

# Xen Project Style Guide

## Updated June 13, 2014

The Linux Foundation owns the "Xen Project" trademark. Citrix still owns the Xen trademark and uses it for many variations of their products.

The following are basic rules that are important in protecting trademarks and service marks. These rules should be followed in all news releases, web site, presentation and marketing collateral.

### Use Marks As Adjectives - Not As Nouns

Trademarks are adjectives that modify a generic noun. If you remove the mark and the sentence still works, it is probably being used correctly. Using a mark as an adjective is simple -- simply have the common descriptive name (noun) of the product or service follow the mark. This should be done throughout all material, not just on first reference. For example:

- Ex. Correct: Buy TIDE detergent for whiter clothes.
- Ex. Incorrect: Buy TIDE for whiter clothes.
- Correct: Download the Xen Project hypervisor.
- Incorrect: Download the Xen hypervisor.
- Correct: We use Xen Project software.
- Incorrect: The Xen Project produces software. ("Xen Project" is being used as a noun).

Using a mark as an adjective is important because you do not want your mark to become the generic name for the product, like aspirin, escalator, thermos, and countless others.

### Do Not Use Marks In The Possessive

Because trademarks are not nouns, they should not be used in the possessive.

- Correct: The Xen Project leaders...
- Incorrect: Xen Project's leaders

### Correct Project and Sub-Project Names

## **Correct References to Products and Versions**

Xen Project Hypervisor 4.4

Xen project Mirage OS 1.0

Xen Project XAPI Toolstack 2.0

Recommended short-cuts, where the context allows are

Hypervisor 4.4

Mirage OS 1.0

XAPI Toolstack 2.0 or XAPI Project 2.0

## **Correct references to the eco-system**

Xen Project community

Xen Project ecosystem

Xen Project Collaborative Project

## **Correct references to governance**

Xen Project Advisory Board

Xen Project Technical Coordination Team

Xen Project Governance

## **Correct references to teams in the project**

Xen Project sub-projects

Xen Project team

Xen Project contributors

Xen Project developers

Xen Project users

## **Correct references to the technology**

Xen Project Virtualization

Xen Project Hypervisor

Xen Project ARM Hypervisor

Xen Project (Virtualization) Technology

Xen Project (Virtualization) Platform

Xen Project PV drivers

Xen Project software

## **Incorrect Usage examples**

Xen 4.4

Xen on ARM

Xen Mirage OS

Xen sub-projects  
Xen hypervisor

Recommended short-cuts, where the context allows are

Hypervisor  
ARM Hypervisor

...

## Suggested Usage

Using the new style guide rules, we revised sample web site copy for a trial run with the new wording. We've also developed a new introduction for news releases.

### **Suggested News Release Intro:**

The Xen Project Collaborative Project hosted at the Linux Foundation today announced...

### **Suggested Web Site Copy:**

Xen Project Virtualization Technology Powers the Largest Clouds in Production

The Xen Project Hypervisor is the leading open source virtualization platform powering some of the largest clouds in production today. Amazon Web Services, Rackspace Public Cloud and Verizon Cloud and many hosting services use Xen Project software.

Through years of development and deployment in the most demanding enterprise environments, Xen Project Software maturity and stability is second to none. It is the basis for many commercial server virtualization, desktop and embedded products as well as hardware appliances.

Xen Project Software is the Foundation for Many Products and Platforms: Developed 11 years ago, the Xen Project software's maturity and stability is second to none. Xen Project Software is the basis for many commercial server virtualization, desktop and embedded products as well as hardware appliances. Netscaler and GlobalLogic's Nautilus Platform. The Xen Project Hypervisor is also delivered as part of most Linux distributions as well as NetBSD