

***Translation Style Guide***

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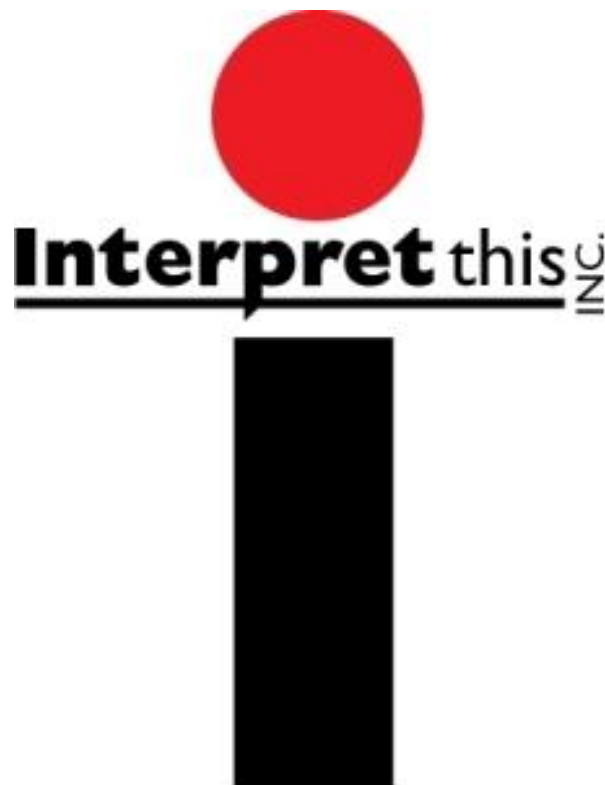
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**Terminology**

Topic	
Acronyms / Abbreviations	
Client review or resource in-country?	
Company departments and divisions	
Glossary available?	
Job Titles	
Previous translations?	
Reference files?	
Website?	

**Register/Tone**

Topic	
First or third person?	
Gender Specific	
Informal vs. Formal	
Purpose – for information only?	
Target audience?	

**Language Specific Punctuation**

Topic	
Define important punctuation preferences	
Do any of the client's requirements contradict standard rules in that language?	
Hyphens, quotes, etc.	
Numbers-decimals, commas, spaces, semicolons, abbreviated cardinal numbers, etc.	

**Capitalization**

Topic	
Language specific rules	
Titles/Heading/Names	

**NTBT (Not To Be Translated)?**

Topic	
Brand names/Trademarks	
Phone numbers/Websites/E-mail	
Products	
Proper names/Titles	
Software/UI/Buttons/Prompts	
Taglines or slogans	

**Templates and Boilerplates**

Topic	
Graphics and images	
Summary pages	
Thank you	
Warnings	

**Conversions**

Topic	
Currency	
Date/Time structure	
Revision numbers	
Units of measure	

**Tables/TOC/Index**

Topic	
Alphabetizing	
Capitalization	
Including non-translated items?	
Numbering - in language when applicable?	

**Formatting**

Topic	
Required Fonts	
Process	
Deliverables	