

# Arabic 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 Arabic localization.

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

The style guide covers guidelines and recommendations for translating the Microsoft voice into Arabic 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](#).

Since Arabic is a rhetorical language where a variety of writing styles can be used to deliver the same meaning, this guide aims at standardizing the writing style in all Microsoft products and services following the Microsoft Arabic style.

## 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. لبنان مكتبة – الخطيب شفيق أحمد – الجديد والهندسية والفنية العلمية المصطلحات معجم

### **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 Arabic 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.

## Formality

Informal forms can only be found in local dialects of Arabic only. Modern Standard Arabic, which is used in the translation and understood by locals in all Arabic countries, contains formal forms that can't be avoided without endangering the text legibility for some Arabic countries. On the other hand, avoid addressing the user in an overall formal, stilted way.

A more formal approach is required in documents with legal content, such as The Privacy Policy, Terms and Conditions, etc.

### 2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are more appropriate and natural to Arabic 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 Arabic users. Sometimes, you may need to remove any unnecessary content.

English example	Arabic example
Users can change when new updates get installed.	يمكنك تغيير موعد تثبيت التحديثات الجديدة.

### 2.1.2 Word choice

## 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 short, simple words spoken in everyday conversations. In English, shorter words are 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 lightweight 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 "information" better fits the context. Use "info" when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use "computer" for situations about PCs and Macs. Don't switch between "PC" and "computer".
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> , see the section <a href="#">Pronouns</a> .

en-US source term	Arabic word	Arabic word usage
Do	افعل	Use the imperative form instead of using <i>قم</i> with the infinitive to indicate the imperative, whenever possible and appropriate. For example, you can say: <i>افتح التطبيق</i> instead of <i>قم بفتح التطبيق</i> .

Your	كاف الخطاب	Translating "Your," whenever mentioned in the source, as الخاص بك is not preferred in Arabic. Rather, it can be either translated in the first occurrence only (preferably as كاف الخطاب) or skipped, unless using thereof is required to differentiate between a number of things one of which belongs to you.
My	ياء المتكلم	For fluency, it'd be better to refer to the first person (singular) possession with ياء المتكلم instead of بي الخاص, for example: ملفاتي not الملفات الخاصة بي.

### 2.1.3 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 Arabic translation	Incorrect Arabic translation
You must be delivery focused and genuinely enjoy interacting and interviewing a high volume of candidates on a daily basis.	القدرة على تحقيق: المؤهلات الوظيفية نتائج ملموسة، وقوة المهارات الاجتماعية في التفاعل مع عدد كبير من المرشحين يوميًا وإجراء مقابلات معهم.	يجب أن يكون تركيزك على النتائج وأن تستمتع بإجراء مقابلات مع عدد كبير من المرشحين والتفاعل معهم يوميًا.
Explore help and how-to for Windows 10	استكشاف التعليمات والمقالات الإرشادية لنظام Windows 10	استكشاف التعليمات والكيفية لنظام Windows 10

### 2.1.4 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	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>

en-US word/phrase to avoid	Preferred en-US word/phrase
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

en-US source	Arabic word to avoid	Preferred Arabic word/phrase
Also	كذلك	أيضاً
Next	اللاحق	التالي
You can	يتسنى لك	يمكنك

## 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	Arabic target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	كلمة المرور غير صحيحة. لذا رجاء حاول مرة أخرى، فكلية المرور يجب أن تكون مطابقة لحالة الأحرف.	The user has entered an incorrect password so provide the user with a short and friendly message with an invitation to try again.
This product key didn't work. Please check it and try again.	مفتاح المنتج الذي أدخلته غير صحيح. رجاء تحقق منه ثم أعد المحاولة.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	كل شيء جاهز للاستخدام الآن!	Casual and short message to inform the user that setup has been completed, ready to start using the system.
Would you like to continue?	هل ترغب في المتابعة؟	Use 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.	اختر أي اسم تريده للكمبيوتر. وإذا كنت ترغب في تغيير لون الخلفية، أوقف تشغيل التباين العالي من إعدادات الكمبيوتر.	Address the user directly using the second person pronoun to take the necessary action.

## 2.2.2 Promote a feature

US English	Arabic 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.	تعتبر "كلمة المرور بصورة" وسيلة جديدة لمساعدتك في حماية الكمبيوتر الخاص بك المزود بشاشة تعمل باللمس. ما عليك سوى اختيار صورة والإيماءات التي تريد استخدامها معها للحصول على كلمة مرور فريدة تماماً.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this situation is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	استمتع بالحصول على أشياء تحمل طابعك الشخصي من خلال التطبيقات وفقاً لموقع الكمبيوتر الخاص بك واسمه وصورة الحساب ومعلومات المجال الأخرى.	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.

## 2.2.3 Provide how-to guidelines

US English	Arabic target	Explanation
To go back and save your work, select Cancel and finish what you need to.	للعودة للوراء وحفظ الأعمال التي تقوم بها، انقر فوق "إلغاء الأمر" وأتم عملك كما تريد.	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	لتأكيد كلمة المرور بصورة التي اخترتها، ما عليك سوى مشاهدة إعادة العرض وتتبع الإيماءات التي تظهر على الصورة كأمثلة.	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 support

US English	Arabic target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	تم تثبيت التحديثات، لكن يجب إعادة إعداد Windows 10 "تشغيل برنامج". حتى يتم تطبيق هذه التحديثات "10 وبعد إعادة التشغيل، سنواصل هذه الخطوات من حيث انتهينا.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any people using this PC could lose unsaved work.	إذا أعدت التشغيل الآن، فقد تفقد أنت وأي أشخاص آخرون يستخدمون هذا الكمبيوتر الأعمال التي لم يتم حفظها.	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.	سيتم نقل هذا المستند إلى المكتبة والمجلد الصحيحين تلقائياً بعد إصلاح الخصائص غير الصالحة أو المفقودة.	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.	حدثت مشكلة تتسبب في تعذر تحديد موقع الملفات التي تم تنزيلها لإنشاء المحمول القابل USB محرك أقراص للتشغيل.	Without complexity and using short sentences inform the user what has happened.

## 3 Language-specific standards

Information about Arabic-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

Although abbreviation is not applicable in Arabic, you may need to abbreviate words in UI (mainly buttons or option names) to save space. This can be done in the following ways:

List of common abbreviations:

Expression	Acceptable abbreviation
معلومات	م.
خيارات	خ.
تسجيل الدخول	ت. د.
إعادة المحاولة	إ. م.

You can use the common abbreviations for units of measures in Arabic.

Examples:

English	Arabic
km	كم
cm	سم
gm	جم
GB	GB

### 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).

Acronyms should be translated in the full form they stand for (For example: RAM should be translated as *العشوائي الوصول ذاكرة*). If there's no enough space to do, acronyms can be left in English.

### 3.1.3 Adjectives

In Arabic, adjectives follow nouns, unlike in English.

en-US source	Arabic target
Long name	اسم طويل

### 3.1.4 Articles

Since there are no indefinite articles in Arabic, stand-alone words in Arabic (for example, *ملف*) should be used to refer to words with indefinite articles in English, while *ال (الملف)* or genitive construction (*الكمبيوتر ملف*) should be used to refer to words with definite articles in English.

## General considerations

### Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in English as well as in Arabic. We treat them in this way:

Example:

en-US source	Arabic target
Microsoft Office	Microsoft Office

### Localized feature names

Translated feature names in Arabic should be highlighted using double or single quotes, especially if it appears within other text.

Example:

en-US source	Arabic target
Movie Maker	صانع الأفلام

## Articles for English borrowed terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Arabic language?
- Analogy: Is there an equivalent Arabic term whose article could be used?

- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Check the [Microsoft Language Portal](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

### 3.1.5 Capitalization

As there's no capitalization in Arabic, English capitalized words can be translated between quotations in order to highlight them.

Example:

en-US Source	Incorrect Arabic target	Correct Arabic target
To update your computer, select Update.	لتحديث الكمبيوتر، انقر فوق تحديث.	لتحديث الكمبيوتر، انقر فوق "تحديث".

### 3.1.6 Conjunctions

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

In Arabic, use of conjunctions, such as *و*, *ثم*, *من أن*, *مع*, *إن*, *حيث*, *أن*, *كما*, *ثم*, *و* etc. is preferred, provided that it's correctly used to compose a long sentence from short ones.

en-US source text	ar-SA old use of conjunctions	ar-SA new use of conjunctions
You've the administrator privileges. However, you can't change the file type.	تتمتع بامتيازات المسؤول. ومع ذلك، لا يمكنك تغيير نوع الملف.	مع أنك تتمتع بامتيازات المسؤول، إلا أنه لا يمكنك تغيير نوع الملف.
Create a new file. Copy the file to the computer.	أنشئ ملفاً جديداً. انسخ الملف على الكمبيوتر.	أنشئ ملفاً جديداً ثم انسخه على الكمبيوتر.
The folder has just been created in the required location. The folder is now available to use.	تم إنشاء المجلد في الموقع المطلوب. المجلد جاهز الآن للاستخدام.	تم إنشاء المجلد في الموقع المطلوب وهو الآن جاهز للاستخدام.

### 3.1.7 Diacritics (vowelization)

Arabic vowelization is not required in the documentation or the on-line assistance files except when a verb or a noun might cause some ambiguity like "قِيلَ و قِيلَ" and or be confusing if lacking a vowel.

The following diacritics ُ should appear at the end of a word in Arabic (قَلماً).

### 3.1.8 Gender

Due to the absence of an equivalent to "it" as a gender in Arabic, when the user points at an icon (which has the feminine gender in Arabic) or at a button (which has the masculine gender in Arabic), a messages that says: "Displays full pages as they will be printed" would leave you wondering whether to say "تعرض" or "يعرض". Therefore, and because we always seek a more direct and short way to translate these messages, we have opted for the use of the verbal noun "المصدر", for example, we can say "عرض" "الصفحات بأكملها أثناء طباعتها" as a translation for the above example.

### 3.1.9 Genitive

Genitive Construction: when there is an English word between the governed and governing word, it looks better to place the English after the Arabic ones. Like:

Incorrect usage	Correct usage
جداول Excel البيانية	الجداول البيانية لبرنامج Excel

Class Genitive Constructs *الفئات إلى الإضافة*: These differ in structure between English and Arabic. English uses a prepositioned singular form of the class word, while Arabic uses a postpositioned plural form of the same. Thus "Field Area" becomes *الحقول ناحية* and not *الحقل ناحية*. Singular is used in Arabic genitive construct when the genitive complement (إليه المضاف) is a function word, hence "Break area" becomes "الفصل ناحية", and "Add Print Wizard" should be *طباعة إضافة معالج*.

Genitive Conjunctive Constructs "إليه المضاف على العطف": This is a very common Anglicism in translation. In Arabic, the genitive complement is linked solely to its antecedent regardless of conjunctions. Two Arabic genitive complements, the second of which is a pronoun, are needed as equivalents to an English one, i.e. the correct translation of "Creating and Sending Reports" would be *إنشاء وإرسالها التقارير إنشاء* and not *التقارير وإرسال إنشاء*.

### 3.1.10 Hamza

**The Hamza:** *الهمزة* is a very sensitive issue in modern Arabic. What we are concerned about - assuming that you know the exact rules of "Hamza - is the writing of the "Hamza' on the "Alef" in the beginning of a word or a verb, which is more commonly known as *الكلمة همزة الوصل وهمزة القطع في بداية*.

همزة وصل				همزة قطع				الوزن
الأمر	المضارع	الماضي	المصدر	الأمر	المضارع	الماضي	المصدر	
أفعل	-	-	-	-	أفعل	أكلَ	أكل	ثلاثي
-	-	-	-	أدرج	أدرج	أدرَجَ	إدرج	رباعي
انفصل	-	انفصل	انفصال	-	أنفصل	-	-	خماسي
استخدم	-	استخدم	استخدام	-	أستخدم	-	-	سداسي

### 3.1.11 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism") opposite to the Arabic language where the intended meaning of the colloquialism in the source text is usually translated.

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

- Attempting to replace the source colloquialism with an Arabic colloquialism that fits the same meaning of the particular context is undesired, unless it's a perfect and natural fit for the context.
- If the English colloquialism has no fluent and natural counterpart in Arabic, translate the intended meaning of the English source (as opposed to literally translating the original colloquialism).

en-US source	Arabic target
All ready to go	كل شيء جاهز للاستخدام الآن!

### 3.1.12 Nouns

#### Plural formation

English plural is the equivalent of both the Arabic plural (جمع) and the Arabic dual (مثنى). A proper contextualization is needed for translating the occurrences of English plural.

Example: Spin Arrows are rather *أسهمان* and not *أسهم*.

### 3.1.13 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.

0, 1, and 2 in Arabic are not written in digits:

- 0 is removed: for example: "0 students" is translated as طلاب يوجد لا
- 1 is spelled out: 1 student = واحد طالب
- 2 is reflected in the dual form: 2 students = طالبان

All other numbers can be written in digits.

### 3.1.14 Pronouns

In Arabic, pronouns can be handled as follows:

ar-SA old user reference	ar-SA new user reference
يمكن للمستخدمين تغيير موعد تثبيت التحديثات الجديدة.	يمكنك تغيير موعد تثبيت التحديثات الجديدة.
إظهار إعلام عندما يحاول جهاز Bluetooth جديد الاتصال بالكمبيوتر	أخبرني عندما يحاول جهاز Bluetooth جديد الاتصال بالكمبيوتر.

### Possessive pronouns

Possessive pronouns are often used in English. However, we should avoid overusing them in Arabic. In fact, Arabic sounds more natural using the definite article, especially when the possessor is obvious.

Example:

English	Arabic
Double-click the Skype Name in your Contact List or the search result	انقر نقرًا مزدوجاً على اسم Skype في قائمة جهات الاتصال أو نتيجة البحث

### 3.1.15 Punctuation

Punctuations follow the same rules as of English, detailed as follows:

#### **Comma**

No space before, space after. Unlike in English, comma in Arabic is typed with a different set of keys (Shift + ن):

Example:

لإجراء محاولة أخرى، انقر فوق "إعادة المحاولة".

#### **Colon**

No space before, space after.

Example:

فيما يلي الخطوات التي ينبغي عليك إجراؤها:

#### **Dashes and hyphens**

Three different dash characters are used in English.

As for Arabic, it's preferable to use the Kashida character which resides on the shifted J key in Arabic instead of the normal dash on the keyboard due to the horizontal alignment of this character with the Arabic fonts.

#### **Ellipses (suspension points)**

Should be used like source.

Example:

يتم الآن تنزيل البرنامج...

#### **Period**

No space before, space after.

Example:

المستند جاهز الآن للطباعة. انقر فوق "طباعة".

## Quotation marks

Quotation marks are used to highlight UI items like button names.

Example:

US English	Arabic target
The File Menu	القائمة "ملف"

## Mirrored question mark

Unlike in English, a mirrored question mark should be used in Arabic.

Example:

هل ترغب في إعادة المحاولة؟

## Parentheses

Opening: Space before, no space after.

Closing: No space before, space after.

### 3.1.16 Symbols & nonbreaking spaces

Use nonbreaking spaces (CTRL+SHIFT+SPACEBAR) between words that should not separate onto different lines. You may use them in the following instances:

Between Part, Chapter, or Appendix and its number or letter.

Between a unit of measurement or currency, and the number that goes with it.

Between any items that should not be divided onto separate lines, such as product names "Microsoft Windows 10" and version numbers "Word 2016."

## Percentage

In Arabic don't leave a space between the number and the % sign. The % sign should be on the left side of the number.

English	Incorrect	Correct
50%	% 50	%50

### 3.1.17 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. Avoid future tense unless you're describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

In Arabic, the verb tense usage can be as follows:

US English source text	Arabic old use of tenses	Arabic new use of tenses
Once completing the registration form, you will need to enter your password.	وفور الانتهاء من ملء استمارة التسجيل، سوف يتعين عليك إدخال كلمة المرور.	ويتعين عليك إدخال كلمة المرور فور الانتهاء من ملء استمارة التسجيل.
If this error appears again, you will need to contact the network administrator.	في حالة حدوث هذا الخطأ مرة أخرى، ستحتاج إلى الاتصال بمسؤول الشبكة.	تحتاج إلى الاتصال بمسؤول الشبكة في حالة حدوث هذا الخطأ مرة أخرى.
After being granted the required administrator privileges, you will be able to change the file and folder properties as required.	بمجرد منحك امتيازات المسؤول المطلوبة، سيمكنك تغيير خصائص جميع الملفات والمجلدات التي ترغب في تغييرها.	يمكنك بمجرد منحك امتيازات المسؤول المطلوبة تغيير خصائص جميع الملفات والمجلدات التي ترغب في تغييرها.

### Passive constructions

Passive verbs in Arabic must be designated with a **ضمة ( ُ )** over the initial consonant to avoid ambiguity.

Arabic verbs that act on objects through prepositions are often used to translate impersonal passives in English.

Example:

English	Arabic
The problem was investigated.	بُحث في المسأ

## 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 Arabic, 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.

### 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 Applications, products, and features

Product and application names are often trademarked 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 be obtained [here](#).

#### Version numbers

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

For Arabic, handling version numbers depends on the context; if the context is in English, keep the same format as of the source (Arabic numbers with a period.) If the context is in Arabic, Hindi numbers with a comma should be used instead:

US English	Arabic target
Skype 4.2	Skype 4.2 الإصدار 4.2 من Skype

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

### 4.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is [here](#).

### 4.4 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.

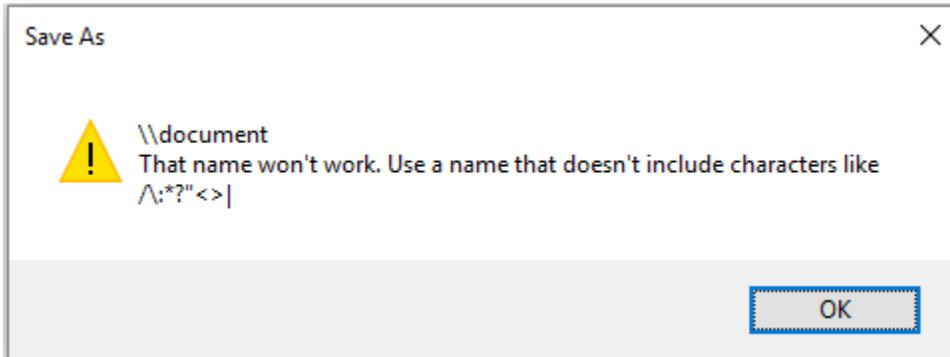
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

### 4.5 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, and other UI elements that should be consistently translated in the localized product.

## 4.5.1 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.

English term	Correct Arabic translation
Oops, that can't be blank...	لا يمكن ترك هذا الحقل فارغاً...
Not enough memory to process this command.	لا توجد مساحة ذاكرة كافية لتنفيذ هذا الأمر.

### Arabic 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.

### 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.

Examples:

English	Translation	Example
Can't ... Could not ...	تعذر	تعذر حذف الملف.
Failed to ... Failure of ...	فشل	فشل حذف الملف.
Can't find ... Could not find ... Unable to find ... Unable to locate ...	تعذر العثور	تعذر العثور على الملف.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	الذاكرة غير كافية	الذاكرة غير كافية.
... is not available ... is unavailable	غير متوفر	... غير متوفر.

### Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate what will replace the placeholder. This is necessary to get a grammatically and linguistically correct sentence 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."

## 4.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

The keyboard is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

Due to the absence of keyboards, and stickers, that have all of the function keys in Arabic, the general rule has been to:

- Keep all the keys in English when they are listed as an action to be done or an instruction to be followed, when directly concerning the user interface.
- Translate them when they occur in a narrative or explanatory manner.

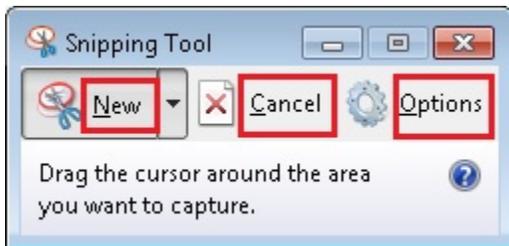
### Key names

English key name	Arabic key name
Alt	Alt
Backspace	مسافة للخلف
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	سهم لأسفل
End	End
Enter	Enter
Esc	Esc
Home	Home

English key name	Arabic key name
Insert	Insert
Left Arrow	سهم لليسار
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	سهم لليمين
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	مسافة
Tab	Tab
Up Arrow	سهم لأعلى
Windows key	Windows key
Print Screen	Print Screen
Menu Key	Menu Key

### 4.5.3 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.



The ampersand (&) is used in the localization of software to designate keyboard shortcuts. A keyboard shortcut is the character that appears underlined on a menu or inside a dialog box.

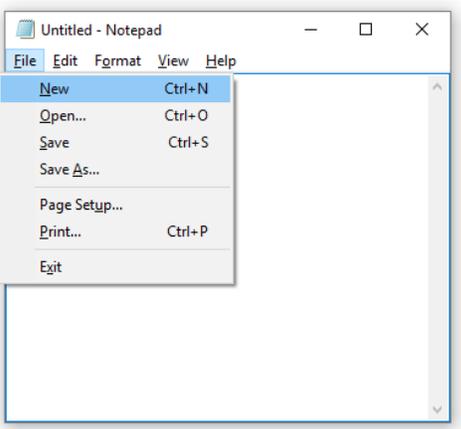
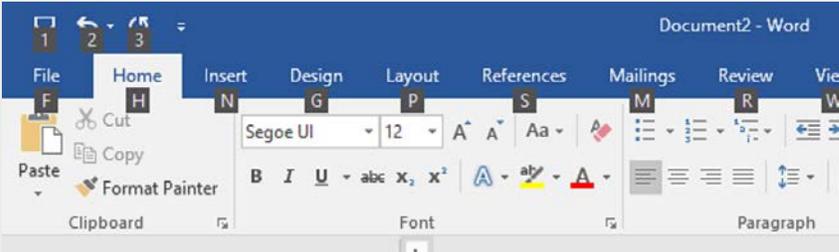
The general rule is that the keyboard shortcuts should be clearly visible to the user. So it's very important to avoid – whenever possible – using the ampersand on ligatures to designate a keyboard shortcut. This means avoiding the "alef with hamza," for example.

Where the keyboard shortcuts have already been established for commonly used commands such as the File menu, for example, and all its menu commands, the keyboard shortcuts must always remain the same—whenever possible—in all Microsoft products.

- Avoid using & on English abbreviation unless it's necessary (for example, &TCP/IP), where there is no Arabic alternative or would result in duplication.
- Avoid assigning a keyboard shortcut to the letter **á** as the shift key must be used to write it, which contradicts with the shift key needed to assign the keyboard shortcut. Also, avoid assigning keyboard shortcuts to following characters: **و**, **ي**, **ب**, **ج**, **ر**, **ز** and **ذ** as such don't appear properly with keyboard shortcuts assigned to them.
- Avoid using the & with Alef with Hamza under; for example; **إبراج &**

Sometimes the English uses && representing the meaning of And. This should be replaced with "و."

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

Term	Usage
<p><b>access key</b></p>	<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&amp;ome</p>  <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
<p><b>key tip</b></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><b>shortcut key</b></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>

#### 4.5.4 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.

#### 4.5.5 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.

#### 4.5.6 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 are not accessible on the screen.

#### Standard shortcut keys

US command	US English shortcut key	Arabic command	Arabic shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	نافذة التعليمات	F1
Context-sensitive Help	Shift+F1	التعليمات التي تظهر حسب السياق	Shift+F1
Display pop-up menu	Shift+F10	عرض القائمة المنبثقة	Shift+F10
Cancel	Esc	إلغاء الأمر	Esc
Activate\Deactivate menu bar mode	F10	شريط وضع تنشيط إلغاء/تنشيط القوائم	F10
Switch to the next primary application	Alt+Tab	التبديل إلى التطبيق الأساسي التالي	Alt+Tab

US command	US English shortcut key	Arabic command	Arabic shortcut key
Display next window	Alt+Esc	عرض النافذة التالية	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	عرض القائمة المنبثقة للنافذة	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	عرض القائمة المنبثقة للنافذة الفرعية النشطة	Alt+-
Display property sheet for current selection	Alt+Enter	عرض ورقة الخصائص للتحديد التالي	Alt+Enter
Close active application window	Alt+F4	إغلاق نافذة التطبيق النشط	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	التبديل إلى الإطار التالي ضمن التطبيق	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	التقاط صورة للنافذة النشطة في الحافظة	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	التقاط صورة للنافذة النشطة في الحافظة	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	الوصول إلى الزر "ابدأ" في شريط المهام	Ctrl+Esc
Display next child window	Ctrl+F6	عرض النافذة الفرعية التالية	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	عرض الجزء المبوب التالي	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	تشغيل "إدارة المهام" وتهيئة النظام	Ctrl+Shift+Esc
<b>File menu</b>			
File New	Ctrl+N	ملف جديد	Ctrl+N
File Open	Ctrl+O	فتح ملف	Ctrl+O
File Close	Ctrl+F4	إغلاق ملف	Ctrl+F4

US command	US English shortcut key	Arabic command	Arabic shortcut key
File Save	Ctrl+S	حفظ	Ctrl+S
File Save as	F12	حفظ باسم	F12
File Print Preview	Ctrl+F2	معاينة الطباعة	Ctrl+F2
File Print	Ctrl+P	طباعة	Ctrl+P
File Exit	Alt+F4	إنهاء	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	تراجع	Ctrl+Z
Edit Repeat	Ctrl+Y	تكرار	Ctrl+Y
Edit Cut	Ctrl+X	قص	Ctrl+X
Edit Copy	Ctrl+C	نسخ	Ctrl+C
Edit Paste	Ctrl+V	لصق	Ctrl+V
Edit Delete	Ctrl+Backspace	حذف	Ctrl+Backspace
Edit Select All	Ctrl+A	تحديد الكل	Ctrl+A
Edit Find	Ctrl+F	بحث	Ctrl+F
Edit Replace	Ctrl+H	استبدال	Ctrl+H
Edit Go To	Ctrl+G	انتقال إلى	Ctrl+G
<b>Help menu</b>			
Help	F1	تعليمات	F1
<b>Font format</b>			
Italic	Ctrl+I	مائل	Ctrl+I
Bold	Ctrl+B	غامق	Ctrl+B
Underlined\Word underline	Ctrl+U	تسطير	Ctrl+U

US command	US English shortcut key	Arabic command	Arabic shortcut key
Large caps	Ctrl+Shift+A	حرف كبير	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	حرف صغير	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	توسيط	Ctrl+E
Left aligned	Ctrl+L	محاذاة للييسار	Ctrl+L
Right aligned	Ctrl+R	محاذاة للييمين	Ctrl+R
Justified	Ctrl+J	ضبط	Ctrl+J

#### 4.5.7 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.

Example	Arabic pronunciation
SecurID	سيكيور آي دي
.NET	دوت نت

##### Acronyms and abbreviations

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

**English words and acronyms are pronounced in Arabic the same way they are in English.**

Example	Arabic pronunciation
RADIUS	رِديوس
RAS	راس
SQL	سكوال
LAN	لان
WAN	وان
WAP	واب
MAPI	مابي
POP	بوب
OWA	أوا

Other abbreviations are pronounced letter by letter.

Example	Arabic pronunciation
ICMP	آي سي إم بي
IP	آي بي
TCP/IP	آي بي/تي سي بي
XML	إكس إم إل
HTML	إتش تي إم إل
URL	يو آر إل
ISA	آي زي هـ

## URLS

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

"www" should be pronounced as WWW.

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

### **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 English approved translations.

### **Treatment of code and variables (%s and %d)**

Some of the jobs that are sent for translation in HTML or XLS format often include code and variables, which should be included in the translations without being modified.

<b>Example</b>	<b>Comment</b>
Zone %s1	"%s1" will be replaced with different pricing zones by Skype engineers.
Your fax to {fax_recipient} was successfully sent!	"{fax_recipient}" should not be translated and should be placed in the right spot in the target language.
I agree with B3G's {LINK_START}Terms of Service{LINK_END}.	"{LINK_START}Terms of Service{LINK_END}" should be placed as a unit in the right spot in the target language and the words in the link, "Terms of Service" in this instance, should be translated in most cases. Remember that there should not be a space between the starting link tag and the translated link text.

If you notice a variable that may cause confusion in relation to gender and/or number in any given string, consult with the project manager in charge of the job.

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