WINDOWS PHONE

STYLE GUIDE FOR MACEDONIAN

Contents

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Macedonian 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:

1.   Windows Phone Voice
2.   Language-specific guidelines on tone, style and terminology
3.   UI-specific Localization Guidelines—e.g. capitalization, text overflow, punctuation
4.   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, uncomplicated and yet professional.

When addressing the user please use the formal style instead of the informal. Please distinguish between the polite form "Вие" and the second person plural "вие". The polite form is to be used only when addressing the user.

When the first person plural is used as a "voice" of the phone speaking to the user, translate using infinitive structure + polite form of addressing the user.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Сега ќе ви помогнеме да завршите со поставувањето на неколку работи.	Do not translate the pronoun "we".

Avoid using contractions as much as possible. If you must use a contraction then please do so in accordance with the established form of contractions in the Macedonian language. Do not use the sign "&", it should be translated as conjunction "и", and the "+" sign can follow the source. Note that the plus sign is part of the Windows Phone UI design language and should not be surrounded with spaces.

Examples:

EN US Source	Translation	Comment
photos+camera	фотографии+камера	Keep the plus sign in the translation and don't surround it with spaces.
sync	синхронизирај	Do not use "синх.", "синхр.", or any other abbreviation of the term

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. Use two shorter and simpler sentences, instead of a longer one. This will sound natural, and will enhance readability. Do not use colloquialisms and slang as this may be offensive to the user.

Example:

EN US Source	Translation	Comment
Resetting your phone will erase all of the corrupted files, but it will also erase all of your personal content. To back up your pictures, music, or videos, connect your phone to your PC and use the Zune software.\n\nDo you want to reset your phone?	Ресетирањето на телефонот ќе ги избрише сите оштетени датотеки, но ќе ја избрише и целата лична содржина. За да направите резервна копија на сликите, музиката или видеата, поврзете го телефонот со компјутерот и користете го софтверот Zune.\n\nСакате ли телефонот да го ресетирате?	Directly addressing the user, makes this string sound natural, friendly and easy to read.

Do not use affirmative sentences to translate questions. You can use the shorter form of interrogative sentences. See the table below:

EN US Source	Incorrect Translation	Correct Translation
Delete message?	Избриши порака?	Да се избрише пораката? Да се избрише ли пораката?
Delete contact?	Избриши контакт?	Да се избрише контактот? Да се избрише ли контактот?

3.4. 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	Comment
We couldn't find a match. **Flick** left or right for other results, or try a different search term.	Не можевме да најдеме совпаѓање. Брзо лизгајте лево или десно за други резултати или обидете се со друг израз.	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.	Брои колку ќелии во распонот имаат вредност.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Сензор за податоци**	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.

3.4.1. Naming Guidelines and Trademark Requirements

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

3.5. 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 Macedonian, please replace someone@example.com with maja@example.com.

3.6. Measurements

The EN US source contains measurements in strings such as:

{0} KB

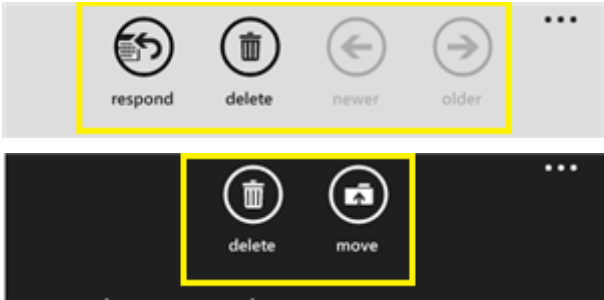| |
|---|
| Uploading %sMB… |
| Offline, downloading %sKB… |
| Uploaded %1KB of %2KB |
| Available storage: %s GB |

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.

The unit "KB" (kilobyte) should be translated as " КБ", keeping the letter " К" in uppercase.
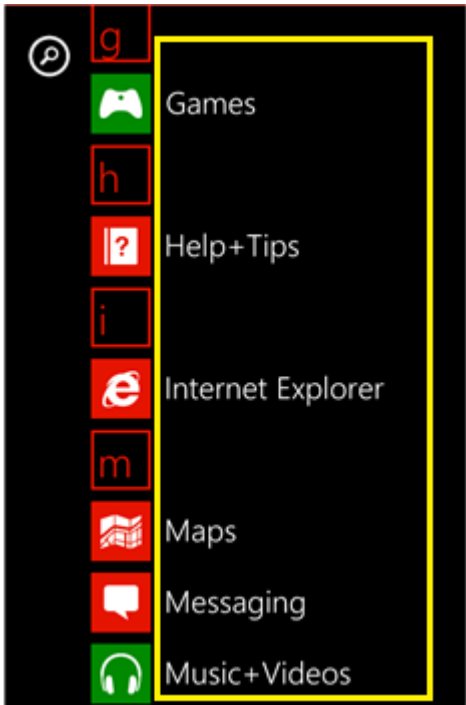
4. Windows Phone UI Localization Guidelines

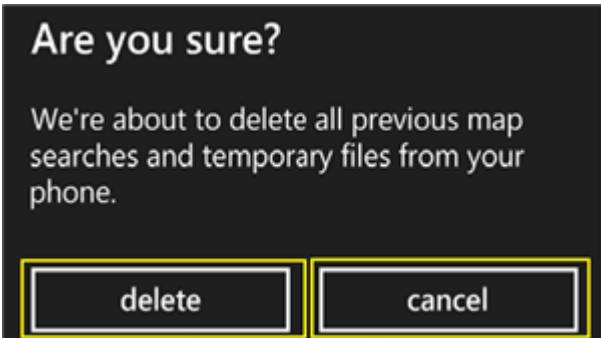## 4.1. How to Translate UI Elements

4.1.1. App Bar Icon

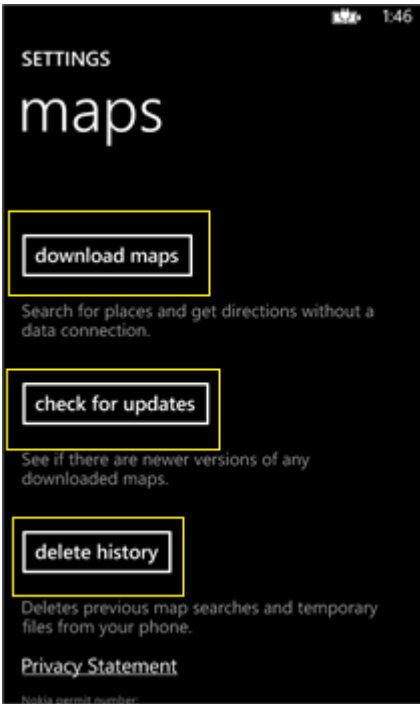| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that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

4.1.2. App List Item

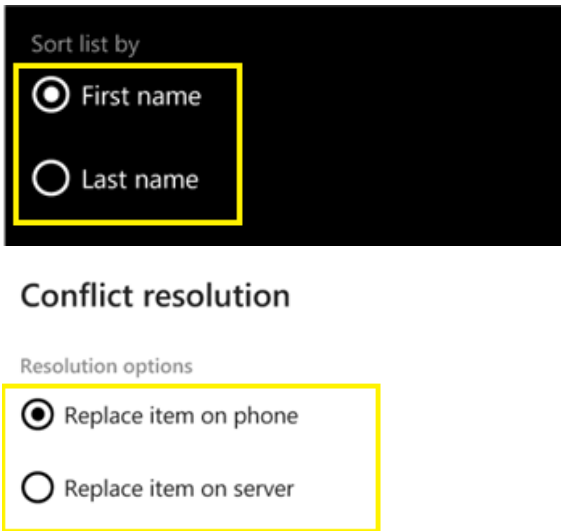| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized. When translating app list items do not use the definite article. Examples: Games - *Игри* Maps - *Мапи* Incorrect: *Игрите* *Мапите*

4.1.3. Buttons

4.1.3.1. Dialog Button

Dialog button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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 imperative and labels represented by nouns using nouns or a verbal noun. Examples: - Labels containing verbs: delete - *избриши* - Labels represented by nouns: store - *продавница*

4.1.3.2. Push Button

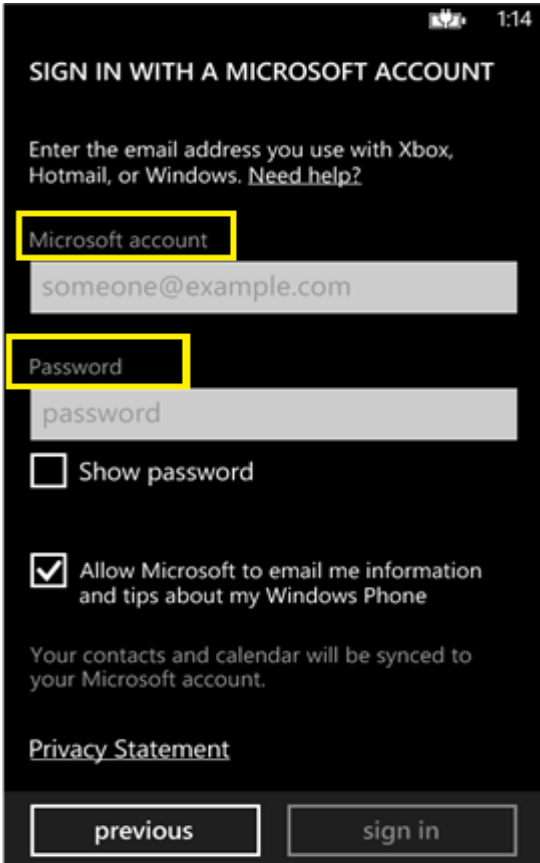| Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative and labels represented by nouns using nouns or a verbal noun. Examples: - Labels containing verbs: check for updates - *провери за ажурирања* - Labels represented by nouns: suggestions - *предлози*

4.1.3.3. Radio Button

Radio button	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name - *Име* When the radio button starts with a verb, use the imperative. Follow the source punctuation. If the string contains a reflexive verb, please be sure to use the full form of the verb. If there are lenght issues, then, and only then, use the shorter form. Example: Replace item on phone - *Замени ја ставката*

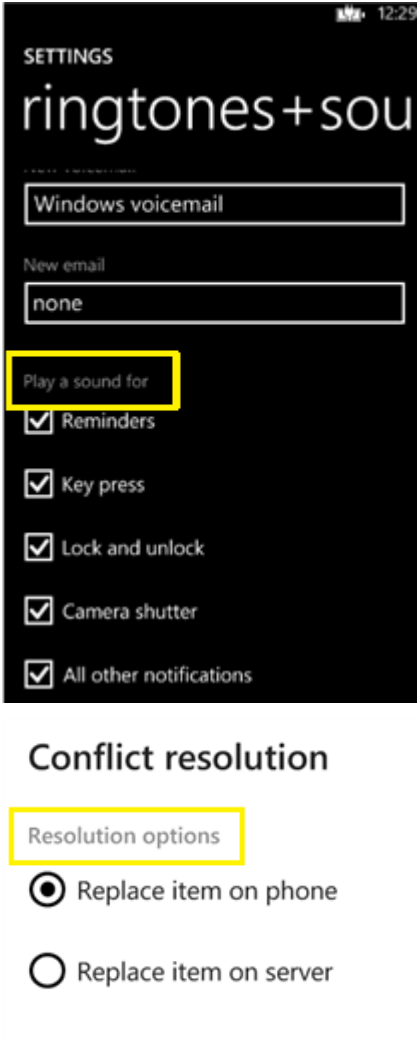| | на телефонот (full form) |
| | Replace item on phone - *Замени ставка на телефон (shortened form)* |

4.1.4. Check Box Label

Check box label	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the imperative. Follow source punctuation. Example: Use Speech when the phone is locked - *Користи Говор кога телефонот е заклучен*

4.1.5. Edit Box Label

Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password - *Лозинка*
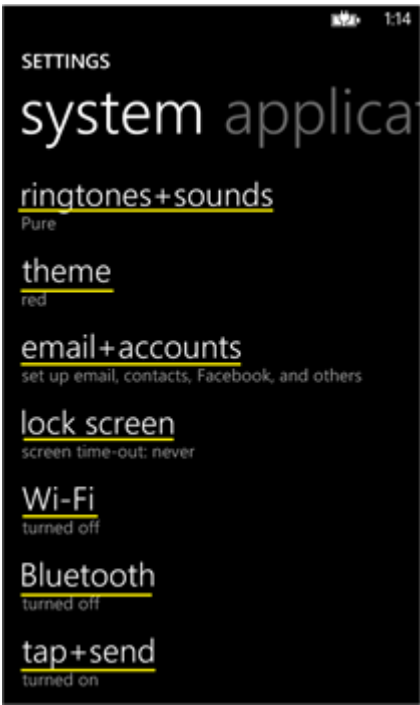
4.1.6. Group Label

Group label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the imperative. Example: Play a sound for - *Пушти звук за* When the group label consists of a noun, use a noun or a verbal noun. Example: Resolution options - *Опции на решавање*

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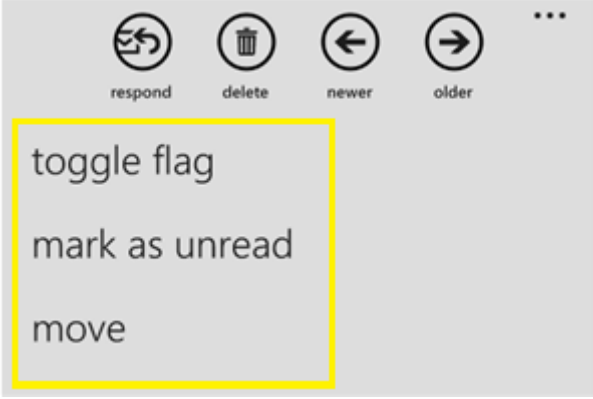
Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos - *фотографии*

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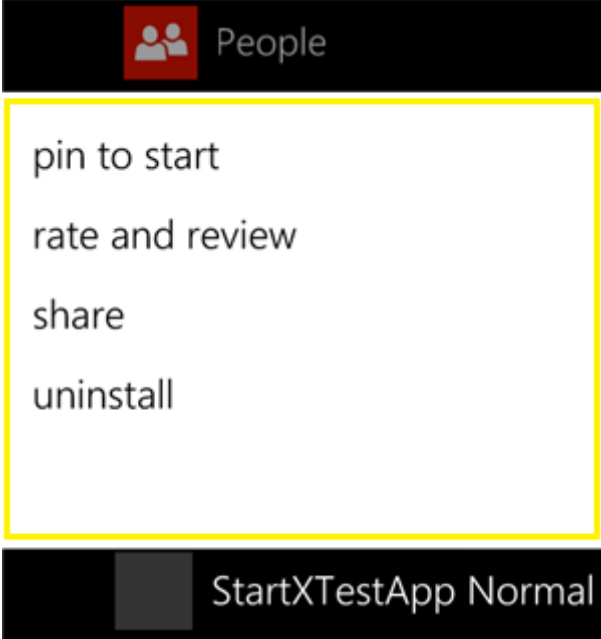
List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9. Menu Items

4.1.9.1. Application Menu Item
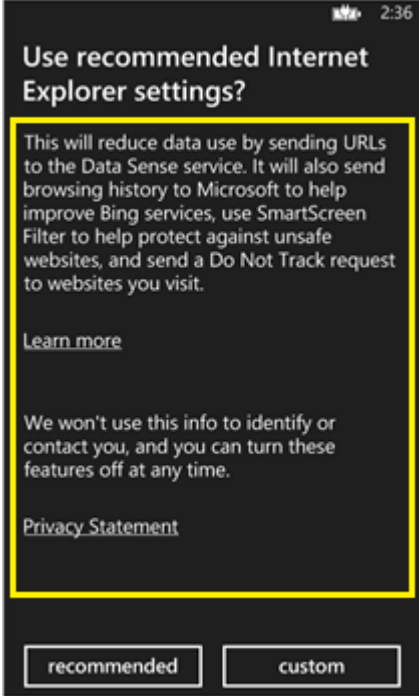
Application menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the imperative. Example: mark as unread - *означи како непрочитано*

4.1.9.2. Context Menu Item
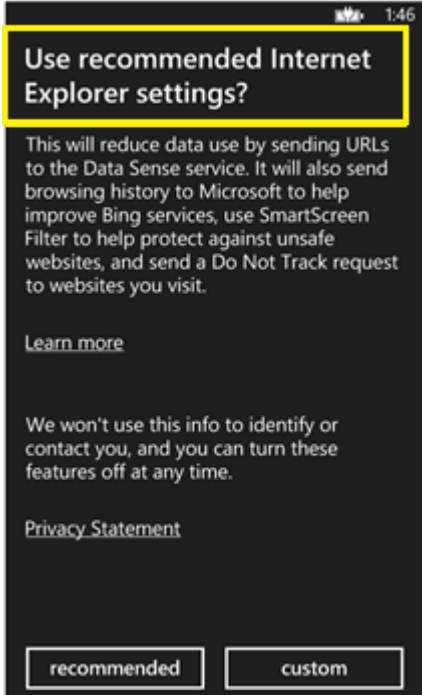
Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the imperative. Example: rate and review - *оцени и прегледај*

## 4.1.10.	Message Box

### 4.1.10.1.	Message Box Body

Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case
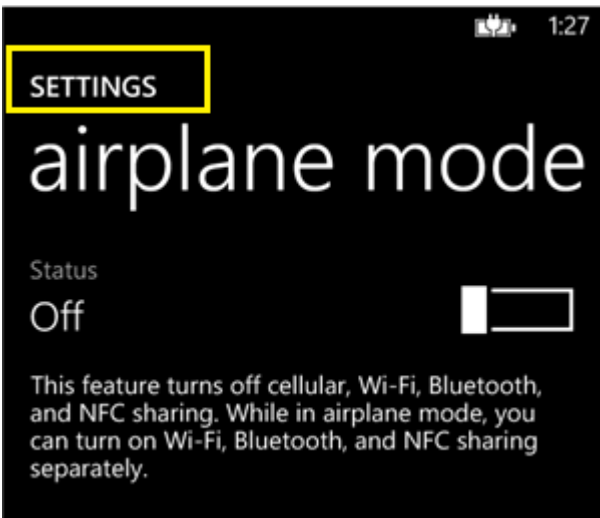
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use the infinitive form (impersonal form). Example: Use recommended Internet Explorer settings? *- Да се користат препорачаните параметри за Internet Explorer?*

4.1.11.   Notification Toast

Notification toast	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case 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. Example: **Wi-Fi available** Connect? - ***Достапна е Wi-Fi*** *Поврзи?*
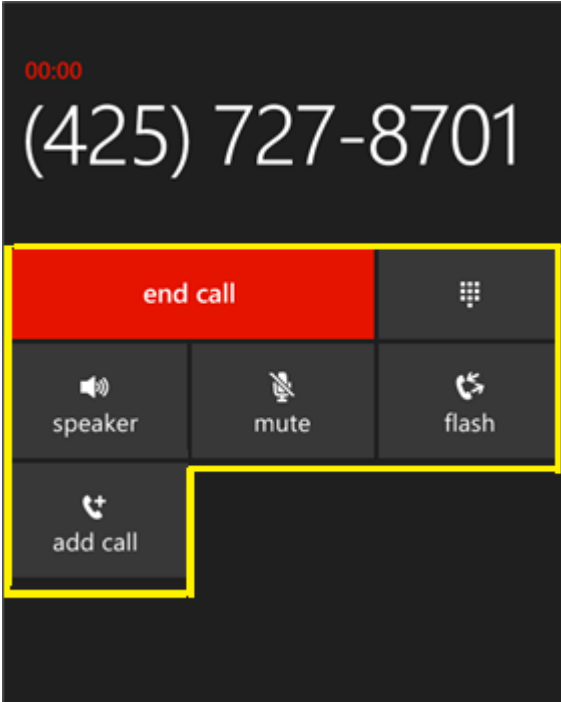
4.1.12.   Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS - *ПАРАМЕТРИ*

4.1.13. Pane Section Title

Pane section title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Example: categories - *категории*
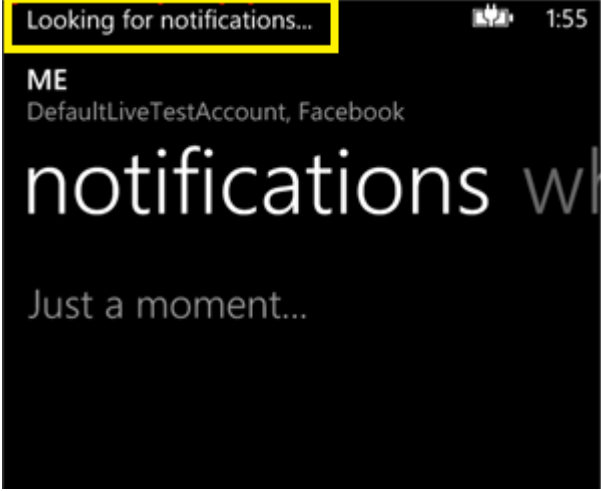
4.1.14. Phone Control Label

Phone control label	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower If the phone control label is composed of a noun, translate it as a noun. Example: speaker - *звучник* If the source phone control label contains a verbal form, translate using the imperative. Example: add call - *додај повик*

4.1.15.   Pivot Item

Pivot item	Guidelines
 INBOX - EXCHANGE14 **unread** flagged No unread messages 	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Example: unread - *непрочитани*

4.1.16.   Progress Indicator Text

Progress indicator text	Guidelines
 Looking for notifications… 1:55 ME DefaultLiveTestAccount, Facebook notifications wh Just a moment… 	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case 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 impersonal form of the reflexive verb. Use the true ellipsis, do not use three periods. Example: Looking for notifications… - *Се бараат известувања…*

4.1.17.   Text Box
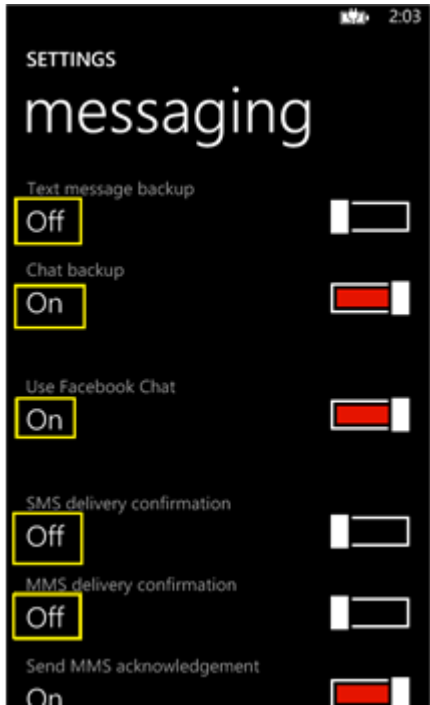
Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative. Example: type a message - *впиши порака*

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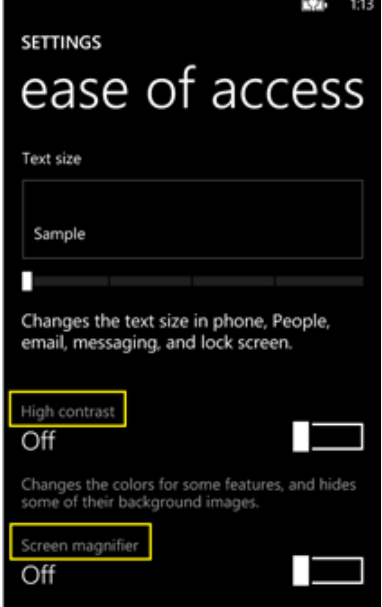
Tile label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages. Examples: Photos - *Фотографии* People - *Луѓе*

4.1.19.   Toggle Switch

4.1.19.1.   Toggle Switch Label

Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using an adjective in third person singular. Do not follow the gender of the feature. 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. Examples: On – *Вклучено* Off - *Исклучено*

4.1.19.2.   Toggle Switch Title

Toggle switch title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Example: High contrast - *Голем контраст*

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 <u>not</u> 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 Macedonian, references to UI elements within UI strings should be translated using Sentence case. As a result, the translation of the source string in the example above would be as follows.

<u>Translation</u>

Проверете дали адресата и лозинката на вашата е-пошта се точни, а потоа допрете Пријави се.

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 Macedonian 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:

Title Case is not used in Macedonian. The Macedonian grammar rules should be followed, i.e. only the first word of the title should be capitalized.

Below are some examples of how titles should be handled:

EN US Source	Translation

Privacy Statement	Изјава за приватност
Pairing Request	Барање за спарување

ALL CAPS:

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

- PAGE/APPLICATION TITLE

- DIALPAD LABEL

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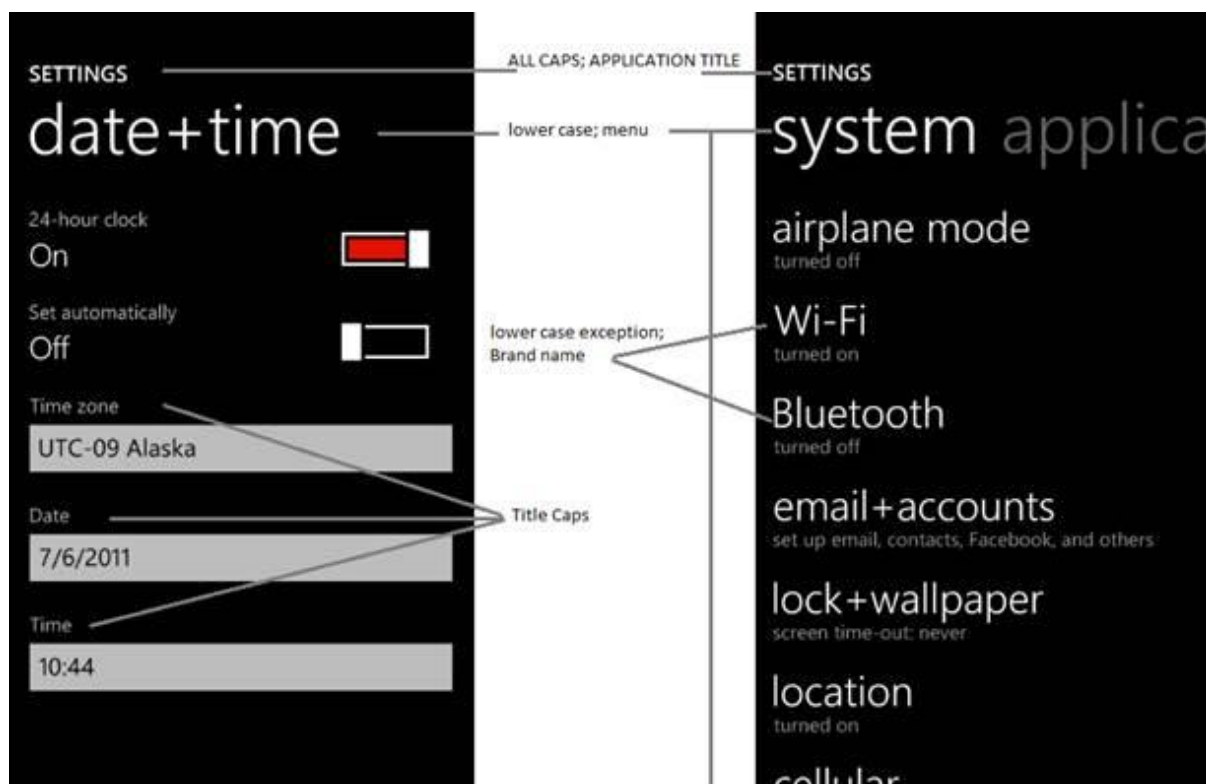
To sum up, all the above product specific capitalization guidelines should be followed during translation into Macedonian.

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.

- Please translate interjections in accordance with the Macedonian language (for ex., Упс!, Аха!, Еј! etc.).

Examples:

EN US Source	Incorrect Translation	Correct Translation
It looks like this event was cancelled since the last time you synced.	Изгледа дека овој настан е откажан од последниот пат кога извршивте синхронизација.	Настанот е откажан од последната синхронизација.
Oops! We're not sure what's wrong, but we can't open this file.	Леле! Ние не сме сигурни што не е во ред, но не можеме да ја отвориме оваа датотека.	Упс! Не сме сигурни што не е во ред, но не можеме да ја отвориме датотеката.

4.6. Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u>

- Do not use semicolons. Two shorter sentences are better and easier to read.

- Don't overuse exclamation points. Choose stronger words.

- In Macedonian, there is a distinction between em-dash and en-dash. Make sure you use them correctly.

- Comma is also used as the decimal separator in Macedonian language.

- Do not use the ampersand sign, use the conjunction "and" instead.

Examples:

EN US Source	Translation	Comment
BROWSER & SEARCH LANGUAGE	ПРЕБАРУВАЧ И ЈАЗИК НА ПРЕБАРУВАЊЕ	Do not use the ampersand sign, use the conjunction "and" instead.

| Turn background tasks back on for this app the next time I open it | Следниот пат кога ќе ја отворам апликацијата, автоматски вклучи ги задачите во заднината | Do not use abrreviations, like "аплик." |

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

Screen editing 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
We're having trouble connecting to your e-mail server. Please try again later.	Имаме тешкотии со поврзувањето на вашиот сервер за е-пошта. Ве молиме обидете се повторно подоцна.	Имаме тешкотии со поврзувањето на вашиот сервер за е-пошта. Обидете се повторно подоцна.
You already have an email address saved as this email address type. Do you want to replace it with a new email	Веќе имате зачувана адреса на е-пошта како овој вид на адреса на е-пошта. Дали сакате да ја замените со нова	Веќе имате зачувана адреса на е-пошта како овој вид на адреса на е-пошта. Дали сакате да ја замените со нова?

address?	адреса на е-пошта?	
cellular	мобилен	мобилна мрежа

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 Macedonian at the following location: http://www.windowsphone.com/mk-MK.

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 Macedonian? 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="<mark>Икона Омилени</mark>"/>.

5.3.2. Topic Titles

When translating topic titles, use a common everyday vocabulary and a friendly tone. Make the topic titles sound natural in Macedonian. Use clear, friendly sentences and also use sentence case. Here are some examples how to translate topic titles.

Topic title in English	Context	Macedonian
Take, edit, and share photos and videos	Photos Photos Hub Take, edit, and share photos and videos Automatically save the photos and videos I take to SkyDrive Sync photos and videos using my computer What are Lenses? Personalize my phone with my photos Take a screenshot Save or delete a photo or video See, tag, and comment on my friends' photos	Use infinitive form or verbal nouns. Правење, уредување и споделување фотографии и видеа
Create and share	Create and share Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap. Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.	Use infinitive form or verbal nouns. Креирање и споделување

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Macedonian, references to UI options should be localized in the same manner.

Examples:

EN US Source	Translation
Tap **End call** to hang up	Допрете Спушти за да го завршите повикот
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	На Почетен, брзо лизгајте лево до листата Апликации, допрете Параметри, а потоа допрете Е-пошта + сметки.

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
You are what you pin START 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.
Macedonian
Она што го прикачувате ве

отсликува

ПОЧЕТЕН ЕКРАН

Прикачувајте ги оние плочки Live Tiles што ги сакате и ете! Ќе се појават работите што ви се важни, ажурирајќи се во реално време, директно на Почетниот екран. Може да прикачувате луѓе, апликации, песни, веб-локации, упатства, игри, фотографии, документи и друго. Само Windows Phone има плочки Live Tiles и само тој ви овозможува да го прикачите она што го сакате.

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.

Macedonian
Која е оваа песна? Веќе нема мистерија околу тоа која е песната што сте ја слушнале на радио или надвор додека се шетате. Функцијата Bing музика е вградена во Windows Phone за да може да ја пребарувате музиката што е пуштена со цел да дознаете повеќе за неа, како што се

насловот на песната, изведувачот, албумот и начините на коишто може да ја слушате или да ја купите.

Пребарување снимена музика што е пуштена

1. Притиснете го копчето Пребарување 🔍 на телефонот.
2. Додека музиката е шуштена, држете го телефонот на место каде што таа јасно се слуша, а потоа притиснете Музика ♪.

   Телефонот ќе скенира музика и ќе ви го покаже насловот на песната, изведувачот, името на албумот и корициите на албумите за песни што ќе ги препознае.

3. За да најдете песна во Продавницата на xbox music, допрете Продавница.

   Во продавницата, може да ја прегледате песната и другите песни на албумот, а потоа да ги купите ако сакате.

Ако имате Xbox Music Pass и песната е достапна во продавницата на Xbox Music, може да ја слушате целата песна или да ја преземете. Ова може да го направите и со другите песни од албумот. За повеќе информации, погледнете во Земајте музика и поткасти од продавницата.

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.