

Russian Style Guide

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1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Russian localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Russian during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Russian including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative references

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Правила русской орфографии и пунктуации. Полный академический справочник. — М.: Эксмо, 2009.
2. Толковый словарь русского языка. Например, Ожегов С. И., Шведова Н. Ю. Толковый словарь русского языка / Российская академия наук. Институт русского языка им. В. В. Виноградова. — М.: ООО «ИТИ ТЕХНОЛОГИИ», 2003.
3. Орфографический словарь. Например, Русский орфографический словарь / Российская академия наук. Институт русского языка им. В. В. Виноградова / О. Е. Иванова, В. В. Лопатин (отв. ред.), И. В. Нечаева, Л. К. Чельцова. — Москва, 2005.
4. Справочник по правописанию и литературной правке / Д. Э. Розенталь; под ред. И. Б. Голуб. — М.: Айрис-пресс, 2005.

Microsoft User interface reference

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English as well as many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

2.1 Choices that reflect Microsoft voice

Translating Russian 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's often used for technical and commercial content.

When you're 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's 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 Flexibility

It's important for translators to modify or rewrite translated strings so that they are more appropriate and natural to Russian customers. Try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite as if you are writing the content yourself. It will make the content more perfect for Russian users. Sometimes, you may need to remove any unnecessary content.

English text example	Russian text example
Whether you're an aspiring Annie Leibovitz—or just take occasional pictures of the kids—Windows can help you organize, fix up, share, and show off your growing photo collection.	Не важно, являетесь ли вы всемирно известным фотографом или просто любите фотографировать своих детей, Windows поможет вам делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.
And now you're done—unless (like me) you still need to go burn the popcorn.	Итак, можно начинать просмотр.
A friend recently asked me how I use Windows 10 for work. That's too long a conversation for one lunch.	Недавно друг спросил меня, как я использую Windows 10 в работе. В двух словах об этом не расскажешь.

2.1.2 Precision

Omit needless words—don't use two or three words when one will do. But keep clarity and readability in mind.

Source	Do	Don't	Comment
Follow these steps to change your password.	Чтобы сменить свой пароль, сделайте следующее:	Чтобы сменить свой пароль, выполните приведенные ниже действия.	приведенные ниже sounds too long and formal
Go to Programs in the Control Panel. Find Office 2010 in the list of programs, and select Repair or Change .	Откройте Программы в панели управления. Найдите Office 2010 и нажмите кнопку Восстановить или Изменить .	Откройте Программы в панели управления. Найдите Office 2010 в списке программ и нажмите кнопку Восстановить или Изменить .	Sometimes you can omit whole phrases to avoid overexplaining and repetitions.

Avoid unnecessary adverbs.

Source	Do	Don't	Comment
No accessibility issues were found. Persons with disabilities shouldn't have difficulty reading this presentation.	Недостатки читаемости не обнаружены. Люди с ограниченными возможностями не будут испытывать затруднений при чтении этого документа.	Недостатки читаемости не обнаружены. Люди с ограниченными возможностями не будут испытывать никаких затруднений при чтении этого документа.	Don't overemphasize the easiness

Choose **words with a clear meaning**.

Source	Do	Don't	Comment
You can personalize your system by choosing different settings.	Вы можете настроить систему так, как вам удобно, выбрав различные параметры.	Вы можете персонализировать систему, выбрав различные параметры.	Avoid words which can be hard to understand for some users, such as schoolchildren or elderly people. This also applies to some terms which can be replaced by generic words for clarity.

Do you want to keep this data?	Вы хотите сохранить эти данные?	Вы хотите сохранить данные сведения?	Avoid translating "this" as данный as it can lead to confusion with "data."
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Choose **single-word phrases** over multiple-word phrases—unless the multi-word phrase is friendlier and more familiar.

Source	Do	Don't	Comment
Do you want to cancel delete operation?	Вы хотите отменить удаление?	Вы хотите отменить операцию удаления?	Beware of such nouns as операция , процедура , действие . If there is another (verbal) noun after them, in the majority of cases they should be deleted.
To avoid losing all your work when stuff like that happens, make sure AutoRecover and AutoSave are turned on:	Чтобы не потерять результаты своей работы в таких случаях, включите автосохранение и автовосстановление:	Чтобы избежать потери результатов своей работы в таких случаях, убедитесь, что автосохранение и автовосстановление включено:	In English "make sure" often means that you should do some action, not simply check if it's done. Thus translate structures with "make sure + verb" simply as action verbs.

Don't use verbal nouns instead of verbs. Don't convert verbs into structures "generic verb + verbal noun."

Source	Do	Don't	Comment
To connect...	Чтобы подключиться ...	Чтобы установить подключение...	N/A
To delete...	Чтобы удалить...	Чтобы выполнить удаление...	Beware of the verb выполнить : often it can be changed into an action verb with a clearer meaning

2.1.3 Word choice

General rules

These are the general rules with regards to word choice:

- Use commonly-used terms in the business
- Use words which are not vague and are crystal clear
- Use words which are used in daily life by common people; for example, don't use bookish, official words such as процедура (unless they are terms and are necessary in your context)
- Use standard words not slang
- Prefer verbs to verbal nouns

English text	Correct Russian translation	Incorrect Russian translation
Follow these steps to change your password.	Чтобы сменить свой пароль, сделайте следующее:	Для изменения пароля используйте приведенную ниже процедуру.

Terminology

Use terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

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's important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).

Drive	For general reference to any drive type (hard drive, CD drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but avoid for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs. Don't switch between <i>PC</i> and <i>computer</i> .
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal. For information on localizing <i>you</i> , go to the section Pronouns .

In Russian Microsoft voice can be conveyed through similar means by using shortened words or short words used by people in daily conversations.

en-US word	Russian word	Russian word usage
email	почта	Use it instead of <i>электронная почта</i> , if it's clear that the sentence refers to email.
email (message)	сообщение, письмо	Use it instead of <i>сообщение электронной почты</i> , if it's clear that the sentence refers to email message.
to email (support)	написать в службу поддержки	Use it instead of literal <i>отправить сообщение электронной почты в службу поддержки</i> . You can also use another translation if it suits your context better.
user account	учетная запись	You can omit <i>пользователя</i> if it's clear from the context that the user is meant. If the context does not make it clear, use the full form: <i>учетная запись пользователя</i> .
spam	спам	Use it instead of <i>нежелательная почта</i> if you need to save space or use more informal language.
hacker	хакер	Use it instead of <i>злоумышленник</i> where appropriate. Use modern words that sound natural and have made it into dictionaries. Remember that you can request to change a term if you find it obsolete or unnatural.

There are also some examples of casual terms which may be helpful:

en-US source	ru-RU term	ru-RU casual term usage
ID	ИД	идентификатор, код
hard disk	жесткий диск	диск
flag	флаг	флажок

2.1.4 Word-to-word translation

For a more fluent translation, avoid word-to-word translation. If words are translated directly without overall understanding of the paragraph or the page, the content will not be natural and may even appear ridiculous, and our customers will not come again. Strict word-to-word translation makes the tone stiff and unnatural. Split the text into different sentences, if necessary, to simplify. Omit descriptors to make the text snappier.

English text	Correct Russian translation	Incorrect Russian translation
You'll never miss a racquetball game or forget an anniversary. And, if you click Delete, no one has to remember your birthday.	Вы никогда не пропустите футбольный матч и не забудете о годовщине своей свадьбы. А если нажмете кнопку Удалить, не обижайтесь, если никто не вспомнит о вашем дне рождения.	Вы никогда не пропустите игру в баскетбол и не забудете о годовщине. А если нажмете кнопку Удалить, никто не обязан помнить о вашем дне рождения.
Ever open a closet and see a sport coat you hadn't worn in two presidential administrations?	Вы когда-нибудь находили в своем шкафу спортивную куртку, которую сто лет не надевали?	Когда-нибудь обнаруживали в собственном шкафу спортивную куртку, которую не надевали за время двух президентских сроков?
There's nothing more frustrating than installing a hot new title and finding out it doesn't play.	Ничто не расстраивает больше, чем невозможность запустить только что установленную новую игру.	Ничто не может так расстроить, как ситуация, когда вы устанавливаете самую новейшую игру и обнаруживаете, что ее невозможно запустить.

2.1.5 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	Do
As well as	Also, too
Attempt	Try
Configure	Set up
Encounter	Meet
Execute	Run
Halt	Stop
Have an opportunity	Can
However	But
Give/provide guidance, give/provide information	Help
In addition	Also
In conjunction with	With
Locate	Find
Make a recommendation	Recommend
Modify	Change
Navigate	Go
Obtain	Get
Perform	Do
Purchase	Buy
Refer to	See
Resolve	Fix

Subsequent	Next
Suitable	Works well
Terminate	End
Toggle	Switch
Utilize	Use

For Russian Microsoft voice avoid using formal words and expressions listed in the table.

en-US source	Russian word/phrase to avoid	Preferred Russian word/phrase
currently, now	в данный момент, в текущий момент	сейчас
then, afterwards	впоследствии	затем, потом, далее, позднее, позже
print	вывести на печать	распечатать
display	вывести на экран	показать
do	выполнить действия	сделать
above	вышеуказанный	указанный, этот
configure	задать конфигурацию	настроить
identify	идентифицировать	определить, обнаружить, найти, перечислить, указать
be	иметь место	быть, возникать и т. д.
be	иметься	быть или вообще без использования глагола: There are 3 solutions to the issue. = У этой проблемы три решения
below	нижеперечисленные	указанные ниже, следующие, последующие
helps	обеспечивает возможность, предоставляет возможность	позволяет, помогает
refer to	обратитесь к (when speaking about documents)	см., вы можете найти в...

people	пользователи	люди
before, previously	предварительно	сначала, для начала, раньше
be, exist	присутствовать	быть, находиться
be, exist	существовать	быть, без глагола

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	Russian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Это неправильный пароль. Попробуйте еще раз. Не забывайте про регистр.	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.	Этот ключ продукта не подошел. Проверьте его и попробуйте еще раз.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Все готово	Casual and short message to inform the user that setup has completed and the system is ready for use.
Would you like to continue?	Вы хотите продолжить?	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.	Назовите свой компьютер так, как вам нравится. Если вы хотите изменить цвет фона, отключите высокую контрастность в окне «Параметры компьютера».	Address the user directly using a second-person pronoun and encourage to take the necessary action.

2.2.2 Promote a feature

US English	Russian 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.	Графический пароль — это новый способ защиты компьютеров с сенсорными экранами. Чтобы создать свой уникальный пароль, вы выбираете картинку и придумываете, какие жесты использовать.	Promoting a specific feature with the use of present active tense (вы выбираете) instead of a neutral construction (нужно выбрать) or imperative (выберите). The order of clauses is changed for a more fluent text in Russian.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Разрешить приложениям предлагать вам персонализированное содержимое на основе сведений о расположении компьютера, вашем имени, аватаре и домене.	Promoting the use of apps. Depending on the context of the string, you can add familiarity to the text by using everyday words, such as аватар.

2.2.3 Provide how-to guidelines

US English	Russian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Чтобы вернуться и сохранить свои данные, нажмите кнопку Отмена.	Short and clear action using the second-person pronoun.
To confirm your current picture password, watch the replay and trace the example gestures shown on your picture.	Чтобы подтвердить графический пароль, просмотрите его еще раз и повторите жесты, показанные на картинке.	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.

2.2.4 Explanatory text and providing support

US English	Russian target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it	Обновления установлены, но нужно перезапустить программу установки Windows 10, чтобы применить	The language is natural, the way people talk. In this case, the voice is reassuring, letting the user know that we’re doing

restarts, we'll keep going from where we left off.	их. После перезапуска мы продолжим с этого места.	the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Если вы перезагрузите компьютер, вы и другие люди, использующие его, можете потерять несохраненные данные.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Этот документ будет автоматически перемещен в нужную библиотеку или папку, как только вы исправите недопустимые или отсутствующие свойства.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Кажется, у нас проблема. Не удалось найти скачанные файлы, чтобы создать загрузочное USB-устройство.	Without complexity and using short sentences to inform the user what has happened.

3 Language-specific standards

Information about Russian-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

3.1 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.

3.1.1 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:

Expression	Acceptable abbreviation
страница	стр.
рисунок	рис.
смотрите	см.
и так далее	и т. д.
и тому подобное	и т. п.
час	ч
минута	мин
секунда	с
год	г.
месяц	мес.
неделя	нед.
день	дн.
килобайт	КБ
мегабайт	МБ
килобит	кбит

Don't abbreviate например. Moreover, don't abbreviate other words arbitrarily; use only the commonly accepted abbreviations listed above.

3.1.2 Acronyms

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

Localized acronyms

English acronyms with a well-known Russian translation should be translated. All acronym translations should be checked on [Microsoft Language Portal](#).

No ending is added to the acronyms.

Examples:

en-US source	Russian target
RAM	ОЗУ
OS	ОС

Don't use the abbreviation ПК for PC unless there are space restrictions; use компьютер instead. You can also use ПК to distinguish between PCs and Macs (as in 5 ПК или компьютеров Mac).

Unlocalized acronyms

Acronyms that don't have an established translation will be used as they are in English. The following general rules apply:

- No ending is added to the acronyms. If there is a plural ending in the source, use a singular form in Russian and try to reflect the plural meaning by other means (for example, use the plural form for the verb, modifier or descriptor).
- The gender of the acronym is determined by the main word in the full translation. Descriptors (usually the main words from the translation) can be added to provide for the declination, but they can be omitted if there are length restrictions (for example in UI) or for the sake of fluency. The descriptor should not be omitted if doing so would lead to ambiguity.
- There used to be a general tendency to expand English acronyms, translating them as descriptive phrases in Russian. That led to expansion of text and sometimes resulted in truncations. Try to avoid this problem in the future and use English acronyms without a descriptive Russian translation. If such descriptive translations are approved on [Microsoft Language Portal](#), submit feedback asking to change the approved translation.

3.1.3 Capitalization

In Russian, capitalization is used very sparingly so capitalize only when you have to. For instance, don't capitalize names of week days, months, nationalities, languages, etc. In Russian names consisting of several words only the first one is capitalized. Here are some other frequently occurring cases when you will not capitalize in Russian:

Incorrect usage	Correct usage	Comments
посетите Веб-страницу	посетите веб-страницу	Term "web" is not capitalized
выход из режима Конструктора	выход из режима конструктора	Names of modes, wizards, etc. are not capitalized when referred to descriptively
Дополнительные сведения см. в Главе 25.	Дополнительные сведения см. в главе 25.	Word "chapter" (and other structure units) is not capitalized
Интернет-магазин	интернет-магазин	The word "Internet" in compound words is not capitalized, it's capitalized when it's an independent word
откройте календарь	откройте Календарь	Microsoft's product names which sound like generic nouns and can be confused with them.

Note that for Russian "all caps" or "no caps" style used in English is inappropriate. When translating UI items in all caps (such as "LOGIN") or not caps (such as "please enter your id") use regular capitalization.

In Russian we never use title-style capitalization (initial caps).

3.1.4 Conjunctions

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. Translators can freely add conjunctions to make it more naturally connected by context.

Source text example	Russian text example
Add a display picture or video clip of yourself at the top of your Messenger window. Or use a dynamic display picture—a picture that changes when you send emoticons to your friends.	Добавьте картинку или видеозапись в верхней части окна Messenger. Или используйте живую картинку, которая изменяется вместе с вашим настроением.
And with 64-bit support, you can take full advantage of the latest in powerful 64-bit PCs.	А благодаря поддержке 64-разрядных систем вы можете использовать все преимущества новейших технологий на мощных 64-разрядных компьютерах.

But if you and your laptop will be going mobile a lot, smaller might be better: screen is a major factor in both a laptop's weight and its battery life.	Но если вы планируете использовать ноутбук преимущественно в пути, небольшой размер может быть более предпочтителен: размер экрана — это основной фактор, влияющий на вес устройства и время работы от батареи.
--	---

In Russian Microsoft voice can be conveyed by avoiding formal conjunctions:

en-US source text	Russian old use of conjunctions	Russian new use of conjunctions
because	вследствие того, что	так как, из-за того, что
because	поскольку	так как, потому что
in order to	в целях, с целью	чтобы, для
but	однако	но

3.1.5 Gender

Avoid using masculine or feminine gender when referring to the user. Use neutral structures and select verbs which don't discriminate any of the sexes.

3.1.6 Localizing colloquialisms, idioms and metaphors

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

Choose from these options to express the intent of the source text appropriately:

- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of the original colloquialism in the source text).
- Replace the source colloquialism with a Russian colloquialism that fits the same meaning of the particular context.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it. Omit any references to colloquialism in the translation.
- A little humor is OK but it must be used very carefully. Avoid colloquialisms and idioms that might be offensive or too expressive. For example, don't use irony or sarcasm and don't use jokes that might not be understood by elderly people. Don't use jokes that are very popular now or refer to the latest movies, TV programs etc., as they can cease to be funny very soon. Don't use too many jokes on one screen. Be mindful of cultural consideration and globalization.

English example	Russian example	Comment
With Windows 10, you can set up your PC in no time	С Windows 10 настройка компьютера займет считанные секунды .	Replace the source colloquialism 'in no time' with a Russian colloquialism that fits the same meaning if possible.
"At home, work, or school—do everything you need to in record time"	"Дома, на работе или в школе — выполняйте все необходимые задачи моментально ".	Replace the source colloquialism "in record time" with a Russian colloquialism that fits the same meaning if possible.
We've hit a snag...	Кажется, у нас проблема ...	You can use a neutral word (проблема) if a colloquial expression sounds awkward.
Uploads are limited to 100MB. Got something smaller?	Максимальный размер файла — 100 МБ. Хотите добавить что-нибудь поменьше?	Literal translation (Есть что-нибудь поменьше?) might sound rude and should be avoided.
Bummer...	Вот досада ...	
Working on it... Please bear with us.	Мы работаем над этим... Подождите минутку .	Translating "Please bear with us." literally would sound awkward.

3.1.7 Nouns

Grammatical animation of program components

All program components and applications such as wizards, agents, clients, browsers, etc. should be treated as unanimated nouns in all Russian Microsoft materials.

Examples:

Incorrect usage	Correct usage
использовать (кого?) мастера	использовать (что?) мастер
установить (кого?) клиента	установить (что?) клиент

Plural formation

Use the following standardized plural forms:

Singular Russian form	Plural Russian form
компьютер	компьютеры
драйвер	драйверы
сервер	серверы
мастер	мастера

3.1.8 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number, for example, 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

In Russian 1-digit numbers may be spelled out or written as numbers.

If possible, numbers should be spelled out at the beginning of a sentence. Number form is preferred with currencies and units of measurement, including such units as MB or GB.

Example:

Для установки потребуется:
100 МБ свободного места на жестком диске.

3.1.9 Prepositions

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.

In Russian avoid using formal, bookish prepositions to convey Microsoft voice.

Source text expression	Inappropriate usage	Appropriate usage
due to	вследствие	из-за, так как, потому что, в связи с
through	посредством	с помощью, при помощи, путем, not translated

in order, for	в целях, с целью	для
about	касательно, относительно	о

3.1.10 Pronouns

In Russian Microsoft voice personal pronouns are used much more often than in classic style. Nevertheless, it does not mean that you should use a personal pronoun whenever it's used in English. For example, we translate "your" only in cases where it applies directly to the user or belongs personally to them. We don't translate it when "your" fulfils a grammatical function and does not have a meaning of its own or when it's obvious that something belongs to the user. Thus, we translate "your" in "your settings" (setting that the user personally made) or "your files" (user's personal files), but not in "your hand" (it's obvious that the user's, not somebody else's hand is meant), "connect your mouse" ("your" here does not have a separate meaning, it simply means "a mouse"). The same applies to using "I", "me", "mine"—use them when you need to put the user in focus, but don't translate each and every "I", "me", "mine" and avoid unnatural structures. In any case, don't translate "you" and "I" as "пользователь" (user) as we used to do in classic style.

Also remember that in some cases "your" and "mine" correspond to Russian pronoun «СВОЙ».

Pronouns "we", "us" usually refer to Microsoft or its products and should be translated using pronouns мы, наш. Avoid using корпорация Майкрософт. As always, avoid literal translation and use personal pronouns only if they sound natural. For example, don't translate "we" as "мы" if it refers to a service or system, not to a group of people.

Examples:

Inappropriate usage	Appropriate usage
Можно изменить время установки новых обновлений.	Вы можете изменить время установки новых обновлений.
Запомнить пароль	Запомнить мой пароль
Рекомендуется регулярно архивировать личные файлы.	Мы советуем вам регулярно архивировать свои файлы.
Установить это приложение?	Вы хотите установить это приложение?

Мы добавляем ваши файлы на сервер.	Ваши файлы добавляются на сервер.
Windows помогает всем пользователям — как всемирно известным фотографам, так и тем, кто просто любит фотографировать своих детей, — делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.	Не важно, являетесь ли вы всемирно известным фотографом или просто любите фотографировать своих детей, Windows поможет вам делиться снимками, а также упорядочивать, редактировать и демонстрировать свою растущую коллекцию фотографий.
Если на компьютере есть несколько учетных записей, то другой человек может войти в систему, воспользовавшись функцией быстрого переключения пользователей, а текущему пользователю при этом не придется выходить из системы или закрывать свои программы и файлы.	Если на вашем компьютере несколько учетных записей, другой человек может войти в систему быстрого переключения пользователей, а вам при этом не придется выходить из системы или закрывать свои программы и файлы.

3.1.11 Punctuation

General rules

- Don't use abbreviations. It's okay to use approved acronyms, however
- Avoid semicolons. Two shorter sentences are often better than a single long sentence and are easier to read.
- You can use question marks in FAQ files, headings etc. to show that you directly interact with the user.
- In general stick to Russian punctuation rules and don't copy source punctuation.
- Use a colon before all the bulleted lists, even if the source sentences end with a full stop. **Exception:** the list is not an actual bulleted list, but consists of several paragraphs.

Comma

Commas with **например**

The word **например** should be used with commas before and after it:

- Например, это может произойти, если ячейка уже удалена с листа.
- Сжатие не удастся выполнить, например, при пересылке сжатых файлов.

If **например** is used at the beginning or at the end of an unattached clause (обособленный оборот), it's not separated with a comma:

- Задайте допустимые единицы, например дюймы или сантиметры.

If *например* is used within a parenthetical construction (вставная конструкция со скобками), commas are used as usual:

- Некоторые элементы (например, списки рассылки) не удастся экспортировать в vCard.

Commas with по умолчанию

The phrase *по умолчанию* should not be used with commas.

- По умолчанию значение считается равным REG_SZ.

Colon

A colon after alerting words like "Attention," "Caution" should be replaced with an exclamation mark.

Example:

US English	Russian target
Caution:	Внимание!

Remember that regular text may not be capitalized after a colon in Russian. Such capitalization is considered to be a language error. It does not apply to lists and direct speech. If a colon is followed by a new paragraph, it can start with a capital letter.

Dashes and hyphens

Three different dash characters are used in Russian:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and (in English only) to connect the parts of an inverted or imperative verb form. In Russian a hyphen has no spaces before or after and should not be used instead of a dash.

Example:

US English	Russian target
online shop	интернет-магазин

En dash

The en dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative.

Example:

US English	Russian target
1 – 2 = -1	1 – 2 = -1

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:

US English	Russian target
See pages 10–20.	См. стр. 10–20.

En-dashes are also used as bullets to separate list items.

Em dash

The em dash should only be used when it has a grammatical function, for example to emphasize an isolated element or to introduce an element that’s not essential to the meaning conveyed by the sentence. Dashes should not be substituted with hyphens.

When using em-dashes, follow Russian punctuation rules and don’t copy them whenever they are used in English. Also, don’t forget to add spaces around the dash:

Source Text example	Russian Text example
It's easy to rearrange your lineup of taskbar buttons—just click and drag them. And Jump Lists give you quick	Вы можете легко изменять порядок расположения кнопок на панели задач — просто щелкайте и перетаскивайте их. А с

access to what you use the most—like frequently-viewed websites or favorite documents.	помощью списков переходов можно открывать часто посещаемые веб-сайты, избранные документы и многое другое.
--	--

Ellipses (suspension points)

Place the ellipsis directly after the text, without a space. Use true ellipsis (U+2026), don't use three periods (U+002E).

Period

Use a period instead of a colon after such words as **Note**:

Example:

US English	Russian	Comment
Note: For more information, see Chapter 1.	Примечание. Дополнительные сведения см. в главе 1.	The period should have the same formatting as the preceding word.

Quotation marks

Quotation marks are used when referring to UI items, such as menus and commands, if they don't have special formatting (bold, italic etc.). In software, in product help and on web-pages use straight quotation marks (same as in English.) Don't use single quotation marks. In the printed documentation normally chevrons are used, inside chevrons straight quotation marks are used, for example, «кнопка "Готово"».

Whenever double quotation marks can't be used due to technical reasons, workarounds should be used to display double quotation marks ("..." or «») in Russian version. Examples of such workarounds: using two sequenced single quote characters ('); using code (such as " in HTML) instead of characters.

Parentheses

In Russian there is no space between the parentheses and the text inside them. The placement of a full stop with the parentheses depends on what they refer to: if they enclose a part of the sentence, the full stop is placed after the closing bracket; if they enclose a full sentence, the full stop is placed inside the parentheses.

Examples:

US English	Russian target
Click Next to continue. You might need a product key.	Чтобы продолжить, нажмите кнопку «Далее» (может потребоваться ключ продукта).
Click Next to continue. You might need a product key.	Чтобы продолжить, нажмите кнопку «Далее». (Может потребоваться ключ продукта.)

3.1.12 Sentence fragments

For Microsoft voice, using sentence fragments helps convey a conversational tone. They're used whenever possible as they are short and to the point. They are especially helpful before lists of items, instructions etc. When using sentence fragments, make sure that they fit the context and don't break grammar rules.

US English source text	Russian long form	Russian sentence fragment
To <verb> <optional noun> do the following:	Чтобы <verb> <optional noun>, выполните указанные ниже действия. Для <optional noun> необходимо выполнить следующее:	Чтобы <verb> <optional noun>:
In this article:	В этой статье рассматриваются следующие вопросы:	В этой статье:
Prepare the following before installation:	Перед началом установки требуется подготовить следующее:	Подготовьте: Вам потребуются: Вам понадобится: Вам может понадобиться:
See the details in the following topics:	Дополнительные сведения см. в следующих статьях:	См. также: Дополнительные сведения: Подробнее об этом: Подробности:
To do this follow the instructions below.	Для этого выполните перечисленные ниже действия.	Для этого:

3.1.13 Sentence structure

In general, use the active voice, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice which can be confusing or sound formal. But: use the passive voice to avoid a wordy or awkward construction, when the action rather than the doer is the focus of the sentence or when the subject is unknown.

Source	Do	Don't	Comment
When you save this document, it'll be updated to include changes made by other authors.	Когда вы сохраните этот документ, он будет обновлен с учетом изменений, внесенных другими авторами.	Когда этот документ будет сохранен, он будет обновлен с учетом изменений, внесенных другими авторами.	There are too many passive structures in the sentence – it would be natural to speak about the user using an active structure.
Your copy of Office is not activated	Эта копия Office еще не активирована	Вы еще не активировали свою копию Office	Using active voice with "you" in error messages can sound rude as if you're blaming the user.

Simplify. Short sentences are easier to read quickly.

Russian Before example	Russian After example
Независимые анимации предоставляют разработчикам способ анимации их пользовательского интерфейса независимо от потока пользовательского интерфейса приложения.	Разработчики могут анимировать собственный пользовательский интерфейс независимо от потока пользовательского интерфейса приложения.

In headers translate "**How to + verb**" structures as "Как + verb" instead of a noun phrase.

Russian Before example	Russian After example
Использование истории файлов	Как пользоваться историей файлов
Скачивание и установка	Как скачать и установить

3.1.14 Symbols & nonbreaking spaces

Whenever technically possible, use nonbreaking spaces to avoid a part of a word or a phrase moving to the next line. For example, they are used:

- 1) as a thousands separator (10 000)
- 2) before % in documentation (10 %)
- 3) between a number and the following unit (5 кг, 5 °C).
- 4) between a person’s initials and last name (А. А. Сидоров)
- 5) in contractions (и т. д.)
- 6) before a dash (Файл — это...)

3.1.15 Verbs

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’re describing something that will happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

For Russian in general, use the **active voice**, which emphasizes the person or thing doing the action. It’s **more direct and personal** than the passive voice which can be confusing or sound formal.

Source	Do	Don’t	Comment
When you save this document, it’ll be updated to include changes made by other authors.	Когда вы сохраните этот документ, он будет обновлен с учетом изменений, внесенных другими авторами.	Когда этот документ будет сохранен, он будет обновлен с учетом изменений, внесенных другими авторами.	There are too many passive structures in the sentence—it would be natural to speak about the user using an active structure.

Use the **passive voice** to **avoid a wordy or awkward construction**, when the action rather than the doer is the focus of the sentence, when the subject is unknown, in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

Source	Do	Don't	Comment
Your copy of Office is not activated	Эта копия Office еще не активирована	Вы еще не активировали свою копию Office	Using active voice with "you" in error messages can sound rude as if you're blaming the user.

Use the **imperative**—a command or request with an implied you—to save space and talk directly to the customer in procedures. When using the imperative, at the same time you need to avoid sounding too short and abrupt.

Don't overdo it. While individual instructions may sound acceptable, too many commands will have the cumulative effect of the customer feeling being talked down to and ordered to do something. Therefore, don't change "you can" (вы можете) structures into imperative ones. On the other hand, it's better to use imperative than "you must" (вы должны) ones.

Imperative forms are often used in help article titles. Translate them using imperatives, not noun, to address the user directly.

Source	Do	Don't	Comment
You can now create a table.	Теперь вы можете создать таблицу.	Создайте таблицу.	You need to motivate the user, not boss him around.
You should create a folder before adding files to it.	Создайте папку, прежде чем добавлять файлы в нее.	Вы должны создать папку, прежде чем добавлять файлы в нее.	должны sounds too direct and can be even rude.
Protect your files in case of a crash—turn on AutoRecover and AutoSave	Защитите свои файлы на случай сбоя — включите автосохранение и автовосстановление	Защита файлов на случай сбоя — включение автосохранения и автовосстановления	The old style required translating headings using nouns, not verbs, but in many cases it does not work. Nouns can sound too formal and distant or—as in this case—simply not fluent.

In Russian, feel free to use future or past tense if it sounds more natural, even if the source text uses present.

US English source text	Russian inappropriate usage	Russian appropriate usage
The wizard has finished installing the program.	Установка программы с помощью мастера завершена.	Мастер установил программу.
You're now connected to the Internet.	Установлено подключение к Интернету.	Вы подключились к Интернету.

4 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 Russian, 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.

This section contains guidelines for localization into Russian. Localization means that the translated text needs to be adapted to the to the local language, customs and standards. For example, in many cases you would need to use Russian names rather than English, for example, Edward—Владимир, New York—Владивосток.

4.1 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.

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

4.2 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

4.3 Using the word Microsoft

Both in English and in Russian, it's prohibited to use "MS" as an abbreviation for Microsoft.

Unlocalized product names: The word "Microsoft" is not transliterated in unlocalized product names.

Example: Microsoft Word

Localized product names: In localized product names we translate the word "Microsoft" using the following pattern: <Translated product name in Russian> (Майкрософт).

Example: Microsoft Wallet — Бумажник (Майкрософт)

Referencing Microsoft Corporation in text: According to Civil Code of Russian Federation (article 1473 paragraph 3) each legal entity must have one full corporate name in Russian language. Therefore, the word "Microsoft" is translated as Майкрософт or корпорация Майкрософт when referring to Microsoft Corporation or its products descriptively in text. In this case the descriptor корпорация can be omitted for the sake of fluency.

Examples: Microsoft Knowledge Base — база знаний Майкрософт; Microsoft products — продукты Майкрософт or поставляемые корпорацией Майкрософт продукты; Microsoft software — программное обеспечение Майкрософт.

Legal documents: In the definition section include the following note: Microsoft Corporation (далее «корпорация Майкрософт») and use "корпорация Майкрософт" in the body of the document.

LCA agreements: note that the word "Microsoft" is not translated in LCA agreements. This is the only exception to the general rule.

4.4 Applications, products, and features

Product and application names can be trademarks or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can to be obtained [here](#).

Those product names that are very well localizable or contain a well localizable part are usually localized. Always check their translations on the [Microsoft Language Portal](#).

Preposition "for" is always translated in product names, unless the whole product name (including "for") is trademarked or copyrighted.

Examples:

US English	Russian target
Word for Windows	Word для Windows

If the product edition names are localized, they should not be declined.

US English	Russian target
To activate Windows Professional:	Чтобы активировать Windows Профессиональная:

Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation examples of "Version x.x":

US English	Russian target
Version 4.2	Версия 4.2

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

4.5 Trademarks

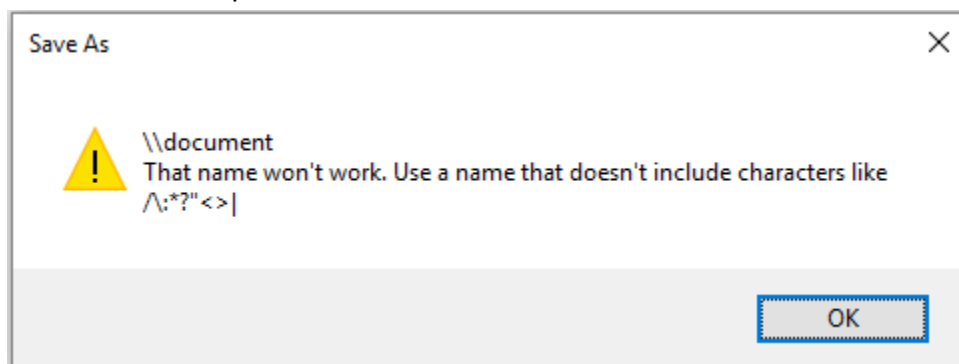
Trademarked names are usually not localized, but sometimes local laws require translation. Thus, in Russian the trademarked name "Microsoft Corporation" is translated as «корпорация Майкрософт». A list of English Microsoft trademarks is [here](#).

4.6 Software considerations

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

4.6.1 Error messages

Here is an example:



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 restarting 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.

Russian style in error messages

Use consistent terminology and language style in the localized error messages and not just translate them as they appear in the US product. Many error messages in English

end with exclamation marks, but usually they should not be used in Russian. Exercise your discretion to decide whether exclamation mark is appropriate in Russian translation in each particular case.

Standard phrases in error messages

These phrases commonly occur in error messages. When you translate 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.

English	Translation	English example	Russian translation
Can't ... Can't ...	Не удастся... Не может... Невозможно... Не можете... Please avoid translating can't as нельзя as it can sound rude	Can't configure ... Word can't open the document ... Can't divide by 0. You can't add another account.	Не удастся настроить... Word не может открыть документ... Деление на ноль невозможно. Вы не можете добавить еще одну учетную запись.
Failed to ... Failure of ... Could not ... Couldn't ... Unable to ...	Не удалось...	Could not activate help. Unable to configure ... The system was unable to install your device. Failed to create directory.	Не удалось вызвать справку. Не удалось настроить... Не удалось установить ваше устройство. Не удалось создать каталог.
... failed.	Сбой...	Remove operation failed.	Сбой удаления.
Do you want to ...	Вы хотите...	Do you want to convert this font to TrueType during installation?	Вы хотите преобразовать этот шрифт в формат TrueType при установке?
Are you sure you want to ...	Вы действительно хотите...	Are you sure you want to delete ...	Вы действительно хотите удалить...

... is not available ... is unavailable	Недоступен	The requested resources were not available.	Запрошенные ресурсы недоступны.
An error occurred while...	Произошла ошибка при...	An error occurred while formatting the media.	Произошла ошибка при форматировании носителя.
An error was detected ...	Обнаружена ошибка при...	An error was detected while accessing the program configuration.	Обнаружена ошибка при доступе к конфигурации программы.

Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate 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.

Examples:

%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."

Take the meaning of the placeholder into the account when translating strings; treat it as a usual noun, numeral etc. and move it into the relevant position to comply with the grammar rules:

US English	Russian target
%I64d%% CPU Usage	Использование ЦП: %I64d%%

Strings with number placeholders may require different grammatical forms of words in this string with different values of the placeholder. One of the following three options should be used:

- Change sentence structure so that it's grammatically correct with all possible values.

US English	Russian target
%1 folders are detected.	Обнаружено папок: %1.

- Use abbreviations.

US English	Russian target
%1 days left for activation.	На выполнение активации осталось %1 дн.

- Change the structure in such a way that the noun is in the genitive case (it has the same forms for all plural numbers):

US English	Russian target
Press the button for %1 seconds.	Нажимайте кнопку не менее %1 секунд.

Don't use forms like «Найдено %1 файл(-а, -ов)» or structures that will become grammatically incorrect with some possible values. For "years", translators should first try to find a grammatical structure that will always be valid. If it's not possible, "years" may be translated as «года» or «лет»—translators are encouraged to use most probable translation in each particular case.

4.6.2 Keys

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text (not in small caps). In Russian such references should be in all caps (except when the name is descriptive, such as клавиша Windows).

Example:

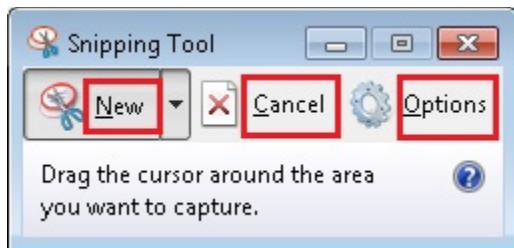
US English	Russian target
Press Alt + F.	Нажмите клавиши ALT+F3.

Use the following localized key names (other names are left in English):

US English	Russian target
Down Arrow	СТРЕЛКА ВНИЗ
Enter	ВВОД
Left Arrow	СТРЕЛКА ВЛЕВО
Right Arrow	СТРЕЛКА ВПРАВО
Spacebar	ПРОБЕЛ
Up Arrow	СТРЕЛКА ВВЕРХ
Windows key Windows logo key	клавиша Windows
Menu key	клавиша меню

4.6.3 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.



Whenever possible keyboard shortcuts should be assigned to Cyrillic letters or numbers not to Latin letters (so that users don't need to switch to non-Russian keyboard layout).

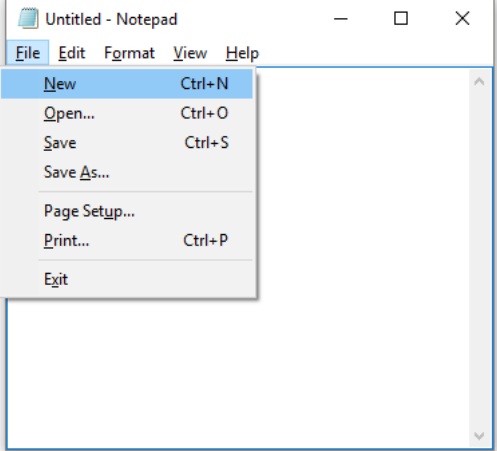
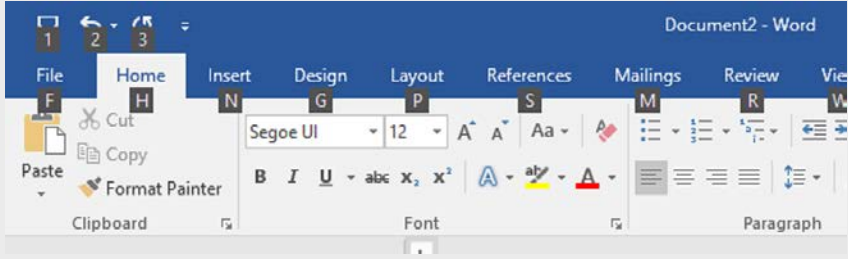
Currently keyboard shortcuts are often assigned automatically by a special tool, so be sure to ask your manager whether you need to pay attention to keyboard shortcuts or not.

When translating product help and other descriptive documents be sure to check the actual keyboard shortcuts for Russian apps with the real software or, if impossible, contact your project manager.

Keyboard shortcuts special options	Usage: is it allowed?	Notes
Characters with downstrokes, such as д, р, у, ф, ц, щ, Д, Л, Ш can be used as keyboard shortcuts.	no	A keyboard shortcut can be assigned to a character with a downstroke if there are no other options (i.e. all other character have keyboard shortcuts assigned to them).
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	
A number, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	
A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut.	no	
Duplicate keyboard shortcuts are allowed when no other character is available.	no	
No keyboard shortcut is assigned when no more characters are available (minor options only).	yes	

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

Term	Usage
access key	<p>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.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p>

	 <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
<p>key tip</p>	<p>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.</p> <p>Example: In UI localization Home`H</p> 
<p>shortcut key</p>	<p>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.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

4.6.4 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.

All arrow key names should be localized and capitalized, as described [above](#).

4.6.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

4.6.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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're not accessible on the screen.

When referring to shortcuts use *нажмите клавиши*, not *нажмите сочетание клавиш*. Key names in shortcuts should be separated with a plus sign without spaces (even if they have a different format in the source).

Standard shortcut keys

US command	US English shortcut key	Russian command	Russian shortcut key
General Windows shortcut keys			
Help window	F1	Окно справки	F1
Context-sensitive Help	Shift+F1	Контекстная справка	SHIFT+F1
Display pop-up menu	Shift+F10	Вывод всплывающего меню	SHIFT+F10
Cancel	Esc	Отмена	ESC
Activate\Deactivate menu bar mode	F10	Включение и отключение строки меню	F10
Switch to the next primary application	Alt+Tab	Переход к следующему основному приложению	ALT+TAB

US command	US English shortcut key	Russian command	Russian shortcut key
Display next window	Alt+Esc	Вывод следующего окна	ALT+ESC
Display pop-up menu for the window	Alt+Spacebar	Вывод всплывающего меню для окна	ALT+ПРОБЕЛ
Display pop-up menu for the active child window	Alt+-	Вывод всплывающего меню для активного дочернего окна	ALT+-
Display property sheet for current selection	Alt+Enter	Вывод страницы свойств для выбранного объекта	ALT+ВВОД
Close active application window	Alt+F4	Закрытие активного окна приложения	ALT+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Переход к следующему немодальному окну	ALT+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Помещение изображения активного окна в буфер обмена	ALT+PRINT SCREEN
Capture desktop image to the Clipboard	Prnt Scrn	Помещение изображения рабочего стола в буфер обмена	PRINT SCREEN
Access Start button in taskbar	Ctrl+Esc	Доступ к кнопке «Пуск» на панели задач	CTRL+ESC
Display next child window	Ctrl+F6	Вывод следующего дочернего окна	CTRL+F6
Display next tabbed pane	Ctrl+Tab	Переход к следующей области с вкладками	CTRL+TAB
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Запуск диспетчера задач и инициализация системы	CTRL+SHIFT+ESC

US command	US English shortcut key	Russian command	Russian shortcut key
File menu			
New	Ctrl+N	Создать	CTRL+N
Open	Ctrl+O	Открыть	CTRL+O
Close	Ctrl+F4	Заккрыть	CTRL+F4
Save	Ctrl+S	Сохранить	CTRL+S
Save as	F12	Сохранить как	F12
Print Preview	Ctrl+F2	Предварительный просмотр	CTRL+F2
Print	Ctrl+P	Печать	CTRL+P
Exit	Alt+F4	Выход	ALT+F4
Edit menu			
Undo	Ctrl+Z	Отменить	CTRL+Z
Repeat	Ctrl+Y	Повторить	CTRL+Y
Cut	Ctrl+X	Вырезать	CTRL+X
Copy	Ctrl+C	Копировать	CTRL+C
Paste	Ctrl+V	Вставить	CTRL+V
Delete	Ctrl+Backspace	Удалить	CTRL+BACKSPACE
Select All	Ctrl+A	Выделить все	CTRL+A
Find	Ctrl+F	Найти	CTRL+F
Replace	Ctrl+H	Заменить	CTRL+H
Go To	Ctrl+G	Перейти	CTRL+B

US command	US English shortcut key	Russian command	Russian shortcut key
Help menu			
Help	F1	Справка	F1
Font format			
Italic	Ctrl+I	Курсив	CTRL+I
Bold	Ctrl+B	Полужирный	CTRL+G
Underlined\Word underline	Ctrl+U	Подчеркивание/подчеркивание слов	CTRL+U
Large caps	Ctrl+Shift+A	Прописные	CTRL+SHIFT+A
Small caps	Ctrl+Shift+K	Малые прописные	CTRL+SHIFT+K
Paragraph format			
Centered	Ctrl+E	По центру	CTRL+E
Left aligned	Ctrl+L	По левому краю	CTRL+L
Right aligned	Ctrl+R	По правому краю	CTRL+R
Justified	Ctrl+J	По ширине	CTRL+J

4.6.7 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 a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Russian phonetic system if the original pronunciation sounds very awkward in Russian.

Example	Phonetics	Comment
SecurID	[sɪ'kjʊər aɪ di:]	
.NET	[dot net]	
Windows Server 2016		Pronounce "Windows" the English way, "server" the Russian way and "2016" as Russian words
Office Online		Pronounce as Russian words офис and онлайн
Skype	[skaɪp]	Pronounced as in English

Acronyms and abbreviations

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

Example	Phonetics	Comment
RADIUS	[радиус]	
RAS	[рас]	
ISA	[иса]	
MAPI	[мапи]	
URL		This is an exception and should be pronounced letter by letter in a Russian way: [ю-ар-эл].

Other abbreviations are pronounced letter by letter. Use the English letters names but adapt their pronunciation if needed:

Example	Phonetics
ICMP	[ай-си-эм-пи]
IP	[ай-пи]
TCP/IP	[ти-си-пи-ай-пи]
XML	[экс-эм-эль]
HTML	[ейч-ти-эм-эль]
SQL	[эс-кю-эль]

URLS

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

"www" should be pronounced as [три дабл-ю].

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

Example	Phonetics
http://www.microsoft.com/rus	[три дабл-ю майкрософт точка ком косая черта рус]

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

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 Russian approved translations.

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