

# Gujarati Localization Style Guide

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# 1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Gujarati. This guide will help you understand how to localize Gujarati content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Gujarati.

## 1.1 Reference material

Unless this style guide or [Microsoft Terminology - Globalization | Microsoft Learn](#) provides alternative instructions, use the orthography, grammar and terminology in the following publications:

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Pandurang Ganesh Deshpande – English-Gujarati Kosh
2. Dr. Yogendra Vays – Gujarati Bhashanu Vyakaran
3. Dr. Arvind Bhandari – Gujarati na Vibhakti Vichar
4. Dr. Jayant Kothari – Gujatatati Bhasha Parichay
5. Pandurang Ganesh Deshpande – Gujarati-English Kosh
6. Dr. K M Munshi – GALA’S Advanced Dictionary
7. Gujarat Vidhyapith – Sarth Gujarati Jodani kosh
8. [www.gujaratillexicon.com](http://www.gujaratillexicon.com)

These sources are meant to provide supplementary information, background, comparison, etc.

1. Dr. Jayant Kothari – Gujarati Bhashanu Swarup
2. Dr. Urmi Deshai – Gujarati na Ang Sadhak Pratyeyo
3. Dr. Arvind Bhandari – Gujarati Rachana
4. William St. Clair Tisdall – A Simplified grammar of the Gujarati Language
5. Jayanta Ray – A REVIEW OF TERMINOLOGICAL WORK BEING DONE IN INDIAN LANGUAGES Term banks for tomorrow’s world: Translating and the Computer  
4.Proceedings of a conference ... 11-12 November 1982, ed. Barbara Snell. (London: Aslib, 1983)
6. <https://gu.oxforddictionaries.com/>

## 2 Microsoft voice

Microsoft’s brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed:** We’re natural. Less formal, more grounded in honest conversations. Occasionally, we’re fun. (We know when to celebrate.)
- **Crisp and clear:** We’re to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand:** We show customers we’re on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical

terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

## 2.1 Choices that reflect Microsoft voice

Translating Gujarati in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly, and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

### 2.1.1 Word choice

#### **Terminology**

Use approved terminology from [Microsoft Terminology - Globalization | Microsoft Learn](#) where applicable, for example for key terms, technical terms, and product names.

#### **Glossaries**

[Microsoft Terminology - Globalization | Microsoft Learn](#)

#### **Short word forms and everyday words**

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and

less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

en-US source term	gu-IN word	gu-IN word usage
...is in process	...પ્રક્રિયામાં છે	ચાલુ છે
...is retrying	...પુનઃપ્રયાસ કરી રહ્યું છે	...ફરી પ્રયાસ કરે છે
you won't be able to use this	તમે આનો ઉપયોગ કરવામાં સમર્થ હશો નહીં	તમે આ વાપરી શકશો નહીં

### 2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	gu-IN old word/phrase	gu-IN new word/phrase
Select	ચયન કરો	પસંદ કરો
Furthermore	આ ઉપરાંત	તે સાથે જ
Uninstall	સ્થાપના રદ કરો	અનઇન્સ્ટોલ કરો

## 2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

### 2.2.1 Address the user to take action

US English	gu-IN target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	પાસવર્ડ સાચો નથી, એટલે ફરી પ્રયાસ કરો. પાસવર્ડ્સ કેસ-સંવેદી હોય છે.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	આ ઉત્પાદન કી કાર્ય કરતી નથી. કૃપયા તે તપાસો અને ફરી પ્રયાસ કરો.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	બધું તૈયાર છે	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	શું તમે ચાલુ રાખવા માંગો છો?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	તમારા PCને નામ આપો—તમે ઇચ્છો તે કોઈપણ નામ આપો. જો તમે પૃષ્ઠભૂમિનો રંગ બદલવા માંગો છો, તો PC સેટિંગ્સમાં ઉચ્ચ કોન્ટ્રાસ્ટ બંધ કરો.	Address the user directly using second person pronoun to take the necessary action.

### 2.2.2 Promoting a feature

US English	gu-IN target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	તમારા ટચ સ્ક્રીન PCના રક્ષણ માટે ચિત્ર પાસવર્ડ એક નવી રીતે મદદ કરે છે. તમે ચિત્ર પસંદ કરો – તમે જે જેસ્યર તેની સાથે વાપર્યા – તે અનન્ય રીતે તમારો પાસવર્ડ છે.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	તમારા PCના સ્થાન, નામ, એકાઉન્ટ ચિત્ર, અને અન્ય ડોમેન માહિતી પર આધારિત વ્યક્તિગત કરેલ સામગ્રી એપ્લિકેશન્સના અપવાદો.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

### 2.2.3 Providing how-to guidelines

US English	gu-IN target	Explanation
To go back and save your work, click Cancel and finish what you need to.	પાછા જવા અને તમારું કામ સાચવવા માટે, રદ કરો પર ક્લિક કરો અને તમને જોઈએ તે સમાપ્ત કરો.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	તમારા હાલના ચિત્ર પાસવર્ડની પુષ્ટિ કરવા, ફક્ત રીપ્લે જુઓ અને તમારા ચિત્રમાં દેખાડેલા ઉદાહરણ જેસ્યરને પકડો	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

<p>It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.</p>	<p>આ ઉત્પાદન કી પ્રવિષ્ટ કરવાનો સમય છે. તમે ઇન્ટરનેટથી જોડાઓ, ત્યારે અમે તમારા માટે Windows ને સક્રિય કરીશું.</p>	<p>Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.</p>
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#### 2.2.4 Explanatory text and providing support

US English	gu-IN target	Explanation
<p>The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.</p>	<p>અપડેટ્સ ઇન્સ્ટોલ કર્યા છે, પણ તે ચાલે તે માટે Windows સેટઅપ માટે પુનઃપ્રારંભ કરવાની જરૂર છે. તે પુનઃપ્રારંભ થઈ જાય તે પછી, અમે જ્યાંથી છોડ્યું હતું ત્યાંથી ચાલુ રાખીશું.</p>	<p>The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.</p>
<p>If you restart now, you and any other people using this PC could lose unsaved work.</p>	<p>જો તમે હમણાં પુનઃપ્રારંભ કરો, તો તમે અને આ PC વાપરી રહેલા અન્ય લોકો તેમનું વણસાચવેલું કામ ગુમાવશે.</p>	<p>Voice is clear and natural informing the user what will happen if this action is taken.</p>
<p>This document will be automatically moved to the right library and folder after you correct invalid or missing properties.</p>	<p>તમે અમાન્ય અથવા ખૂટતાં ગુણધર્મોને ઠીક કરી લો તે પછી આ દસ્તાવેજ સ્વચાલિતરૂપે યોગ્ય લાઇબ્રેરી અને ફોલ્ડરમાં જતો રહેશે.</p>	<p>Voice talks to the user informatively and directly on the action that will be taken.</p>
<p>Something bad happened! Unable to locate downloaded files</p>	<p>કંઈક ખોટું થયું! તમારી બૂટેબલ USB ફ્લેશ ડ્રાઇવ બનાવવા માટે ડાઉનલોડ કરેલી ફાઇલો શોધી શકાતી નથી.</p>	<p>Without complexity and using short sentences inform the user what has happened.</p>

to create your bootable USB flash drive.		
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### 3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

#### **General guidelines**

##### **Comply with local language laws.**

**Use plain language.** Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

**Be mindful when you refer to various parts of the world.** If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

**In text and images, represent diverse perspectives and circumstances.** Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

**Don't generalize or stereotype people by region, culture, age, or gender,** not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

**Don't use profane or derogatory terms.**

**Don't use slang that could be considered cultural appropriation.**

**Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.**

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
primary/subordinate	master/slave	પ્રાથમિક/સહાયક	માલિક/ગુલામ
perimeter network	demilitarized zone (DMZ)	પેરિમીટર નેટવર્ક	ડીમિલિટરીસાઇઝ્ડ ઝોન (DMZ)
stop responding	hang	પ્રતિસાદ આપવાનું બંધ કરો	થોભો
expert	guru	નિષ્ણાત	ગુરુ
meeting	pow wow	મીટિંગ	સંમેલન; સભા
colleagues; everyone; all	guys; ladies and gentlemen	સહકર્મીઓ; દરેક; તમામ	સાથીઓ; સન્નારીઓ અને સજ્જનો
lunch and learn; learning session	brown bag session	લંચ કરો અને શીખો; શીખવાનું સત્ર/શિક્ષણ સત્ર	લંચની સાથે-સાથે શીખવાનું સત્ર
parents	mother or father	માતા-પિતા	માતા કે પિતા

### 3.1 Avoid gender bias

**Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms (પુરુષ, મહિલા, વગેરે).

The table below contains examples of gender-biased words or compounds that should be avoided in Gujarati and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
<b>Target examples</b>		
વ્યક્તિ	પુરુષ	Generic term which can be used for all genders; not gender biased.

વ્યક્તિ	મહિલા	Generic term which can be used for all genders; not gender biased.
હોમમેકર	હાઉસવાઇફ	Generic term which can be used for all genders; not gender biased.
યુવા લોકો	તરુણ	Generic term which can be used for all genders; not gender biased.
યુવા લોકો	તરુણી	Generic term which can be used for all genders; not gender biased.
યુવાનો	યુવકો	Generic term which can be used for all genders; not gender biased.
યુવાનો	યુવતીઓ	Generic term which can be used for all genders; not gender biased.

**When presenting generalization, use plural noun forms (for example, લોકો, વ્યક્તિઓ, વિદ્યાર્થીઓ, etc.).**

**Don't use gendered pronouns (તેણીની, તેણીનું, તેણી, તું, તે વગેરે) in generic references.** Instead:

- Rewrite to use the second or third person (તમે, તમારે).
- Avoid gendered pronoun (for example, દસ્તાવેજ instead of તેનો/તેણીનો દસ્તાવેજ).
- Refer to a person's role (વાચક/પાઠક, કર્મચારી, ગ્રાહક or ક્લાયન્ટ, for example).
- Use લોકો or વ્યક્તિ.

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	યોગ્ય અધિકારો ધરાવતા ઉપયોગકર્તા અન્ય ઉપયોગકર્તાઓના પાસવર્ડ સેટ કરી શકે છે.	જો ઉપયોગકર્તા પાસે યોગ્ય અધિકારો ન હોય, તો તે અન્ય ઉપયોગકર્તાઓના પાસવર્ડ સેટ કરી શકે છે.
Developers need access to servers in their development environments, but they	A developer needs access to servers in his development environment, but he	ડેવલપરને તેમના ડેવલપમેન્ટ એન્વાયર્નમેન્ટ્સમાં સર્વિસની ઍક્સેસની જરૂર છે, પરંતુ તેઓને Azureમાં	ડેવલપરને તેના ડેવલપમેન્ટ એન્વાયર્નમેન્ટ્સમાં સર્વિસની ઍક્સેસની જરૂર

don't need access to the servers in Azure.	doesn't need access to the servers in Azure.	સર્વર્સની ઍક્સેસની જરૂર નથી.	છે, પરંતુ તેને Azureમાં સર્વર્સની ઍક્સેસની જરૂર નથી.
When the author opens the document ....	When the author opens her document ....	જ્યારે લેખક દસ્તાવેજ ખોલે છે ....	જ્યારે લેખક તેનો દસ્તાવેજ ખોલે છે ....
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	કોઈ વ્યક્તિને કોલ કરવા માટે, વ્યક્તિનું નામ પસંદ કરો, 'ફોન કોલ કરો' પસંદ કરો અને પછી તમે ડાયલ કરવા માંગો છો તે નંબર પસંદ કરો.	કોઈ વ્યક્તિને કોલ કરવા માટે, તેનું નામ પસંદ કરો, 'ફોન કોલ કરો' પસંદ કરો અને પછી તેનો નંબર પસંદ કરો.

In Gujarati, if you can't write around the problem, it's OK to use a respectful pronoun (તેઓ, તેના, or તેમના) in generic references. Don't use constructions like તે/તેણી and તેનું/તેણીનું.

When you're writing about a real person, use the pronouns that the person prefers. It's OK to use gendered pronouns (like તે, તેનું, તેનો, and તેના) when you're writing about real people who use those pronouns themselves.

### 3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

**Focus on people, not disabilities.** Don't use words that imply pity, such as અપંગ, વિકલાંગ or અંધ, બધિર, મૂક, પંગુ, લૂલો-લંગડો, મંદ-બુદ્ધિ. Don't mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
person with a disability	handicapped	દિવ્યાંગ	અપંગ

person without a disability	normal person; healthy person	દિવ્યાંગ ન હોય તેવી વ્યક્તિ	સામાન્ય વ્યક્તિ; સ્વસ્થ વ્યક્તિ
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**Use generic verbs that apply to all input methods and devices.** In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
Select	Click	પસંદ કરો	ક્લિક કરો

**Keep paragraphs short and sentence structure simple**—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

**Spell out words like** *અને, વત્તી* **and** *વિશે*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

## 4 Language-specific standards

This part of the style guide contains information and guidelines specific to Gujarati.

### 4.1 Grammar, syntax, and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

#### 4.1.1 Abbreviations

##### **Common Abbreviations**

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

List of common abbreviations:

##### Dictionary usage

सं.	संज्ञा	"noun"
क्रि.	क्रिया	"verb"
सर्वना.	सर्वनाम	"pronoun"
पु.	पुल्लिङ्ग	"feminine"
न.	नपुंसकलिङ्ग	"neuter"
विशे.	विशेषण	adjective

### Geographical / Directional

उ.	उत्तर	"north"
द.	दक्षिण	"south"
पू.	पूर्व	"East"
प.	पश्चिम	"West"

### Administrative / Commercial

कुं.	कंपनी	"company"
सिनी.	सिनीयर	"senior"
पृ.	पृष्ठ	"page"
रु.	रुपिया	"money"

## Matrimonial usage

ઊં.	ઊંચાઈ	"height"
વ.	વજન	"weight"
સર. કર્મ.	સરકારી કર્મચારી	Government employee
ડૉ.	ડૉક્ટર	"Doctor"
ઇજ.	ઇન્જિનીયર	"engineer"

## Measurements and Numerals

સે.	સેલ્સિયસ	"Celsius"
કિ.મી.	કિલોમીટર	"kilometer"
સે.મી.	સેન્ટીમીટર	"centimeter"
કિ.ગ્રા.	કિલોગ્રામ	"kilogram"

In addition to common measurements such as km, m, cm, mm, etc., the following abbreviations are used in technical documentation:

Measurement	Abbreviation
Gigabyte	GB
Kilobyte	KB
Megabyte	MB

Leave a non-breaking space (CTRL+SHIFT+SPACE) between the number and the measurement in Gujarati:

	Incorrect	Correct
10KB	10KB	10 KB
48MB RAM	48MB RAM	48 MB RAM

Note that there is a difference between the degree symbol and the ordinal symbol. Do not use a degree symbol (°), obtained by pressing ALT+0176 or ALT+248, as a substitute for the ordinal symbol (º), obtained by pressing ALT+167.

Don't abbreviate such words as:

Expression (Eng)	Gujarati (Full)
Pound	પાઉન્ડ
Degree	ડિગ્રી
Ruble	રુબલ
Yuan	યુઆન
Yen	યેન

In running text avoid using unnecessary abbreviations. If you absolutely need to use abbreviations, make sure to use standard abbreviations. For abbreviation in Gujarati word, the first letter is used and followed by a (.) dot. To avoid confusing the reader, do not abbreviate a word in a way that coincides with an established abbreviation for a different word.

ઉદાહરણ તરીકે	દા.ત
નંબર	નં.
ટેલિફોન	ટેલિ.

## 4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

In Gujarati acronyms are formed by taking the first letter or the first syllable of the word.

### Localized Acronyms

- (+) ભાજપ – ભારતીય જનતા પક્ષ
- (+) બસપા – બહુજન સમાજવાદી પાર્ટી

List of common acronyms:

- (+)યુનેસ્કો – યુનાઇટેડ નેશન્સ એજ્યુકેશનલ સાઇન્ટિફિક એન્ડ કલ્ચરલ ઓર્ગનાઇઝેશન "UNESCO"
- (+)યુનિસેફ – યુનાઇટેડ નેશન્સ ઇન્ટરનેશનલ ચિલ્ડ્રન્સ ઇમર્જન્સી ફંડ "UNICEF"
- (+) હુ – વર્લ્ડ હેલ્થ ઓર્ગનાઇઝેશન "WHO"
- (+)પોટા – પ્રિવેન્શન ઓફ ટેરરિઝમ એક્ટ "POTA"
- (+)ક્રાય – ચાઇલ્ડ રીલીફ એન્ડ યુ"CRY"

**Caution:** Do not include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the US-English version, it should be "corrected" in the localized version. The following examples show the redundancy in red for English terms.

- (-) HTML language
- (-) TCP/IP-Protocol
- (-) PIN Number

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

- (+) ડાયનેમિક લિંક લાઇબ્રેરી (dynamic-link library, DLL)

## Unlocalized Acronyms

Many acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to the speakers of a different language. In other cases, where the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own.

The following list contains examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)

If you are unsure what an acronym or abbreviation stands for or refers to, please contact the Moderator responsible for this Style Guide.

Acronyms are the short form of names of places (UK, CA, USA), institutions (UNESCO), products (USB), etc. and are formed by taking the first letter of each word. There are many acronyms which are originally in English but are used very frequently in Gujarati by just transliterating them. For example, UNICEF is localized as “યુનિસેફ”. Acronyms should either be transliterated or left in English depending on general convention.

### 4.1.3 Adjectives

In Gujarati adjectives are used to qualify a noun or noun phrase, giving more information about the object signified.

Example: 1. આ ફાઇલ ખૂબ મોટી છે. (This file is too large.)

## Possessive adjectives

The frequent use of possessives is a feature of English language. In Gujarati too, possessive adjectives are used frequently.

Examples of possessive adjectives are:

માટું, મારા, મારી, મારે, તેનું, તેની, તેને, પોતાનું, પોતાની, પોતાને, તેણીનું, તેણીને.

Example:

1. આ ફાઇલ મારા ફોલ્ડરમાં મૂકો. (Put this file in my folder.)
2. આ તેની કાર છે. (This is his car.)

#### 4.1.4 Articles

### General considerations

Articles are not used in Gujarati Language. When In English there is "a door," in Gujarati we will say only "દરવાજો." But in general translation to denote singular item, like "a file" or "a folder" we use "એક ફાઇલ" or "એક ફોલ્ડર."

### Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them as it is. i.e. in English.

Example:

1. Microsoft Teams
2. Microsoft Word
3. Microsoft PowerPoint

### Localized Feature Names

Localized feature names are written in the Gujarati script, but almost always transliteration is only used since there are no separate names for those products to be used for the target region.

Example:

1. Calculator (કેલ્ક્યુલેટર)
2. Notepad (નોટપેડ)
3. WordPad (વર્ડપેડ)

## Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Gujarati language?
- Analogy: Is there an equivalent Gujarati term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult [Microsoft Terminology - Globalization | Microsoft Learn](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

As there is no articles are used in Gujarati Language, but when English terms are used like a file, an item, a folder etc. to give the language flavour and for better sentence formation, the term like "એક or કોઈ" are used for "a" and "an".

Example: 1. કોઈ ફાઇલ ખૂટે છે. (A file is missing.)

### 4.1.5 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

In Gujarati to compound words or verbs "અને," "તથા" "ને" are used.

Examples:

1. શીર્ષ લેખ અને પાદ લેખને ચાલુ કરો (Turn headers and footers on.)
2. ખોલો પસંદ કરો અને તે પછી ફાઇલનું નામ લખો. (Select Open and then enter the file name.)

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

#### 4.1.6 Contractions

In Gujarati literature and older language form, sometimes contracted form is used like કહ્યું'તું instead of કહ્યું હતું, but in technical language this section does not apply to Gujarati.

#### 4.1.7 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

en-US source text	gu-IN old use of conjunctions	gu-IN new use of conjunctions
While data are saved on storage, it is not possible to add a new reader.	ડેટાનેસ્ટોરેજમાં સાચવવા પર, નવાપાઠકનેજોડવુંસંભવનથી.	જ્યારે ડેટા સ્ટોરેજ પર સચવાતો હોય તે વખતે, નવો પાઠક એડ કરવો શક્ય નથી.
While the document is open, it is not possible to create a copy.	દસ્તાવેજ ખુલ્લો હોવાને કારણે તેની પ્રતિલિપિ બનાવવી સંભવ નથી.	દસ્તાવેજ ખુલ્લો હોય તે વખતે કોપિ બનાવવી શક્ય નથી.
While your computer is being updated, you can keep working.	તમારું કમ્પ્યુટર અદ્યતન થઈ રહ્યું હોય, ત્યારે તમે કાર્ય કરવાનું ચાલુ રાખી શકો છો.	તમારું કમ્પ્યુટર અપડેટ થતું હોય, તે વખતે તમે કામ ચાલુ રાખી શકો છો.

#### 4.1.8 Gender

Gujarati distinguishes among three genders. They are masculine, feminine, and neuter.

Generally, the masculine marker is –o as in ઊકરો, બગલો, feminine marker is –i or –a as in ઊકરી, શેરી, and બાબા and neutral marker is -uN as in ઊકરું.

Example:

1. ઊકરો દોડી રહ્યો છે. (Boy is running.) – Masculine
2. ઊકરી દોડી રહી છે. (Girl is running.) – Feminine
3. કૂતરું ઊઘી રહ્યું છે. (Dog is sleeping.) – Neutral

But this rule also has some exceptions. We cannot blindly follow this to determine the gender of any object. Like in Microsoft product localization, we use feminine gender for "file" and neuter for "folder."

Example :

આ ફાઇલ તમારા કમ્પ્યુટર પર ખુલ્લી છે – Feminine

આ દસ્તાવેજ ખૂબ મોટો છે – Masculine

તે ફોલ્ડર ક્યાંક બીજા સ્થાન પર ખસેડવામાં આવ્યું છે. – Neuter

#### 4.1.9 Genitive

Genitive case in Gujarati (Possessive case or Second case). This is used as per object's gender or verb. In Gujarati the genitive case markers are: – ની,નો,નું,ના.

Examples:

1. ની, – આ વર્ડની ફાઇલ છે.
2. નો, – આ તમારી ફાઇલનો ડેટા છે.
3. નું, – આ સાઇકલનું ટાયર છે.

4. ના, – તે છોકરો દિવસના ઊંઘે છે અને રાતના વાંચે છે.

The genitive marker agrees with the following noun and not with the noun to which it is attached.

**Convention 1** (e.g., Attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

Example:

Microsoft Office Word = It is protocol to write as "Microsoft Office Word," not as Microsoft Office Word's.

#### 4.1.10 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with a Gujarati colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

#### 4.1.11 Modifiers

Grammatical modifier, an adjective or adverb that changes the meaning of a noun, pronoun or verb; limits the meaning. In Gujarati there is no different modifier, but the terms which used in the place of modifier is known as adjective or adverb, hence it describes of limits the meaning of noun, pronoun, or verb.

Example:

1. તેણે પેન હળવેથી બેગમાં મૂકી(She kept the pen gently into the bag.)
2. તે એક સુંદર ઘર હતું. (It was a nice house.)

#### 4.1.12 Nouns

### General considerations

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not previously used in Microsoft products, consider the following options:

- **Motivation:** Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of your language?
- **Analogy:** Is there an equivalent Gujarati term that could be used to justify the noun class the noun gets assigned to?
- **Frequency:** Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

English example	Gujarati example
Delete it from server.	(+) તેને સર્વરમાંથી હટાવો.
Enter a password to log into the server	(+) સર્વરમાં લોગ ઇન કરવા પાસવર્ડ દાખલ કરો.
DNS cannot resolve the server IP address	(+) DNS સર્વર IP સરનામાને ઉકેલી શકતું નથી.

### Inflection

The examples below show how English loanwords inflect for number in Gujarati.

English example	Gujarati example
Clients	(+) ક્લાયંટ્સ
Websites	(+) વેબસાઇટ્સ
Downloads	(+) ડાઉનલોડ્સ

Proxies	(+) પ્રોક્સીસ
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### Plural Formation

In Gujarati, marker –o or matra –o is added to denote plural form of noun. Simple plural nouns are like

છોકરા-છોકરાઓ (Character "o" is added)

છોકરી-છોકરીઓ

દલાલ-દલાલો (Matra "o" is added in last character)

જવાબ-જવાબો Sometimes when plural term like "many," "number of" or "digits" used before noun, singular form of the noun should be used.

Example:

English example	Gujarati example
All frames individually	(+) બધી ફ્રેમ અલગ-અલગ
Keep the most &recent files only	(+) ફક્ત સૌથી વધુ તાજેતરની ફાઇલો રાખો
7 documents are already in that folder.	(+) તે ફોલ્ડરમાં પહેલાંથી જ 7 દસ્તાવેજ છે.

#### 4.1.13 Prepositions

Gujarati has no preposition, only post-position. The post-positions in Gujarati are like prepositions English but they are placed behind the noun or pronoun.

Common Gujarati post-positions

થી, થકી, વડે, માંથી, દ્વારા, નો, ની, નું, ના, માં, ઉપર, નીચે, આગળ, પાછળ

US English expression	Gujarati expression
migrate to	(+) તરફ સ્થળાંતર
Migrate from	(+) અહીંથી સ્થળાંતર
import to	(+) તરફ આયાત
import from	(+) અહીંથીઆયાત
export to	(+) તરફ નિકાસ
export from	(+) અહીંથી નિકાસ
update to	(+) થી અપડેટ
upgrade to	(+) થી અપગ્રેડ
change to	(+) થી બદલવું
click on	(+) પર ક્લિક
connect to	(+) થી કનેક્ટ થાઓ
welcome to ...	(+) માં સ્વાગત છે

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

en-US old use of prepositions	en-US new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	Developers can go to the application management site to find the apps they are looking for.

en-US source text	gu-IN old use of prepositions	gu-IN new use of prepositions
Developers can go to the application management site to find the apps for which they are looking.	વિકાસકર્તાઓ જે એપ્લિકેશન માટે શોધ કરી રહ્યાં હોય, તે માટે એપ્લિકેશન મેનેજમેન્ટ સાઇટ પર જઈ શકે છે.	ડેવલપર્સ તેમને જોઈતી એપ્લિકેશનને શોધવા એપ્લિકેશન મેનેજમેન્ટ સાઇટ પર જઈ શકે છે.

#### 4.1.14 Pronouns

Gujarati has personal pronouns for the first and second persons, while its third person system uses demonstrative bases, categorized deictically as proximate and distal.

Gujarati has inclusive and exclusive we's with "આપણે" and "અમે."

Example:

1. તમે આ વેબસાઇટ પર સાઇન ઇન કરી શકો છો. (You may sign into this website.)
2. ચાલો આપણે જઈએ. (Let's we go – Inclusive we)
3. અમે જઈએ છીએ. (We are going – Exclusive we)

For en-US Microsoft voice, use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The source text is moving away from indirect methods of referring to the user as "user" and instead addressing the user directly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," are avoided as they sound formal and impersonal.

en-US old user reference	en-US new user reference
Users can change when new updates get installed.	You can change when new updates get installed.
This setting provides users with the best display appearance.	Choose one of these schemes or make your own.

gu-IN old user reference	gu-IN new user reference
ઉપયોગકર્તાઓ નવા અદ્યતનો સ્થાપિત થવાનો સમય બદલી શકે છે.	તમે નવા અપડેટ ઇન્સ્ટોલ થવાનો સમય બદલી શકો છો.
આ સેટિંગ ઉપયોગકર્તાઓને શ્રેષ્ઠ પ્રદર્શન દેખાવ પ્રદાન કરે છે.	આ સ્કીમ્સમાંથી એક પસંદ કરો અથવા તમારી પોતાની સ્કીમ બનાવો.

## Possessive Pronouns

Possessive pronouns are often used in English. However, we should avoid overusing them in Gujarati.

Example:

Double-click the Teams Name in your Contact List or the search result - તમારી સંપર્ક સૂચિમાં અથવા શોધ પરિણામમાં Teams નામને ડબલ-ક્લિક કરો

### 4.1.15 Punctuation

This section explains how to use Gujarati-specific punctuation in place of the US-English punctuation found in the source interface and content.

Please follow the following basic rules for the use of punctuation marks in Gujarati. If your language uses a character set that is based on the Latin alphabet, make sure to include a space after commas and periods.

## Bulleted lists

In Gujarati the sign of bulleted lists is the same as in English.

## Comma

Comma is used as a separator when several names or items are written consecutively and also short pauses. It also used as a separator in numerals. Do not use a space for this purpose as a space separates the numeral from the abbreviation.

Example:

1. બનાવ્યાની તારીખ: 17/3/2023 (Date of creation: 17/03/2023)
2. સાઇટની સૂચિ નીચે મુજબ છે: (List of Sites are as follows:)

## Colon

Colon informs the reader that the following proves explains or simply provides elements of what is referred to before.

Example:

1. બનાવ્યાની તારીખ: 17/3/2011 (Date of creation: 17/03/2011)
2. સાઇટની સૂચિ નીચે મુજબ છે: (List of Sites are as follows:)

## Dashes and Hyphens

Hyphens, n-dashes and m-dashes are not as common in Gujarati as they are in English. Under most circumstances, it is more appropriate to use commas, parentheses, or break up the English sentence into two sentences in Gujarati. Three different dash characters are used in English:

### Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Example

ઈ-મેલ

ડ્રોપ-ડાઉન

### En Dash

The en dash is used as a minus sign, usually with spaces before and after. En dash is smaller than an em dash but usually longer than a regular hyphen, the **en dash** is often used in place of the word "to" such as

Example: મળવાનો સમય: 10-5

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example: પેજ 4-11 (pages 4-11)

## Em Dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

Example:

- તમે જ એક મિત્ર છો—એકમાત્ર મિત્ર—જેણે મને મદદ માટે પૂછ્યું. You are the friend—the only friend—who offered to help me.

Use a standard em dash with a space either side. e.g., "...unlimited worldwide calls — worth £8.49 (£9.76 incl. VAT) — and keep..." and "...unlimited worldwide calls — worth £8.49 (£9.76 incl. VAT)".

## Ellipses (Suspension Points)

Use ellipsis marks when omitting a word, phrase, line, paragraph, or more from a quoted passage.

Example:

1. ગાંધીજીના અન્ય એક સુવાક્યમાં જણાવાયું છે કે 'માનવતામાંથી તમારે વિશ્વાસ ગુમાવવો ન જોઈએ, માનવતા એક સાગર છે, સાગરના અમુક બિંદુઓ મેલાં હોય તો આખો સાગર મેલો થઈ જતો નથી.'

The above sentence can be mentioned like this

- ગાંધીજીના અન્ય એક સુવાક્યમાં જણાવાયું છે કે 'માનવતામાંથી તમારે વિશ્વાસ ગુમાવવો ન જોઈએ...

(First is the full sentence, while the second one is the same sentence with the use of ellipses)

## Period

Period is used to denote the end of a sentence, as a full stop.

Example:

- માત્રું કાર્ય અહીં પૂર્ણ થયું. (Full stop)

Please adhere to the following guidelines when determining whether to include a period at the end of a list or table entry:

- If bulleted items are complete sentences: each ends with a period.
- If bulleted items continue an introductory clause: do not use a period.
- For items in a list (chapters, sections, products, system requirements, etc.) that are neither sentences nor continuations of sentences, do not use a period.
- If your translation is longer than the US text, or if you split your translation into several independent sentences, use common sense and insert a period if it improves the Gujarati style.
- Never put a period after just one word.

The same convention applies to instruction lists, captions, and callouts.

## Quotation Marks

Please follow the following basic rules for the use of quotation marks in Gujarati.

Two types of quotation marks are used in Gujarati language

1. Single Quotation Marks ‘‘

2. Double Quotation Marks ’’

‘‘ Used to denote either speech or a quotation and it is also used for names of books, buildings, movies etc.

’’ Used to denote either speech or a quotation

For example:

1. ગાંધીજી કહેતા હતા કે: ‘‘હંમેશાં સત્યનો આગ્રહ રાખો’’
2. ગાંધીજી કહેતા હતા કે: ‘હંમેશાં સત્યનો આગ્રહ રાખો’
3. ડૉ. યોગેન્દ્ર વ્યાસના પુસ્તકોમાંથી ‘બોલી વિજ્ઞાન અને ગુજરાતની બોલીઓ’, ‘ગુજરાતી ભાષાનું વ્યાકરણ’, ‘ભીલીની કિશોરકથાઓ’ અને ‘સામાજિક ભાષા વિજ્ઞાન’ મુખ્ય છે.

In US source strings, you may find software references surrounded by English quotation marks.

## Parentheses

In English, there is no space between the parentheses and the text inside them. Same rule is followed in Gujarati language also.

Example: નવા ટેબમાં ખોલો (Ctrl+Enter)—(Open in new tab (Ctrl+Enter))

### 4.1.16 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

en-US source text	gu-IN long form	gu-IN sentence fragment
For more information, visit:	વધુ માહિતી માટે, આની મુલાકાત લો:	વધુ જાણકારી અહીં છે:
Select the account which..	તે ખાતાને પસંદ કરો જે...	તે ખાતું પસંદ કરો જે...
Select the object you want to change.	તમે બદલવા માગતા હો તે ઓબ્જેક્ટ પસંદ કરો.	બદલવા માટે ઓબ્જેક્ટ પસંદ કરો.

### 4.1.17 Split infinitive

Though some Gujarati sentences use split infinitives, and at places there may be a nice fine-tuning of some sentence, or an emphasis may be corrected by using a split infinitive, software localizers should rather avoid split infinitives in Gujarati in order for the sentences to remain simple for the target user. Thus, one must try to make shorter and less complicated sentences rather than be inclined to use a split infinitive to correct the emphasis.

### 4.1.18 Symbols & non-breaking spaces

There are no particular concerns about symbols in the Gujarati localization of Microsoft products.

Example:

It is not a practice to include a non-breaking space during localization of MS products in Gujarati. Moreover, there is little need for doing the same. Non-breaking spaces are needed in order to keep some words together, so that an automatic line-break at any white space character does not leave them in different lines of text (e.g. the word 5 MB should not appear as the number "5" at the end of one line and "MB" at the beginning of the next line. They should rather be together to make their sense).

In Gujarati, we may remove the white space character in case of some quantitative expressions to keep consecutive words together. For example, 5 MB may be written as 5 MB to prevent their breaking-away.

In HTML text, the non-breaking space may be created by using &nbsp; instead of white space.

Example:

5 km  
5&nbsp;km

#### 4.1.19 Verbs

Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

Some verbs are used with the transliterated term of English. In this case only "કરવું" is added with the source transliterated term.

Example:

English example	Gujarati examples (with "to")	Gujarati examples (with "ed")	Gujarati examples (with "ing")
chat	(+) ચેટ કરવું	(+) ચેટ કર્યું	(+) ચેટ કરું છું
crawl	(+) ક્રોલ કરવું	(+) ક્રોલ કર્યું	(+) ક્રોલ કરું છું

debug	(+) ડીબગ કરવું	(+) ડીબગ કર્યું	(+) ડીબગ કરું છું
-------	----------------	-----------------	-------------------

Continuous operations are usually expressed in English with a gerund, which should be translated into Gujarati as a first form shown in the above table. When it will be used as a topic heading like chatting, debugging... translated as ચેટ કરવું, ડીબગ કરવું. Even verb (with "ing") used in headings are translated in Gujarati as first form of table.

Example:

1. એક એકાઉન્ટ ખોલવું (Open an account)
2. Teams દ્વારા ચેટ કરવું (Chatting through the Teams)

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

en-US old use of verb tense	en-US new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop. ["are finished" is in present perfect tense]	After you finish installing the tool, the icon appears on your desktop. ["finish" is in simple present tense]

en-US source text	gu-IN old use of verb tense	gu-IN new use of verb tense
After you are finished installing the tool, the icon will appear on your desktop. ["are finished" is in present perfect tense]	તમારું ટૂલ સ્થાપિત કરવાનું પૂર્ણ થઈ ગયા પછી, ચિહ્ન તમારા ડેસ્કટોપ પર દેખાશે.	તમારું ટૂલ ઇન્સ્ટોલ થયા બાદ, આઇકોન તમારા ડેસ્કટોપ પર દેખાશે

## 5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Gujarati, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

### 5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Gujarati-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

### 5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g., IntelliSense™).

There are no specific rules for Gujarati regarding trade marking of the applications, product, and features.

#### **Version Numbers**

Version numbers always contain a period (e.g., Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	gu-IN target
WCAG 6.2	WCAG 6.2

Version numbers are usually also a part of version strings, but technically they are not the same.

## Translation of Version Strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	gu-IN target
© 2023 Microsoft Corporation. All rights reserved.	Please refer to <a href="#">Microsoft Terminology - Globalization   Microsoft Learn</a> to check the correct translations "All rights reserved" and "Microsoft Corporation."

## 5.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>

## 5.4 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

### 5.4.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

## 5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Gujarati translation
Something went wrong.	કંઈક ખોટું થયું હતું.
Not enough memory to process this command.	આ કમાન્ડ પર પ્રક્રિયા કરવા માટે પર્યાપ્ત મેમરી નથી.

### Gujarati Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

Here also localization should be user-friendly so that they can easily understand what to do, to avoid this error, or to correct the error.

### Standard Phrases in Error Messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

In Gujarati, slightly different style is used to saying the same thing. As in English "not enough" and "insufficient" is used, same in Gujarati "પર્યાપ્ત નથી" and "અપર્યાપ્ત" is used. Sense of both the words is same but different forms are used.

The phrases bellow commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example
Cannot ... Could not ...	શકાતું નથી... શકાયું નથી...	File can not be saved. File could not be saved.
Failed to ... Failure of ...	કરવામાં નિષ્ફળ રહ્યું... ની નિષ્ફળતા...	Failed to connect Failure of connect
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	શોધી શકાતું નથી... શોધી શકાયું નથી... શોધવામાં અસમર્થ... શોધવામાં અસમર્થ...	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	પર્યાપ્ત મેમરી નથી મેમરી અપર્યાપ્ત છે પર્યાપ્ત મેમરી નથી. પર્યાપ્ત મેમરી ઉપલબ્ધ નથી	No sufficient memory on disk Not enough memory on disk No enough memory is available on disk
... is not available ... is unavailable	...ઉપલબ્ધ નથી ...અનુપલબ્ધ છે	... enough space is not available ... enough space is unavailable

### Error Messages Containing Placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

Placeholder is replaced with a word or phrase, depend on that sentences should be localized grammatically correct. To make the sentence grammatically correct, sometimes you have to change the place of the placeholders.

Example: Your password will be expired on %d. (where the placeholder %d denotes the date)

(+) તમારા પાસવર્ડની સમયસીમા %dના રોજ સમાપ્ત થાય છે

#### 5.4.3 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

#### Key Names

English Key Name	Gujarati Key Name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	નીચે તીર
End	End

English Key Name	Gujarati Key Name
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	ડાબો તીર
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	જમણો તીર
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	સ્પેસબાર
Tab	Tab
Up Arrow	ઉપર તીર
Windows key	Windows કી
Menu Key	મેનૂ કી
Print Screen	Print Screen

#### 5.4.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

Examples:

New

Cancel  
Options

Gujarati is the official language of Gujarat and is spoken in Gujarat, parts of Maharashtra and Rajasthan.

The script used for Gujarati is Nagari which closely resembles Hindi which uses Devanagari Script. Gujarati is a variant of [Devanagari](#) script differentiated by the **loss of the characteristic horizontal line running above the letters** and by a small number of modifications in the remaining characters.



### **Suggestion: to localize using same keyboard shortcuts as used in Hindi**

- Except for the loss of the characteristic horizontal line running above the letters, Gujarati keyboard layout is very similar to Devanagiri (Hindi, Marathi, Konkani) keyboard layout.
- **Hence, we can use the same localized keyboard shortcuts used in the Devanagiri script** as the language and the script are both similar with subtle difference with respect to keyboard shortcut terms.
- Hence, we maintain consistency among 4 languages namely Hindi, Marathi, Konkani and Gujarati.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	Yes	Yes, keyboard shortcut can be assigned to these characters.
Characters with down strokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	No, generally in Gujarati this type of character is used for "matras," and that cannot be used as keyboard shortcut.
Extended characters can be used as keyboard shortcuts	No	No, keyboard shortcuts cannot be assigned.

An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	Yes	Yes, keyboard shortcuts can be assigned.
A number, appearing between brackets after item name, can be used as keyboard shortcut	Yes	Yes, keyboard shortcuts can be assigned.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	No	Punctuation signs are not used for keyboard shortcuts.
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	If there is no alternate, duplicate keyboard shortcuts are allowed.
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	If no more character is available for keyboard shortcuts, duplicate keyboard shortcuts are allowed.

Additional notes: in Gujarati only the primary characters can be used as keyboard shortcuts. Even secondary symbols when added to consonants cannot be used as keyboard shortcuts.

### List of characters suitable as keyboard shortcuts

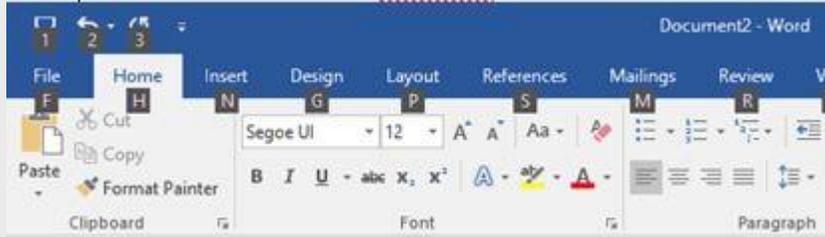
બ, હ, ડા, ઇ, જ, ડ, ડ, ર, ક, ત, ડ, ડ, મ, ન, વ, ડ, સ, ડ

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
<b>access key</b>	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
<b>key tip</b>	The letter or number that appears in the ribbon when the Alt key is pressed.

In UI localization, the key tip is the last character present in the strings after the “~” character.

Example: In UI localization Home`H



### shortcut key

A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.

Example: Ctrl+N, Ctrl+V

In keyboard shortcuts, most shortcut keys are used with the Ctrl key.

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

#### 5.4.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

#### 5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

## Standard Shortcut Keys

US Command	US English Shortcut Key	Gujarati Command	Gujarati Shortcut Key
<b>General Windows Shortcut keys</b>			
Help window	F1	મદદ વિંડો	F1
Context-sensitive Help	Shift+F1	સંદર્ભ-સંવેદી મદદ	Shift+F1
Display pop-up menu	Shift+F10	પોપ-અપ મેનૂ પ્રદર્શિત કરો	Shift+F10
Cancel	Esc	રદ કરો	Esc
Activate\Deactivate menu bar mode	F10	મેનૂ બાર મોડ સક્રિય/નિષ્ક્રિય કરો	F10
Switch to the next primary application	Alt+Tab	આગલી મુખ્ય એપ્લિકેશન પર સ્વિચ કરો	Alt+Tab
Display next window	Alt+Esc	આગલી વિંડો પ્રદર્શિત કરો	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	વિંડો માટેનું પોપ-અપ મેનૂ પ્રદર્શિત કરો	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	સક્રિય ચાઇલ્ડ વિંડો માટેનું પોપ-અપ મેનૂ પ્રદર્શિત કરો	Alt+-
Display property sheet for current selection	Alt+Enter	વર્તમાન પસંદગી માટે ગુણધર્મ પત્રક પ્રદર્શિત કરો	Alt+Enter

Close active application window	Alt+F4	સક્રિય એપ્લિકેશન વિંડો બંધ કરો	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6		Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	સક્રિય વિંડોની છબી ક્લિપબોર્ડ પર કેપ્ચર કરો	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	ડેસ્કટોપ છબીને ક્લિપબોર્ડ પર કેપ્ચર કરો	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	કાર્યપટ્ટી પર પ્રારંભ બટનને એક્સેસ કરો	Ctrl+Esc
Display next child window	Ctrl+F6	આગલી ચાઇલ્ડ વિંડો પ્રદર્શિત કરો	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	આગલું ટેબ કરેલું ફલક પ્રદર્શિત કરો	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	કાર્ય સંચાલક અને સિસ્ટમ ઇનિશિયલાઇઝર શરૂ કરો	Ctrl+Shift+Esc
<b>File Menu</b>			
File New	Ctrl+N	નવી ફાઇલ	Ctrl+N
File Open	Ctrl+O	ફાઇલ ખોલો	Ctrl+O
File Close	Ctrl+F4	ફાઇલ બંધ કરો	Ctrl+F4
File Save	Ctrl+S	ફાઇલ સાચવો	Ctrl+S
File Save as	F12	ફાઇલ આ રૂપમાં સાચવો	F12

File Print Preview	Ctrl+F2	ફાઇલ પ્રિન્ટ પૂર્વાવલોકન	Ctrl+F2
File Print	Ctrl+P	ફાઇલ પ્રિન્ટ કરો	Ctrl+P
File Exit	Alt+F4	ફાઇલથી બહાર નીકળો	Alt+F4
<b>Edit Menu</b>			
Edit Undo	Ctrl+Z	સંપાદન પૂર્વવત્ કરો	Ctrl+Z
Edit Repeat	Ctrl+Y	સંપાદન ફરી કરો	Ctrl+Y
Edit Cut	Ctrl+X	સંપાદન કાપો	Ctrl+X
Edit Copy	Ctrl+C	સંપાદન કોપી કરો	Ctrl+C
Edit Paste	Ctrl+V	સંપાદન ચોટાડો	Ctrl+V
Edit Delete	Ctrl+Backspace	સંપાદન હટાવો	Ctrl+Backspace
Edit Select All	Ctrl+A	સંપાદન બધું પસંદ કરો	Ctrl+A
Edit Find	Ctrl+F	સંપાદન શોધો	Ctrl+F
Edit Replace	Ctrl+H	સંપાદન બદલો	Ctrl+H
Edit Go To	Ctrl+B	સંપાદન અહીં જાઓ	Ctrl+B
<b>Help Menu</b>			
Help	F1	મદદ	F1
<b>Font Format</b>			
Italic	Ctrl+I	ઇટાલિક	Ctrl+I
Bold	Ctrl+G	ઘાટું	Ctrl+G

Underlined\Word underline	Ctrl+U	રેખાંકિત/શબ્દ રેખાંકિત	Ctrl+U
Large caps	Ctrl+Shift+A	મોટા અક્ષરો	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	નાના અક્ષરો	Ctrl+Shift+K
<b>Paragraph Format</b>			
Centered	Ctrl+E	મધ્યમાં	Ctrl+E
Left aligned	Ctrl+L	ડાબે સંરેખિત	Ctrl+L
Right aligned	Ctrl+R	જમણે સંરેખિત	Ctrl+R
Justified	Ctrl+J	બંધબેસતું	Ctrl+J

## 5.5 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accents in voiceover.

### Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

#### 5.5.1 English pronunciation

##### General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Gujarati phonetic system if the original pronunciation sounds very awkward in Gujarati.

Example	Phonetics	Comment
SecurID	[sɪkʊər di:]	as in English
.NET	[dot net]	as in English
Skype	[skaɪp] 	sky (skai) + pe (p)

## Acronyms and Abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	રેડિયસ
PIN	પિન
LAN	લેન
WAN	વેન
WAP	વેપ
SAP	સેપ
POP	પોપ
PAN	પેન

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	આઇસીએમપી
IP	આઇપી
TCP/IP	ટીસીપી/આઇપી

XML	એક્સએમએલ
HTML	એચટીએમએલ
OWA	ઓડબલ્યુએ
SQL	એસક્વૂએલ

## URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as ડબલ્યુડબલ્યુડબલ્યુ

The "dot" should be omitted but can also be read out. If read out, then it must be pronounced the Gujarati way, as ડોટ.

Example	Phonetics
http://www.microsoft.com/	ડબલ્યુડબલ્યુડબલ્યુ ડોટ માઇક્રોસોફ્ટ ડોટ કોમ

## Punctuation Marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! ; ,

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e., as a short pause.

## Special Characters

Pronounce special characters such as / \ ~ < > + - using the Gujarati translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#).

### 5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

Depending upon the context / person to whom one is addressing, tone of 'you' may be translated as

'તું' – 'તને' (intimate inform.)

'તમે' – 'તમને' (polite Hon.)

'આપ' – 'આપને' (formal Hon.)

Examples:

તું ક્યાંક જાય છે? (Intimate informs, Non Hon.)

તને લખતાં આવડે છે. (Intimate informs.)

તમે નગરશેઠ છો (polite Hon.)

તમને મે ક્યાંક જોયા છે (polite Hon.)

આપ જરા અહીં આવશો. (Formal Hon.)

આપને મે ક્યાંક જોયા છે. (Formal Hon.)

The honorific singular forms are generally the same as the non-honorific plural.

In technical translation we use 'તમે' for "you" because this is honorific for both male and female.

### 5.5.3 Video voice checklist

#### **Topic and Script**

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

#### **Title**

- Includes the intent
- Includes keywords for search

#### **Intro: 10 Seconds to Set up the Issue**

- Put the problem into a relatable context.

#### **Action and Sound**

- Keep something happening, both visually and audibly, BUT...

- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

## **Visuals**

- Eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

## **Ending**

- Recaps are unnecessary