

TRANSLATIONS STYLE GUIDE TEMPLATE

Scope	All content from all departments (legal, marketing, etc.).
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Your Voice	
What defines your company's voice or personality? Mention any broad statements or instructions that you would like considered in your translations. Some things to think about: informal vs. formal, modern vs. traditional, personal vs. generic, global vs. regional. Describe the target audience (age, gender, reading level).	

Terminology	Default and examples
Abbreviations / Acronyms	Keep source with target explanation in parentheses.
Brand names / Trademarks	Do not translate.
Government agencies (e.g. FDA, AFSSAPS, etc.)	Keep the source text untranslated, but add the target translation in parentheses, unless a localized version exists (e.g. WHO-OMS).
Job Titles	Localize.
Taglines or slogans	Do not translate.

Capitalization	Default and examples
Titles, Advertising	Localize.

Conversions	Default and examples
Currency	Keep source currency in translation.
Dates, time	Localize as applicable, (mm/dd/yy to dd/mm/yy)
Measurement units	Localize all measures (English to metric, Fahrenheit to Celsius)

Proper Names	Default and examples
People	Keep original Latin spellings. (If transliterated, cite Latin spelling initially in parentheses).
Place names	Use localized spelling where applicable (Mexico vs. México, Cologne vs. Köln, Nueva York versus New York, etc.), otherwise use source.

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Graphics	Default
People	If you notice that the demographic or ethnicity of the document do not match the target audience, please let your point of contact at the company know so that arrangements can be made to modify the graphic.

TOC / Index	Default and examples
TOC	Translate.
Index	Translate and alphabetize.

Pronunciation	Default and examples
Proper Names	Pronounce in target language.
Abbreviations	Spell out the acronym.