

# Cloudflare Content Style Guide



# Content

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# Overview

## What is the Cloudflare Content Style Guide?

A style guide provides a set of instructions for creating content and ensures that our content adheres to brand principles. The Cloudflare Content Style Guide defines our brand voice and tone, outlines best practices for grammar, spelling, and formatting, and provides additional resources for creating specific types of content. It is a living document, one that will be updated and improved over time as we continue to refine our voice, tone, and content guidelines.

## Why do we need a style guide?

The primary purpose of a style guide is to ensure consistent brand voice and formatting across all types of content. Publishing content in a consistent, coherent manner helps to build trust and strengthen our reputation and brand awareness. Conversely, when content does not adhere to a unified voice and format, it reflects poorly on Cloudflare and can make us appear sloppy, unprofessional, and unsure of who we are and what we stand for.

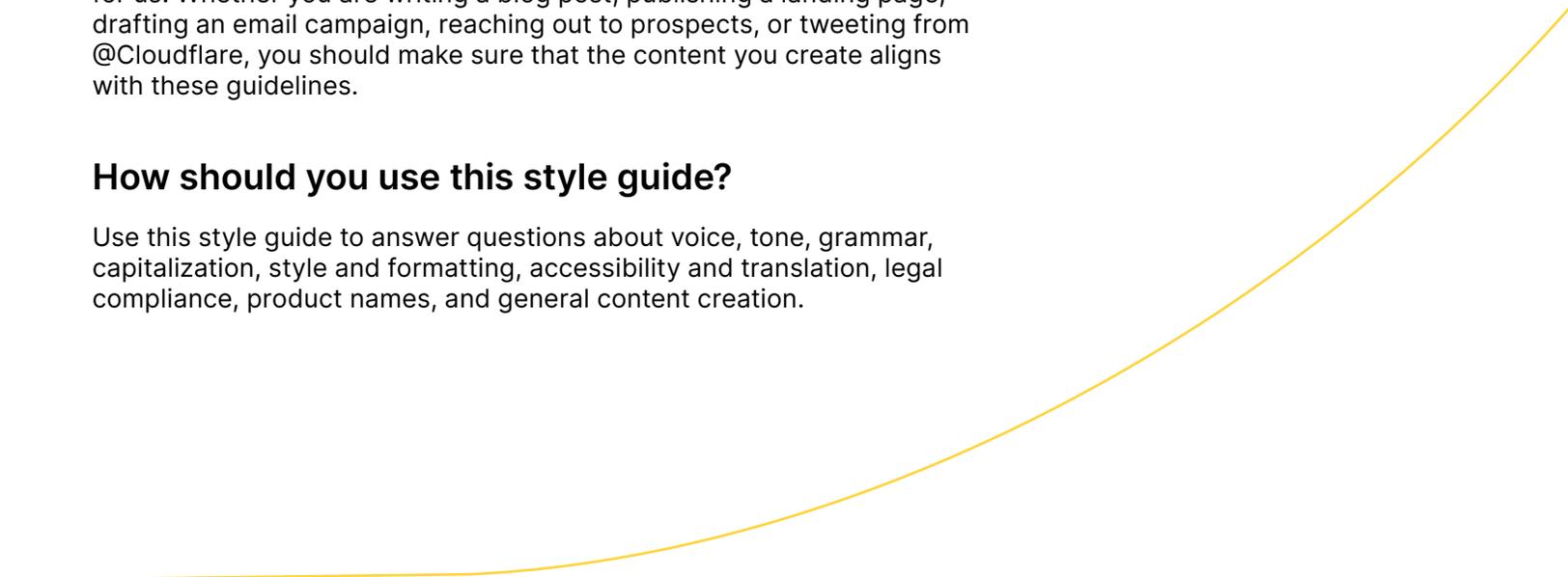
The grammatical guidelines below follow the Chicago Manual of Style, with some exceptions. Any questions and / or requests regarding the style guide should be directed to the Content Marketing team.

## Who is the style guide for?

The style guide is for everyone who creates content for Cloudflare: employees of Cloudflare, and partners and vendors who create content for us. Whether you are writing a blog post, publishing a landing page, drafting an email campaign, reaching out to prospects, or tweeting from @Cloudflare, you should make sure that the content you create aligns with these guidelines.

## How should you use this style guide?

Use this style guide to answer questions about voice, tone, grammar, capitalization, style and formatting, accessibility and translation, legal compliance, product names, and general content creation.



# Core values

Our core values are the principles that guide our beliefs and behavior. Every piece of content we craft, campaign we deploy, and asset we deliver should tie back to the values outlined here:



## Voice

Our brand voice represents who Cloudflare is. Brand voice is informed by our brand values; it remains consistent and easily identifiable in all contexts. We use our brand voice to maintain consistency across all forms of content, increase brand recognition, build trust with our customers, and differentiate ourselves from competitors.

There are three primary traits that define the Cloudflare brand voice:



### We are for everyone

We pride ourselves on serving a global, diverse audience and communicate clearly and directly to ensure our content is accessible to all.

### We are bold

We take a stand for what we believe in and share our point of view. We're not afraid to challenge ourselves and our community to pursue solutions to big, long-term, real-world problems, and we openly share what we learn with the world.

### We are helpful

We take our role as advisor and educator seriously. We share interesting research and technical innovations we are working on and supplement our technical expertise with timely, well-researched updates and analyses.

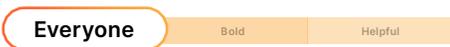
# Tone

Voice and tone are closely related, but they are not the same. Our brand voice is always consistent. This means that everything we communicate to our audience embodies our core values and identity — in other words, it “sounds like Cloudflare.”

Think of brand voice as Cloudflare’s overall personality. Our tone, then, represents the individual traits of that personality. While our personality does not change, our tone can vary depending on who we are talking to and the outcome we want to achieve.

When we are thanking someone for adopting our products, for example, we want to come across as informal and enthusiastic. When addressing someone who has a complaint or problem, however, it is important that our message is communicated in a more serious, empathetic way. The best way to decide what tone to use is to consider the needs and mindset of our audience when they encounter our content.

The dials below should be used to modulate our tone across different types of content:



We clearly communicate our value and ideas to every reader, no matter where in the world they are. For that reason, we stay away from complicated language, industry jargon, slang, and other culturally specific terms that do not easily translate for a global audience.

We dial up the “for everyone” element of our brand voice in our homepage, Demand Gen emails, event booths, and other top- and middle-funnel content. For example:

**Homepage headline:** Connect, protect, and build everywhere

**Email subject line:** 3 reasons network security initiatives stall

**Event booth copy:** Discover the connectivity cloud



We are proud of the value we deliver through our products, services, and strategic advice. The way we communicate that value matters. We never want our audience to feel like they are deceived by our content or pushed into adopting our products out of fear.

We dial up the “bold” element of our brand voice in our thought leadership articles, CxO content, ads, and event keynotes. For example:

**theNET headline:** Modernization is a CxO team sport

**Brand ad:** Go from zero-day to hero day. Discover a new kind of cloud.

**Keynote slide:** Fighting for the open Internet



We strive to be as helpful as possible — to inform, advise, and openly share our insights in a way that is practical, rather than academic. It is important to us that our audience feels respected, no matter their level of technical expertise.

We dial up the “helpful” element of our brand voice in our product content, sales emails, webinars, Learning Center, and other bottom-funnel content. For example:

**Product page copy:** Block the latest attacks with our industry-leading WAF

**Webinar title:** Reduce security and network complexity during cloud adoption

**Learning Center headline:** How to identify a phishing email

## Audience

Cloudflare is for everyone, and our content needs to be structured so that it can be understood by all audiences. At the same time, defining specific audience groupings is both useful and important. Doing so ensures that we can develop content appropriate for and relevant to the specific group we are targeting.

Below is a summary of each of our core audiences and the channels most relevant to each group. Each channel guide contains more detailed information about the specific audience(s) pertinent to that channel. Note that overlap exists across channels and audience groups. (For example, the Cloudflare Blog is a channel that contains content relevant to all audiences.)

Audience group	Description
<b>Free and pay-as-you-go customers</b>	<p>This is the broadest audience group. Free and pay-as-you-go customers range from individual bloggers and developers to large corporations. They sign up for Cloudflare through our website and pay month-to-month. In many cases, we do not have a one-on-one relationship with these customers.</p> <p>Free and pay-as-you-go customers are most likely to engage with the developers docs, Community, and the Dashboard.</p>
<b>Contracted customers</b>	<p>Contracted customers are larger organizations that do business with Cloudflare. We have one-on-one relationships with these customers through our sales organization.</p> <p>In the security space, common customer roles include chief information security officers, security operations, security architects, DevOps, and infrastructure security and operations.</p> <p>Common customer roles under performance and reliability include: IT / infrastructure leads, heads of engineering, network engineers, network architects, infrastructure engineers, and IT operations.</p>
<b>Consumers (e.g., individuals using 1.1.1.1)</b>	<p>While Cloudflare is mainly a business-to-business company, we do offer two consumer services for individuals, including 1.1.1.1 (faster, more private Internet browsing) and WARP (consumer VPN).</p>
<b>Developers</b>	<p>The developer audience includes both current and prospective customers.</p>
<b>Press</b>	<p>Cloudflare products and policies are most often noticed and covered by business, finance, security, technology, political, and developer publications.</p>
<b>Shareholders</b>	<p>Shareholders are interested in materials that relate to or impact the NET share price, including the product roadmap, analyst reports (e.g., Gartner MQ), and news articles.</p>
<b>Policymakers</b>	<p>Policymakers are interested in Cloudflare since we are involved with and / or impacted by a number of policy issues that require us to present a point of view, including cybersecurity, content moderation, law enforcement access, network neutrality, network security, privacy, and trade.</p>

## Inclusivity

The language we use to describe and discuss our products, features, and processes is important. Whether we are writing a blog post, leading a webinar, or developing a campaign, our goal is always to create inclusive content that speaks to our global, diverse audience. We do not use racist, gendered, or ableist terminology.

In addition to the guidelines outlined below, we have identified and replaced several industry-related terms which can be offensive or painful to people from certain backgrounds, cultures, and/or creeds. These terms and their approved replacements are listed in our [Glossary](#).

### Do not use terms that are rooted in racism.

We do not use terms that describe good outcomes and actions as “white” and bad actions/outcomes as “black” (e.g., “white hat” or “black hat” hacker), nor do we use common industry terms that stem from language used to describe slavery (e.g., “master” or “slave”).

✓	✗	Rationale
Many search engines will <b>block</b> your site if you’re hosting malicious content, which only compounds the issue for site owners that don’t know that they have been compromised.	Many search engines will <b>blacklist</b> your site if you’re hosting malicious content, which only compounds the issue for site owners that don’t know that they have been compromised.	Since we do not want to use “black” to refer to a negative action here, we replace the term “blacklist” with a neutral, descriptive term that clearly explains the action that is being performed (in this case, “block”).

### Replace gendered terms with non-gendered terms.

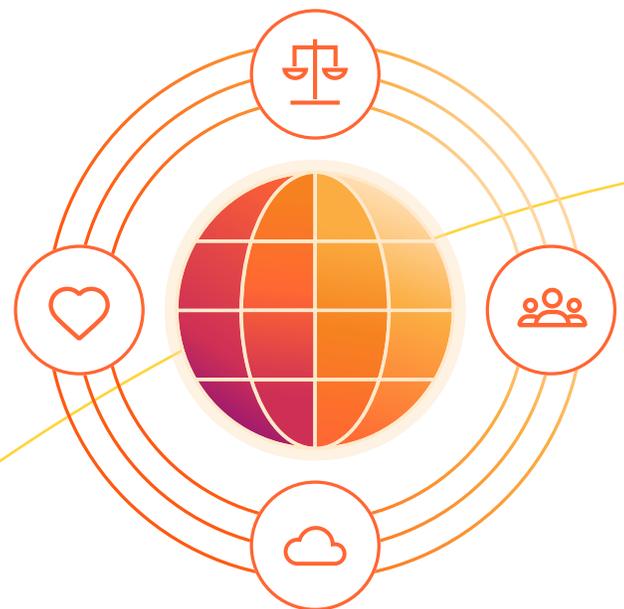
Gendered language may be used when referring to specific people with known pronouns. In all other circumstances, the singular and plural “they/them” is preferred. As a rule, gendered language is unnecessary when discussing products and technical processes — for instance, referring to a hypothetical attacker as “he” or a piece of hardware as “she.”

✓	✗	Rationale
One type of attack that could trigger a browser warning is a so-called <b>on-path attack</b> . In this attack, an attacker places themselves in between a visitor and a website, impersonating both.	One type of attack that could trigger a browser warning is a so-called <b>man-in-the-middle (MitM) attack</b> . In this attack, an attacker places <b>himself</b> in between a visitor and a website, impersonating both.	Because a “man-in-the-middle attack” is a term, not a reference to a specific attack carried out by a man, we opt for the term “on-path attack” and attach gender-neutral pronouns when describing the attacker.

**Avoid ableist terms and metaphors.**

This does not just apply to industry terms, but to descriptors like “crazy” and “insane,” which reinforce negative, ableist stereotypes.

✓	✗	Rationale
As AI development becomes more complex, the need to <b>validate</b> your code also grows.	As AI development becomes more complex, the need to <b>sanity check</b> your code also grows.	We avoid metaphorical terms that reference mental health, like “sanity check,” and replace them with words that more accurately describe the process taking place (in this case, “validate,” though “smoke test” is also an approved replacement).



# Style and formatting

## Grammar

The following grammar guidelines keep our writing consistent and accessible. Please note: this guidance is primarily intended for English-language content, and may not be a best practice for some non-English languages.

### Use present tense verbs.

Avoid past tense whenever possible, as it can quickly make content feel outdated or irrelevant. Future tense should only be applied to actions that have not happened yet (e.g., “Future Cloudflare data centers will serve much of Central and South America”) or might happen if a customer switches to a certain plan or enables a certain feature (e.g., “Customers who sign up for the Enterprise plan will receive 24/7/365 support”).

✓	✗	Rationale
Company ABC <b>uses</b> Cloudflare to accelerate and secure thousands of customer sites.	Company ABC <b>used</b> Cloudflare to accelerate and secure thousands of customer sites.	Company ABC represents a current customer who still benefits from the performance and security Cloudflare provides, so we should refer to them in the present tense.

### Avoid the use of intensifiers.

When appropriate, replace adverbs with specific verbs in order to keep text as concise and expressive as possible.

✓	✗	Rationale
See how Company X uses Cloudflare to <b>speed up</b> their web performance.	See how Company ABC makes their site <b>extremely fast</b> with Cloudflare.	“Extremely” is a vague adverb that does not modify “fast” in a way that is necessary or interesting. Instead, speak directly to the value Cloudflare provides.

### Use active voice.

Active voice is more concise and direct than passive voice and should be used whenever possible.

✓	✗	Rationale
Cloudflare Load Balancing <b>automatically reduces</b> latency by directing visitors to infrastructure closest to them.	Latency is <b>automatically reduced</b> by Cloudflare Load Balancing. Visitors are directed to infrastructure closest to them.	Writing this sentence in active voice shifts the focus from the pain point (latency) to the solution (Cloudflare Load Balancing).

# Style and formatting

## Grammar

### Avoid exclamation points.

Exclamation points often make content appear aggressive, demanding, and unprofessional. They should be reserved for select cases when ending a sentence with a period may sound negative instead of neutral.

✓	✗	Rationale
Customers can set up the Cloudflare WAF with just a few clicks.	Customers can set up the Cloudflare WAF with just a few clicks!	Exclamation points may convey more urgency than is necessary, and can also mimic the structure of clickbait content — neither of which fits with our brand identity.

### Use semicolons sparingly.

Complex topics and large blocks of text should be broken into shorter sentences in order to keep it readable and easy to comprehend.

✓	✗	Rationale
A new zero-day vulnerability was discovered for Company ABC. By exploiting this vulnerability, attackers could potentially gain privileged access and control to the host servers.	A new zero-day vulnerability was discovered for Company ABC; by exploiting this vulnerability, attackers could potentially gain privileged access and control to the host servers.	These sentences can be separated without compromising clarity.

### Use the Oxford comma.

The Oxford comma should break up lists of three or more items in a sentence.

✓	✗	Rationale
Stream for <b>Free, Pro, and Business</b> plans	Stream for <b>Free, Pro and Business</b> plans	Without the Oxford comma, readers might misunderstand this header as free streaming for Pro and Business plans.

# Style and formatting

## Grammar

### Use sentence case instead of title case.

Page titles, headers, and subheaders should be formatted in sentence case, which makes our copy appear more human, readable, and accessible to our audience than headers formatted in title case. Note: This guidance is primarily intended for English-language content, and may not be a best practice for some non-English languages.

- **Sentence case:** Capitalize the first word in the title and any proper nouns (e.g., company names, Cloudflare products / services, etc.)
- **Title case:** Capitalize every word in the title except for articles, conjunctions, and prepositions

✓	✗	Rationale
<p><b>Header:</b> Building serverless applications with Cloudflare Workers</p>	<p><b>Header:</b> Building Serverless Applications with Cloudflare Workers</p>	<p>The product page header should be formatted in sentence case, which makes the copy appear less formal and more casual and reader-friendly.</p>
<p><b>Header:</b> Company ABC taps Cloudflare to stay fast, secure, and smart</p> <p><b>Subheader:</b> Searching for faster performance and better tools</p> <p><b>Subheader:</b> The Cloudflare difference</p>	<p><b>Header:</b> Company ABC taps Cloudflare to stay fast, secure, and smart</p> <p><b>Subheader:</b> Searching For Faster Performance and Better Tools</p> <p><b>Subheader:</b> The Cloudflare Difference</p>	<p>The case study header and subheaders should be formatted in sentence case in order to keep the formatting consistent throughout the entire page. Alternating between sentence and title case makes this page design look sloppy.</p>

### Do not use periods when abbreviating country names.

✓	✗	Rationale
<p>With Cloudflare, customers can still get complete logs in their preferred region, without these logs first flowing through either of our <b>US</b> or EU core data centers.</p>	<p>With Cloudflare, customers can still get complete logs in their preferred region, without these logs first flowing through either of our <b>U.S.</b> or EU core data centers.</p>	<p>When shortening “United States” to “US,” do not use periods between the letters.</p>

# Style and formatting

## Grammar

### When referring to a company, use “their” instead of “its.”

Although both ways of referring to a company are grammatically correct, we use the colloquial “their” because it sounds more human and less formal than “its.”

✓	✗	Rationale
Company ABC had a major performance challenge to address, so <b>they</b> called Cloudflare.	Company ABC had a major performance challenge to address, so <b>it</b> called Cloudflare.	Because the antecedent is a company's name, it is better to use "they" as the pronoun here.

### Use ampersands selectively.

Ampersands may be included in some acronyms and proper names, titles, and subjects, but should not substitute the word “and” in a header or body of text.

✓	✗	Rationale
Cloudflare <b>protects and accelerates</b> mission-critical Internet assets and infrastructure.	Cloudflare <b>protects &amp; accelerates</b> mission-critical Internet assets and infrastructure.	An ampersand should not replace “and” in this sentence, as it is not referencing a proper name or subject that requires an ampersand.
Arm <b>&amp;</b> Hammer	Arm <b>and</b> Hammer	Arm & Hammer is the proper name of a company and should be formatted the same way at all times.
<b>R&amp;D</b> (research and development)	R <b>and</b> D, RD	R&D is a common acronym that uses an ampersand; leaving it out or spelling it differently may cause confusion.

# Style and formatting

## Grammar

**Use bullet points to list facts or data, and numbered lists when describing a process.**

Bulleted lists should only be punctuated when each item constitutes a complete sentence. When formatting bulleted lists, insert a paragraph break between the preceding text and the list.

✓	✗	Rationale
<p>There are several types of environments found in hybrid clouds:</p> <ul style="list-style-type: none"> <li>• Public cloud</li> <li>• On-premises private cloud</li> <li>• Hosted private cloud</li> </ul>	<p>There are several types of environments found in hybrid clouds:</p> <ul style="list-style-type: none"> <li>• Public cloud.</li> <li>• On-premises private cloud.</li> <li>• Hosted private cloud.</li> </ul>	<p>Periods should not be used in this list, as none of the items constitute a complete sentence.</p>
<p>Three ways to use Cloudflare Bot Management:</p> <ul style="list-style-type: none"> <li>• Block bot activity that slows down application performance, scrapes data, and performs other attacks.</li> <li>• Analyze bot behavior and anomalies in network traffic based on how requests deviate from the baseline.</li> <li>• Tune bot management rules to fit your specific needs by scoping them based on a variety of criteria.</li> </ul>	<p>Three ways to use Cloudflare Bot Management:</p> <ul style="list-style-type: none"> <li>• Block bot activity that slows down application performance, scrapes data, and performs other attacks</li> <li>• Analyze bot behavior and anomalies in network traffic based on how requests deviate from the baseline</li> <li>• Tune bot management rules to fit your specific needs by scoping them based on a variety of criteria</li> </ul>	<p>Periods should be used in this list, as each of the items form a complete sentence.</p>
<p>A TLS handshake requires multiple steps:</p> <ol style="list-style-type: none"> <li>1. The client and server negotiate TLS versions and the type of cryptography cipher to be used in the communication.</li> <li>2. The client and server ensure mutually authentic communication.</li> <li>3. The client and server exchange a key to be used in future encrypted communications.</li> </ol>	<p>A TLS handshake requires multiple steps:</p> <ul style="list-style-type: none"> <li>• The client and server negotiate TLS versions and the type of cryptography cipher to be used in the communication</li> <li>• The client and server ensure mutually authentic communication</li> <li>• The client and server exchange a key to be used in future encrypted communications</li> </ul>	<p>Since we are describing the steps of a specific process, a numbered list is more appropriate than a bulleted list. Additionally, each item constitutes a complete sentence and should therefore be punctuated with a period.</p>

# Style and formatting

## Grammar

### Use em dashes to break up thoughts within a single sentence.

Em dashes (—) or double dashes (-- ) with spaces around them may be used to break up thoughts within a sentence. Single dashes (-), or hyphens, are commonly used to write compound words/modifiers and should never be used to break up thoughts in this way.

- **Shortcut for Mac users:** Hold down the Shift and Option keys, then press the Minus key
- **Shortcut for PC users:** Hold down the Alt key and type 0151

✓	✗	Rationale
Company ABC has made security and privacy core to the company’s mission — so they chose Cloudflare to provide an extra layer of protection.	Company ABC has made security and privacy core to the company’s mission—so they chose Cloudflare to provide an extra layer of protection.	An em dash with spaces on both sides is the appropriate way to distinguish the offset phrase at the end of this sentence.
Company ABC has always looked deeply into two sources of traffic — organic and direct traffic.	Company ABC has always looked deeply into two sources of traffic - organic and direct traffic.	An em dash is the appropriate way to clarify different types of traffic at the end of this sentence. A hyphen should not be used in place of an em dash.

### Use single quotes for headlines and double quotes within body text.

✓	✗	Rationale
<b>Headline:</b> Cloudflare named a leader in latest ‘Cloud security solutions’ report	<b>Headline:</b> Cloudflare named a leader in latest Cloud security solutions report	Quotation marks should be used to distinguish the proper names of reports and other third-party references.
<b>Body text:</b> According to the report, “Cloudflare is a solid choice for organizations looking to strengthen their security tooling and malware detection capabilities.”	<b>Body text:</b> According to the report, ‘Cloudflare is a solid choice for organizations looking to strengthen their security tooling and malware detection capabilities.’	Within body text, double quotation marks should be used for any direct quotes, since our content follows formatting rules for American English (rather than British English).

# Style and formatting

## Grammar

### Hyphenate compound modifiers that are placed before the noun.

Compound modifiers that come before the noun require a hyphen to distinguish them from individual modifiers and nouns. Do not hyphenate compound modifiers that come after the noun. Here are two correct ways to use modifiers:

- Cloudflare users expect high-quality online video experiences.
- Cloudflare users expect online video experiences that are high quality.

For other rules around compound modifiers, please refer to the guidance provided in the [Chicago Manual of Style](#).

✓	✗	Rationale
Protect your website from common vulnerabilities with our <b>enterprise-class</b> Web Application Firewall (WAF).	Protect your website from common vulnerabilities with our <b>enterprise class</b> Web Application Firewall (WAF).	'Enterprise-class' refers to the ability of something to scale with and handle the needs of large enterprises. A hyphen is necessary because the compound modifier comes before the noun.

### Use commas after “i.e.” and “e.g.”

These terms mean “that is” and “for the sake of example,” respectively, and follow the same punctuation they would have if written out fully.

# Style and formatting

## Capitalization

### Capitalize names of Cloudflare products, services, and features.

Each product, service, and feature should be properly spelled and capitalized when used in any content, both to ensure consistency across all channels and to differentiate common performance and security technologies (e.g., load balancing, bot management, and web application firewalls) from specific Cloudflare solutions (e.g., Cloudflare Load Balancing, Cloudflare Bot Management, and Cloudflare Web Application Firewall).

✓	✗	Rationale
This interactive demo provides three different scenarios on how to utilize <b>Cloudflare Rate Limiting</b> to protect your endpoints from suspicious requests.	This interactive demo provides three different scenarios on how to utilize <b>rate limiting</b> to protect your endpoints from suspicious requests.	This demo is specific to a Cloudflare product (Cloudflare Rate Limiting), not a tutorial on utilizing generic rate limiting.
A <b>web application firewall</b> enables protection against the latest attack vectors.	A <b>Web Application Firewall</b> enables protection against the latest attack vectors.	Unless we are specifically referring to the Cloudflare Web Application Firewall (WAF), we should not capitalize this term.

### Capitalize job titles when they are used to identify an individual at a specific organization.

✓	✗	Rationale
“Cloudflare is a great partner.” — Joe Smith, <b>Head of Engineering</b> at Company ABC	“Cloudflare is a great partner.” — Joe Smith, <b>head of engineering</b> at Company ABC	Because this quote is from a specific individual at the organization, the job title should be capitalized.
In this webinar, hear from several <b>software architects</b> on how they build with Cloudflare.	In this webinar, hear from several <b>Software Architects</b> on how they build with Cloudflare.	Because this statement refers to multiple individuals at different companies, the collective job title they hold should not be capitalized.

# Style and formatting

## Capitalization

**Capitalize the first word after a colon.**

- **Exception:** If the sentence appears in body text and precedes a list, do not capitalize any of the terms after the colon (unless they are proper nouns).

✓	✗	Rationale
From legacy to leading edge: <b>Transforming</b> app delivery for better user experiences.	From legacy to leading edge: <b>transforming</b> app delivery for better user experiences	Because the colon precedes another sentence fragment, the first word after it (“Transforming”) should be capitalized.
Using Cloudflare comes with several benefits: <b>strengthening</b> security, improving performance, and ensuring reliability.	Using Cloudflare comes with several benefits: <b>Strengthening</b> security, improving performance, and ensuring reliability.	Because the colon precedes a list, none of the terms following it should be capitalized.

## Percentages

**Use the % symbol to clarify percentages.**

Do not write “percent” after the numeral.

- **Exception:** When a sentence begins with a percentage, both the number and the word “percent” should be written out (e.g., “Ten percent of all websites use Cloudflare as a reverse proxy”).

✓	✗	Rationale
100%	100 %, 100 percent, one hundred percent	In order to promote clarity and readability, we use numerals for numbers greater than nine and do not separate the % symbol from the percentage it is clarifying.
Cloudflare helps Customer ABC maintain <b>100%</b> uptime across all regions.	Cloudflare helps Customer ABC maintain <b>100 percent</b> uptime across all regions.	The % symbol should be used to clarify percentages that are used in the middle of a sentence.

# Style and formatting

## Acronyms and abbreviations

### Define acronyms and abbreviations when introducing them to readers.

Since our global audience includes non-technical readers and non-English readers, we should write in a way that can be easily understood by everyone. The first time you use an acronym to explain a technical term or the name of an organization (e.g., OWASP), spell out its full name and include the acronym in parentheses. For all subsequent mentions in a single piece of content, the acronym alone may be used.

- **Exception:** Some common technical terms or well-known organizations (e.g., NAFTA) do not require a definition to be easily understood. For example, unless you are writing a Learning Center article about WAN, you do not need to spell out the meaning of WAN by writing “wide area network (WAN).”
- **Exception:** You may use an acronym in a headline, as long as the full term appears in the body text.

✓	✗	Rationale
<p><b>Secure access service edge (SASE)</b> implementation simplifies traditional network architecture by merging network and security services. <b>SASE</b> allows enterprises to route, inspect, and secure traffic in a single pass at the Internet edge.</p>	<p><b>SASE</b> implementation simplifies traditional network architecture by merging network and security services. <b>It</b> allows enterprises to route, inspect, and secure traffic in a single pass at the Internet edge.</p>	<p>SASE is a technical term that needs to be defined upon first use. All subsequent uses of the term may be shortened into acronym form.</p>
<p>Headline: Evolving to a SASE architecture with Cloudflare</p>	<p>Headline: Evolving to a <b>secure access service edge (SASE)</b> architecture with Cloudflare</p>	<p>For the sake of brevity, the acronym may be used in the headline. However, the term should be spelled out fully in the body text below.</p>

### Do not use periods in acronyms.

Acronyms are usually pronounced as their own word (e.g., “QUIC”). For that reason, we do not place periods between each letter. Although initialisms are slightly different from acronyms — like “VPN” or “TLS,” they cannot be pronounced as their own word — we format them in the same way as proper acronyms in order to maintain consistency throughout our written content.

# Style and formatting

## Numbers

**Spell out numbers less than 10, and use numerals for quantities equal to or greater than 10.**

- **Exception:** Headlines and bulleted items may use numerals for quantities under 10.
- **Exception:** Numerals should always be used when referring to units of currency.

✓	✗	Rationale
Cloudflare helped Customer ABC improve performance in <b>two regions</b> where they had seen issues with high latency.	Cloudflare helped Customer ABC improve performance in <b>2 regions</b> where they had seen issues with high latency.	When referring to a small quantity of something (e.g., geographical areas, data centers, and so on), write out the number instead of using the numeral.
According to a recent study, <b>7%</b> of Americans don't use the Internet.	According to a recent study, <b>seven percent</b> of Americans don't use the Internet.	When writing out a percentage, numerals should always be used — even for numbers less than 10.
Headline: <b>5</b> key considerations for protecting your applications	Headline: <b>Five</b> key considerations for protecting your applications	For the sake of brevity, numbers under 10 may be represented with a digit in headline copy.

**Use the shortened form of very large numbers.**

Whenever possible, numbers that exceed one million should have the word “million” (or “billion,” etc.) appear after the initial value.

✓	✗	Rationale
With Cloudflare, Company ABC blocks <b>10 million</b> attacks per month.	With Cloudflare, Company ABC blocks <b>10,000,000</b> attacks per month.	Using the word “million” in place of the full number makes this text easier to read and understand.

**Format dates in a year-month-day order.**

Example: “2050-12-10.”

## Style and formatting

### Units of measurement

**Always leave a space between numerical values and their corresponding units of measurement.**

Although both formats are widely used, the metric system standardized the use of a space before a unit of measurement and should be used as a guideline to keep content consistent and clear.

✓	✗	Rationale
128 GB	128gb, 128GB	Units of measurement should be spaced out from their corresponding numerical values.
This network has a capacity of over <b>50 Tbps</b> .	This network has a capacity of over <b>50Tbps</b> .	Adding a space between '50' and 'Tbps' makes this sentence easier to read.

**Do not use hashtags (#) in numbered lists.**

Hashtags are often used on social media platforms to denote searchable terms and should not be used to separate items in a list. Acceptable formats for numbering lists include the abbreviation "No." or the numeral followed by a period (1.).

✓	✗	Rationale
The three steps of the TCP handshake are as follows:  1. SYN 2. SYN ACK 3. ACK	The three steps of the TCP handshake are as follows:  #1: SYN #2: SYN ACK #3: ACK	When ordering items in a list, use "No." or "1." to separate each item.

**Use monetary symbols when referring to currency.**

✓	✗	Rationale
After switching to Cloudflare, Customer ABC saved <b>\$1 million</b> by consolidating their security tools and vendors.	After switching to Cloudflare, Customer ABC saved <b>one million dollars</b> by consolidating their security tools and vendors.	Monetary symbols make this text clearer, shorter, and easier to scan.

## Accessibility

When creating content for any Cloudflare channel, be mindful of customers with disabilities (or temporary / situational limitations), including but not limited to auditory, cognitive, neurological, physical, speech, and visual impairments. Content should be easily comprehensible for both the audience and a variety of assistive technologies (e.g., screen readers, speech recognition software, etc.).

### Organize content with short, informative headers and subheaders.

Whether you're crafting a case study or a landing page, content should be well-organized and easy to navigate for all users. Large paragraphs and "walls of text" make content inaccessible and alienate readers.

### Do not use directional language.

Write with the assumption that readers will not be able to rely on the visual layout of a page. Not only does this ensure that those who are visually impaired will still be able to follow and understand written content, but it helps optimize content for mobile and desktop layout changes.

✓	✗	Rationale
Click on the "Contact us" button.	Click on the "Contact us" button <b>on the right-hand side of the screen.</b>	Directional language is potentially confusing here, as some users (e.g., mobile users) may be looking at a different page layout.

### Include descriptive alt text for all images and infographics.

The alt text tag is used in place of images for screen readers and in circumstances when the images or infographics cannot be loaded. Alt text should contextualize and summarize visual elements in a way that is clear and concise so that a visually impaired person can follow along with the content. Do not merely list SEO keywords. When using elaborate diagrams or infographics, a more detailed explanation may be required.

**Example:** [Infographic with a text alternative](#)

✓	✗	Rationale
Diagram of a DNS request going to a DNS resolver	DNS, DNS resolver, DNS request, how DNS works, best DNS resolver	This list of keywords does not clearly convey the specific concept this diagram illustrates.
Diagram of an ECP router communicating with edge metals	Diagram	This alt text is too simple and does not give screen readers or visually impaired users enough information to understand the diagram.

## Accessibility

### Use descriptive link text instead of ambiguous hyperlinks.

Clearly state what content is being linked instead of using vague language that may confuse or mislead readers.

✓	✗	Rationale
We're launching <a href="#">Product XYZ</a> : a new tool that measures the performance of your website from the perspective of your users.	<a href="#">Learn more</a> about Product XYZ: a new tool that measures the performance of your website from the perspective of your users.	Hyperlinking the phrase "Product XYZ" gives readers a clear idea of what to expect when they click on the link, even if they don't read the entire sentence.
<a href="#">Cloudflare</a> enables developers to easily build and deploy applications across our global cloud platform.	Click <a href="#">here</a> to find out how Cloudflare enables developers to easily build and deploy applications across our global cloud platform.	Hyperlinking the word "here" is too vague and does not give readers a clear idea of what to expect when they click on the link, especially if they do not read the entire sentence.

### Use spaces to offset em dashes and slashes.

Adding white space around these punctuation marks helps make text easier to read.

✓	✗	Rationale
Company ABC — an ecommerce leader in the US — uses Cloudflare to secure their platform.	Company ABC—an ecommerce leader in the US—uses Cloudflare to secure their platform.	Without spaces around the em dash, the text becomes more crowded and difficult to scan.
Accelerate your journey to Zero Trust and <a href="#">SASE</a> / <a href="#">SSE</a> today.	Accelerate your journey to Zero Trust and <a href="#">SASE/SSE</a> today.	Without spaces around the slash, the two terms become more difficult to quickly distinguish from each other.

## Localization

Cloudflare isn't just helping build a better Internet — we're helping build a better Internet everywhere. In order to maximize our reach to a global audience, we need to create content that is accessible and easy to translate.

### Write in simple, clear sentences.

Complex sentences increase the likelihood of misinterpretation.

✓	✗	Rationale
<p>The public Internet does its best to deliver your content — but it cannot account for network congestion.</p>	<p>Data that traverses the Internet encounters a number of chokepoints and potential obstacles, such as failed servers, which normal Internet routing is not able to circumvent.</p>	<p>Convolutd sentences are difficult to understand and translate for a global audience. Even when writing for a technical audience, we should strive to use high-level, accessible language whenever possible.</p>

### Avoid slang, idioms, and other cultural references.

Specific cultural references will only resonate with a subset of our customers and should not be used in our content.

✓	✗	Rationale
<p>Denial-of-service attacks continue to grow in sophistication and force.</p>	<p>Denial-of-service attacks continue to grow in sophistication and force, just like Lizzo's career.</p>	<p>Lizzo is an American artist who may not be familiar to all Cloudflare customers. It is inappropriate to use this kind of cultural reference in our written content.</p>
<p>WARP is now available for all Cloudflare customers — no wait time required.</p>	<p>Christmas came early this year: WARP is now available for everyone!</p>	<p>Unless we are writing for a very specific subset of our customers, we should not reference holidays or other local events that may not be observed in every region.</p>

## Localization

### Keep contractions to a minimum.

Contractions can be difficult to translate into non-English languages and should be used sparingly in all written content.

✓	✗	Rationale
From the beginning, <b>they have</b> been able to quickly identify and mitigate bot traffic in real time.	From the beginning, <b>they've</b> been able to quickly identify and mitigate bot traffic in real time.	Writing out the contraction for "they have" makes this sentence clearer and easier to translate for non-English reading audiences.
Our customers <b>would not have</b> liked to look at the individual IP hits coming to their sites.	Our customers <b>wouldn't've</b> liked to look at the individual IP hits coming to their sites.	Multiple contractions should be avoided whenever possible.
<b>What's new</b> at Cloudflare	<b>What is new</b> at Cloudflare	Contractions should not be avoided when they make the sentence more awkward for the reader or obstruct its meaning.

### Provide key definitions and contextual information

If a term is not translatable, use further explanation and contextual information to make the subject easy to comprehend.

✓	✗	Rationale
<b>Accelerated Mobile Pages (AMP)</b> was built to improve the speed and performance of mobile content.	<b>AMP</b> was built to improve the speed and performance of mobile content.	AMP may be an unfamiliar acronym to readers and should be clarified with the full name of the product (Accelerated Mobile Pages) the first time it is used in a body of text.
Company ABC's core product operates over TCP, <b>a foundational protocol that isn't protected by most Internet security services</b> . That made it difficult for the company to defend their services against attacks.	Company ABC's core product operates over TCP. That made it difficult for the company to defend their services against attacks.	Some readers may need more context around the security vulnerabilities of TCP. Even when addressing a technical audience, it is helpful to build these explanations into our content.

# Localization

**Use bold formatting to emphasize text in Latin languages and underlining to emphasize text in non-Latin languages.**

Non-Latin languages become more difficult to read when they are formatted in bold text. Instead, use underlining to emphasize an important phrase or instruction. For Latin languages, bold text is appropriate and should be used in place of underlining, so that the emphasized text is not mistaken for a hyperlink.

✓	✗	Rationale
In the <b>Web Application Firewall</b> panel, ensure that the toggle is set to <b>On</b> .	In the Web Application Firewall panel, ensure that the toggle is set to <u>On</u> .	Bold text should be used to emphasize important words, products, or phrases in Latin languages (e.g., English). Underlining would be inappropriate here, as it might suggest we are linking to the Cloudflare Web Application Firewall product page.

**Capitalize key terms and product names consistently.**

Inconsistent capitalization can make localization efforts more challenging, especially if it is unclear whether we are referring to named products and features or their generic equivalent (e.g., our “Web Application Firewall” vs. a general “web application firewall”). Refer to the [Capitalization](#) section for further guidance.



## Legal compliance

### Claim substantiation

We should make sure that any claims we make are truthful and not misleading. We are required to have a “reasonable basis” to substantiate every objective claim we make before the claim is publicly disseminated. This requirement applies to express claims as well as implied claims, even if we did not intend to convey the implied claim. A claim we make can be literally true, but still misleading if it conveys a claim that we cannot support.

We are required by law to have the level of proof expressly or implicitly claimed in the statement we are making. Consequently, it is extremely important that all factual claims we make are backed up with evidence. Follow these guidelines to avoid making false or misleading claims:

#### Validate factual claims and statistics that have Cloudflare as the source.

Cloudflare stats that are not already listed on the [Public-Facing Stats](#) page must be validated and approved by the Legal team. Please make sure you have backup supporting your claim saved and available. For example, screenshots to a Grafana dashboard with a description of the applicable query.

#### Cite external sources clearly and correctly for factual claims and statistics that are not common knowledge and do not have Cloudflare as a source.

Make sure the source actually backs up the claim, and link to an original source when possible (e.g., if a blog post quotes a statistic from a study, cite the study instead of the blog post).

- **Factual claims that require a citation:**
  - Cloudflare is the world’s fastest and most reliable authoritative DNS provider, according to DNSPerf.
- **Factual claims that do not require a citation:**
  - DNS stands for Domain Name System, and the DNS maintains a directory of every website on the Internet.

#### Follow MLA format when citing sources. Include all information that is available.

For instance, the author of a webpage may not be available, but you can still source the page itself. Citations should always follow the format given below:

- Author Last Name, Author First Name. “Article/Webpage/Study Title.” Name of Website or Publication, URL. Accessed Date Month Year.

✓	✗
<p>Clark, Matthew. “How the BBC builds websites that scale.” CreativeBlog, <a href="https://www.creativeblog.com/features/how-the-bbc-builds-websites-that-scale">https://www.creativeblog.com/features/how-the-bbc-builds-websites-that-scale</a>. Accessed 27 September 2020.</p> <p><b>Rationale:</b> Follows MLA format and provides all the information necessary for the reader to find the article for themselves.</p>	<p>The BBC, <a href="https://www.creativeblog.com/features/how-the-bbc-builds-websites-that-scale">https://www.creativeblog.com/features/how-the-bbc-builds-websites-that-scale</a>.</p> <p><b>Rationale:</b> Does not provide enough information. “The BBC” is too vague and does not provide proper authorial credit. Providing a hyperlink is not sufficient on its own, as the article may have been removed from that web address.</p>

## Legal compliance

### Claim substantiation

✓	✗
<p>“Global Connected Commerce: Is e-tail therapy the next retail therapy?” Nielsen, <a href="https://www.nielsen.com/bd/en/insights/report/2016/global-connected-commerce/">https://www.nielsen.com/bd/en/insights/report/2016/global-connected-commerce/</a>. Accessed 27 September 2020.</p> <p><b>Rationale:</b> Follows MLA format. No author is listed because no author is credited by the original source.</p>	<p>Nielsen.com, <a href="https://www.nielsen.com/bd/en/insights/report/2016/global-connected-commerce/">https://www.nielsen.com/bd/en/insights/report/2016/global-connected-commerce/</a>. Accessed 27 September 2020.</p> <p><b>Rationale:</b> Lacks the article title and lists the source as “Nielsen.com” instead of “Nielsen.”</p>

#### Indicate citations in the text via endnotes.

Assign a number to each factual claim and cite the corresponding source at the end of the asset or webpage. The in-text number should be in superscript at the end of the clause.

- **Exception:** Full citations are not necessary for most Cloudflare blog posts. An in-line hyperlink to the source for the claim will suffice.

#### Endnote example

The BBC discovered that 10% more site visitors left for every additional second it took for their webpages to load.<sup>1</sup>

1. Clark, Matthew. “How the BBC builds websites that scale.” CreativeBloq, <https://www.creativebloq.com/features/how-the-bbc-builds-websites-that-scale>. Accessed 22 July 2019.

### Customer claims

Sometimes customers will make a claim about a stat — for example, that “one in three women in Taiwan are iCook users.” Here is the guidance from Legal in such situations:

- The description should be consistent with how the customer presents themselves in their own communications materials.
- We should be careful when repeating a claim that seems overly broad.
- For specific numerical claims (like the example above), we should try to make it clear that the claim is being made by the customer, not us.

## Legal compliance

### Customer names and logos

We incorporate customer names and logos into many web, digital, and print assets, from product pages and case studies to brochures and direct mailers. However, we need to be mindful of the fact that customer names and logos constitute our customers' trademarks and we are not authorized to use them without their explicit written permission. Moreover, some Cloudflare customers have explicitly vetoed the public use of their logos. When contemplating which customer names and logos to include in any published content, refer to the [Customer Advocacy team](#) for a current list of approved and non-approved names and logos.

### Copyright and trademark

The Cloudflare brand stands for something more than just our products and services. It is an important symbol of our efforts to help build a better Internet. Specific guidelines have been created to uphold brand and trademark integrity whenever the Cloudflare name or logo is used in any written copy or design.

#### Whenever possible, do not use possessives when referencing Cloudflare.

Cloudflare should be used as an adjective, not a plural, possessive, or verb. Modifying the Cloudflare trademark in this way may compromise the character of the trademark.

✓	✗	Rationale
Learn how Company X uses <b>Cloudflare Bot Management</b> to thwart hundreds of thousands of bot attacks.	Learn how Company ABC uses <b>Cloudflare's Bot Management</b> to thwart hundreds of thousands of bot attacks.	"Cloudflare Bot Management" is the formal name for this product and should not be modified to include a possessive.
They <b>used Cloudflare</b> services to make their site faster, safer, and smarter.	They <b>Cloudflared</b> their site, making it faster, safer, and smarter.	"Cloudflare" should never be used as a verb; instead, we should specify which products and services were used to address our customers' needs.

#### Use proper trademark notice symbols.

Proper trademark notice symbols should be used with Cloudflare trademarks. In the US, the proper symbol depends on whether the trademark is registered with the US Patent and Trademark Office for the specific products or services for which the mark is used:

- Use the registered trademark symbol ® with registered Cloudflare trademarks and the common law trademark symbol ™ with unregistered Cloudflare trademarks.
- You only need to use the applicable trademark symbol in the first instance a Cloudflare trademark appears in a piece of copy.
- The current list of Cloudflare trademarks can be found at this link: <https://www.cloudflare.com/trademark/>.

## Product names

Consult with the [Product Marketing team](#) or the most up-to-date spelling and formatting of initial and subsequent mentions of Cloudflare products, services, and features. Keep in mind that some names may be shortened after their initial usage, while others should be left as is in order to preserve clarity.

### Examples:

- “Company ABC uses the **Cloudflare Web Application Firewall (WAF)** to protect its platform. During a recent event, the **WAF** blocked over 18,000 attacks.”
- “**Cloudflare for Campaigns** is a free service that protects political campaigns from cyberattacks. Our product suite encompasses a comprehensive solution for safeguarding your most important data during critical periods. Find out how to secure your candidate's election website — and your team — with **Cloudflare for Campaigns**.”

Initial usage	Subsequent usage	Incorrect spellings
1.1.1.1	1.1.1.1	1.1, 1.1.1, one dot one
Cloudflare AMP Real URL	AMP Real URL	Cloudflare AMP, Cloudflare Amp, Amp Real Url, Cloudflare Ampersand
Cloudflare Apps	Cloudflare Apps	Cloudflare apps
Argo Smart Routing	Argo	Argo smart routing, Smart Routing
Athenian Project	Athenian Project	Project Athenian, project Athenian, Athenian project
Bot Analytics	Bot Analytics	bot analytics, Cloudflare's bot analytics
Cloudflare Bot Management	Bot Management	bot management, Cloudflare's bot management, Cloudflare's Bot Management
Browser Insights	Browser Insights	browser insights, Browser insights
Cloudflare Browser Isolation	Browser Isolation	Cloudflare browser isolation, Cloudflare's browser isolation, browser isolation
Cache API	Cache API	Cloudflare Cache, cache API

## Product names

Initial usage	Subsequent usage	Incorrect spellings
Cloudflare for Campaigns	Cloudflare for Campaigns	Cloudflare Campaigns, Cloudflare campaigns, Cloudflare for campaigns, Campaigns
Certificate Transparency Monitoring	Certificate Transparency Monitoring	Certificate Monitoring, certificate transparency monitoring
Cloudflare China Network	China Network	Cloudflare's China Network, China network, China's network, the China network
Concurrent Streaming Acceleration	Concurrent Streaming Acceleration	streaming acceleration, concurrent streaming acceleration, concurrent streaming
Cloudflare Data Localization Suite	Data Localization Suite	Cloudflare data localization suite, Cloudflare Data Localization, Cloudflare's data localization suite, Cloudflare data localization, data localization suite
Cloudflare Edge Log Delivery	Edge Log Delivery	Cloudflare edge log delivery, edge log delivery, Cloudflare's edge log delivery
Cloudflare Gateway	Gateway	Cloudflare gateway, Cloudflare's gateway, 1.1.1.1 for Business, Access Resolver
Geo Key Manager	Geo Key Manager	geo key manager, Cloudflare's geo key manager
Cloudflare global anycast network	Cloudflare network	Global Anycast Network, global anycast network, Anycast network, "Anycast" network, Cloudflare's network, Cloudflare's global anycast network
Cloudflare Image Resizing	Image Resizing	image resizing

## Product names

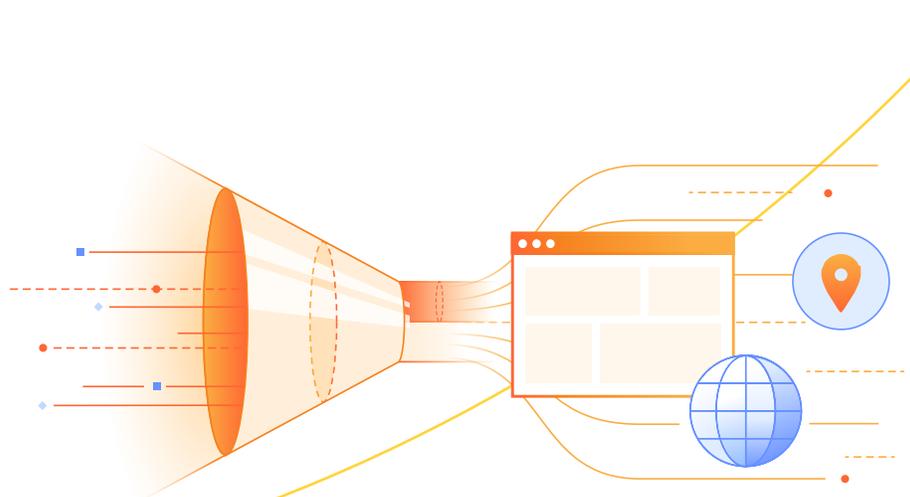
Initial usage	Subsequent usage	Incorrect spellings
Cloudflare Images	Images	Cloudflare images, Cloudflare's images, images
Keyless SSL	Keyless SSL	keyless SSL, Cloudflare's keyless SSL
Cloudflare Load Balancing	Load Balancing	Load Balancer, load balancing, Cloudflare's load balancer
Cloudflare Logs	Logs	Cloudflare logs, Enterprise Log Share, ELS
Cloudflare Magic Firewall	Magic Firewall	Cloudflare magic firewall, magic firewall, Cloudflare's magic firewall, Cloudflare Firewall
Cloudflare Magic Transit	Magic Transit	magic transit
Cloudflare Magic WAN	Magic WAN	magic WAN, Cloudflare's magic WAN, Cloudflare WAN
Cloudflare Mobile SDK	Mobile SDK	mobile SDK, Cloudflare's mobile SDK
Page Rules	Page Rules	page rules, Page rules, pagerules, Pagerules, PageRules
Cloudflare Page Shield	Page Shield	page shield, Cloudflare's page shield
Cloudflare Pages	Pages	pages, Cloudflare pages, Cloudflare's pages
Project Galileo	Project Galileo	Galileo, Galileo Project, Galileo project, Project galileo
Cloudflare WAF Rate Limiting	Rate Limiting	rate limiting, Cloudflare rate limiting

## Product names

Initial usage	Subsequent usage	Incorrect spellings
Cloudflare WAF Advanced Rate Limiting	Advanced Rate Limiting	advanced rate limiting, Cloudflare rate limiting, Cloudflare advanced rate limiting, rate limiting
Cloudflare Regional Services	Regional Services	regional services, Cloudflare regional services, Cloudflare's regional services
Cloudflare Registrar	Registrar	Registrar, registrar, Cloudflare Domain Registrar, Cloudflare's domain registrar
Cloudflare Route Leak Detection	Route Leak Detection	route leak detection, Cloudflare's route leak detection, Cloudflare Leak Detection, Leak Detection
Cloudflare for SaaS	Cloudflare for SaaS	Cloudflare SaaS, SSL for SaaS
Cloudflare Spectrum	Spectrum	Cloudflare spectrum, spectrum
Cloudflare Stream	Stream	stream, Cloudflare's Stream
Cloudflare Stream Delivery	Stream Delivery	Stream delivery, stream delivery
Cloudflare Tunnel	Tunnel	Argo Tunnel, Argo tunnel, tunnel, Cloudflare Argo Tunnel
Cloudflare Web Application Firewall (WAF)	Web Application Firewall, WAF	web application firewall, waf, Cloudflare's WAF
WARP	WARP	Warp
WARP+	WARP+	WARP Plus, WARP plus, Warp+, Warp Plus
Cloudflare Workers	Workers	workers, Cloudflare Edge Workers, Cloudflare workers
Cloudflare Workers Cache API	Workers Cache API	Cloudflare cache, Cloudflare Cache, Workers API, Cache API

## Product names

Initial usage	Subsequent usage	Incorrect spellings
Cloudflare Workers Durable Objects	Workers Durable Objects	Workers durable objects, Cloudflare Durable Objects, Cloudflare's durable objects, Workers' durable objects, Durable Objects, durable objects
Cloudflare Workers KV	Workers KV	workers KV, Cloudflare Workers Key Value
Cloudflare Worker Sites	Workers Sites	Workers sites, worker sites
Cloudflare Workers Unbound	Workers Unbound	Cloudflare Unbound, workers unbound
Cloudflare Zero Trust Acceptable alternatives: Cloudflare's zero trust platform, our zero trust services	Cloudflare Zero Trust	Cloudflare for Teams, Zero Trust



## Glossary

This is the terminology guidance for frequently-used terms found across all types of written Cloudflare content. If you wish to add or modify a term, please first consult with the [Content Marketing team](#) to help ensure consistency across all of our content.

Glossary term	Description	Incorrect uses
<b>allow</b>	Verb form of "allowlist."	whitelist
<b>allowlist</b>	An allowlist is a list of items (usually websites, IP addresses, email addresses, etc.) that are permitted to access a system.	whitelist
<b>attacker</b>	An attacker is an individual or group of individuals who strive to access systems or networks with malicious intent. (See also: cybercriminal)	blackhat, black hat, hacker, hoodie hacker, bad actor, threat actor
<b>block</b>	Verb form of "blocklist."	blacklist
<b>blocklist</b>	A blocklist is a list of items (usually websites, IP addresses, email addresses, etc.) that are prevented from accessing a system.	blacklist
<b>CAPTCHA</b>	A puzzle used to challenge users and ensure they are not bots. (See: reCAPTCHA)	Captcha, captcha
<b>CDN</b>	A content delivery network, or CDN, refers to a geographically distributed group of servers which work together to provide fast delivery of Internet content. When referencing the Cloudflare network, use "Cloudflare CDN," "Cloudflare network," or "Cloudflare global Anycast network."	cdn, Content Delivery Network
<b>cloud</b>	The cloud is a network of remote servers used to store and maintain data.	Cloud, "cloud"
<b>cloud access security broker (CASB)</b>	A cloud access security broker, or CASB, is a security solution that helps protect cloud-hosted services. It should only be written in title case when referring to the "Cloudflare Cloud Access Security Broker (CASB)."	Cloud Access Security Broker

## Glossary

Glossary term	Description	Incorrect uses
<b>Cloudflare</b>	A global cloud platform that provides a scalable, easy-to-use, unified control plane to deliver security, performance, and reliability for on-premises, cloud, and SaaS applications.	CloudFlare, CLOUDFLARE, cloudflare
<b>codebase</b>	A codebase refers to source code that is written for a specific software system or application. It is spelled as one word, like “database.”	code base
<b>connectivity cloud</b>	A connectivity cloud is a unified platform of cloud-native services powered by an intelligent, programmable cloud network.  <b>Usage notes: This term is never capitalized. Additionally, when describing Cloudflare's connectivity cloud, please note that Cloudflare services do not live in a connectivity cloud; they make up a connectivity cloud</b>	Connectivity Cloud
<b>customer data breach</b>	A data breach is the release of confidential, private, or otherwise sensitive information into an unsecured environment. A customer data breach is not a Cloudflare product / service and should not be capitalized as such.	Customer Data Breach
<b>cyberattack</b>	A cyberattack occurs when an attacker makes an attempt to compromise digital data, infiltrate a digital system, or shut down a web property.	Cyber attack, cyber-attack
<b>cybercriminal</b>	A cybercriminal is a person who carries out cyber attacks with the intention of stealing sensitive company information or personal data. (See also: attacker)	Cyber criminal, cyber-criminal, hacker, bad actor, threat actor
<b>cybersecurity</b>	Noun form. Cybersecurity is the practice of defending computers, servers, and other electronic devices from cyber attacks.	cyber-security
<b>DApp</b>	A distributed application (DApp) is an application built on decentralized, blockchain-based infrastructure.	dapp, Dapp, DAPP
<b>Dashboard</b>	The Cloudflare Dashboard is capitalized, as any other product or feature name should be. Do not abbreviate it as “Dash.”	Cloudflare dashboard, dash, Dash

## Glossary

Glossary term	Description	Incorrect uses
<b>data center</b>	A data center is a location where physical servers run and other IT operations are hosted.	point of presence, PoP, datacenter, Data Center
<b>data loss prevention (DLP)</b>	Data loss prevention (DLP) is a strategy for detecting and preventing data exfiltration or data destruction. It should only be written in title case when referring to "Cloudflare Data Loss Prevention (DLP)."	Data Loss Prevention
<b>DDoS</b>	DDoS stands for distributed denial-of-service. A DDoS attack is a malicious attempt to disrupt normal traffic of a targeted server, service or network by overwhelming the target or its surrounding infrastructure with a flood of Internet traffic.	ddos, DDOS
<b>denial-of-service (DoS)</b>	A denial-of-service (DoS) attack is a type of cyber attack in which an attacker aims to render a computer or other device unavailable to its intended users by interrupting the device's normal functioning. DDoS is a type of DoS attack.	denial of service, Denial-of-Service, Denial-Of-Service, Denial of Service, dos, Dos, DOS
<b>ebook</b>	An ebook is a longform asset designed to provide in-depth coverage of a product, feature, industry, or problem area. It is often supplemented by graphics and statistics. Like "email" and "ecommerce," it is written without a hyphen or a capitalized 'B'.	e-book, eBook, e-Book, EBook
<b>ecommerce</b>	Ecommerce refers to commercial transactions conducted electronically on the Internet. Like "email" and "ebook," it is written without a hyphen or a capitalized 'C'.	e-commerce, eCommerce, e-Commerce, ECommerce, E Commerce
<b>end user</b>	The person actually using a product or service, typically in a B2C context.	end-user
<b>endpoint</b>	An endpoint is any device that connects to a computer network (e.g., desktop computers, smartphones, etc.).	end point, end-point

## Glossary

Glossary term	Description	Incorrect uses
<b>Enterprise</b>	Modifier that refers to either: 1. the official Cloudflare Enterprise Plan, or 2. a customer who is on the Enterprise Plan (e.g., an Enterprise customer).	enterprise, enterprise plan
<b>enterprise, enterprise-grade / -class</b>	An enterprise company is a very large company that often requires upgraded features and dedicated customer service in order to accommodate numerous clientele and large-scale business needs. All Enterprise customers are enterprise companies, but not all enterprises are Enterprise customers.	Enterprise, Enterprise-grade, Enterprise-class
<b>healthcare</b>	When referring to the healthcare industry, write "healthcare" as one word.	health care, health-care
<b>hybrid cloud</b>	A hybrid cloud mixes two or more types of cloud environments. Hybrid cloud deployments combine public and private clouds, and they may also include on-premises legacy infrastructure.	hybrid-cloud
<b>Internet</b>	The Internet is a global system of computer networks that provides a wide range of information and communication facilities. It should always be capitalized.	internet
<b>JavaScript</b>	JavaScript is a scripting language used in web development.	javascript, Javascript
<b>layer 3</b>	When referencing any of the layers from the OSI Model, the word "layer" is always presented in lowercase, and the number of the layer is written as a numeral.  Example: "The application layer, or layer 7, is the only layer that directly interacts with data from the user."	Layer 3, layer three, Layer Three
<b>log in / sign in</b>	Verb form. The process of logging in to an application. When describing this process, always separate the words "in" and "to."  Example: "Bob needed to log in to their dashboard. After they signed in to their account, they upgraded their plan."	login, log-in, log into sign-in, sign into

## Glossary

Glossary term	Description	Incorrect uses
<b>login</b>	<p>Noun form. The set of credentials required to log in to a website or application.</p> <p>Example: "Alice's login attempts were denied when she forgot her password."</p>	log in, log-in
<b>machine learning</b>	<p>Machine learning is artificial intelligence that enables systems to automatically learn and predict outcomes without explicit programming. Cloudflare uses machine learning to predict automated credential stuffing and other bot attacks, among a variety of uses.</p>	Machine Learning
<b>main (Git branch)</b>	<p>The primary or default branch in Git is referred to as the "main branch" or "main."</p>	master Git branch
<b>malicious bot abuse</b>	<p>Malicious bots can scrape or download content from a website, steal user credentials, distribute spam content, and perform various other kinds of cyberattacks. Malicious bot abuse is not a Cloudflare product / service and should not be capitalized as such.</p>	Malicious Bot Abuse
<b>metadata</b>	<p>Metadata is a set of data that describes and gives information about other data. It is always written as one word.</p>	meta data, meta-data
<b>mutlicloud</b>	<p>Multicloud refers to multiple clouds. A company that uses a multcloud deployment incorporates multiple public clouds from more than one cloud provider.</p>	multi-cloud, multi cloud, Multi-Cloud
<b>nameserver</b>	<p>A nameserver is a dedicated server that translates human readable host names into IP addresses. Nameservers like root servers, TLD servers, and authoritative nameservers are fundamental components of the Domain Name System (DNS).</p>	name server, name-server
<b>nonprofit</b>	<p>An organization that does not operate for profit. This term is not hyphenated.</p>	non-profit
<b>on-path attacker</b>	<p>An on-path attacker intercepts data between a user and an application, often with malicious intent.</p>	man-in-the-middle

## Glossary

Glossary term	Description	Incorrect uses
<b>on-premises</b>	A modifier used for describing software or hardware hosted within a company's office or complex, as in "on-premises infrastructure."	on-premise, on premise, on premises
<b>pay-as-you-go</b>	Pay-as-you-go is an internal term that refers to customers who are on the Free, Pro, and Business plans. The proper shortened form is "PAYGO."	pay as you go, Pay As You Go, self-serve
<b>pay per crawl</b>	Pay per crawl is a feature that allows Cloudflare customers to control whether (and how) AI crawlers access their content.	Pay-Per-Crawl, pay-per-crawl
<b>performant</b>	An internal term that may describe Cloudflare products and features that move or load fast, consistently respond quickly to user interaction, and / or stay available.	Should not be used in public-facing copy.
<b>primary</b>	The original or default copy of something (e.g., a file, process, etc.).	master
<b>primary / secondary</b>	A communication process wherein the "primary" code or device initiates commands that are followed by the "secondary" code / device.	master / slave
<b>private cloud</b>	A private cloud is a cloud service that is exclusively offered to one organization.	private-cloud, Private Cloud
<b>public cloud</b>	A public cloud is a cloud service offered to multiple customers by a cloud provider.	public-cloud, Public Cloud
<b>reCAPTCHA</b>	A specific type of user vs. bot assessment developed originally by Google. reCAPTCHA tests may involve selecting certain images, clicking an "I'm not a robot" check box, or simply assessing user behavior. (See: CAPTCHA)	recaptcha, Recaptcha, reCaptcha, ReCAPTCHA
<b>researcher</b>	A researcher refers to an individual or group of individuals who access systems or networks with the intention of strengthening their security. (See: attacker)	whitehat, white hat, hacker

## Glossary

Glossary term	Description	Incorrect uses
<b>rule set</b>	A rule set is a statement made up of a selector and a declaration block. Rule sets can specify special conditions that tell a browser how to render elements.	ruleset, rule-set
<b>secure access service edge (SASE)</b>	Secure access service edge (SASE) architecture is an IT model that combines security and networking services on one cloud platform. It should only be written in title case when referring to named Cloudflare products.	Secure Access Service Edge
<b>self-serve</b>	(See: pay-as-you-go)	
<b>set up</b>	Verb form. Example: "I set up my website."	setup, set-up
<b>setup</b>	Noun / adjective form. Primarily refers to computer programs or equipment. Example: "Your PC setup is spectacular."	set-up, set up
<b>smoke test</b>	A basic test that is performed to determine if a claim or outcome is true. (See: validation)	sanity check
<b>SSL</b>	SSL, or Secure Sockets Layer, is an encryption-based Internet security protocol. It is the predecessor to the modern TLS encryption used today. This term is used interchangeably with "TLS" throughout our content.	ssl, secure sockets layer
<b>start up</b>	Compound verb form. Refers to the action of starting up (not the process).	startup
<b>startup</b>	Noun that refers to either a) a business in an early stage of development, or b) the process of booting up a computer or a system.	start-up, start up, upstart
<b>TLS</b>	Transport Layer Security, or TLS, is a security protocol designed to facilitate privacy and data security for communications over the Internet. This term is used interchangeably with "SSL" throughout our content.	tls, transport layer security, TSL

## Glossary

Glossary term	Description	Incorrect uses
<b>two-factor authentication</b>	An authentication factor refers to a user-specific characteristic (e.g., something the user knows, has, or is) that a computer system uses to verify user identity. Two-factor authentication checks two characteristics from a user instead of a singular characteristic.	two factor authentication, 2-factor authentication
<b>validation</b>	(See: smoke test)	sanity check
<b>WAF</b>	A web application firewall, or WAF, is a security system that helps protect web applications by filtering and monitoring HTTP traffic between a web application and the Internet. When referencing the Cloudflare product, use "Cloudflare WAF" or "the Cloudflare Web Application Firewall."	waf
<b>Web3</b>	Web3 is a theorized developing version of the World Wide Web that is decentralized and distributed.	web3, WEB3, Web 3.0
<b>webpage</b>	A webpage is a document displayed on the Internet. Websites are often comprised of multiple connected webpages. Webpage is always written as one word, just like "website."	web page, Web page
<b>white paper</b>	A white paper is an authoritative, in-depth report on a specific subject. It is always written as two words.	whitepaper
<b>WiFi</b>	Wireless connectivity allows computers and Internet-enabled devices to access the Internet without a direct cable connection. WiFi is capitalized even in the middle of sentences.	wifi, Wi-Fi, Wifi, wi-fi
<b>zero-day exploit</b>	A zero-day exploit (also called a zero-day threat) is an attack that takes advantage of a security vulnerability that does not have a fix in place. It should not be written in title case or used without the word "exploit" (e.g., "Company ABC was targeted by several types of threats this year, including DDoS attacks and zero-days.")	zero day, zero-day, zero-days, Zero-Day exploit, Zero Day Exploit

## Glossary

Glossary term	Description	Incorrect uses
<b>Zero trust security</b>	Zero trust security is an IT security model based on the principle of maintaining strict access controls and not trusting anyone by default. It is written without a hyphen.	Zero Trust security, Zero Trust Security, zero-trust security, zero trust security, Zero-Trust security
<b>Zero trust network access</b>	Zero trust network access, or ZTNA, is a principle of Zero trust security that requires strict identity verification for every person and device trying to access resources on a private network, regardless of whether they are sitting within or outside of the network perimeter.	Zero Trust Network Access, Zero Trust network access, zero trust network access, zero-trust network



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