

# WINDOWS PHONE

## STYLE GUIDE FOR CZECH

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## 1. Goals of This Guide

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

There are 4 main focus areas in this guide:

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

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

## 2. The Windows Phone Voice

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

### *Genuine*

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

### *Spirited*

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

### *Balanced*

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

### *Supportive*

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

## 3. Language-Specific Guidelines

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### 3.1. General Tone & Voice—Share the Message

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

To make the localized version appropriate to these users, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content. Avoid using colloquial language, and stick to a professional tone, yet with a hint of friendliness and helpfulness.

### 3.2. Style—Help Deliver the Voice

The style is direct and personal.

The style should not be too formal, but it should be professional and polite. Don't use the informal address (second person singular); use the formal address (second person plural). The only exception to this rule may be strings which refer directly to a user under the age of 18. The language should be modern, but slang should be avoided.

The first person plural is localized as first person plural. The goal is to create a personal connection between the phone and the user and this is achieved by using the personal pronoun "my" whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

#### Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Teď vám pomůžeme s dokončením několika nastavení.	You can use e.g. "...dokončit několik nastavení" but keep the translation personal using the first person plural.

The ampersand character (“&”) is localized as the preposition “and” (a). The plus symbol (“+”) remains unchanged, without spaces around it to save space, the capitalization is preserved from the source (hudba+videa).

Abbreviations like “sync” or “app” are not used.

### 3.2.1. Product Names

Windows Phone, unlike other Microsoft products, is not following the Modern voice guidelines in this respect, i.e. product names are not declined. Descriptor can be used where necessary/applicable.

## 3.3. Usage—Sound Natural

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

### Example:

EN US Source	Translation
You're already using your Xbox Music Pass on the maximum number of devices. To use it on this phone, go to xbox.com and, in your account settings, remove a device. Then restart your phone and try again.	Předplatné Xbox Music Pass již využíváte na maximálním počtu zařízení. Chcete-li ho používat v tomto telefonu, přejděte na web Xbox, přihlaste se a odeberte zařízení v nastavení účtu. Pak telefon restartujte a zkuste to znovu.

- Short sentences are easy to read.
- Context comes first: screen design can influence word choice, sentence length, punctuation, etc.

### Examples:

EN US Source	Incorrect Translation	Correct Translation
You don't have a connection at the moment. Tap Try Again to reconnect, or tap Cancel to set	V tuto chvíli nejste připojeni. Klepnutím na Zkusit znovu se zkuste znovu připojit nebo	V tuto chvíli nejste připojeni. Klepnutím na Zkusit znovu se zkuste znovu připojit. Pokud

up your account later.	pokud chcete účet nastavit později, klepněte na Storno.	chcete účet nastavit později, klepněte na Storno.
top artists	nejoblíbenější umělci (too long)	oblíbení umělci

### 3.4. Terminology—Be Consistent

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

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

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

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

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

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

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



## Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Nebylo možné najít shodu. Chcete-li získat jiné výsledky, <b>přejděte</b> doleva nebo doprava nebo zkuste zadat jiný hledaný termín.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a <b>range</b> have a value.	Spočítá, kolik buněk v <b>oblasti</b> obsahuje hodnotu.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Inteligentní data	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

### 3.4.1. Naming Guidelines and Trademark Requirements

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

## 3.5. Handling Fictitious Content

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

### [Someone@example.com](#)

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

### 3.6. Measurements

The EN US source contains measurements in strings such as:

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

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

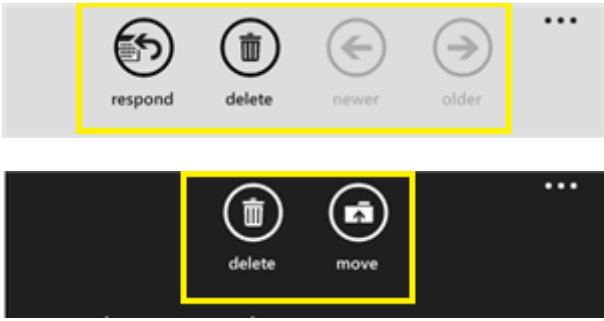
The unit "KB" (kilobyte) should be translated as "kB" with the letter "k" in lowercase.

## 4. Windows Phone UI Localization Guidelines

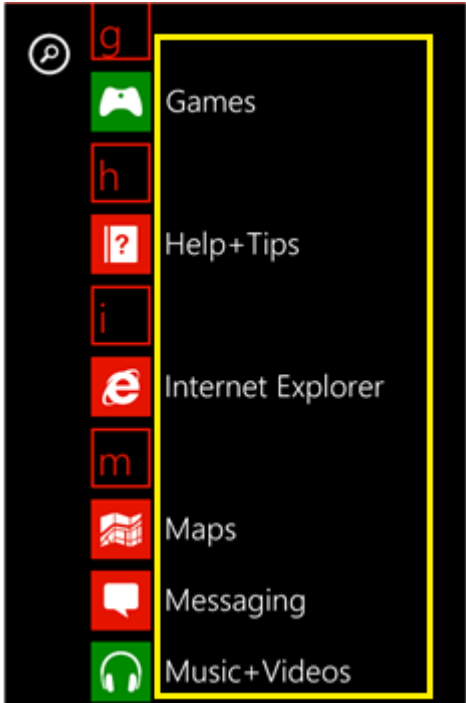
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

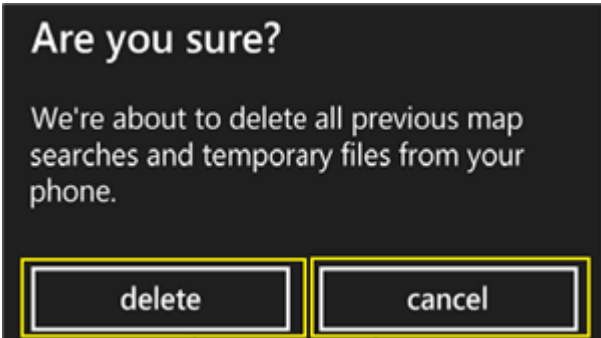
App bar icon	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 2</p> <p>Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line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

### 4.1.2. App List Item

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

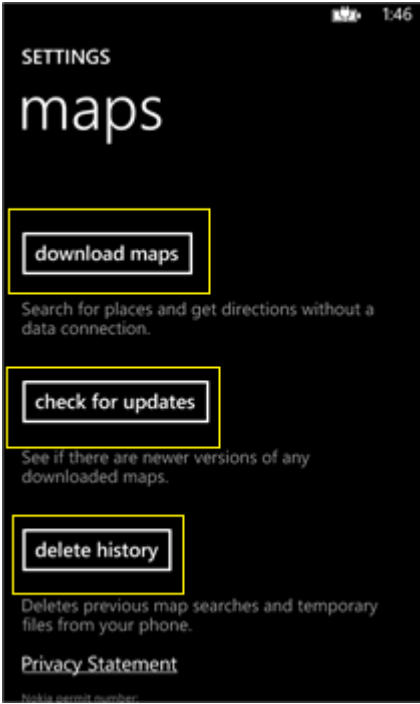
### 4.1.3. Buttons

#### 4.1.3.1. Dialog Button

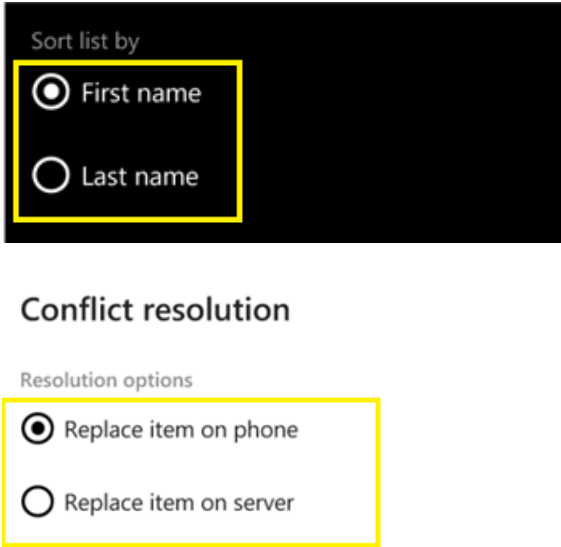
Dialog button	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using infinitives and labels represented by nouns using nouns.</p>

	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs: delete - odstranit</li> <li>- Labels represented by nouns: store - store</li> </ul>
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#### 4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using infinitives and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs: check for updates - zkontrolavat aktualizace</li> <li>- Labels represented by nouns: suggestions - návrhy</li> </ul>

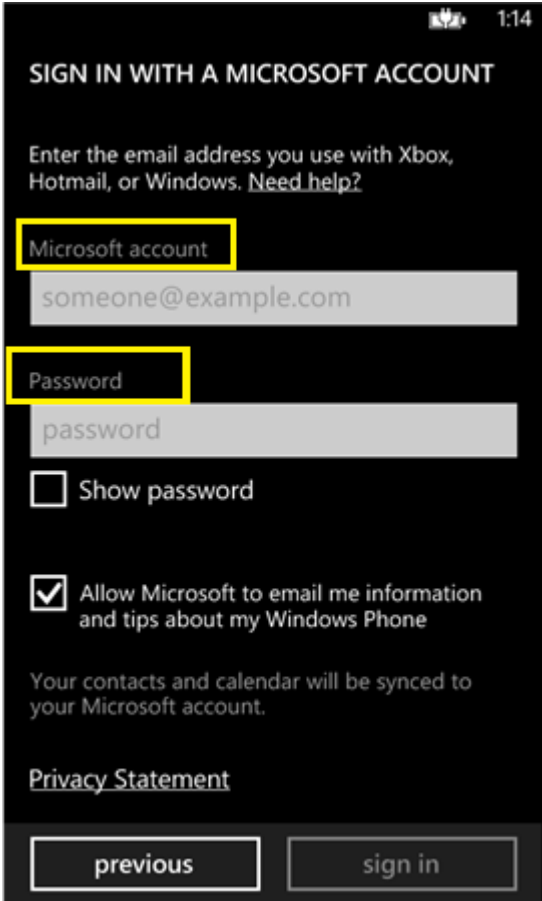
#### 4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p>Conflict resolution</p> <p>Resolution options</p> <p><input checked="" type="radio"/> Replace item on phone</p> <p><input type="radio"/> Replace item on server</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:</p> <p>First name - Jméno</p> <p>When the radio button starts with a verb, use infinitive. Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone – Nahradit položku v telefonu</p>

#### 4.1.4. Check Box Label

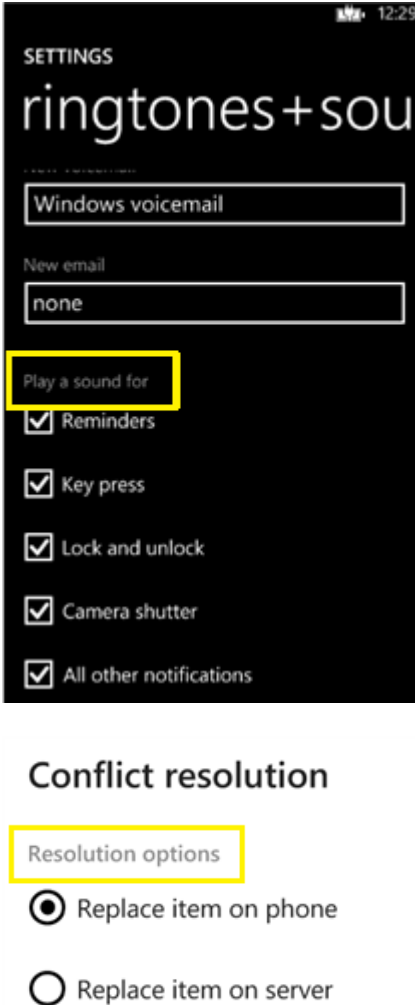
Check box label	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use infinitive. Follow source punctuation.</p> <p>Example:</p> <p>Use Speech when the phone is locked - Používat funkci Řeč v zamčeném telefonu</p>

#### 4.1.5. Edit Box Label

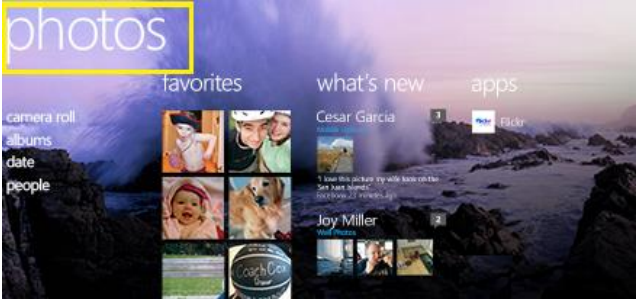
Edit box label	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box.</p> <p>Example:</p> <p>Password - Heslo</p>



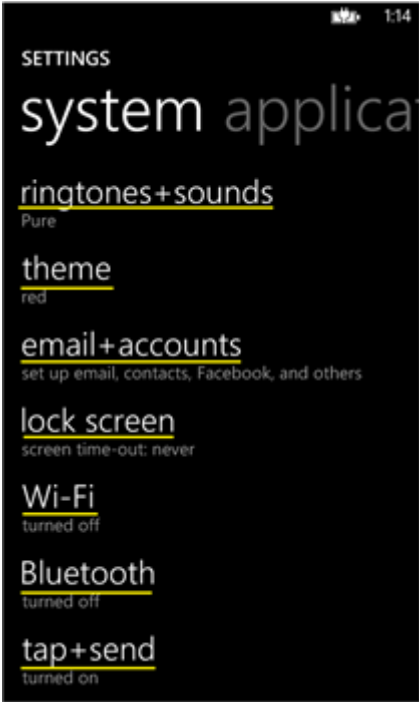
#### 4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows the Windows Phone Settings app. The title bar at the top says 'SETTINGS' and 'ringtones+sound'. Below it, there are two input fields: 'Windows voicemail' and 'New email' with the value 'none'. A yellow box highlights the text 'Play a sound for' which is followed by a list of notification types with checkboxes: Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. Below this, the section 'Conflict resolution' is shown, with a yellow box highlighting the text 'Resolution options' followed by two radio button options: 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using infinitive.</p> <p>Examples</p> <p>Play a sound for - Přehrávat zvuk pro</p> <p>When the group label consists of a noun, use noun.</p> <p>Example:</p> <p>Resolution options - Možnosti řešení</p>

#### 4.1.7. Hub Title


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

#### 4.1.8. List Item in Settings

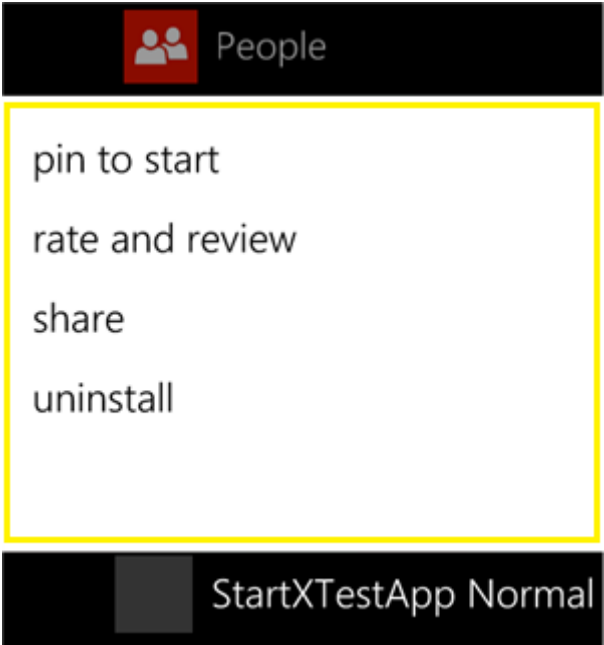
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No</p> <p>Number of lines allowed: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

#### 4.1.9. Menu Items

##### 4.1.9.1. Application Menu Item

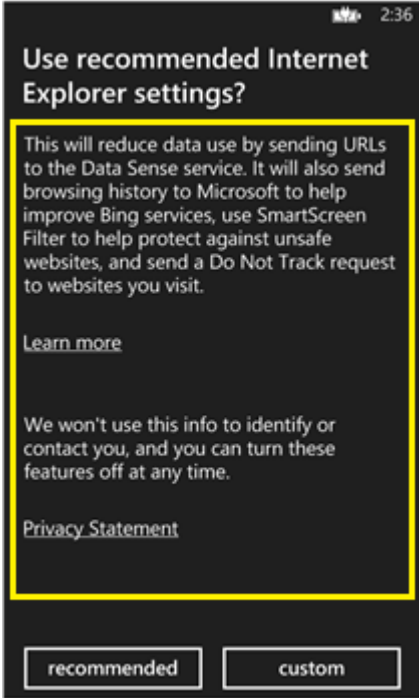
Application menu item	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using infinitive.</p> <p>Examples: mark as unread - označit jako nepřečtené</p>

#### 4.1.9.2. Context Menu Item

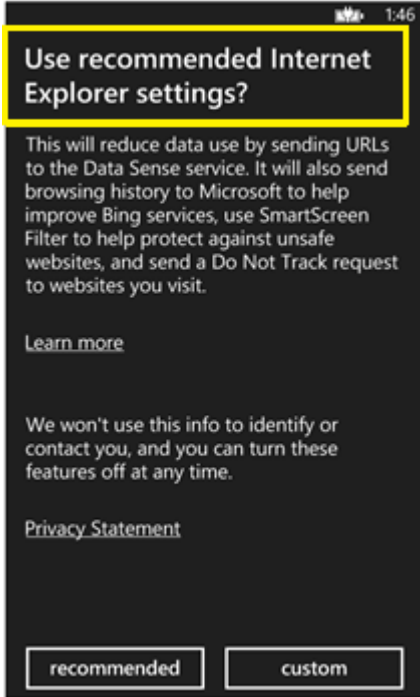
Context menu item	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using infinitive.</p> <p>Example:</p> <p>rate and review - ohodnotit a napsat recenzi</p>

## 4.1.10. Message Box


### 4.1.10.1. Message Box Body

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

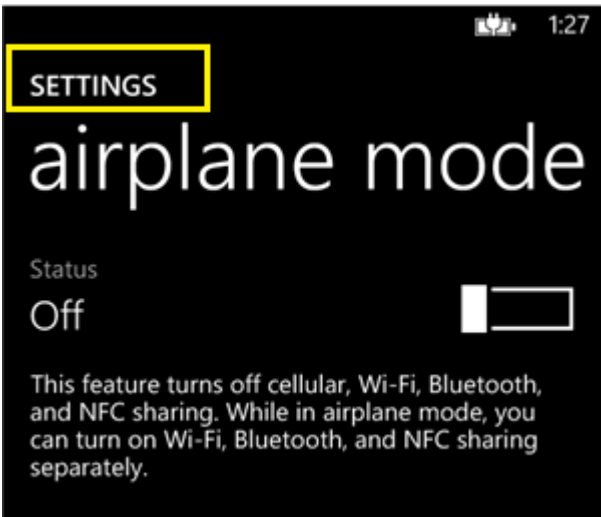
#### 4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 2</p> <p>Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use the second person plural verb "Chcete" to form a full question.</p> <p>Example:</p> <p>Use recommended Internet Explorer settings?</p> <p>- Chcete použít doporučené nastavení Internet Exploreru?</p>


#### 4.1.11. Notification Toast

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

#### 4.1.12. Page Title

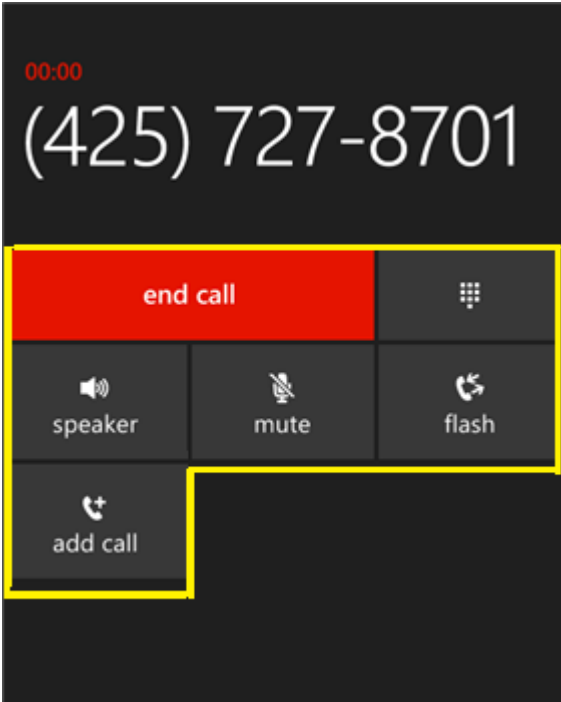
Page title	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All caps</p> <p>Example:</p> <p>SETTINGS - NASTAVENÍ</p>

#### 4.1.13. Pane Section Title

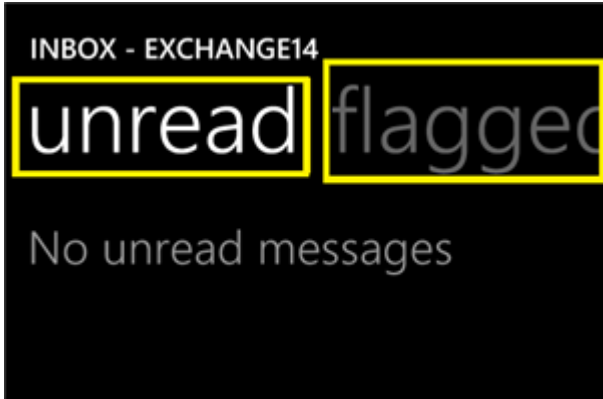
Pane section title	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation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



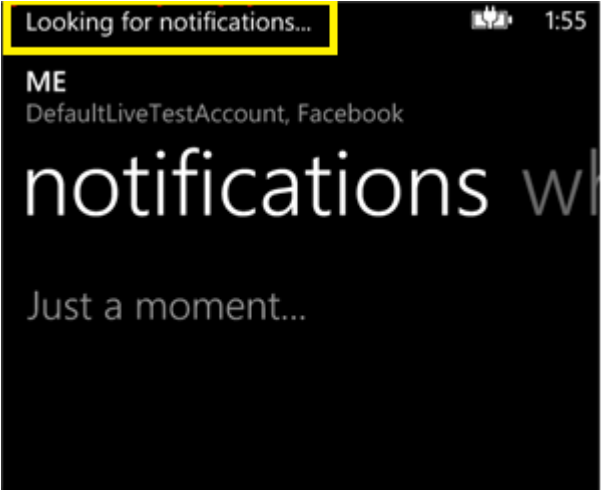
#### 4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 2</p> <p>Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as noun.</p> <p>Example: speaker - hlasitý poslech</p> <p>If the source phone control label contains a verbal form, translate using infinitive.</p> <p>Example:</p> <p>add call – přidat hovor</p>


#### 4.1.15. Pivot Item

Pivot item	Guidelines
 A screenshot of an email inbox header on a dark background. At the top, it says 'INBOX - EXCHANGE14'. Below that, the words 'unread' and 'flagged' are displayed in a large, white, sans-serif font. The word 'unread' is enclosed in a yellow rectangular box, and the word 'flagged' is also enclosed in a yellow rectangular box. Below these words, the text 'No unread messages' is visible in a smaller, lighter font.	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen.</p> <p>Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example:</p> <p>unread - nepřečteno</p>


#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the first person singular (indicative mode) and keep the ellipsis.</p> <p>Example:</p> <p>Looking for notifications... - Hledám oznámení...</p>

#### 4.1.17. Text Box

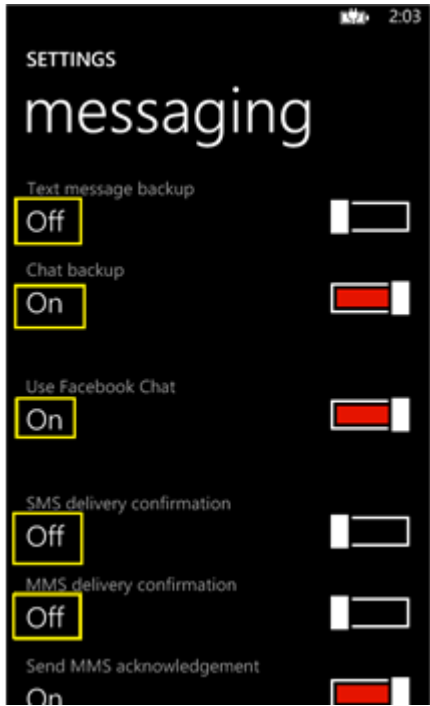
Text box	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.</p> <p>Translate using imperative.</p> <p>Example:</p> <p>type a message - napište zprávu</p>

#### 4.1.18. Tile Label

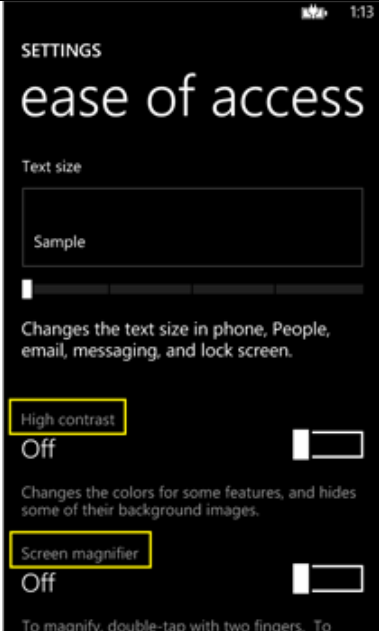
Tile label	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:</p> <p>Photos – Fotky</p> <p>People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

## 4.1.19. Toggle Switch

### 4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using the passive participle in neuter gender.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on (no differences in gender or number, one form for all cases).</p> <p>Examples:</p> <p>On – Zapnuto</p> <p>Off – Vypnuto</p>

#### 4.1.19.2. *Toggle Switch Title*

Toggle switch title	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Example:</p> <p>High contrast – Vysoký kontrast</p>

**Note:** Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the CaseError!](#)  
[Reference source not found.](#)

## 4.2. How to Translate References to UI Elements

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

Example:

Source

Try another ID, or tap Show Available IDs to see some suggestions.

### Description

The string above makes a reference to the “Show available IDs” UI options. In the EN US source, UI options are usually in all lowercase when appearing on their own; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e. the 1<sup>st</sup> letter of each word is capitalized. This is why in the source example above “Show Available IDs” appears in title casing.

### Translation Strategy

For Czech, references to UI elements within UI strings should be translated using sentence case (only the first letter is capitalized). As a result, the translation of the source string in the example above would be as follows.

### Translation

Zkuste zadat jiné nebo zobrazte několik návrhů klepnutím na možnost Zobrazit dostupná ID.

## 4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design.

Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

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

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

**Example:**

Control—Label with Title1Style



#### 4.4. Capitalization—Mind the Case

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

**Lowercase:**

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

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

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)



- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)
- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.
- Sometimes an English source in lowercase without full-stop is localized as a sentence—then it starts with uppercase and has a full-stop.

### **Sentence case:**

Please always follow source capitalization when sentence case is applied.

### **Title case:**

The following UI elements appear in title case in the English source:

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

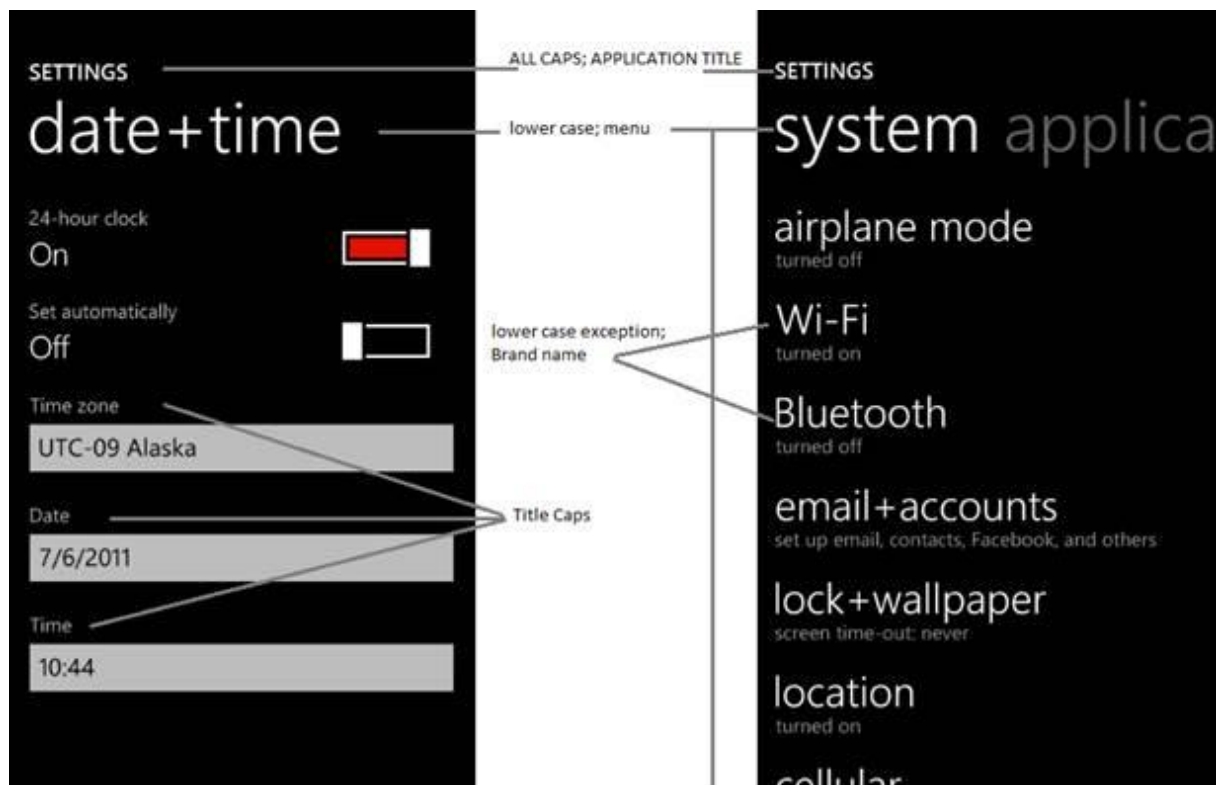
In Czech, only proper nouns appear in title case, otherwise only the first letter is capitalized.

### **ALL CAPS:**

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

### Example:



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

#### 4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Items such as interjections should be localized in a way that sounds natural, it's not necessary to put a Czech equivalent in every place, it can be omitted and

expressed in the preceding or following text by different means. Context is crucial for choosing the right expression.

**Examples:**

EN US Source	Incorrect Translation	Correct Translation
Oops!	Ups!	Došlo k chybě. Jejda. No teda. (nothing) No tak vypadá to , že ... (if a sentence follows)
All done!	Všechno hotovo!	A je hotovo. Vše je hotové.

#### 4.6. Punctuation—Divide and Conquer

- Do not use abbreviations!
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.
- Quotes should be avoided globally, but sometimes they may be necessary, e.g. when referring to a long title in a sentence where it would not be clear where the title ends, i.e. to demarcate the title from the rest of the sentence.
- Use a full-stop to end sentences, regardless of the source punctuation. Omit the full-stop in non-sentences.

**Examples:**

EN US Source	Translation	Comments
Can't pin	Nelze připnout.	Full-stop added
Invited you to a voice chat!	Vás zve k hlasovému chatu.	Exclamation mark not necessary
No results.	Žádný výsledek	No full-stop

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

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

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

### Examples:

EN US Source	Incorrect Translation	Correct Translation
top albums	nejoblíbenější alba	alba (to avoid abbreviation, the original translation is too long; where space permits, "nejoblíbenější alba" is correct)
To turn off the feature, tap Settings and clear the check box.	Pro vypnutí funkce klepněte na možnost Nastavení a vymažte příslušné políčko.	Chcete-li funkci vypnout, klepněte na možnost Nastavení a zrušte zaškrtnutí příslušného políčka.
Are you sure you want to erase all your personal content from your phone?	Jste si jisti, že chcete smazat celý osobní obsah z vašeho telefonu?	Opravdu chcete vymazat veškerý osobní obsah z telefonu?

## 4.8. Handling Input from External Stakeholders

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

## 5. Windowsphone.com

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Please explore the already published windowsphone.com pages for Czech at the following location: <http://www.microsoft.com/windowsphone/cs-cz/default.aspx>.

### 5.1. General

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

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

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

## 5.2. Terminology

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

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

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

Other aspects to take into account:

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

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

## 5.3. Elements Specific to Windowsphone.com

### 5.3.1. Image Captions

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

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

Only the highlighted text is translatable:

```
<http:inlineImage href="/global/windowsphone/en-  
ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="ikona  
Oblíbené"/>.
```

### 5.3.2. Topic Titles

Topic titles are very difficult to localize since the flow of information in this type of text is different from Czech and a unified style is virtually impossible to apply. Usually a noun phrase works, but a verbal phrase can sometimes do as well.

Topic title in English	Context	Czech
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Use nouns:</p> <p>Pořizování, úpravy a sdílení fotek a videí</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More &gt; Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at: start a text, then tap More &gt; Attach &gt; My location.</p>	<p>Use nouns:</p> <p>Vytváření a sdílení</p>

### 5.3.3. References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Czech, references to UI options should be localized using a descriptive noun and sentence casing for the UI element (only the first letter is capitalized).



### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Chcete-li zavěsit, klepněte na možnost <b>Ukončit hovor</b> .	Bold text is achieved via tags in translation files.
On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	Z úvodní obrazovky přejděte přesunutím zobrazení doleva do seznamu <b>Aplikace</b> a klepněte na ikonu <b>Nastavení</b> . Potom klepněte na možnost <b>E-mail+účty</b> .	There is no bold counterpart in Czech, since Start is localized as a general word "úvodní obrazovka". There are no spaces around + since they are not present in the real software in Windows Phone. All UI elements are sentence capitalized.

## 5.4. Sample Translations of Windowsphone.com Texts

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

### 5.4.1. Marketing Text

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

Připněte si dlaždice Live Tile, které chcete, a lup! Už máte vše důležité, aktualizované v reálném čase, přímo na úvodní obrazovce. Můžete si připnout osoby, aplikace, písničky, webové stránky, trasy, hry, fotky, dokumenty a další položky. Pouze Windows Phone má dlaždice Live Tile a pouze Windows Phone vám umožňuje připínat cokoli, co máte rádi.



#### 5.4.2. Help and How-to Text

##### EN US Source

### What song is this?

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

### To search for recorded music that's playing

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

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

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

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



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

##### Czech Translation

## Co je to za skladbu?

Skladba, kterou slyšíte v rádiu nebo když jste na cestách, nemusí již být tajemstvím. Pomocí Windows Phone můžete vyhledat právě hrající hudbu, abyste o ní zjistili více informací – název, jméno umělce, název alba a možnosti jejího poslechu nebo nákupu.

### Vyhledání právě přehrávané hudební nahrávky

1. Stiskněte na telefonu tlačítko Hledat .
2. Během přehrávání hudby podržte telefon tak, abyste hudbu zřetelně slyšeli, a poté klepněte na ikonu Hudba .

Po naskenování se u skladeb, které byly rozpoznány, zobrazí název skladby, jméno interpreta a název a obrázek alba.

3. Chcete-li skladbu najít na webu Marketplace, klepněte na položku Marketplace.

Na stránkách Marketplace si můžete poslechnout ukázky této skladby a ostatních z daného alba a pokud se vám budou líbit, můžete si je koupit.

Máte-li předplatné Zune Music Pass a na webu Zune Marketplace je tato skladba k dispozici, můžete si ji (stejně jako další skladby z daného alba) poslechnout celou a případně stáhnout. Další informace naleznete v tématu [Získání hudby, videí a podcastů ze stránek Marketplace](#).

## 5.5. Fine-Tuning during Editing/Screen Review

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

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products UI options.

- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice staples into your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.