

C3 Capitalized Words

By Jim Marchant

[Buttons and menu choices]	Capitalized. In documents, button names also are bold, and menu choices, or anything else that appears on the interface, when referenced exactly as seen, also are quoted.
[field names]	Use “camel case” capitalization, caps but no spaces, as in “LastChDate.” When an acronym is included, it’s all caps: “StoreArrayPOS.”
[Module names]	Analyze, Plan, Calendar, Allocate, Layout, Execute, Workbench, Manage Content, Signage Manager. Bolded in documents
[Product Groups]	Item, Category Group, Cross Merchandise Group, Equal Price Group, Package Group, Retail Group, Style Group, Switch Out Group
[Tab names]	When referring specifically to the tabs: Info Engine, Pricing, Activity, Mass Create, Event View, Offer View, Page Info, Items, List, Status, Summary, Versions, Output, Measurement, Product Attributes, Vendor, Book Versions, etc. Bolded in documents.
[Window Titles]	Capitalized, title case
Adobe InDesign™	
Allocate	When it means the Promotion Manager module
Analyze	When it means the Promotion Manager module
Assigned Space	See Block
Block	When referring specifically to ad shapes on a Page in the Layout module. If Products are assigned to a Block, it then becomes an “Assigned Space.” ¹ Do not use “space” as a synonym for Block. Minimize the use of “space” alone as a synonym for “area” or “location,” but when necessary, it’s lowercase.
Calendar	When it means the Promotion Manager module
Category	
Control Panel	
Copy Editor	
Event	
Event Dates	
Event Page	
Event Space	
Execute	When it means the Promotion Manager module
Gallery Page	
InfoEngine	
Item	
Layout	When it means the Promotion Manager module
Manage Content	When it means the Promotion Manager module
Master Zones	
Offer	
Plan	When it means the Promotion Manager module
Price	Capitalized unless used generically. “pricing,” as in “...the pricing assigned to a Product” is lowercase.
Price Format	“format,” when used generically, as in “how the screen is formatted,” is lowercase
Pricing Grid ²	
Product	

¹ I don’t like this abrupt and unannounced change in terminology. Changing from “Block” to “Assigned Block,” or from “Unassigned Block” to “Assigned Block,” would be clearer.

² Unfortunately, the Pricing Grid in the Plan module is not labeled as such. It should be.

Promotion Manager	
QuarkXPress™	
Scorecard	
Signage	The Promotion Manager module. Avoid using generically, but if necessary, then lowercase.
Signage Manager	When it means the Promotion Manager module.
Staging Table Import Subsystem	Use “Integration Manager” instead. “ImportApp” and “Staging Table Import Subsystem” are used as synonyms but they can confuse a reader when the terms are mixed and exchanged arbitrarily. “VPM” is a synonym, sort of, but it refers explicitly to translation for QuarkXPress and is inappropriate for InDesign, or QuarkXPress using the “Autoprice” extension. So “VPM” should not be used in a generic context.
Store	
Store Group	
Store Group Series	
Template Page	
Version	
Workbench	When it means the Promotion Manager module
Workspace	When referring specifically to the area on the Connect3 screens below the toolbars, tab bars and to the right of the Navigation Tree. (Do not use “work area” or other synonyms.)
Xinet™	
Zone	