprise Manager is being replaced by BIG-IQ Centralized Management, but it can be treated as usual for now.

F5/F5 Networks
In general, we are moving toward using F5 instead of F5 Networks. Use F5 Networks only when it makes sense to use our full legal name (in legalese; in a financial statement; etc.). See also Using the Name “F5”.

f5.com
When referring to the website address, the f should be lowercase; do not include www. See also Using the Name “F5”.

F5 Analytics
F5 Analytics is a feature in BIG-IP products. It was previously named iApps Analytics. If you see iApps Analytics, change it to F5 Analytics.

F5 Application Visibility and Reporting module
Module introduced in BIG-IP v11. Style as shown.

F5 Labs
F5 Labs is F5’s security threat intelligence and research team, and its website is f5labs.com. F5 Labs is made up of a variety of F5 teams with security insight and roles, including the F5 Security Operations Center, the F5 Security Incident Response Team, and product development.

F5 Synthesis
Do not use. The Synthesis architectural vision, though trademarked, isn’t being used going forward.

fabric
Style as shown when used generically. Fabric generally conveys the idea of enabling “any-to-any” connections in a network. See also high-performance services fabric.

failover (noun, adj.), fail over (verb)
One word when a noun or adjective, two as a verb. There is no fail-over.

FIPS
Takes the article a before it, not an. Stands for Federal Information Processing Standards; do not spell out for financial or government audiences.

FirePass
Do not use—this product is retired. Its capabilities were incorporated into BIG-IP APM.

forward error correction (FEC)
Style as shown.

forward secrecy
Style as shown. Do not abbreviate FS, which is too easily misread as F5. Forward secrecy is short enough that it should be able to be spelled out in most or all cases. See also perfect forward secrecy, which is the same thing (and whose perfection is debatable).

front end (noun), front-end (adj.)
Two words as a noun, hyphenated when used as an adjective. Never use frontend

field-programmable gate array (FPGA)
Style as shown.

FTP
Well-known acronym for file transfer protocol. Do not spell out.
Gb
Abbreviation for gigabit. Spell out if used without a number. When used with a number, put a space between the number and Gb (for example, 320 Gb).

GB
Abbreviation for gigabyte to denote memory. Spell out if used without a number. When used with a number, put a space between the number and GB (for example, 10 GB).

Gbps
Abbreviation for gigabits per second, which is used to measure throughput (how much traffic can be processed). Spell out if used without a number. When used with a number, put a space between the number and Gbps (for example, 320 Gbps). Do not use Gb/s or gb/s.

golocation
All one word, no hyphen, lowercase. Geolocation describes the exact physical location of devices, as well as the ability to detect and record that location.

The term geolocation is interchangeable with IP geolocation, however the former is more common.

Gi
Style as shown. Gi is a 3GPP-defined network interface between the mobile packet core network and the Internet. Used in service provider communications.

Gi firewall
Style as shown. Gi firewall is a security device that protects the 3G mobile packet core network from attacks and threats from the Internet. Used in service provider communications. Do not use this to refer to F5’s solution; use S/Gi firewall instead. See also S/Gi firewall.

GitHub
Style as shown.

Global Namespace
Use title caps. Do not use the acronym GNS.

[BIG-IP] Global Traffic Manager (GTM)
Do not use.

This product still exists, but has a new name: BIG-IP DNS. See BIG-IP DNS, Quick Reference: BIG-IP Products and BIG-IP product modules for more details.

Good-Better-Best
Capitalize each word and separate with hyphens (no spaces). Do not use pipes (Good / Better / Best) or commas (Good, Better, Best); both of these treatments can cause confusion. Good-Better-Best is an F5 licensing model introduced in November 2013. It provides a scalable and affordable licensing model for all BIG-IP modules across F5’s high-performance services fabric.

Note: Do not use this term in Japan.

goodput
Style as shown.

GUI
Acronym for graphical user interface. Do not spell out.

hacker
Do not use hacker to refer to a malicious user—use attacker instead. (In the IT community, a hacker is not necessarily a negative term. It can refer to someone who uses a hacker programming style.)

See also attacker.

hacktivist/hacktivism
Style as shown. Refers to those who use/the use of computers and computer networks to further a political or activist agenda.
**hairpinning**
One word. Used in the service provider industry.

**handheld**
One word, no hyphen.

**hardware security module (HSM)**
Style as shown; this is a general term, not proprietary to F5. A hardware security module is a secure physical device designed to generate, store, and protect digital, high-value cryptographic keys. It is a secure crypto-processor that often comes in the form of a plug-in card (or other hardware) with tamper protection built in. HSMs also provide the infrastructure for finance, government, healthcare, and others to conform to industry-specific regulatory standards.

**high-performance services fabric**
This term is not trademarked but is one of the tenets of F5 Synthesis. Refers to both physical BIG-IP devices and BIG-IP virtual editions that make up a network. On first mention, style as shown. Thereafter, you can refer to it as a services fabric. In reference to F5 and F5 Synthesis, services should always precede fabric. See also fabric.

**high-speed logging (HSL)**
Lowercase; hyphenate high-speed. Spell out on first mention.

**HIPAA**
Note this acronym has two As; it is frequently mistyped as HIPPA, with two Ps. Stands for the Health Insurance Portability and Accountability Act; do not spell out.

**home page**
Two words.

**host name**
Two words except when a parameter.

**hotfix**
One word, lowercase.

**HTTP/S**
Acceptable to use to mean “HTTP and/or HTTPS.”

**HTTPS**
HTTPS, not HTTP(s).

**hyperconverge, hyperconverged, hyperconvergence**
All one word, lowercase, no hyphen.

**hyperscale**
Style as shown.

**[F5] iApp/iApps**
In iApps, the i is always lowercase and the A is always capitalized, even at the beginning of a sentence. Use iApps or iApps template where you can; resort to iApp where it sounds weird to use iApps (for example, the iApp for SharePoint). Note that iApps is singular, not plural, so refer to it as “it,” not “they.” For example, iApps is a unique application-centric deployment packaging technology that enables simple, repeatable configuration on a per-application basis.

Try to use F5 iApps® or F5 iApps® template on first mention, as the plural term is the one that’s trademarked. Do not preface iApps with BIG-IP (no “BIG-IP iApps”).

Many iApps are known by individual names (for example, the Application Services Integration iApp); this is okay.

Do not use iApps Analytics, which was an early term replaced by F5 Analytics.
**[F5] iCall**
In iCall, the i is always lowercase and the C is always capitalized, even at the beginning of a sentence. Do not pluralize. iCall is a powerful scripting framework that provides the ability to automatically and dynamically define data plane events.

**[F5] iControl**
In iControl, the i is always lowercase and the C is always capitalized, even at the beginning of a sentence. Do not pluralize. iControl is a web services–enabled open API that provides granular control over the configuration and management of BIG-IP systems.

*See also* Quick Reference: Technologies and Features.

**ICSA Labs certifications**
When you mention that F5 products are certified by ICSA Labs, always include Labs. If Certified follows ICSA Labs, capitalize it. If not, it can be lowercase. The names of the certifications themselves do not need to be capitalized. Here are examples of acceptable uses provided by ICSA Labs:

- The BIG-IP system is an ICSA Labs Certified network firewall.
- The BIG-IP system is a network firewall certified by ICSA Labs.

**Identity and access management (IAM)**
Style as shown.

**Identity management (IdM)**
Style as shown.

**[F5] iHealth**
In iHealth, the i is always lowercase and the H is always capitalized, even at the beginning of a sentence. Do not pluralize. iHealth is a diagnostic tool with which organizations can verify the proper operation of their BIG-IP deployments, and ensure hardware and software are functioning at peak efficiency.

**IMS**
Stands for IP multimedia subsystem. Spell out on first mention as appropriate.

**Information Lifecycle Management (ILM)**
Title case, spell out on first mention.

**Infrastructure as a Service (IaaS)**
Style as shown. Do not hyphenate, regardless of part of speech. See also aaaS terms, ITaaS, LBaaS, PaaS, SaaS.

**Intelligent services framework**
Lowercase. Note this was previously called Intelligent Services Platform and changed to intelligent services framework in January 2013. Before that, it was called Dynamic Network Architecture (DNA).

**Intelligent Services Platform**
Obsolete; use intelligent services framework instead.

**Internet/intranet**
Capitalize Internet. When referring to a local or internal Internet, called an intranet, use lowercase.
[the] Internet of Things (IoT)
Style as shown. Refers to the widespread incorporation of unique identifiers (IP addresses) in everyday objects (such as automobiles and household appliances) and their ability to automatically transmit data over IP networks.

IP
Acronym for Internet Protocol. Do not spell out.

IP anycast
Style as shown.

IP geolocation
See geolocation.

intrusion detection system (IDS)
Style as shown. When discussing intrusion detection systems in general, be sure to pluralize the acronym as well: IDSs.

intrusion prevention system (IPS)
Style as shown. When discussing intrusion prevention systems in general, be sure to pluralize the acronym as well: IPSs.

IPsec
Note caps on IP only: IPsec, not IPSec. Short for Internet Protocol Security; however do not spell out. IPsec is a set of protocols developed by the IETF to support secure exchange of packets at the IP layer.

IPv6 Gateway
Style as shown. IPv6 Gateway is a trademarked term and a BIG-IP feature module.

See also Quick Reference: Technologies and Features.

[F5] iRules
iRules is F5’s scripting language. In iRules, the i is always lowercase and the R is always capitalized, even at the beginning of a sentence. iRules is a technology, and therefore singular (iRules provides unprecedented control, not iRules provide unprecedented control). When referring to the technology in general, always use iRules as opposed to iRule. The singular iRule is okay when referring to an individual, coded rule, but should be avoided otherwise.

See also Quick Reference: Technologies and Features.

[F5] iRules LX
Style as shown. Only the iRules part of the name is trademarked.

[BIG-IP] iSeries
The next generation of BIG-IP ADC appliances using TMOS v. 12.1.1 and TurboFlex performance profiles; launched in August 2016.

First mention
F5® BIG-IP® iSeries

Second mention
iSeries

[F5] iSession
As the foundation for site-to-site communication, iSession secures and accelerates data traveling over the WAN. The i is always lowercase and the S is always capitalized, even at the beginning of a sentence.

First mention
F5® iSession®

Second mention
iSession

See also Quick Reference: Technologies and Features.
IT as a Service (ITaaS)
Style as shown. Do not hyphenate, regardless of part of speech. Do not spell out “IT” in spelled-out version. See also aaS terms, IaaS, LBaaS, PaaS, SaaS.

[F5] iWorkflow
Do not use. iWorkflow has been retired.

jailbroken
One word, lowercase.

Kb
Abbreviation for kilobit. Spell out if used without a number. When used with a number, put a space between the number and Kb.

KB
Abbreviation for kilobyte. Spell out if used without a number. When used with a number, put a space between the number and KB.

KBps
Abbreviation for kilobytes per second. Spell out if used without a number. When used with a number, put a space between the number and KB.

LAN
Acronym for local area network. Okay to spell out if writer insists, but largely unnecessary.

layer
Lowercase, as in layer 4, layer 4–7, or transport layer. It is okay to abbreviate and use uppercase as in L4 or L4–7 (no spaces), but only if the target audience is familiar with this reference to the OSI model.

lifecycle
One word.

[F5] LineRate
Do not use. This product family has been retired.

[F5] LineRate Point Load Balancer
Do not use. This product has been retired.

[F5] LineRate Precision Load Balancer
Do not use. This product has been retired.

LineRate Systems
Do not use. LineRate Systems is an SDN company that F5 acquired in early 2013.

[BIG-IP] Link Controller
Never use Link Controller alone; always precede with BIG-IP. Use BIG-IP Link Controller on all mentions—do not abbreviate Link Controller (no BIG-IP LC). In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products and BIG-IP product modules for more details).

load balance, load balancing, load balancer
Two words, lowercase. Do not use a hyphen, even as an adjective (such as load balancing product). Where appropriate, replace with traffic management to dispel the perception that F5 is only a load balancing company.

Load Balancing as a Service (LBaaS)
Style as shown. Do not hyphenate, regardless of part of speech. See also aaS terms, IaaS, ITaaS, PaaS, SaaS.
[BIG-IP] Local Traffic Manager (LTM)
Never use Local Traffic Manager or LTM alone; always precede with BIG-IP. Use BIG-IP Local Traffic Manager (LTM) on first mention and BIG-IP LTM for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products and BIG-IP product modules for more details).

login (adj, noun) and log in (verb)
Login is an adjective or noun (this will redirect you to the login page) and log in is a verb (please log in here). There is no log-in or logon.

LTE
Stands for Long Term Evolution. Do not spell out; primarily used in service provider communications.

man-in-the-browser (MITB) attack
Style as shown. Note that the phrase man-in-the-browser should always be used as a descriptor, not as a noun. See also MITM.

man-in-the-middle (MITM) attack
Style as shown. Note that the phrase man-in-the-middle should always be used as a descriptor, not as a noun. See also MITM.

Mb
Abbreviation for megabit. Spell out if used without a number. When used with a number, put a space between the number and Mb (for example, 320 Mb).

MB
Abbreviation for megabyte. Spell out if used without a number. When used with a number, put a space between the number and MB (for example, 10 MB).

Mbps
Abbreviation for megabits per second. Spell out if used without a number. When used with a number, put a space between the number and Mbps (for example, 320 Mbps). Don’t use Mb/s.

microservices
All one word.

mobile device management (MDM)
Style as shown (lowercase). This is a general industry term, not an F5 proprietary term.

mobile application management (MAM)
Style as shown. This is a general industry term.

[F5] MobileSafe
Style as shown. On first mention, precede with F5 and include trademarks: F5® MobileSafe®; thereafter, F5 and trademarks can be dropped.

modules
See BIG-IP product modules and BIG-IP feature modules.

multi
In general: As a prefix, hyphenate before a word that begins with a vowel (multi-user). Don’t hyphenate before a word that begins with a consonant (multimedia, multicolumn), unless you’re creating a word or it’s really long and difficult to understand. However, use your best judgment; if a word just looks funny one way or the other, adjust it so that it’s easiest to read (see multi-layer and multi-tenancy entries just below).

multi-cloud
Hyphenated for readability.
multi-layer
Hyphenated for readability.

multi-tenancy
Hyphenated for readability.

name server
Two words.

NAT44 and NAT64
Style as shown (no space between NAT and number).

network-attached storage (NAS)
Style as shown.

network address translation (NAT)
Lowercase when spelled out, but acronym is widely understood and doesn’t have to be spelled out, depending on document type and audience. See also CGNAT.

network (noun only)
Don’t use network as a verb. A workstation is on a network.

network functions virtualization (NFV)
Spell out as shown on first mention; use the acronym thereafter. Note that functions is always plural. Typically used in service provider communications. See also virtual network function.

NTLM OneConnect
Do not use. Use NTLM connection pooling.

offload (verb)
One word. In a computer or networking context, offload means to assume, take on, or accept responsibility for a task from another device, freeing up processing capacity in that device. For example, The BIG-IP product offloads SSL processing from the target web server. Outside of a computer context, offload generally means to unload or empty.

OneConnect
F5 product feature name—one word, capital O and C. See also Quick Reference: Technologies and Features.

on site (noun); on-site (adj.)
Two words as a noun (I work on site), hyphenated as an adjective (I am an on-site worker). Do not use as one word.

on premises (noun); on-premises (adj.)
Two words as a noun (I work on premises), hyphenated as an adjective (I am an on-premises worker). Never on premise or on-premise.

Note: Do not confuse premises with premise. One is not the plural of the other—they are not interchangeable, but two completely different words. See also premises.

[F5 Traffix] OpenBlox Diameter Stack
Do not use. This product has been retired and should not be mentioned in any new materials.

OpenShift
One word, cap O, cap S. Not Open Shift.

open source
Two words, lowercase.

operating system
Two words, lowercase. For example, Windows XP is an operating system. OK to abbreviate as OS; usually not necessary to spell out on first mention.
OpEx
Capitalized O and E. Stands for operational expenditures, but not necessary to spell out at first mention. See also CapEx.

OWASP
Open Web Application Security Project (OWASP) is a 501(c)(3) non-profit worldwide charitable organization focused on improving the security of application software. OK not to spell out in more technical materials (audience will know). The OWASP Top 10 is frequently mentioned in F5 materials as both the Top Ten and Top 10. Both are used on OWASP’s site, so just use consistently within a doc.

PCI DSS (Payment Card Industry Data Security Standard)
Style as shown. PCI DSS is a set of comprehensive requirements that enhance payment account data security and simplify data security compliance for merchants and payment processors. It is not uncommon to see just the phrase “PCI standards.”

percent
Use a numeral and the symbol (%), rather than spelling out, to show a percentage: 89%, not eighty-nine percent.

perfect forward secrecy (PFS)
Style as shown.

perform
Don’t over-use this word; try using a simple verb like do. Or, find a word that is more specific to your meaning.

personally identifiable information (PII)
Lowercase.

platform
A platform is something that forms the basis for common functionality, on which you can deploy things. Current F5 platforms include the new AppIQ platform; our flagship BIG-IP platform; iWorkflow; the LineRate platform; and the Silverline platform. One platform is now retired: the BIG-IQ platform (of which only one product, BIG-IQ Centralized Management, remains). TMOS could technically be considered a platform, but for the purpose of talking to the F5 audience, we will represent it as an operating system.

Platform as a Service (PaaS)
Style as shown. Do not hyphenate, regardless of part of speech. See also aaS terms, IaaS, ITaaS, LBaaS, SaaS.

plug-in (noun, adj.)
Two words, hyphenated.

point product
Not point-product.

[BIG-IP] Policy Enforcement Manager (PEM)
Never use Policy Enforcement Manager or PEM alone; always precede it with BIG-IP. Use BIG-IP Policy Enforcement Manager (PEM) on first mention and BIG-IP PEM for subsequent mentions. In PDF or print materials and emails, apply the appropriate trademarks (see Quick Reference: BIG-IP Products and BIG-IP product modules for more details).

premises
Premises and premise are two entirely different words; one is not the plural of the other. Premises refers to land or the buildings on it; a premise is a proposition on which an argument is based. See also on premises.

product modules
See BIG-IP product modules.
QKView/qkview
Use QKView for BIG-IP product GUIs, the BIG-IP iHealth GUI, and all GUI references.
Use qkview for the utility, file, or command.

qos/QoS/QOS
Used as both lower case and upper case, and mixed, depending on the meaning. It can be:
- An acronym for quality of service (QoS).
- A command (qos) and statement in a BIG-IP DNS configuration file.
- BIG-IP DNS mode name is capitalized: QOS mode.

quality of experience (QoE)
Lowercase when spelled out, lowercase o in the acronym. QoE is often used to reference the quality of service from the point of view of a service provider’s customer or subscriber; QoS is more appropriate for the service provider’s perspective on the factors, such as network performance and connectivity, that affect that experience.

quiesce
Commonly used networking term, which means to render quiescent, i.e., temporarily inactive or disabled. Example: to quiesce a device (such as a digital modem).

RADIUS
Style as shown. Acronym for the Remote Authentication Dial In User Service protocol. Do not spell out.

read-only (adj.)
Two words, hyphenated.

real time (noun); real-time (adj.)
Do not hyphenate when used as a noun (Migrate your apps in real time with the BIG-IP system); do hyphenate when used as an adjective (the BIG-IP system performs real-time migrations).

redundant system
Redundant system is the correct way to refer to a pair of F5 products that are configured for failover if one system fails. Avoid the term failover pair and never call a product redundant.

Red Hat
Two words, not RedHat.

reference architecture
Style as shown (all lowercase) for generic references. When you are naming a specific F5 reference architecture, use initial caps for the proper name followed by reference architecture, all lowercase, and precede with the: the F5 DDoS Protection reference architecture; the F5 Cloud Federation reference architecture.

After first mention, it is okay to refer to an F5 reference architecture as a solution: the DDoS Protection solution.

Reference architecture is a general term but does not have a consistent definition industrywide—every vendor defines it differently. In F5 context, a reference architecture is a collection of resources (diagrams, white papers, customer decks, other marketing collateral) that provides comprehensive prescriptive guidance to customers for specific use cases.

As of June 2016, F5 reference architectures include:
- Acceleration reference architecture
- Access Federation reference architecture
- Application Availability Between Hybrid Data Centers reference architecture
- Application Services reference architecture
- Cisco ACI reference architecture
- Cloud Bursting reference architecture
Cloud Migration reference architecture
DDoS Protection reference architecture
DevOps reference architecture
Diameter Policy and Charging Control reference architecture
Enterprise Mobility Gateway reference architecture
Intelligent DNS for Service Providers reference architecture
Intelligent DNS Scale reference architecture
LTE Roaming reference architecture
Microsoft HNV reference architecture
Multi-Tenancy and the FS High-Performance Service Fabric
Next Generation IPS reference architecture
Secure Web Gateway reference architecture
Security for Service Providers reference architecture
SSL Everywhere reference architecture
TCP Optimization reference architecture
VMware Horizon View optimized solution
VMware NSX reference architecture
VoLTE reference architecture
Web Fraud Protection reference architecture

FS ScaleN architecture comprises three key technologies:
- **Clustered Multiprocessing (CMP)**
- **Virtual Clustered Multiprocessing (vCMP)**
- **Device Service Clustering (DSC)**

See also [Quick Reference: Technologies and Features](#).

**SDAS**
See [Software-Defined Application Services](#).

**the SDC**
Show as the FS Traffix Signaling Delivery Controller (SDC) on first mention, but okay to shorten to just the SDC afterward. Note there is only one I in Signaling. The SDC is a Diameter signaling solution. See [Quick Reference: Non-BIG-IP Products](#) for more information.

**Secure Vault**
Two words, initial capped. A feature of the BIG-IP system.

**secure web gateway**
Style as shown when used generically. This is a common industry term, so it is not trademarked. Do not abbreviate.

**[F5] Secure Web Gateway Services**
Style as shown when referring to FS’s specific offering. On first mention, precede with F5; thereafter, F5 can be dropped. Do not abbreviate to SWG or SWGS.

**[F5] Security Incident Response Team (SIRT)**
This is a loose, semi-voluntary FS team of FS support reps with security expertise. The team is a component of/contributor to [FS Labs](#). On first mention, precede with F5 and spell out; thereafter, the name can be abbreviated to FS SIRT. Avoid using SIRT without FS, as other organizations use the same acronym for higher-profile response teams.

**reprovision**
One word, no hyphen.

**roadmap**
One word.

**S/Gi firewall**
Style as shown. S/Gi firewall is a security device that protects the 4G LTE mobile packet core network from attacks and threats from the Internet. Used in service provider communications. See also [Gi firewall](#).

**ScaleN**
Capital S and N. This term is trademarked, so on first mention especially, it may look awkward. Do not superscript the N.
[F5] Security Operations Center (SOC)
One of the teams constituting F5 Labs. On first mention, precede with F5 and spell out; thereafter, F5 can be dropped and the name can be abbreviated. Note that operations is plural and Silverline SOC is not correct, as the SOC addresses both Silverline and anti-fraud activities.

SEE-IT Network Manager
Obsolete. Use Enterprise Manager. See Enterprise Manager.

Self IP
Style as shown. This is an industry term, not proprietary to F5.

Service Delivery Network
Style as shown. This term is used in content for service providers. Avoid using in current materials as it is being retired.

service mesh
Style as shown. Note service is singular, not plural.

service-oriented architecture (SOA)
Lowercase; generally spell out at first mention (depending on audience).

service provider
Style as shown; okay to pluralize. Always spell out—do not abbreviate as SP. You can also use operator or carrier. Do not use communications service provider (CSP), carrier service provider, enterprise, or organization in place of service provider.

shun, shunning
Blacklist or backlisting are preferable for most audiences. See also blacklist.

Silverline
Silverline is F5’s cloud-based, managed application services platform, introduced in late 2014. It is not a product, but rather the name of a family of services.

Specific products are called services, not modules.

Because Silverline is a new name, it’s important to offer a description of what it is when you introduce the term, for example:

Silverline® is F5’s cloud-based, managed application services platform.

See also Silverline Quick Reference, Silverline DDoS Protection, Silverline Threat Intelligence, Silverline WAF Express, and Silverline Web Application Firewall.

Silverline DDoS Protection
When you introduce Silverline DDoS Protection, always explain what it is (both the service and the platform). For example:

F5® Silverline® DDoS Protection is a service delivered via the F5 Silverline cloud-based platform.

The F5® Silverline® DDoS Protection service is delivered via the F5 Silverline cloud-based platform.

F5® Silverline® DDoS Protection is a cloud-scrubbing service delivered via the F5 Silverline cloud-based platform.

Use the full product name and appropriate trademarks on first mention; then shorten subsequent mentions. Strip out trademarks for web page content.

First mention
F5® Silverline® DDoS Protection

Second mention
Silverline DDoS Protection
There are two subscription offerings specific to Silverline DDoS Protection (they do not apply to other Silverline services):

- **Always On™** (Primary protection as the first line of defense. This subscription continuously stops bad traffic from reaching your network.)
- **Always Available™** (Primary protection available on demand. This subscription runs on standby and can be initiated when you’re under attack.)
  
  *Note:* **Ready Defense™** no longer exists—do not use it.

See also [Silverline Quick Reference](#) and [Silverline](#).

### Silverline Threat Intelligence

When you introduce Silverline Threat Intelligence, always explain what it is (both the service and the platform). For example:

**F5® Silverline® Threat Intelligence is a service delivered via the F5 Silverline cloud-based platform.**

Use the full product name and appropriate trademarks on first mention; then shorten subsequent mentions. Strip out trademarks for web page content.

- **First mention**
  - F5® Silverline® Threat Intelligence
- **Second mention**
  - Silverline Threat Intelligence

Never shorten this name to Silverline TI.

See also [Silverline Quick Reference](#) and [Silverline](#).

### Silverline WAF Express

When you introduce Silverline WAF Express, always explain what it is (both the service and the platform). For example:

**F5® Silverline® WAF Express® is an express self-service option delivered via the F5 Silverline cloud-based platform.**

Use the full product name and appropriate trademarks on first mention; then shorten subsequent mentions. Strip out trademarks for web page content.

- **First mention**
  - F5® Silverline® WAF Express®
- **Second mention**
  - Silverline WAF Express

### Silverline Web Application Firewall

When you introduce Silverline Web Application Firewall, always explain what it is (both the service and the platform). For example:

**F5® Silverline® Web Application Firewall is a service delivered via the F5 Silverline cloud-based platform.**

Use the full product name and appropriate trademarks on first mention; then shorten subsequent mentions. Strip out trademarks for web page content.

- **First mention**
  - F5® Silverline® Web Application Firewall
- **Second mention**
  - Silverline Web Application Firewall

Never shorten this name to Silverline WAF.

See also [Silverline Quick Reference](#) and [Silverline](#).

### Single Sign-on (SSO)

Lowercase; no hyphen between *single* and *sign*.
smart card
Two words, lowercase.

smartphone
One word, lowercase.

SME
Avoid in customer-facing materials. Stands for subject matter expert, but SME is internal-speak. Use expert instead.

SNMP
Style as shown; do not spell out. Stands for simple network management protocol.

Software as a Service (SaaS)
Style as shown. Do not hyphenate, regardless of part of speech. See also aaS terms, IaaS, ITaaS, PaaS.

[F5] Software-Defined Application Services (SDAS)
Capitalize this term, and be sure to include the hyphen between Software and Defined. Spell out on first mention, precede with F5®, and include ™ after Services: F5® Software-Defined Application Services™ (SDAS).

software-defined networking (SDN)
Style as shown; spell out on first mention, then use acronym. Note this term was previously used with no hyphen between software and defined; however, we now include it.

Software-defined networking is a topic, not a tangible thing; therefore, do not refer to “an” SDN or “the” SDN.

software modules
See BIG-IP product modules.

solid state drive (SSD)
Style as shown; spell out at first mention.

Solutions for an application world.
This is the F5 tagline; note that it’s sentence case and ends with a period. It should be used in conjunction with the F5 logo. Do not use this phrase in running text.

It may on rare occasion be used as a headline; please check with the Brand Team before doing this.

spam
Style as shown.

SPDY gateway
Style as shown with gateway in lowercase (per John Campa). SPDY (pronounced “speedy”) is a protocol developed and trademarked by Google and for which F5 has created a gateway. SPDY is not an acronym for anything. Do not add “Google” before “SPDY gateway” because the gateway is developed by F5 and we don’t want to give the impression that it is Google’s (per Henry Tam).

SSH
SSH is a generic acronym for the network protocol Secure Shell or Secure Socket Shell. Do not spell out.

SSL
SSL is the acronym for the Secure Sockets Layer protocol. Note the plural on sockets. This is very rarely spelled out.

SSLi
SSLi is the acronym used in some UI for the SSL Intercept iRule, which may be used with or separately from the F5 SSL Orchestrator product. Spell out SSL Intercept everywhere except in applications (such as UI) where character limits prevent it.
[F5] SSL Orchestrator
SSL Orchestrator is an all-in-one appliance designed to provide risk-based app protection that traditional defenses leave exposed, enabling cost-effective visibility across the full security chain for any network topology, device, or application. Style as shown—do not shorten. Apply trademarks on first mention: F5® SSL Orchestrator™.

SSL VPN
No hyphen. In general, do not spell out.

standalone (adj.); stand alone (verb)
One word, no hyphen when used as an adjective (for example, *This is a standalone solution*); two words when used as a verb phrase (*This solution can stand alone*).

TCP Express
Style as shown. TCP Express is a BIG-IP feature.

See also Quick Reference: Technologies and Features.

tenant
A tenant is an occupant or inhabitant of a place; for F5 purposes, it will most often be used when talking about the cloud (*Cloud tenants can deploy application templates*). Do not confuse with *tenet* (see below).

tenet
A tenet is a principle, doctrine, or opinion (*Intelligent services orchestration is a core tenet of F5 Synthesis*). Do not confuse with *tenant* (see above).

third party (noun); third-party (adj.)
Always spell out the noun *third party* (*The software was created by a third party*) and the adjective *third-party* (*It is third-party software*). Do not use *3rd party* or *3rd party*.

throughput
When you are talking about throughput statistics, it is spelled as above, never as *thruput*.

timeout (noun), time out (verb)
One word, no hyphen when it is used as a noun (*Set the connection timeout at five minutes*). Two words, no hyphen when it is used as a verb (*The connection will time out after five minutes*).

™ and ®
See trademarks.

TMOS
Style as shown. TMOS is F5’s proprietary operating system. It used to stand for Traffic Management Operating System; however this name has been retired and TMOS is the official name, rather than the acronym of the name.

TMOS could technically be considered a platform, but for the purpose of talking to the F5 audience, we will represent it as an operating system.

See also Quick Reference: Technologies and Features.

TMSH
All caps. Refers to the TMOS Shell command-line interface. The first mention of it in text might look like this: *the TMSH (TMOS Shell) command-line interface*.

toolset
One word.

[F5] Training Pass
An online, self-paced, subscription-based technical training option for F5 customers and others operating or learning to operate F5 products. This training is more advanced than “Getting Started” but not as in-depth as most F5 University offerings and has no course instructor.
Trademarking is underway. Use the full service name and appropriate trademarks on first mention. Subsequent mentions may include F5, depending on context, but it’s not required. Strip out trademarks for web page content.

**Traffic management**
Lowercase. A core function of F5 BIG-IP products. See also load balancing.

**Traffic Management Operating System**
Do not use. See TMOS.

**Traffix Systems**
Traffix Systems is a company that F5 acquired in early 2012. It still appears in some product names, but do not use otherwise.

**the [F5] Traffix Signaling Delivery Controller (SDC)**
See the SDC.

**Trojan horse attack**
Capitalize Trojan. Always use Trojan horse to modify attack, rather than as a noun.

**TurboFlex performance profiles**
A feature of the BIG-IP iSeries hardware that is based on FPGA technology and enables customers to select one of several available performance profiles. Each profile determines which sort of functionality (e.g., SSL processing) is offloaded to hardware for faster performance.

  **First mention**
  F5® TurboFlex™ performance profiles

  **Second mention**
  TurboFlex

two-factor authentication (2FA)
Style as shown.

**unified communications**
Lowercase for F5’s purposes; note that it’s communications, not communication, and it’s an “it,” not a “they.”

**unified communications systems**
Lowercase. Okay to abbreviate to UCS after spelling out on first mention.

**U.S.**
Use this acronym with periods for United States as an adjective. Never substitute with domestic. Spell out United States as a noun, unless there are space constraints.

**username**
One word, per industry majority.

**VE**
See virtual edition(s).

**Versafe**
Versafe is a security company that F5 acquired in late 2013. Do not use in reference to former Versafe products, WebSafe and MobileSafe, which now belong to F5 and should always be preceded by F5: F5® WebSafe™ and F5® MobileSafe®.
VIPRION
Always all caps. VIPRION is proprietary F5 hardware chassis to which customers can add blades, and on which BIG-IP software runs. See also Quick Reference: BIG-IP Products.

virtual Application Delivery Controller (vADC)
Style as shown. This is a type of VNF.

Virtual Clustered Multiprocessing (vCMP)
vCMP is an F5 trademarked term. Spell out first mention; capitalize V, C, and M when spelled out. Use lowercase v in the acronym, even at the beginning of a sentence. Multiprocessing is one word and has no hyphen. vCMP is not a product but an underlying hypervisor technology in some F5 products. See also Clustered Multiprocessing and Quick Reference: Technologies and Features.

desktop infrastructure (VDI)
A generic term used industrywide. Lowercase and spell out on first mention; thereafter, use acronym. Can be used as a modifier, for example, virtual desktop infrastructure solution.

Virtual Edition(s) (VEs)
See BIG-IP Virtual Editions and virtual network functions (VNFs).

virtual machine (VM)
A generic term used industrywide. Lowercase and spell out on first mention; thereafter, the acronym is acceptable. A BIG-IP virtual appliance is a virtual machine, but when discussing F5 products, more specific references to the BIG-IP virtual edition or virtual appliance is preferred.

virtual network functions (VNFs)
Spell out as shown on first mention; use the acronym thereafter. This is a service provider term. When we talk about our virtual BIG-IP products in service provider materials, we often couch them in terms of a VNF, rather than the BIG-IP product name. For example, we are more likely to talk about a virtual web application firewall (vWAF) than BIG-IP Application Security Manager Virtual Edition (ASM VE). A list of rough correspondences (depending on context) is below.

<table>
<thead>
<tr>
<th>VNF</th>
<th>VE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Firewall (vFW)</td>
<td>BIG-IP AFM VE</td>
</tr>
<tr>
<td>Virtual CGNAT (vCGN)</td>
<td>BIG-IP AFM VE</td>
</tr>
<tr>
<td>Virtual Policy Charging Enforcement Function (vPCEF)</td>
<td>BIG-IP PEM VE</td>
</tr>
<tr>
<td>Virtual Content Insertion (vCI)</td>
<td>BIG-IP PEM VE</td>
</tr>
<tr>
<td>Virtual URL Filtering (vURL Filtering)</td>
<td>BIG-IP PEM VE</td>
</tr>
<tr>
<td>Virtual TCP Optimization (vTCPO)</td>
<td>BIG-IP VEs (all)</td>
</tr>
<tr>
<td>Virtual Application Delivery Controller (vADC)</td>
<td>BIG-IP LTM VE</td>
</tr>
<tr>
<td>Virtual SIP Routing and Load Balancing (vSRLB)</td>
<td>BIG-IP VEs (all)</td>
</tr>
<tr>
<td>Virtual DNS (van’s)</td>
<td>BIG-IP DNS VE</td>
</tr>
<tr>
<td>Virtual Web Application Firewall (vWAF)</td>
<td>BIG-IP ASM VE</td>
</tr>
<tr>
<td>Virtual Secure Web Gateway (vSWG)</td>
<td>BIG-IP APM VE</td>
</tr>
</tbody>
</table>

For enterprise audiences, use virtual editions (VEs) instead. See also network functions virtualization.

Visual Policy Editor (VPE)
Style as shown. VPE takes an article (for example, the VPE enables you to configure access policy using visual elements). VPE is a feature of BIG-IP Access Policy Manager, not a full product.

VMware Horizon with View
Style as shown on first mention; thereafter, Horizon with View or View is acceptable. Do not use VMware View, the former product name.
**VoIP**
Style as shown. Stands for Voice over Internet Protocol; do not spell out.

**VoLTE**
Style as shown. Stands for Voice over LTE; do not spell out. Primarily used in service provider materials.

**WAN**
Acronym for wide area network. Okay to spell out if writer insists, but largely unnecessary.

**WANJet**
Do not use; WANJet is a long-retired product.

**[BIG-IP] WAN Optimization Manager (WOM)**
Do not use; BIG-IP WOM has been retired.

**web**
Do not use to refer to F5. Use F5 instead. See also first person.

**web**
Use lowercase web in all instances: web, website, web page, webinar, etc.

**Web 2.0**
Capitalize W.

**[BIG-IP] WebAccelerator**
Do not use; BIG-IP WebAccelerator has been retired.

**web addresses**
Do not include http:// or www in front of web addresses; lead with the domain instead (for example, f5.com, not www.f5.com).

**web page**
Two words, lowercase.

**[F5] WebSafe**
Style as shown. On first mention, precede with F5 and include trademarks: F5® WebSafe™; thereafter, F5 and trademarks can be dropped.

**web server**
Two words, lowercase.

**website**
One word, lowercase.

**webtop**
One word, lowercase.

**whiteboard**
One word.

**whitelist**
Style as shown. See also blacklist.

**Wide IP**
This term is unique to BIG-IP Link Controller. Frequently styled incorrectly with a hyphen, different casing, etc.; style as shown here.

**WiFi**
One word, no hyphen, uppercase W and F.