

WINDOWS PHONE

STYLE GUIDE FOR FRENCH - CANADIAN

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1. Goals of This Guide

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

There are 4 main focus areas in this guide:

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

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

2. The Windows Phone Voice

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

Genuine

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

Spirited

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

Balanced

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

Supportive

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

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

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

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content. As the target user is not a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

3.2. Style—Help Deliver the Voice

The style is direct and personal.

Tu/Vous. Use the formal "vous" instead of "tu", because professionals in their thirties are not likely to want to see "tu" in their mobile applications and they don't want to be treated as clients in a store where the salesperson always uses "tu". The only time when "tu" should be used would be in strings addressing children or teens as they never use "vous".

Je/Nous. For the same reason, make the phone speak as "nous" instead of "je", which might sound too childish.

In keeping with the goal of creating a personal connection between the phone and the user, use the personal pronoun "nous" 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.	Nous allons maintenant vous aider à finir de configurer certains paramètres.	"We" is translated as "nous": the system addresses the user.

Where references to social networks contents are made, follow the style of the source more closely, even if it sounds rather colloquial in order to make the interface more intimate, expressive and spontaneous.

The plus sign (“+”) is used frequently as a linking element in the UI and in terminology for features, apps and functionalities consisting of two components or steps. The plus sign is part of the Windows Phone UI design language and should be kept in the translation. Please don't surround it with spaces.

Examples:

EN US Source	Translation
language+region	langue+région
apps+games	applis+jeux

3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, active voice should be used instead of passive. This will also help avoid redundancy and improve the fluency of the text. Use the language that people use. Be straightforward and concise, avoid redundancy. Avoid slang and be careful with colloquialisms. Make the complicated uncomplicated without oversimplifying: focus on essentials.

For instance, in order to lighten the translation, avoid the use of "Veuillez..." Instead, use the verb describing the action in imperative form.

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 (e.g. Microsoft Tellme). In any case, it is extremely important to always confirm localizability of any such items with the project team.

Examples:

EN US Source	Translation	Comment
We couldn't find a match. Flick left or right for other results, or try a different search term.	Aucune correspondance. Faites glisser vers la gauche ou la droite pour voir d'autres résultats, ou essayez un autre terme de recherche.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a range have a value.	Dénombrer les cellules d'une plage qui contiennent une valeur.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Microsoft Tellme	Microsoft Tellme	This is a Windows Phone specific feature, non-localizable. 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. Words to Avoid

The following words should be avoided in adaptation to French - Canadian.

Words to Avoid	Reason	Replace By
Email; mél; mail	Not appropriate in fr-CA	courriel
Via	Belongs to the transportation field, and only for a place (ex : destination Montréal via Toronto)	par l'entremise
Par le biais de	Means «d'une manière détournée»	par l'entremise
Taper or tapoter	Not appropriate, even if it was used before	Appuyer or toucher
Code PIN	Not used.	NIP

3.6. 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 French - Canadian, please replace [someone@example.com](#) with [xyz@example.com](#).

3.7. 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 units "KB", "MB" and "GB" should be translated as follows:

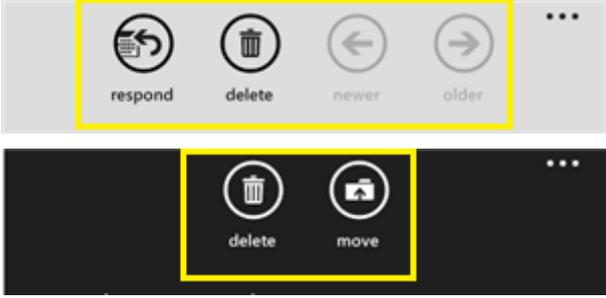
Unit	French Abbreviation	Note
KB	Ko	"kilooctet"; please note that

		the letter "K" is kept in uppercase in the French abbreviation
MB	Mo	"mégaoctet"
GB	Go	"gigaoctet"

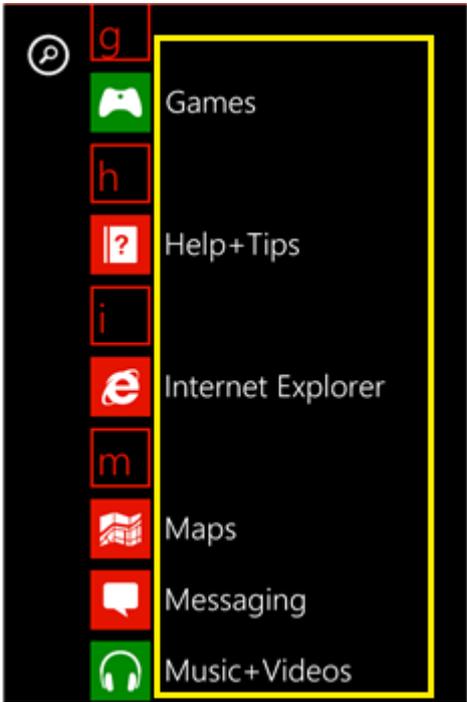
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

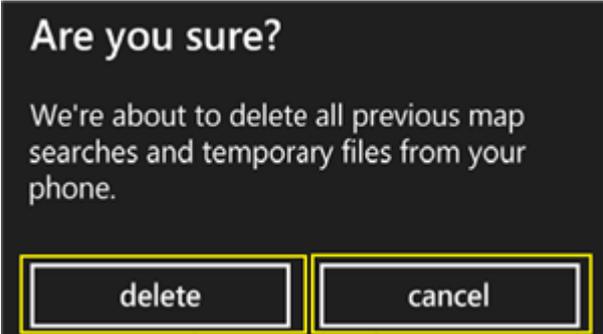
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</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 the infinitive form.</p> <p>Example: delete - supprimer</p>

4.1.2. App List Item

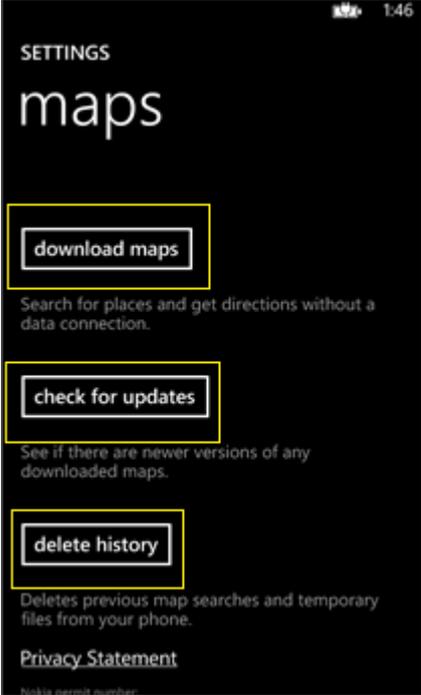
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such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

4.1.3. Buttons

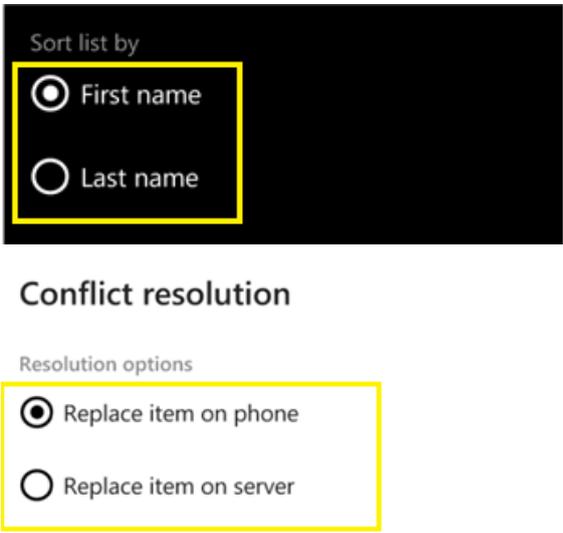
4.1.3.1. Dialog Button

Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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 the infinitive form and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: delete - supprimer - Labels represented by nouns: store - magasin

4.1.3.2. Push Button

Push button	Guidelines
 <p>SETTINGS maps</p> <p>download maps Search for places and get directions without a data connection.</p> <p>check for updates See if there are newer versions of any downloaded maps.</p> <p>delete history Deletes previous map searches and temporary files from your phone.</p> <p>Privacy Statement</p>	<p>Wrapping: No Number of lines allowed: 1 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 the infinitive form and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none">- Labels containing verbs: check for updates - vérifier la disponibilité des mises à jour- Labels represented by nouns: suggestions - suggestions

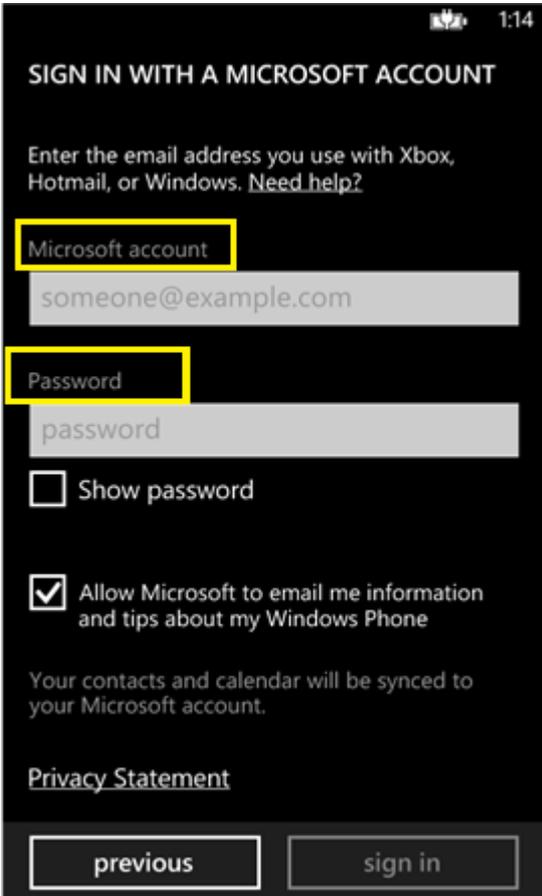
4.1.3.3. Radio Button

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 - Prénom</p> <p>When the radio button starts with a verb, use the infinitive form. Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone - Remplacer l'élément sur le téléphone</p>

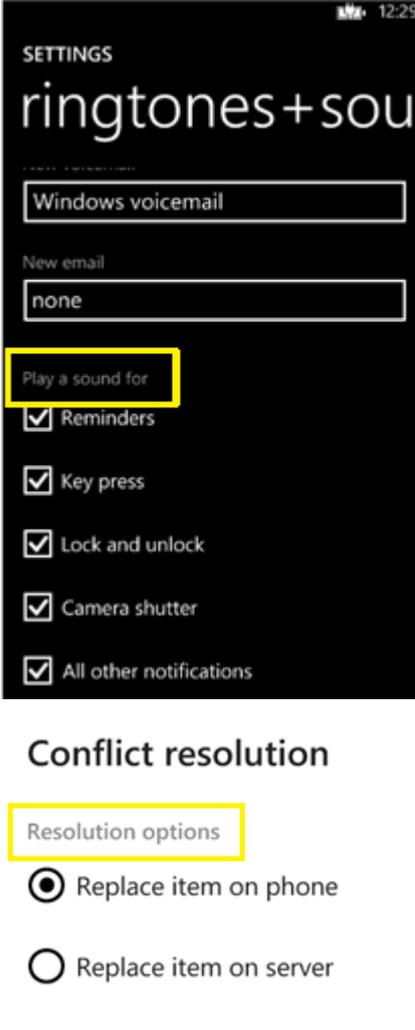
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <p>speech</p> <p>Press and hold the Start button to use Speech.</p> <p><input checked="" type="checkbox"/> Use Speech when the phone is locked</p> <p><input checked="" type="checkbox"/> Play audio confirmations</p>	<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 the infinitive form. Follow source punctuation.</p> <p>Example:</p> <p>Use Speech when the phone is locked - Utiliser la voix quand le téléphone est verrouillé</p>

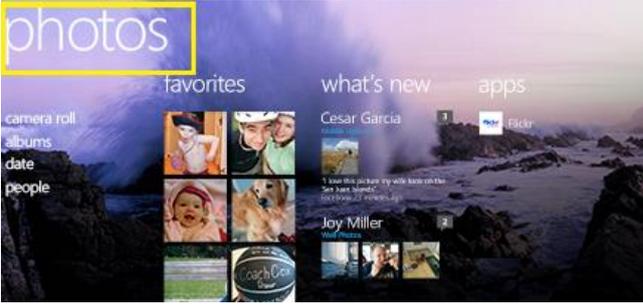
4.1.5. Edit Box Label

Edit box label	Guidelines
 <p>The screenshot shows a sign-in screen with the following elements: a title 'SIGN IN WITH A MICROSOFT ACCOUNT', a subtitle 'Enter the email address you use with Xbox, Hotmail, or Windows. Need help?', an email input field with the label 'Microsoft account' and the text 'someone@example.com', a password input field with the label 'Password' and the text 'password', a checkbox for 'Show password', a checked checkbox for 'Allow Microsoft to email me information and tips about my Windows Phone', a note 'Your contacts and calendar will be synced to your Microsoft account.', a link for 'Privacy Statement', and two buttons: 'previous' and 'sign in'. The labels 'Microsoft account' and 'Password' are highlighted with yellow boxes.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Example: Password - Mot de passe</p>

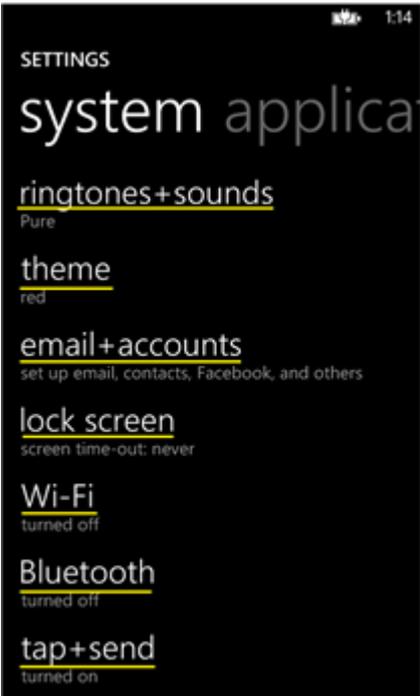
4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows a Windows Phone settings screen. At the top, it says 'SETTINGS' and 'ringtones+sou'. Below that, there are several settings sections. The first section is 'Windows voicemail'. The second is 'New email' with the value 'none'. The third section is 'Play a sound for', which is highlighted with a yellow box. It contains a list of notification types with checkboxes: Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. The fourth section is 'Conflict resolution', which is also highlighted with a yellow box. It contains a list of options with radio buttons: 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No Number of lines allowed: 1 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 the infinitive form.</p> <p>Examples Play a sound for - Émettre un son pour</p> <p>When the group label consists of a noun, use a noun.</p> <p>Example: Resolution options - Options de résolution</p>

4.1.7. Hub Title

Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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: photos - photos</p>

4.1.8. List Item in Settings

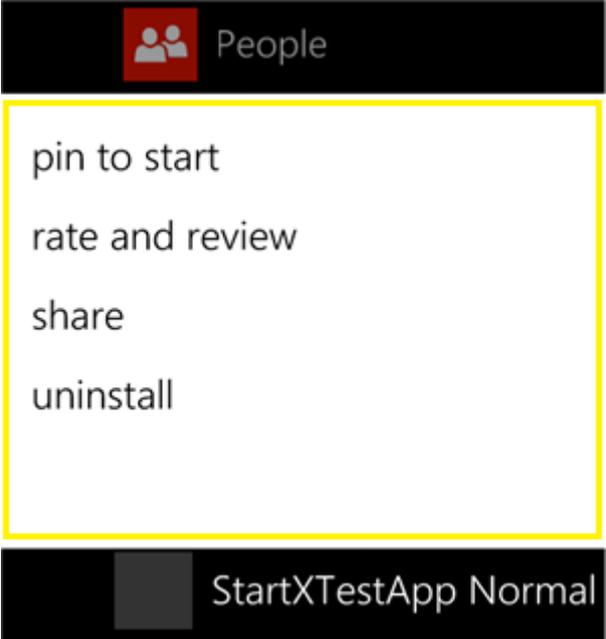
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source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

4.1.9. Menu Items

4.1.9.1. Application Menu Item

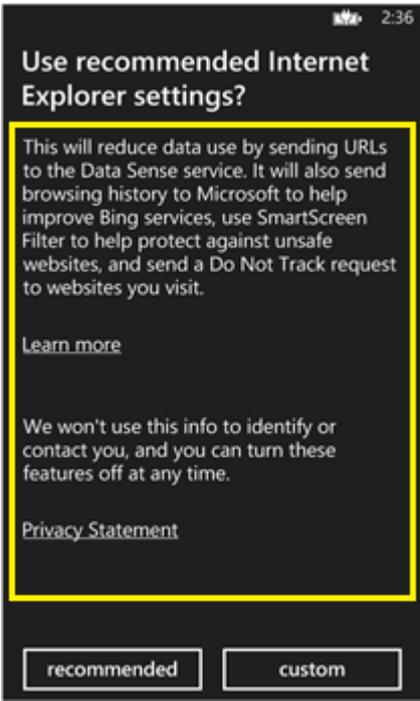
Application menu item	Guidelines
 <p>The screenshot shows a horizontal menu bar with four icons: a reply icon labeled 'respond', a trash can icon labeled 'delete', a left arrow icon labeled 'newer', and a right arrow icon labeled 'older'. To the right of these icons is a three-dot menu icon. Below the icons, a vertical menu is open, containing three items: 'toggle flag', 'mark as unread', and 'move'. The 'toggle flag' item is highlighted with a yellow border.</p>	<p>Wrapping: No Number of lines allowed: 1 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 the infinitive form.</p> <p>Examples: mark as unread - marquer comme non lu</p>

4.1.9.2. Context Menu Item

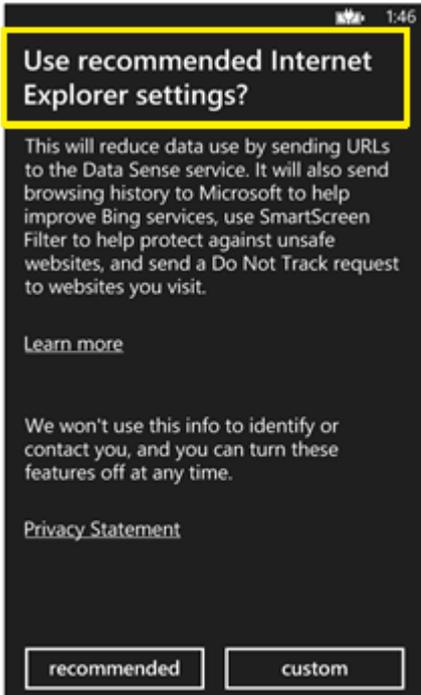
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the infinitive form.</p> <p>Example: rate and review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

4.1.10. Message Box

4.1.10.1. Message Box Body

Message box body	Guidelines
 <p>The screenshot shows a mobile message box with a dark background. At the top, it says 'Use recommended Internet Explorer settings?'. Below this is a paragraph of text: '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.' This paragraph is enclosed in a yellow rectangular border. Below the paragraph is a link 'Learn more'. Further down is another paragraph: 'We won't use this info to identify or contact you, and you can turn these features off at any time.' Below that is another link 'Privacy Statement'. At the bottom, there are two buttons: 'recommended' and 'custom'.</p>	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p>

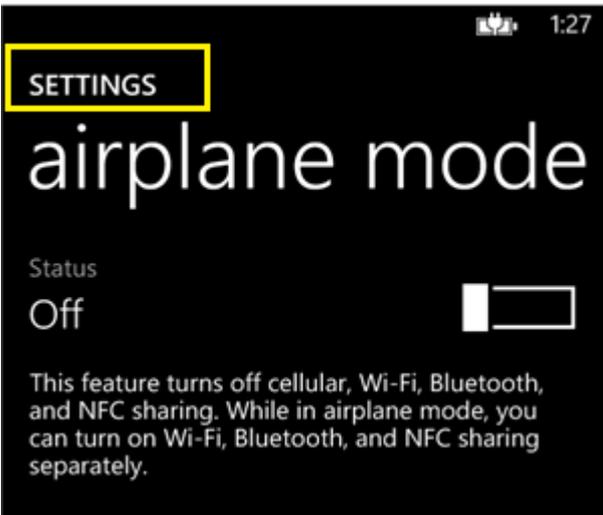
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use a conjugated form (interrogative sentence).</p> <p>Example: Use recommended Internet Explorer settings? - Voulez-vous utiliser les paramètres Internet Explorer recommandés?</p>

4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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: Wi-Fi available Connect? - Wi-Fi disponible Se connecter?</p>

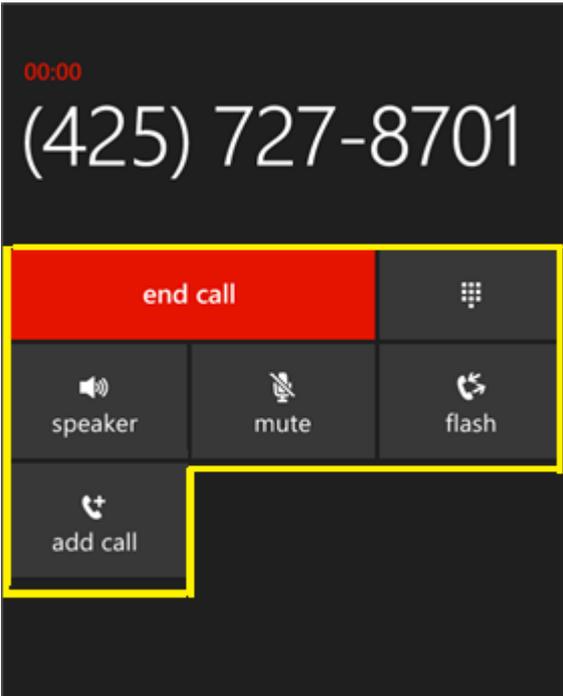
4.1.12. Page Title

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

4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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. Example: categories - catégories</p>

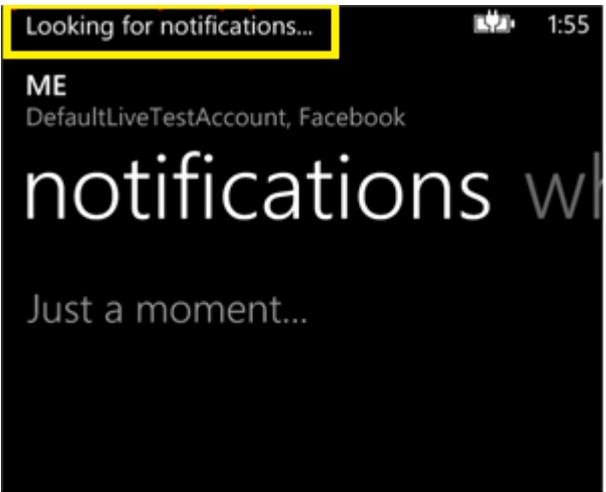
4.1.14. Phone Control Label

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

4.1.15. Pivot Item

Pivot item	Guidelines
 <p>INBOX - EXCHANGE14</p> <p>unread flagged</p> <p>No unread messages</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example: unread - non lus</p>

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
 <p>Looking for notifications...</p> <p>ME DefaultLiveTestAccount, Facebook</p> <p>notifications w</p> <p>Just a moment...</p>	<p>Wrapping: No Number of lines allowed: 1 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 a noun form, keep the ellipsis and don't add "en cours". The ellipsis clearly shows that the action is in progress.</p> <p>Example: Looking for notifications... - Recherche de notifications...</p>

4.1.17. Text Box

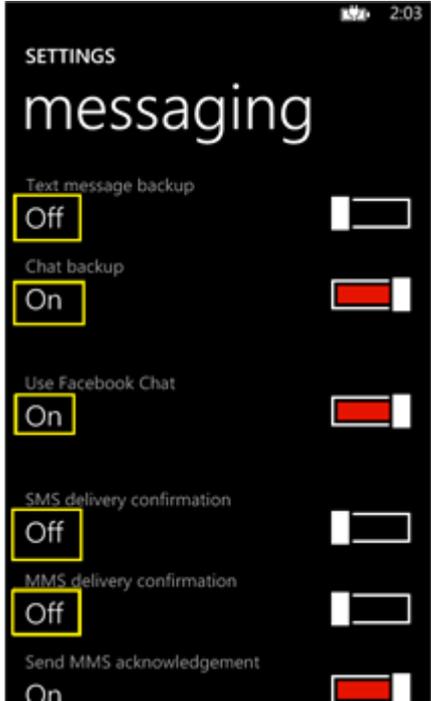
Text box	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative form.</p> <p>Example: type a message - entrez un message</p>

4.1.18. Tile Label

Tile label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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: Photos - Photos People - Contacts</p>

4.1.19. Toggle Switch

4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
 <p>The screenshot shows the 'messaging' settings screen on a Windows Phone. It lists several settings with toggle switches: 'Text message backup' (Off), 'Chat backup' (On), 'Use Facebook Chat' (On), 'SMS delivery confirmation' (Off), 'MMS delivery confirmation' (Off), and 'Send MMS acknowledgement' (On). The 'Off' labels are highlighted with yellow boxes.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using a neutral form of adjective, regardless of the gender and number of feature it refers to.</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.</p> <p>Examples: On – Activé Off – Désactivé</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
 A screenshot of the Windows Phone 'Settings' app, specifically the 'ease of access' section. The title 'ease of access' is at the top. Below it, there's a 'Text size' section with a slider and a 'Sample' box. Further down, there are two toggle switches: 'High contrast' and 'Screen magnifier', both currently set to 'Off'. Yellow boxes highlight the titles of these two toggle switches. The status bar at the top shows the time as 1:13.	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast - Contraste élevé</p>

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#).

4.2. How to Translate References to UI Elements

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

Example:

Source

Make sure your email address and password are correct, and then tap Sign In.

Description

The string above makes a reference to the “sign in” push button. In the EN US source, push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e., 1st letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

Translation Strategy

For French - Canadian, references to UI elements within UI strings should be translated using sentence case. As a result, the translation of the source string in the example above would be as follows.

Translation

Assurez-vous que votre adresse courriel et votre mot de passe sont corrects, puis appuyez sur Se connecter.

4.3. Text Overflow

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

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

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

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

Examples:

Control—Label with Title1Style



4.4. Capitalization—Mind the Case

Note that accented capitals are used in French-Canadian for Windows Phone project.

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

Lowercase:

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

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

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)

- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

The following UI elements appear in Title Case in source:

- Photo album titles
- Tiles, Hubs, Cards

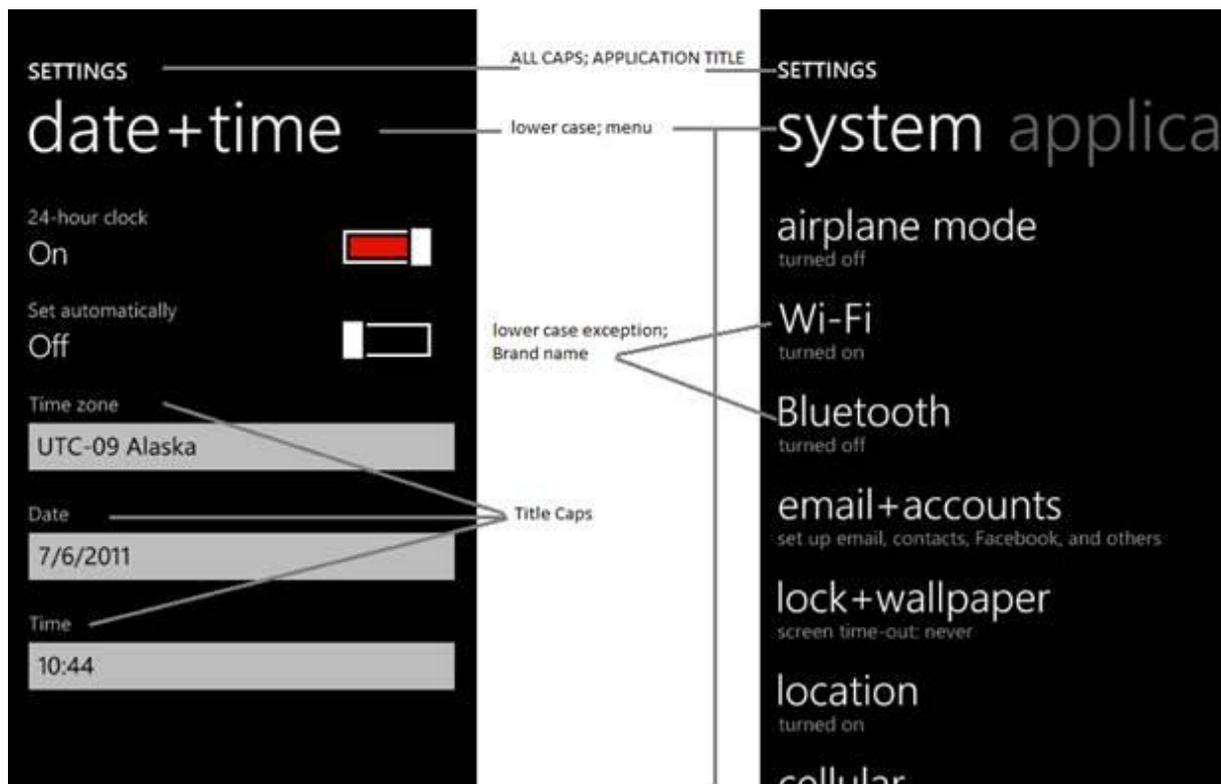
In French - Canadian, only the first word in the album titles is capitalized, the following words are capitalized only if they are proper nouns or would normally be capitalized when appearing on their own in other contexts. Examples: Vignettes dynamiques, Hub Contacts, Carte Moi.

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 adaptation into French - Canadian.

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.
- Interjections may be used when they are commonly used in French – Canadian and don't sound rude or vulgar (for instance, "oops!" should be translated as "oups !").

Examples:

EN US Source	Incorrect Translation	Correct Translation
Oops! We're not sure what's wrong, but we can't open this file.	Oops ! Pour une raison inconnue, nous ne parvenons pas à ouvrir ce fichier.	Oups! Pour une raison inconnue, nous ne parvenons pas à ouvrir ce fichier.
There's no application associated with this file type.	Il n'y a pas d'appli associée à ce type de fichier.	Aucune appli n'est associée à ce type de fichier.

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.

Examples:

EN US Source	Translation	Comment
Success!	Mise à jour réussie	Refers to installing a phone update successfully.
We can't seem to download all these notes from the server. You can still edit these notes on a PC in Outlook or a browser, but if you edit them on your phone your changes will overwrite the notes on the server.	Nous ne pouvons pas télécharger toutes ces notes du serveur. Vous pouvez les modifier sur un PC à l'aide d'Outlook ou d'un navigateur. Par contre, si vous les modifiez sur votre téléphone, ces notes remplaceront les versions enregistrées sur le serveur.	The punctuation of sentences does not follow the English.

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). Always ask questions to avoid major problems.
- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
We're having a problem that we can't solve at the moment. Try again later.	Nous avons rencontré un problème que nous n'avons pas pu résoudre. Réessayez ultérieurement.	Nous avons eu un problème impossible à résoudre. Réessayez plus tard.
app updates	mises à jour d'applis	mises à jour
Tentatively accepted on	Accepté provisoirement le	Acceptée provisoirement le (fem. according to "réunion")

4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project

Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

5. Windowsphone.com

Please explore the already published windowsphone.com pages for French – Canada at the following location: <http://www.windowsphone.com/fr-ca>.

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 French - Canadian? Do people speak like that?” If needed, provide feedback on terminology that you consider incorrect.

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

5.3. Elements Specific to Windowsphone.com

5.3.1. Image Captions

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

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

Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="icône Favoris"/>.
```

5.3.2. Topic Titles

Wherever possible, use substantive instead of verbal form. However, if the title directly addresses the user and looks like a sentence including a recommendation or with marketing tone, it is possible to use the imperative form. If the substantive or

imperative form does not fit, it is possible to use the infinitive form as well. Capitalisation should follow the English: sentence case.

Topic title in English	Context	Topic title in French-Canadian
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>Wherever possible, use the substantive instead of verbal form for topic titles.</p> <p>Example: Prise, modification et partage de photos et vidéos</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > 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 > Attach > My location.</p>	<p>If the substantive form does not fit, it is possible to use the infinitive form.</p> <p>Example: Créer et partager</p>

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For French - Canadian, references to UI options should be localized using sentence case.

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	Pour mettre fin à l'appel, appuyez sur Raccrocher	Please note the structure of the sentence. First the purpose/intention (Pour mettre fin à l'appel), then the action (appuyez sur Raccrocher)
On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	Dans l'écran d'accueil, faites glisser vers la gauche jusqu'à la liste d'applis, appuyez sur Paramètres , puis sur Courriel+Comptes .	Please note the use of the expression "Dans l'écran d'accueil" instead of "Dans Démarrer". It is actually about Start screen.

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>
FR-CA Translation

J'épingle donc je suis

ÉCRAN D'ACCUEIL

Épinglez tout ce que vous aimez sur votre écran d'accueil. Une fois votre écran personnalisé, vous n'avez plus besoin de chercher : votre écran d'accueil vous permet de consulter tout ce qui compte pour vous en un coup d'œil. Vous pouvez épinglez des contacts, des applis, des chansons, des sites Web, des itinéraires, des jeux, des photos, des documents, et bien d'autres choses encore. Seul Windows Phone offre des vignettes dynamiques, et seul Windows Phone vous permet d'épingler tout ce que vous aimez.

5.4.2. How-to Text

EN US Source

What song is this?

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

To search for recorded music that's playing

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

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

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

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

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

FR-CA Translation

Identification d'un morceau

Les morceaux que vous entendez à la radio ou quand vous êtes en déplacement n'auront plus

rien de mystérieux. Votre Windows Phone vous permet de rechercher la musique que vous entendez pour obtenir des informations à son sujet : titre du morceau, artiste, album, manières dont vous pouvez l'écouter ou l'acheter, etc.

Pour rechercher de la musique enregistrée en cours de lecture

1. Appuyez sur le bouton Rechercher  du téléphone.
2. Pendant la diffusion de la musique, placez le téléphone à un endroit où le son est clairement audible, puis appuyez sur Musique .

Après analyse, le titre, l'artiste, le nom et la pochette de l'album s'affichent pour les morceaux reconnus.

3. Pour trouver le morceau dans le Magasin Xbox Music, appuyez sur Magasin.

Dans le Magasin, vous pouvez préécouter ce morceau ainsi que d'autres plages de l'album, puis acheter si vous le souhaitez

Si vous avez un Xbox Music Pass et si le morceau est disponible dans le Magasin Xbox Music, vous pouvez écouter entièrement tous les morceaux de l'album et télécharger ceux qui vous plaisent. Pour plus d'informations, consultez la rubrique Téléchargement de musique et de balados à partir du Magasin.

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.