

WINDOWS PHONE

STYLE GUIDE FOR ROMANIAN

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1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Romanian localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

- Windows Phone Voice
- Language-specific guidelines on tone, style and terminology
- UI-specific Localization Guidelines, e.g. capitalization, text overflow, punctuation
- UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document—it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

2. The Windows Phone Voice

The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

Genuine

- Speak with confidence.
- Be an experienced guide.
- Be friendly, focusing on the customer's needs.

Spirited

- Genuinely express your own enthusiasm.
- Express the achievable and talk about the difference it makes.
- Reveal the unexpected, the sparkle, the delight.
- Express a pleasant, engaging rhythm.

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive.
- Know when to keep things light, when to get down to facts.
- Keep the moment, the audience, and the message in mind.
- Don't overpromise—be quick, clear, concise.

Supportive

- Lend help where it's needed, when it's needed.
- Convey your knowledge like a trusted friend.
- Strive to put others at ease.
- Frame things positively, with a friendly demeanor.

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern, career-oriented people who expect their mobile phone to meet their needs in both their professional and private lives.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content. As

the target user is not a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

3.2. Style—Help Deliver the Voice

The style is direct and personal. A good rule of thumb is to write content to reflect how people talk. If you are talking to a friend, would you say "Hold on for a second, I need to specify the sound for an event on my phone."? Or would you say "Hold on a sec, I need to silence my phone."? People will feel more connected to their phones if the phones reflect the language that is used in real life. However, as audience is career-oriented people and a professional tone is required, please use 2nd person plural verbal forms (example: Glisați rapid către stânga.).

In keeping with the goal of creating a personal connection between the phone and the user, use the first person plural constructions when the EN-US source uses "we" as the voice of the phone, typically in connection with, e.g. configuration or setting of the phone. Keep the same form in the Romanian translation.

Example:

EN US Source	Translation
We couldn't find a match for your ending point.	Nu am găsit o corespondență pentru punctul de sosire.

Feature names like "Music+Videos" should be translated in the same style as the English. Don't translate the plus symbol as either "plus" or "and". Note that no space is inserted before or after the "+" symbol in such strings (e.g. music+videos = muzică+video).

When translating features that include the ampersand character, the ampersand is replaced by the preposition "and". For instance, the phrase " Browser & search language " should be translated as " Browser și limbă căutare ".

3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, direct speech should be used instead of indirect. This will also help avoid redundancy and improve the fluency of the text.

The language used should sound natural.

- Short sentences are easy to read.
- You will probably run into situations when contractions are present in source text (i.e. "doesn't" instead of "does not", "don't" instead of "do not"). Contractions make the language sound casual, so use them on a regular basis. Examples of contractions in Romanian: v-am, l-ați, să-și, etc.
- Please omit from translation syntagms like "please", "thank you", "congratulations" etc., as they sound unnatural in Romanian.

Example:

EN US Source	Translation
Congratulations! Your setup is complete.	Configurarea este finalizată.

3.4. Romanian Diacritics

Make sure to use the correct Romanian diacritics as required by the standard described here: <http://www.microsoft.com/romania/diacritice.aspx>

Example:

EN US Source	Incorrect Translation	Correct Translation
pin to Start	fixați în ecranul de Start	fixați în ecranul de Start

3.5. Terminology—Be Consistent

Use terminological options which are easy to understand, up to date and in line with the terminology used by competitors. The focus should not be on following Microsoft standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but please do not attempt to change approved terminology before receiving confirmation from the project team).

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions

of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

Examples:

EN US Source	Translation	Comments
We couldn't find a match. Flick left or right for other results, or try a different search term.	Nu am găsit o potrivire. Glisați rapid către stânga sau către dreapta sau încercați un alt termen de căutare.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a range have a value.	Numără câte celule dintr-un interval au o valoare.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Date inteligente	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.5.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

3.6. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

Someone@example.com

The domain name `example.com` should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names and Numbers) for sample purposes. "Someone" can be replaced with a first name from the Approved People Name list or any common name in the country. For Romanian, please replace someone@example.com with marius@example.com.

3.7. Measurements

The EN US source contains measurements in strings such as:

{0} KB
Uploading %sMB...
Offline, downloading %sKB...
Uploaded %1KB of %2KB
Available storage: %s GB

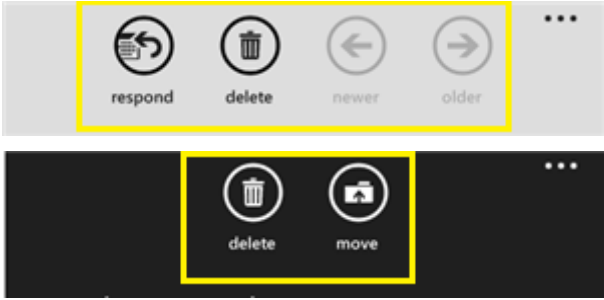
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number and a unit of measurement.

Do not use the Romanian abbreviations KO, MO and GO for kilobytes, megabytes and gigabytes, respectively. Use the more common and widespread abbreviations KB, MB and GB in the translation.

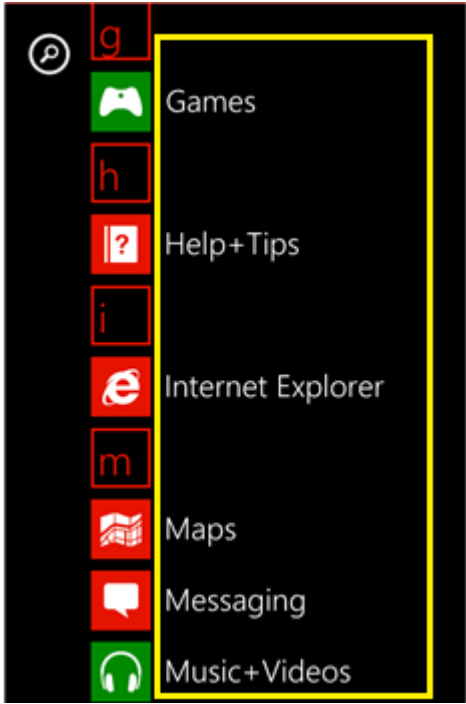
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

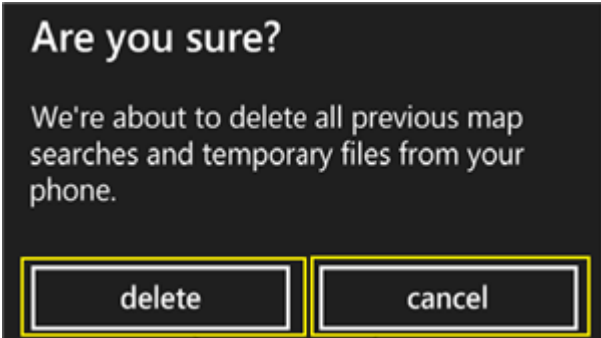
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the present indicative of the 2nd person plural.</p> <p>Example: delete - ștergeți</p>

4.1.2. App List Item

App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.</p> <p>Example: Games – Jocuri</p>

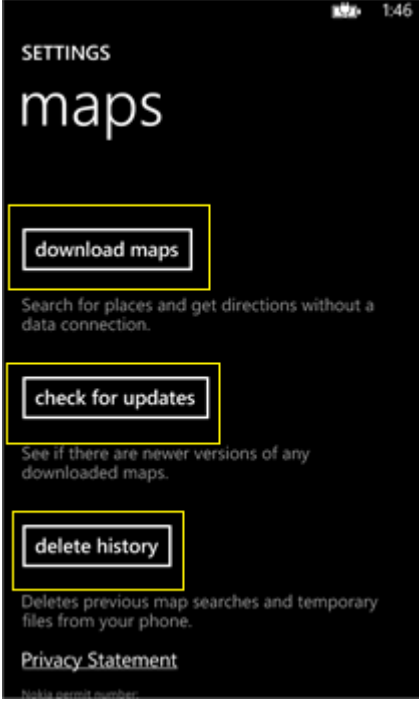
4.1.3. Buttons

4.1.3.1. Dialog Button

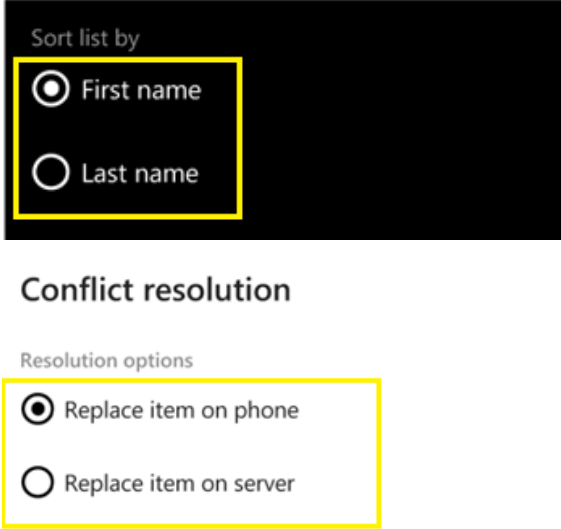
Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the present indicative of the 2nd person plural and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: delete - ștergeți - Labels represented by nouns:

	store - magazin
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4.1.3.2. Push Button

Push button	Guidelines
 <p>The screenshot shows the 'maps' settings page on a Windows Phone. The title 'maps' is at the top. Below it are three buttons, each with a yellow border: 'download maps', 'check for updates', and 'delete history'. Each button has a corresponding description below it. At the bottom, there is a 'Privacy Statement' link.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the present indicative of the 2nd person plural and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: check for updates - verificați dacă există actualizări - Labels represented by nouns: suggestions - sugestii

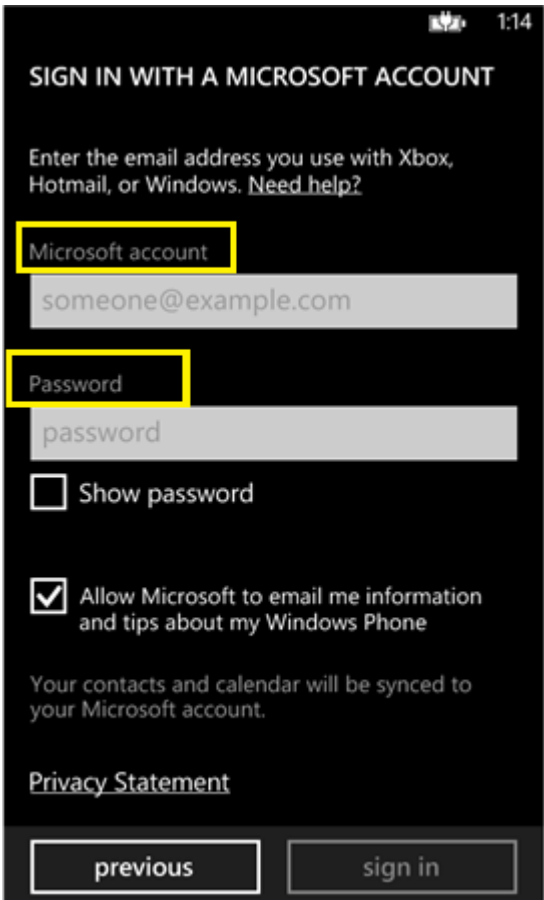
4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p>Conflict resolution</p> <p>Resolution options</p> <p><input checked="" type="radio"/> Replace item on phone</p> <p><input type="radio"/> Replace item on server</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:</p> <p>First name - Prenume</p> <p>When the radio button starts with a verb, use the present indicative of the 2nd person plural. Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone - Înlocuiți elementul pe telefon</p>

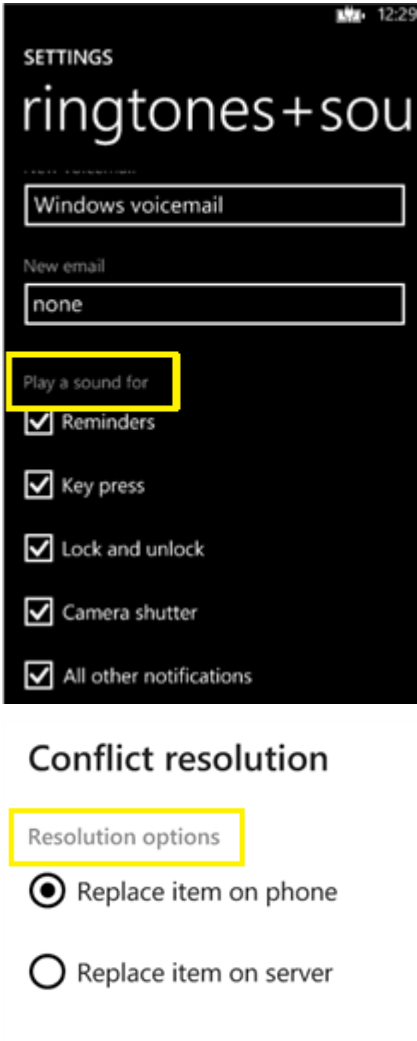
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <p>speech</p> <p>Press and hold the Start button to use Speech.</p> <p><input checked="" type="checkbox"/> Use Speech when the phone is locked</p> <p><input checked="" type="checkbox"/> Play audio confirmations</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the present indicative of the 2nd person plural. Example:</p> <p>Enable Speech Recognition Service - Activați serviciul de recunoaștere a vorbirii</p> <p>Note: If the string contains a reference to "I, me, my, etc." as the user of the phone, the indicative of the 2nd person singular is used.</p>

4.1.5. Edit Box Label

Edit box label	Guidelines
 <p>The screenshot shows a sign-in screen with the following elements:</p> <ul style="list-style-type: none">Header: "SIGN IN WITH A MICROSOFT ACCOUNT"Instruction: "Enter the email address you use with Xbox, Hotmail, or Windows. Need help?"Label: "Microsoft account" (highlighted with a yellow box)Text input: "someone@example.com"Label: "Password" (highlighted with a yellow box)Text input: "password"Checkbox: "Show password" (unchecked)Checkbox: "Allow Microsoft to email me information and tips about my Windows Phone" (checked)Text: "Your contacts and calendar will be synced to your Microsoft account."Link: "Privacy Statement"Buttons: "previous" and "sign in"	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Example: Password - Parolă</p>

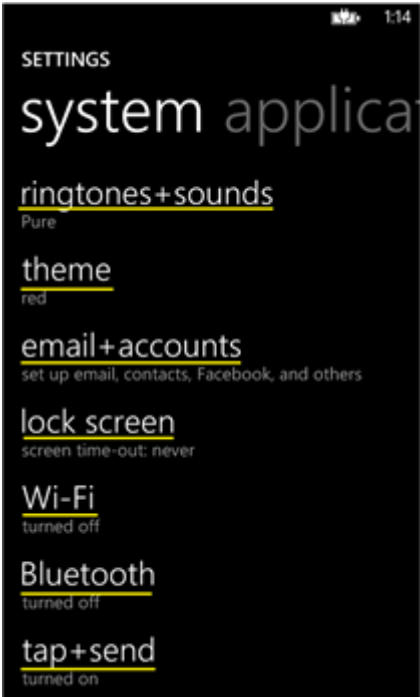
4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows a Windows Phone settings screen. At the top, it says 'SETTINGS' and 'ringtones+sou'. Below that, there are two input fields: 'Windows voicemail' and 'New email' with the value 'none'. A yellow box highlights the group label 'Play a sound for' which is followed by a list of checked items: Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. Below this, another yellow box highlights the group label 'Resolution options' followed by two radio button options: 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the indicative present 2nd person plural.</p> <p>Example: Play a sound for - Redați un sunet pentru</p> <p>When the group label consists of a noun, use nouns.</p> <p>Example: Resolution options - Opțiuni de rezolvare</p>

4.1.7. Hub Title


Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example: photos - fotografii</p>

4.1.8. List Item in Settings

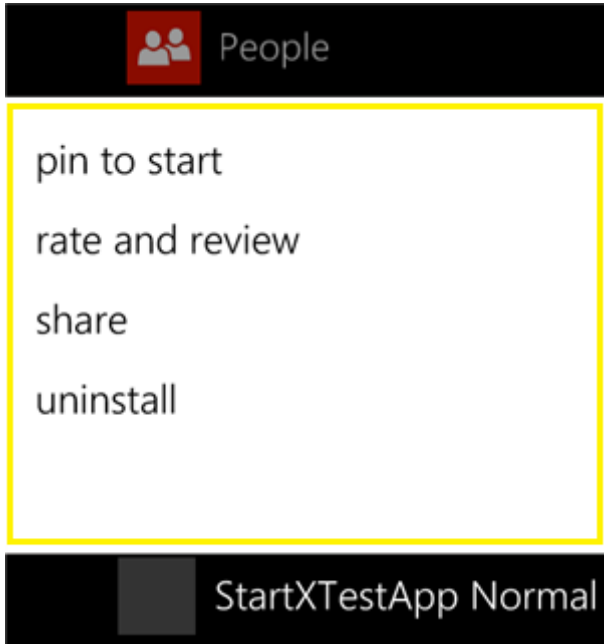
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower (except for proper nouns)</p> <p>Example: email+accounts - e-mail+conturi</p>

4.1.9. Menu Items

4.1.9.1. Application Menu Item

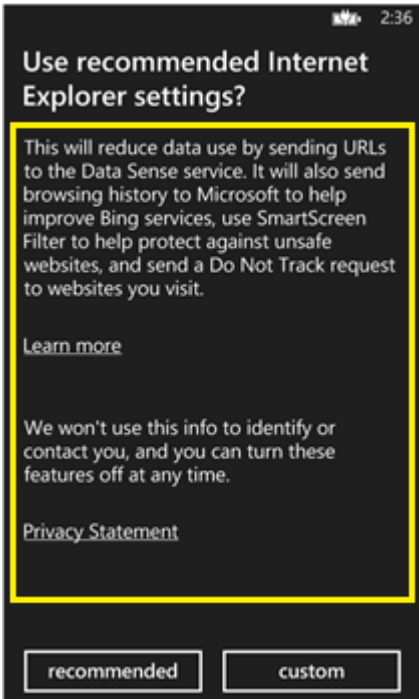
Application menu item	Guidelines
 <p>The screenshot shows a horizontal menu bar with four icons: a circular arrow (respond), a trash can (delete), a left arrow (newer), and a right arrow (older). Below these icons are the labels 'respond', 'delete', 'newer', and 'older'. A vertical ellipsis (three dots) is on the right. A yellow box highlights a list of three items: 'toggle flag', 'mark as unread', and 'move'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the present indicative of the 2nd person plural.</p> <p>Example: mark as unread - marcați ca necitite</p>

4.1.9.2. Context Menu Item

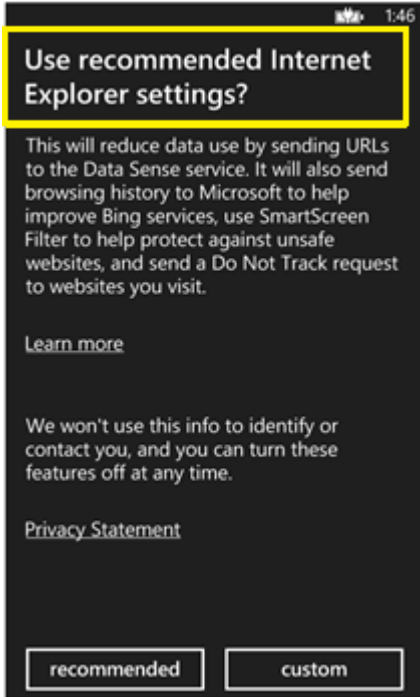
Context menu item	Guidelines
 <p>The screenshot shows a context menu for a 'People' app. The header has a red icon of two people and the text 'People'. The menu items are: 'pin to start', 'rate and review', 'share', and 'uninstall'. A yellow box highlights the list of items. At the bottom, there is a dark bar with a grey square and the text 'StartXTestApp Normal'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the present indicative of the 2nd person plural.</p> <p>Example: rate and review - evaluați și recenzați</p>

4.1.10. Message Box


4.1.10.1. Message Box Body

Message box body	Guidelines
 <p>The screenshot shows a message box on a dark background. At the top, it says "Use recommended Internet Explorer settings?". Below this is a paragraph of text: "This will reduce data use by sending URLs to the Data Sense service. It will also send browsing history to Microsoft to help improve Bing services, use SmartScreen Filter to help protect against unsafe websites, and send a Do Not Track request to websites you visit." This paragraph is enclosed in a yellow rectangular border. Below the paragraph is a link "Learn more". Further down is another paragraph: "We won't use this info to identify or contact you, and you can turn these features off at any time." Below that is another link "Privacy Statement". At the bottom of the message box are two buttons: "recommended" and "custom".</p>	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p>

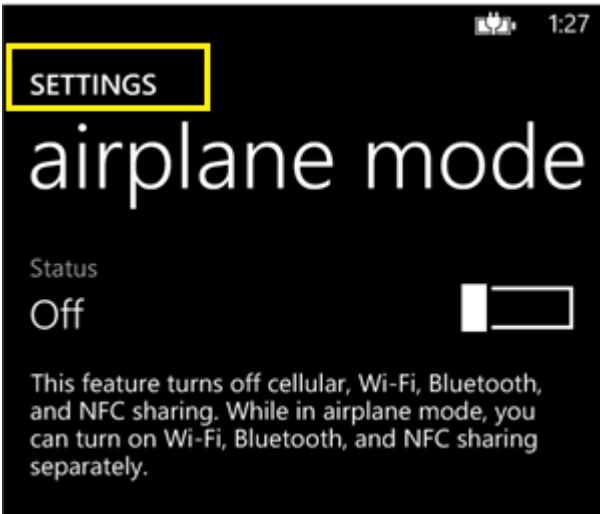
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use the present indicative of the 2nd person plural.</p> <p>Example: Use recommended Internet Explorer settings? - Utilizați setările Internet Explorer recomandate?</p>


4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood.</p> <p>Example: Wi-Fi available Connect?- Rețele Wi-Fi disponibile Vă conectați?</p>

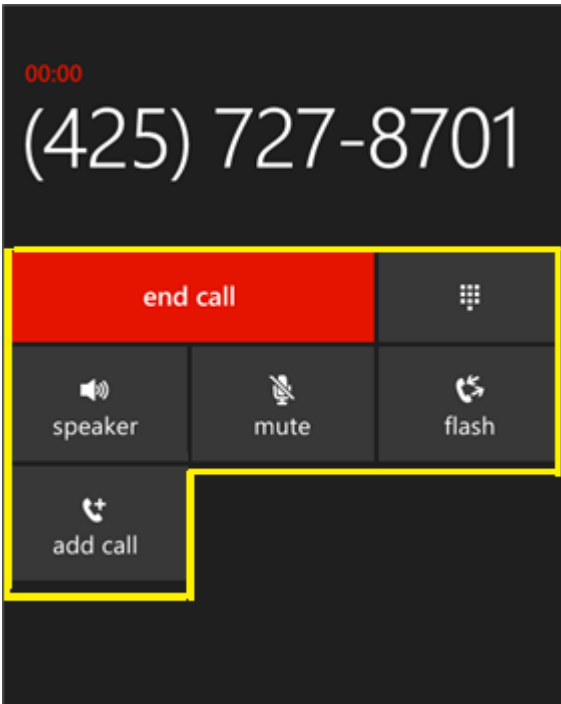
4.1.12. Page Title

Page title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps</p> <p>Example: SETTINGS - SETĂRI</p>


4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed.</p> <p>Example: categories - categorii</p>

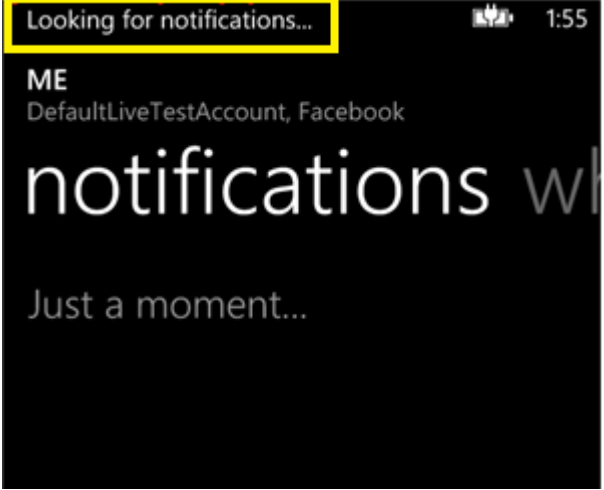
4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as a noun.</p> <p>Example: speaker - difuzor</p> <p>If the source phone control label contains a verbal form, translate using the present indicative of the 2nd person plural.</p> <p>Example: add call - adăugați apelul</p>


4.1.15. Pivot Item

Pivot item	Guidelines
 <p>INBOX - EXCHANGE14 unread flagged No unread messages</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example: unread - necitite</p>


4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
 <p>Looking for notifications... 1:55 ME DefaultLiveTestAccount, Facebook notifications w Just a moment...</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the reflexive voice and the 3rd person singular.</p> <p>Example: Looking for notifications... - Se caută notificări...</p>

4.1.17. Text Box

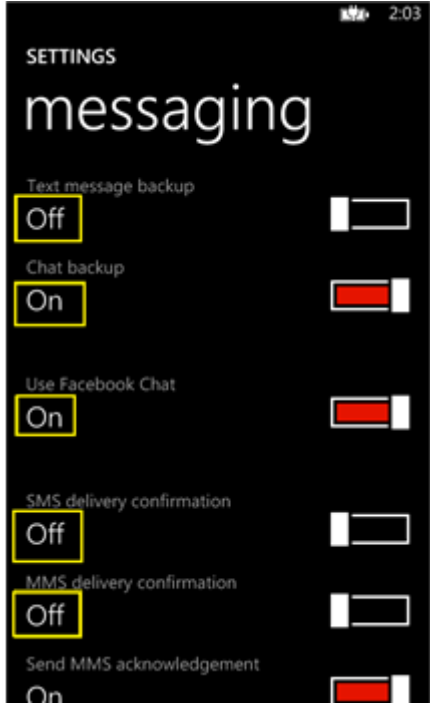
Text box	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using the present indicative of the 2nd person plural.</p> <p>Example: type a message - tastați un mesaj</p>

4.1.18. Tile Label

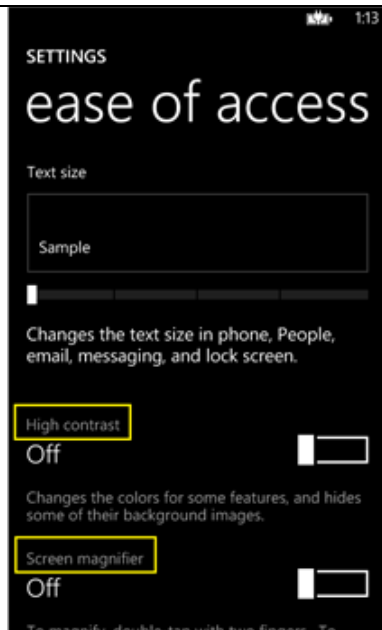
Tile label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples: Photos - Fotografii People - Persoane</p>

4.1.19. Toggle Switch

4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
 <p>SETTINGS messaging</p> <p>Text message backup Off</p> <p>Chat backup On</p> <p>Use Facebook Chat On</p> <p>SMS delivery confirmation Off</p> <p>MMS delivery confirmation Off</p> <p>Send MMS acknowledgement On</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using the singular form of masculine as a neutral translation, regardless of the gender and number of feature it refers to.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on.</p> <p>Examples: On – Activat Off – Dezactivat</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
 A screenshot of the Windows Phone 'Settings' app, specifically the 'ease of access' section. The title 'ease of access' is at the top. Below it, there's a 'Text size' section with a slider and a 'Sample' text box. Further down, there are two toggle switches: 'High contrast' and 'Screen magnifier', both currently set to 'Off'. The labels 'High contrast' and 'Screen magnifier' are highlighted with yellow boxes. The status bar at the top shows the time as 1:13.	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast - Contrast ridicat</p>

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#).

4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

Example:

Source

Make sure your email address and password are correct, and then tap Sign In.

Description

The string above makes a reference to the “sign in” push button. In EN US Source the push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e., the first letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

Translation Strategy

For Romanian, references to UI elements within UI strings should be translated by enclosing the UI element in quotes (Alt+0132 „ and Alt+0148 ”) and using the casing as per the English source, except for title casing (see 4.4). As a result, the translation of the source string in the example above would be as follows.

Translation

Asigurați-vă că adresa de e-mail și parola sunt corecte, apoi atingeți „Sign in”.

4.3. Text Overflow

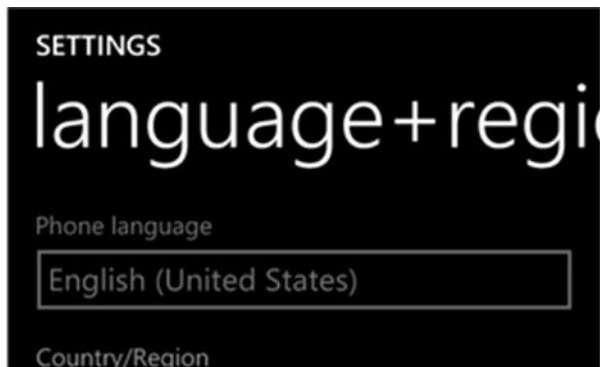
In some screens, the text flows out of the screen. This is part of the UI design. Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

Examples

Control—Label with Title1Style



4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Romanian follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)
- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

The following UI elements might appear in Title Case in English:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card)

When translating them, please make sure you follow Academy Grammar rules regarding capitalization in Romanian language—i.e. use capitalization for the first word when translating a photo album title, but capitalize the following words only if they are proper nouns.

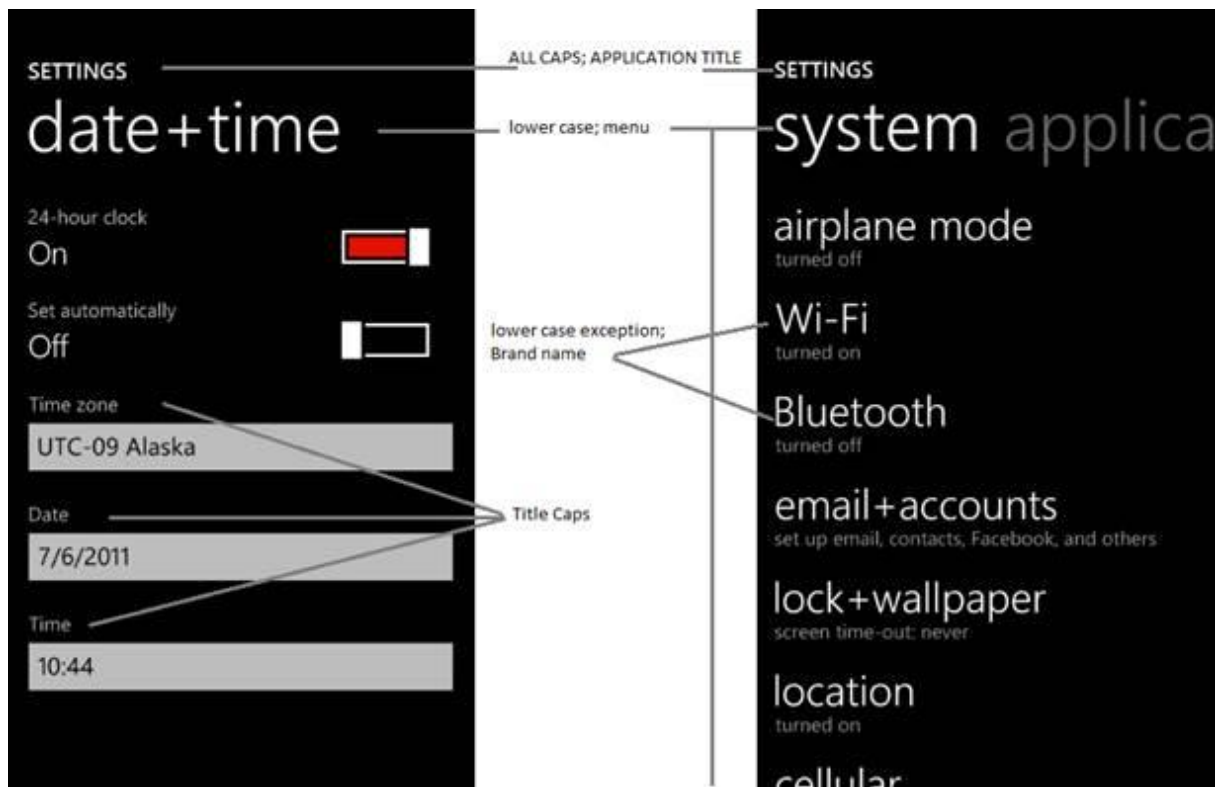
Example: Albumul lui Claudiu; Bâlea Cascadă în septembrie, etc.

ALL CAPS:

ALL CAPS is used in source for the following UI elements:

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Example:



To sum up, all the above product specific capitalization guidelines should be followed during translation into Romanian.

4.5. Words—Show as well as Tell

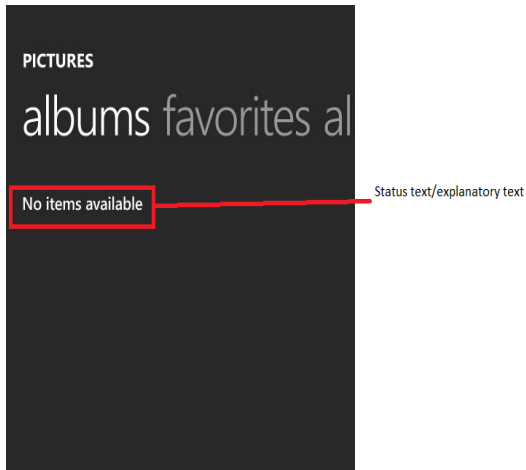
- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Do NOT overlook interjections, they make the language sound natural.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Oops! We're not sure what's wrong, but we can't open this file.	Nu putem deschide acest fișier.	Ups, nu știm care este cauza, dar nu putem deschide acest fișier.

4.6. Punctuation—Divide and Conquer

Please follow original punctuation when translating content of notifications appearing on the screen. Examples:



Niciun element disponibil

Nicio alarmă setată

- Do not use abbreviations, unless they are present in source text as well.
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.

Examples:

EN US Source	Translation	Comment
The security policy for your phone has changed, so you no longer have to use a password if you don't want to.	Politica de securitate pentru telefon s-a modificat. Nu mai trebuie să utilizați o parolă, dacă nu doriți.	Two shorter sentences are better and easier to read. Avoid using „dvs.” whenever possible.
Congratulations! Your setup is complete.	Configurarea este finalizată.	Don't overuse exclamation marks.

4.7. Editing/Screen review—Fine-Tune the Translation

Screen editing or screen is a key step to detect any style, terminology or other linguistic inconsistencies or errors introduced during translation. Here are some important issues to look out for during your review:

- Strings that include redundant words. Unnecessary repetitions should be avoided.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.
- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (masculine/feminine or singular/plural).
- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Do you want to save your changes before sharing?	Doriți să salvați modificările înainte de partajare?	Salvați modificările înainte de partajare?
Please say "Call" and a contact name.	Vă rugăm să spuneți „Apelare” și numele unei persoane de contact.	Spuneți „Apelare” și numele unei persoane de contact.
Resetting your phone will erase all your personal content, including apps that you	Resetarea telefonului va șterge tot conținutul personal, inclusiv aplicațiile pe care le-ați	Resetarea telefonului va șterge tot conținutul personal, inclusiv aplicațiile pe care le-ați

purchased and downloaded, and will restore the factory settings. Do you want to continue?	achiziționat și descărcat, și va restabili setările din fabrică. Doriți să continuați?	achiziționat și descărcat, și va restabili setările din fabrică. Continuați?
---	--	--

4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

5. Windowsphone.com

Please explore the already published windowsphone.com pages for Romanian at the following location: <http://www.windowsphone.com/ro-RO>.

5.1. General

The language used in Windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy-to-understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched terminology might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in [this section](#) as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found on the Windows Phone MultiTerm database.

Other aspects to take into account:

Rigid term-to-term approach: Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—“Can that sound awkward or incorrect in **Romanian**? Do people speak like that?” If needed, provide feedback on terminology that you consider incorrect.

“Layers” of localization: The style tends to change when localization occurs in phases. Please refer to legacy or earlier translations for specific solutions or guidelines. Correct past mistakes and continue with good solutions. If the legacy translation is not up to the standard, disregard it. However, do not ever change approved terminology. Any inappropriate terminology should be flagged.

5.3. Elements Specific to Windowsphone.com

5.3.1. Image Captions

Image captions can be found in the text in the following structure:

```
<hhtInlineImage href="/global/windowsphone/en-  
ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Favorites icon"/>.
```

Only the highlighted text is translatable:

<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="pictograma Preferințe"/>.

5.3.2. Topic Titles

Topic titles are usually translated using verbs in the present indicative of the 2nd person plural. Remember to always follow English punctuation (i.e. capitalization, periods, etc.)

Topic title in English	Context	Romanian
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Use the present indicative of the 2nd person plural.</p> <p>Efectuați, editați și partajați fotografiile și fișierii video</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at; start a text, then tap More > Attach > My location.</p>	<p>Use the present Indicative of the 2nd person plural.</p> <p>Creați și partajați</p>

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Romanian, references to UI options should be localized using UI option within quotes.

Examples:

EN US Source	Translation
Tap End call to hang up	Atingeți „Terminare apel” pentru a închide
On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	În „Ecran de start”, glisați rapid spre stânga în lista „Aplicații”, atingeți „Setări”, apoi atingeți „E-mail + conturi”.

5.4. Sample Translations of Windowsphone.com Texts

The two sample translations included in this section illustrate the approach adopted for the localization of UA sites.

5.4.1. Marketing Text

EN US Source
<h1>You are what you pin</h1> <p>START</p> <p>Pin the Live Tiles you want, and snap! There’s the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.</p>

Romanian Translation

Sunteți definit prin elementele pe care le fixați

ECRANUL DE START

Fixați dalele Live Tile dorite și gata! Elementele care vă interesează se actualizează în timp real, direct în ecranul de Start. Puteți fixa personae, aplicații, melodii, site-uri web, indicații de orientare, jocuri, fotografiile, documente și altele. Windows Phone este singurul care dispune de dale Live Tile și care vă permite să fixați elementele care vă interesează.



5.4.2. How-to Text

EN US Source

What song is this?

Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.

To search for recorded music that's playing

1. Press the Search  button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music .

Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

In the Store, you can preview the song and other ones on the album, and then buy if

you'd like.



If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see [Get music and podcasts from the Store](#).

Romanian Translation

Ce melodie este aceasta?

Melodiile pe care le ascultați la radio sau atunci când sunteți pe drum nu vor mai fi un mister. Bing Music este o aplicație încorporată în telefonul dumneavoastră Windows Phone, astfel încât puteți să căutați muzica în curs de redare pentru a afla mai multe despre ea, de exemplu titlul melodiei, artistul, albumul și modalități de ascultare sau de achiziționare.

Pentru a căuta muzică înregistrată în curs de redare:

1. Apăsați pe butonul Căutare  de pe telefon.
2. În timp ce se redă muzică, țineți telefonul într-un loc unde puteți auzi clar muzica, apoi atingeți „Muzică” .

Telefonul va scana muzica și apoi vă va prezenta titlul melodiei, artistul, numele albumului și coperta albumului pentru melodiile recunoscute.

3. Pentru a găsi melodia în Magazinul Xbox Music, atingeți Magazin.

În Magazin puteți asculta parțial melodia și alte melodii din album, iar apoi le puteți achiziționa, dacă doriți.

Dacă aveți un Xbox Music Pass și melodia este disponibilă în Magazinul Xbox Music, puteți asculta întreaga melodie sau o puteți descărca. Puteți face acest lucru și pentru alte melodii de pe album. Pentru informații suplimentare, consultați secțiunea „Obțineți muzică și podcasturi din Magazin”.

5.5. Fine-Tuning during Editing/Screen Review

The review stage—either on the file or the screen—is key to verify that the translation is accurate and adheres to the Windows Phone voice and style as well as the approved key terminology. When reviewing, please take particular care on the following linguistic aspects:

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice staples into your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.