Avoid using "unfortunately", "capture," "create," "deploy," "provision," and "instantiate."

Word or Phrase	Usage	Examples
-- (two dashes)		Use to represent "no data," for example, in a datagrid or table.
abort	Do not use. Use "shut down," "cancel," or "stop."	
adapter	Not "adaptor."	
AM	Not "A.M." or "a.m."	Example: 2/15/13 7:34 AM
Are you sure...	Do not use. Use a direct question instead.	Original: Are you sure you want to disconnect the selected host? Rewrite: Disconnect the selected host?
assign	Avoid. Use "add" instead.	Original: Assign target device Rewrite: Add target device
attach	Avoid. Use "add" instead.	
automatically	Avoid.	Original: By default, daemons will start automatically when any of their ports open. Rewrite: By default daemons will start when any of their ports open.
available ports	Not "free ports" or "unused ports."	
bad	Avoid.	Use "incorrect" or describe the problem instead.
boot	Do not use.	Use "start" or "run" instead.
catastrophic	Do not use.	Use "serious" instead.
check, uncheck	Do not use. Use "select" and "deselect" for single check boxes and "clear" for deselecting several check boxes at the same time	Original: To provide access to a service or client, check the corresponding box. Rewrite: To provide access to a service or client, select the corresponding box.
check box	Not "checkbox."	
choose	Do not use with UI items. Use select.	Original: Choose the compatibility to upgrade the virtual machine. Rewrite: Select a compatibility level to upgrade the virtual machines.
clear	Use to describe deselecting a check box.	
click	Not "click on." Use "click" with arrows, buttons, files, links, icons, menus, menu items, progressive disclosure controls, and tabs.	Original: To create a scheduled task, click on the New Schedule button below. Rewrite: To create a scheduled task, click the New Schedule button.
clone	Use instead of "duplicate" or "burn."	Example: Clone a virtual machine to make an exact copy of the virtual machine.
compliant	"Noncompliant" is the correct opposite.	

copy	Use instead of "duplicate" or "burn."	Example: Copy all the files in the virtual machine's original directory.
could	Replace with "can" or "might" whenever possible.	Original: Could not connect to Web Client. Rewrite: Cannot connect to Web Client
data center	Two words.	Not "datacenter."
datastore	One word, no hyphen.	
delete	Use instead of "destroy."	Example: Delete a datastore.
deselect	Use "deselect," not "uncheck," with a check box.	Users can also deselect other GUI objects, such as list items.
destroy	Do not use.	Use "remove" or "delete" instead.
done	Avoid.	Use "complete" instead.
Do you want to...	Do not use. Use a direct question instead.	Original: Do you want to disconnect the selected host? Rewrite: Disconnect the selected host?
edit	Not "change" or "modify."	"Edit" is the better choice because of localization/globalization issues.
eg	Do not use. Use "for example" instead	Original: Enter a comma-separated list of IP addresses. E.g.: 172.16.254.1, 172.20.161.0 Rewrite: Enter a comma-separated list of IP addresses, for example, 172.16.254.1, 172.20.161.0
eligible	Do not use in place of "available."	Original: 1 of 3 eligible Rewrite: 1 of 3 available
enable	Use "enable" and "disable" for commands or program features.	Example: Enable 3D support
enter	Not "type," "insert," or "key in."	Example: Enter a filename.
error, unexpected error, failure	Avoid.	Use "problem" instead.
execute	Do not use.	Use "run" or "start" instead.
executed	Do not use.	Use "completed" instead.
fail to	Do not use.	Use "unable to" or "cannot" instead.
fatal	Do not use.	Use "serious" instead.
filename	One word.	Example: Enter a filename.
hang	Avoid.	
hide	Not "collapse."	
host name	Two words.	
illegal, invalid	Do not use.	Use "incorrect" instead.
in order to	Avoid. In most cases, "to" is sufficient.	Original: In order to change the host configuration, you must edit the cluster setting. Rewrite: To change the host configuration, you must edit the cluster setting.
item	Not "entity."	

it is	You can often remove "it is" or rewrite by using a specific noun instead of "it."	Original: It is optional to enable device between machines. Rewrite: Enabling device between machines is optional.
kill	Do not use.	Use "cancel" or stop" instead.
launch	Avoid.	Use "open" instead.
log in (v.), login (n., adj.)	Use "Log In" for a button label.	
maintenance mode	Use "Enter Maintenance Mode" and "Exit Maintenance Mode" as menu items.	
may	Use "may" for permissibility.	Use "can" for capability. Use "might" for possibility.
migrate	Not "evacuate."	Example: Migrate all powered Off and suspended virtual machines to other hosts.
modify	Do not use.	Use "edit" instead.
noncompliant	Not "not compliant" or "non-compliant."	
open	Not "launch."	Example: Open a wizard.
please	Do not use.	Original: Please cancel the wizard and re-select the jobs. Rewrite: Cancel the wizard and select the jobs again.
plug-in (n., adj.) plug in (v.)	Hyphenate plug-in no matter where it's used.	capitalize both words in a hyphenated compound (Plug-In). Example: Install the Client Integration Plug-In to enable file transfers.
PM	Not "P.M." or "p.m."	
power on, power off (v)	OK for procedures like powering a virtual machine on or off, but use "turn on, turn off" if a button press is all that is required.	Avoid unnecessary text decoration. Don't use "Off," "OFF," "On," or "ON." Example: Power off the virtual machine. Example: Turns on the locator LED of the selected devices.
quit	Do not use alone, add the noun afterward.	Use "exit a program," "end a session," or "close a window."
recommended	Do not use. If the recommendation is a best practice, just tell the user to do it.	Original: Reloading the client is recommended, so as to clear any problems left by this error. Rewrite: Reload the client to clear any problems left by this error.
remove	Not "destroy."	Example: Remove host from the inventory?
select	Use "select" and "deselect" for single check boxes and "clear" for deselecting several check boxes at the same time	Original: To provide access to a service or client, check the corresponding box. Rewrite: To provide access to a service or client, select the corresponding box.
should	In most cases, replace with	Original: Invalid value. Shares value should be between 0

	"must."	and 1. Rewrite: Invalid value. Shares value must be between 0 and 1. Original: Choose which firmware should be used to boot the virtual machine. Rewrite: Choose which firmware to use to boot the virtual machine.
shutdown (n. adj), shut down(v)		Original: You have chosen to shutdown host 10.112.165. Log a reason for this shutdown operation. Rewrite: You have chosen to shut down host 10.112.165. Log a reason for this shutdown operation.
since	Restrict "since" to its time-related meaning. Use "because," not "since," to indicate causation.	Example: Rescan all known storage devices for new volumes that have been added since the last scan. Original: Unable to communicate with the remote host, since it is disconnected. Rewrite: Unable to communicate with the remote host because it is disconnected.
sorry	Do not use.	
terminate	Do not use.	Use "shut down," "cancel," or "stop" instead.
there are	Rewrite to eliminate	Original: There are configuration issues for the Fault Tolerance operation. Rewrite: Configuration issues exist for the Fault Tolerance operation.
trouble	Do not use. Rewrite to state the specific error or unexpected situation.	Original: Trouble connecting to Client. Rewrite: Cannot connect to Client. Contact your administrator to fix this issue.
unavailable, not available	They mean the same thing, but "unavailable" implies it is temporary or not permanent.	"Not available" can mean that nothing is available and not going to be. When something is turned off or disconnected, it is unavailable. When something does not exist, say an option for a certain view, it is not available.
User name	Two words.	
wrong	Describe the problem instead.	
wish	Replace with "want."	

References:
Adapted from: https://developercenter.vmware.com/web/standards/-/terminology-and-word-choice