

# WINDOWS PHONE

## STYLE GUIDE FOR BASQUE

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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 Basque 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.

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.

Avoid using overly colloquial language, and keep a professional tone instead. The user of the Windows Phone should be able to identify with the device and therefore it is important that the language used be neither chatty nor formal since this would automatically create a distance.

### 3.2. Style—Help Deliver the Voice

The style is direct, personal and informal in order to make the user feel comfortable and at ease with the phone. The direct style is ensured by referring to the user as “zu” and never as “hi”, “zuek”, or the third person.

In keeping with the goal of creating a personal connection between the phone and the user, use the personal pronoun “gu” whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

#### **Example:**

<b>EN US Source</b>	<b>Translation</b>	<b>Comment</b>
Now we'll help you finish setting up a few things.	Orain, gauza batzuk konfiguratzen lagunduko dizugu.	Follow the source and apply the Windows Phone voice by using the first person plural.

Please note that the source text often uses enthusiastic expressions in order to convey the positive aspects of the phone. These should be somewhat toned down or completely removed in the translation for cultural reasons.

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. These terms should be translated in the same style as the English. Don’t translate the plus symbol as either “plus” or “and”. Note that there is no space before and after the “+” symbol in such strings.

#### **Examples:**

EN US Source	Translation
Apps+Games	Aplikazioak+jokoak
ringtones+sounds	dei-tonuak+soinuak

Fluency and accuracy are crucial in the Windows Phone-related materials. It is always better to convey the essence of the text in a clear and accurate language than to include all parts of a sentence and compromise fluency.

### 3.2.1. Product Names

When translating product names, if it is necessary to decline them, always hyphenate the name and then add the declension mark (“Windows-ek”, “Microsoft-en”). If the product name is long or complex it is advisable to add a descriptive word to decline it (for example: “Xbox Music Pass harpidetzaren abantailak”). When the product name is hidden as a placeholder, a descriptive word must be used to decline it, unless there are length restrictions.

### 3.3. Usage—Sound Natural

Always use the active voice, which emphasizes the person or thing doing the action. It is more direct and personal than the passive voice. Remember the passive voice is not acceptable in Basque.

Please focus on fluency and clear messaging to improve the user-friendliness. Adopt a non-technical approach which contributes to the personal connection between the phone and the user.

Keep in mind that English is a lot more repetitive than Basque. Avoid repetitions as much as possible as long as the understanding is not affected (see the second example below).

Avoid using impersonal constructions even if the source does so.

**Examples:**

EN US Source	Incorrect Translation	Correct Translation
It looks like you don't have a network connection. Try again in a little while.	Badirudi ez dagoela sare-konexiorik. Saiatu berriro minutu batzuren ondoren.	Sare-konexiorik ez duzula dirudi. Saiatu berriro unetxo bat igarotakoan.
You've typed the incorrect email or password {0} times. Type your email and password again to make sure there weren't any errors, or try a different email address.	Helbide elektroniko edo pasahitz okerra sartu duzu {0} aldiz. Idatzi helbide elektroniko eta pasahitza berriro, errorerik ez dagoela ziurtatzeko, edo saiatu beste helbide elektroniko bat sartzen.	Helbide elektroniko edo pasahitz okerra idatzi duzu {0} aldiz. Idatzi horiek berriro, errorerik egin ez duzula ziurtatzeko, edo saiatu beste helbide batekin.

### 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 do not attempt to change approved terminology before receiving confirmation from the project team).

Also you should 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. 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	Comments
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Ezin izan dugu emaitzarik aurkitu. Beste emaitzak ikusteko, <b>pasatu hatza</b> ezkerrera edo eskuinera, edo saiatu beste bilaketa-termino batekin	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was researched and verified for compliance with existing target language mobile terminology. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone MultiTerm database.
Counts how many cells in a <b>range</b> have a value.	<b>Barrutian</b> balioa duten gelaxkak zenbatzen ditu	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
<b>Data Sense</b>	<b>Datu-hautemailea</b>	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" should be replaced with a first name from the Approved People Name list or any common name in the country. For Basque, please replace [someone@example.com](#) with [amaia@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.

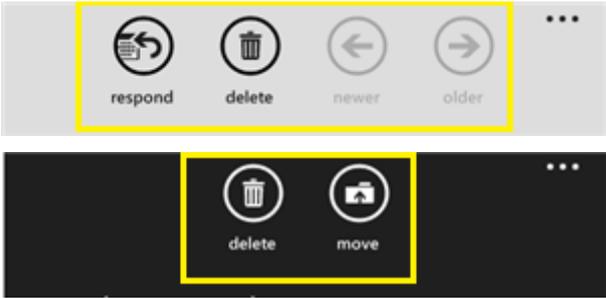
The unit "KB" (kilobyte) should be translated as "KB", keeping the letter "K" in uppercase.

## 4. Windows Phone UI Localization Guidelines

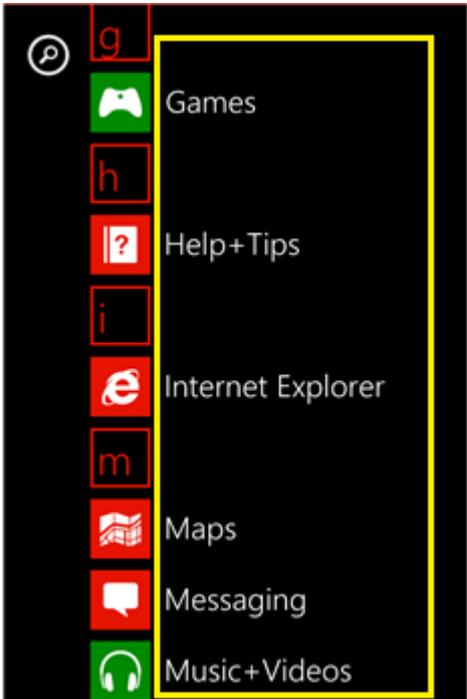
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

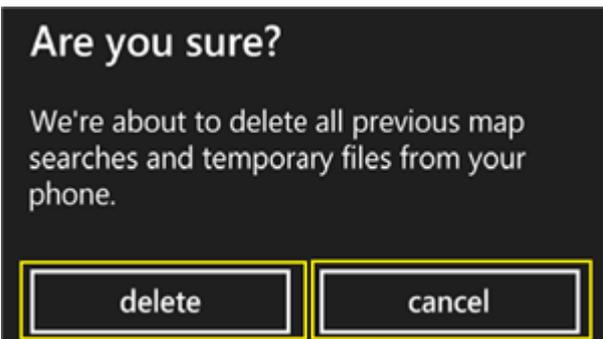
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).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

### 4.1.2. App List Item

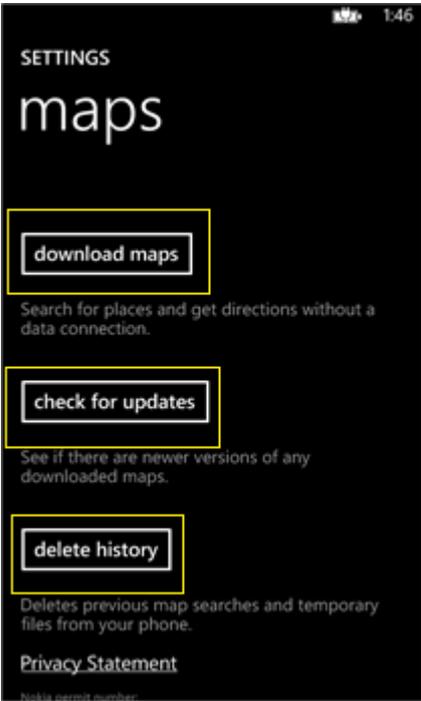
App list item	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive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

### 4.1.3. Buttons

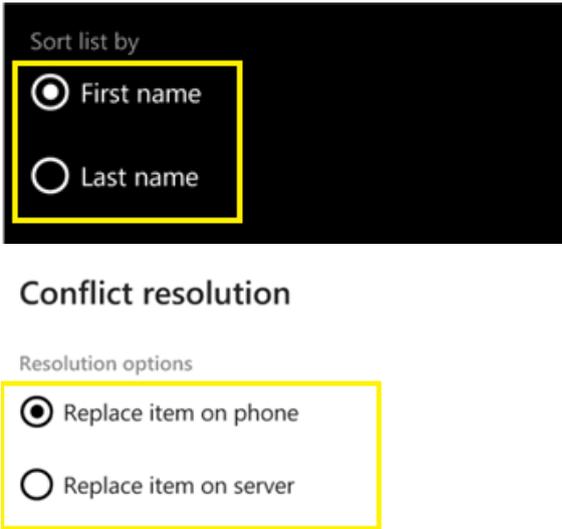
#### 4.1.3.1. Dialog Button

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 and labels represented by nouns using nouns as in source.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs: delete - ezabatu</li> <li>- Labels represented by nouns: store - denda</li> </ul>

#### 4.1.3.2. Push Button

Push button	Guidelines
 <p>The screenshot shows the 'SETTINGS' screen for the 'maps' app. It features three push buttons: 'download maps', 'check for updates', and 'delete history'. Each button is highlighted with a yellow box. Below each button is a short description of its function. At the bottom, there is a 'Privacy Statement' link.</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 and labels represented by nouns using nouns as in source.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs:              check for updates - begiratu eguneratzerik dagoen</li> <li>- Labels represented by nouns:              suggestions - iradokizunak</li> </ul>

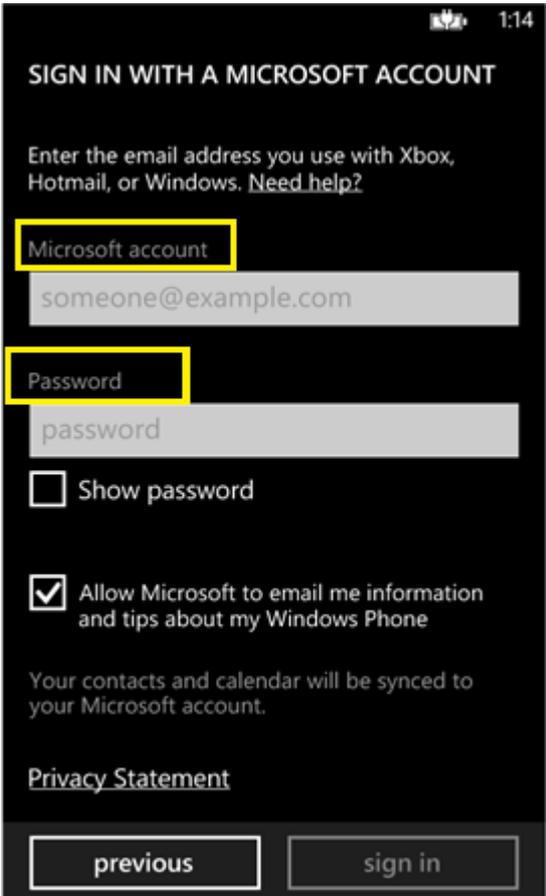
#### 4.1.3.3. Radio Button

Radio button	Guidelines
 <p>The screenshot shows two sections of the app. The first section, 'Sort list by', has two radio button options: 'First name' (selected) and 'Last name'. The second section, 'Conflict resolution', has two radio button options: 'Replace item on phone' (selected) and 'Replace item on server'. Both sections and their respective options are highlighted with yellow boxes.</p>	<p>Wrapping: Yes            Number of lines allowed: 3            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:            First name - Izena</p> <p>When the radio button starts with a verb, use the infinitive. Follow the source punctuation.</p> <p>Example:            Replace item on phone – Ordeztu telefonoko elementua</p>

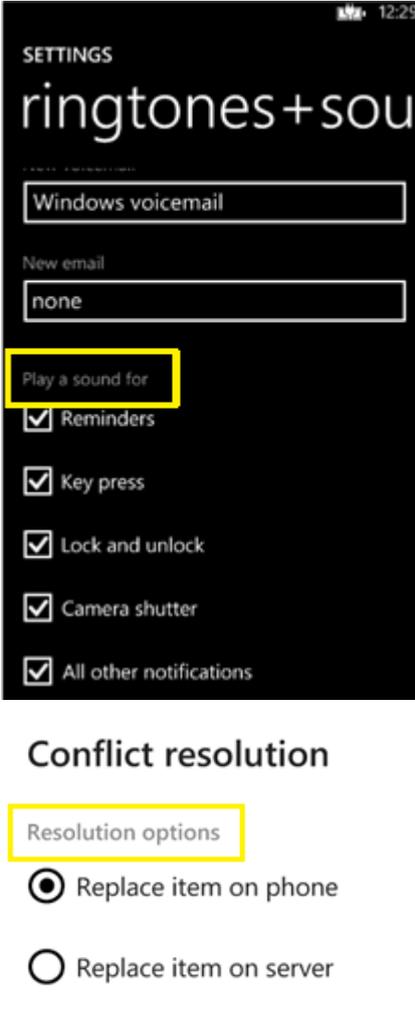
#### 4.1.4. Check Box Label

Check box label	Guidelines
	<p>Wrapping: Yes            Number of lines allowed: 3            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. Follow source punctuation.</p> <p>Example:            Use Speech when the phone is locked – Erabili Ahotsa telefonoa blokeatuta dagoenean</p>

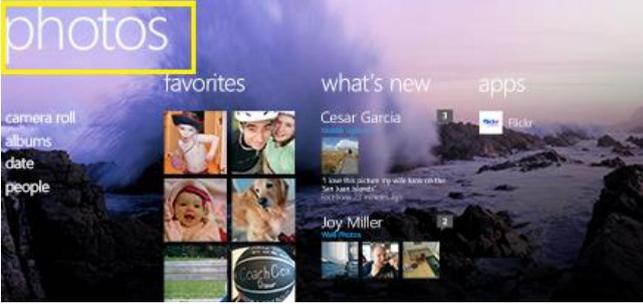
#### 4.1.5. Edit Box Label

Edit box label	Guidelines
	<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.</p> <p>Example:            Password – Pasahitza</p>

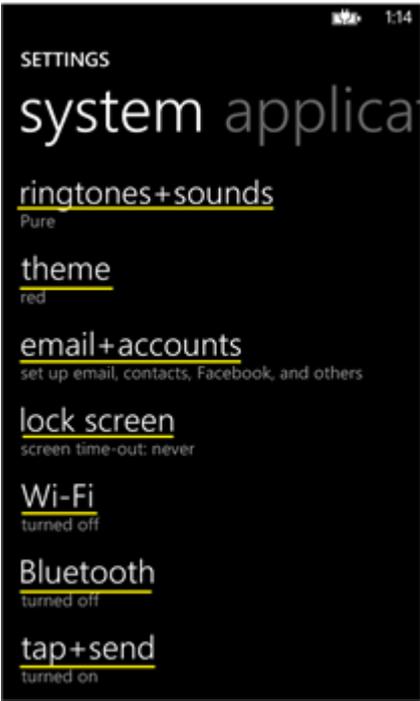
#### 4.1.6. Group Label

Group label	Guidelines
 <p>SETTINGS 12:29 ringtones+sou Windows voicemail New email none Play a sound for <input checked="" type="checkbox"/> Reminders <input checked="" type="checkbox"/> Key press <input checked="" type="checkbox"/> Lock and unlock <input checked="" type="checkbox"/> Camera shutter <input checked="" type="checkbox"/> All other notifications Conflict resolution Resolution options <input checked="" type="radio"/> Replace item on phone <input type="radio"/> 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.</p> <p>Example: Play a sound for – Erreproduzitu soinua hauetarako</p> <p>When the group label consists of a noun, use a noun.</p> <p>Example: Resolution options – Ebazpen-aukerak</p>

#### 4.1.7. Hub Title

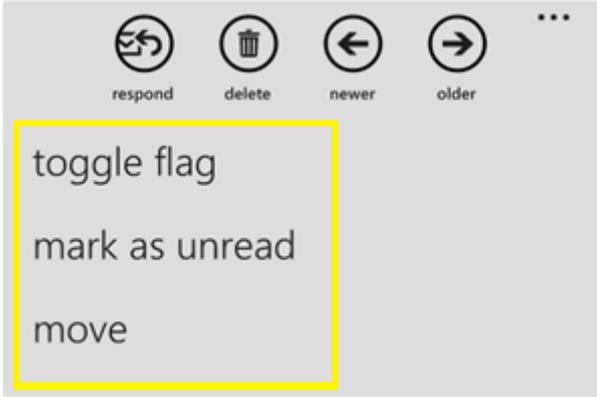
Hub title	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example:     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

#### 4.1.8. List Item in Settings

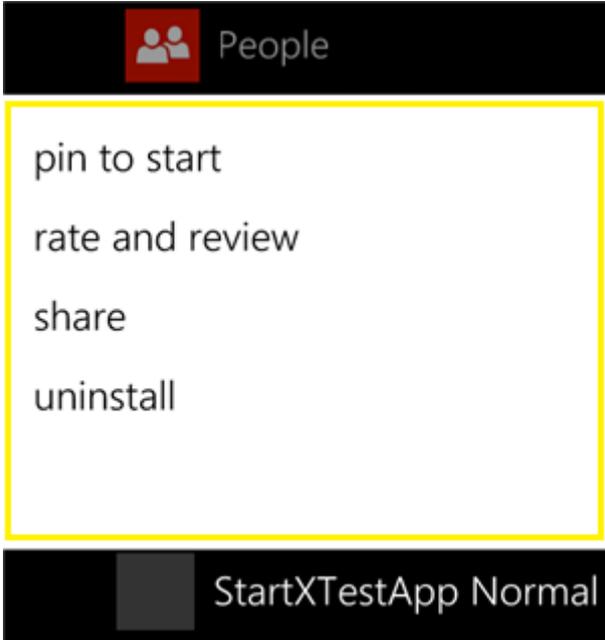
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No            Number of lines allowed: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

## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

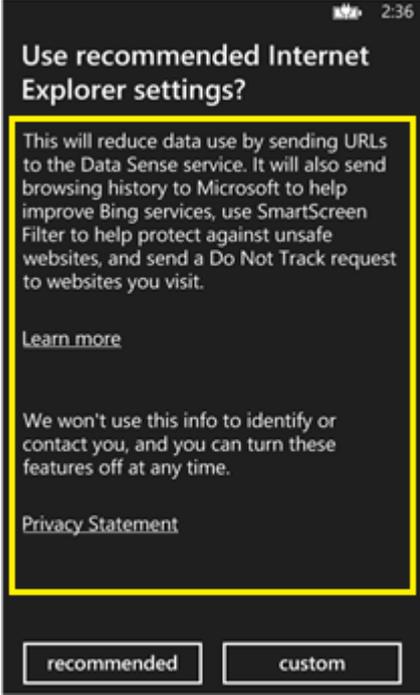
Application menu item	Guidelines
 <p>The screenshot shows a mobile application interface. At the top, there are four icons: a circular arrow (respond), a trash can (delete), a left arrow (newer), and a right arrow (older). Below these icons is a menu with three items: "toggle flag", "mark as unread", and "move". The menu items are 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.</p> <p>Examples: mark as unread – markatu irakurri gabeko gisa</p>

### 4.1.9.2. Context Menu Item

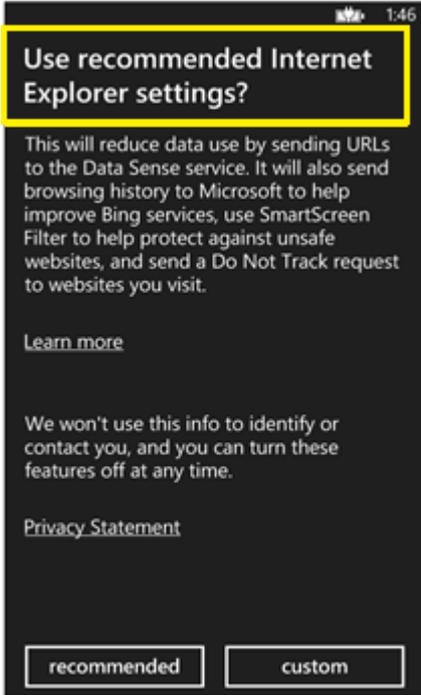
Context menu item	Guidelines
 <p>The screenshot shows a mobile application interface. At the top, there is a header with a red icon of two people and the text "People". Below the header is a context menu with four items: "pin to start", "rate and review", "share", and "uninstall". The menu items are highlighted with a yellow border. At the bottom of the screen, there is a footer with the text "StartXTestApp Normal".</p>	<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.</p> <p>Example: rate and review – baloratu eta eman iritzia</p>

## 4.1.10. Message Box

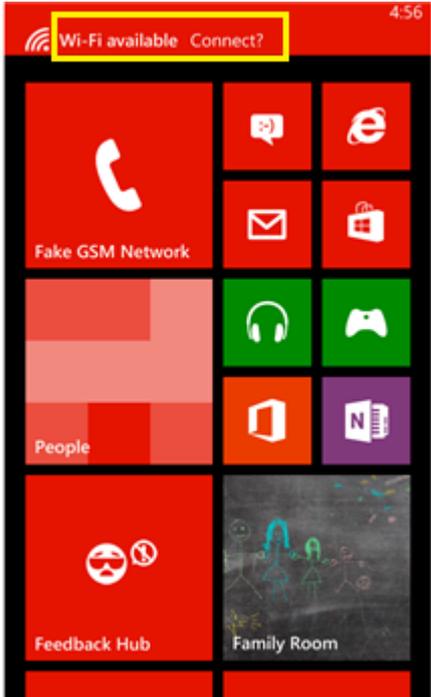
### 4.1.10.1. Message Box Body

Message box body	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: Unlimited</p> <p>Source capitalization style: Sentence case</p> <p>Target capitalization style: Sentence case</p>

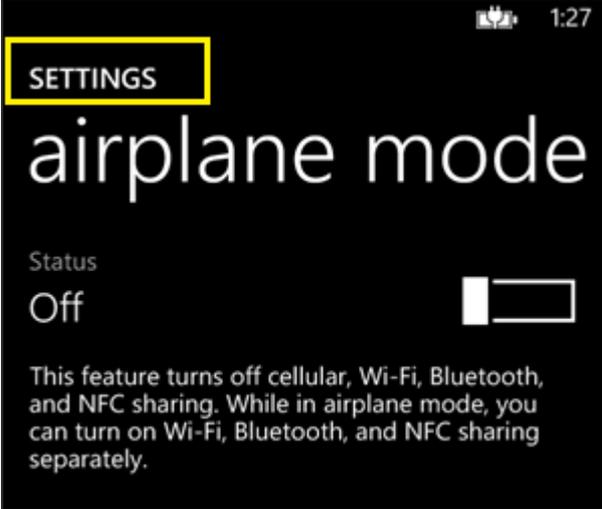
4.1.10.2. *Message Box Header*

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 the infinitive. Please note in questions the verb must come at the end of the sentence.</p> <p>Example:            Use recommended Internet Explorer settings?            – Gomendatutako Internet Explorer ezarpenak erabili?</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-Fia dago. Konektatu?</p>

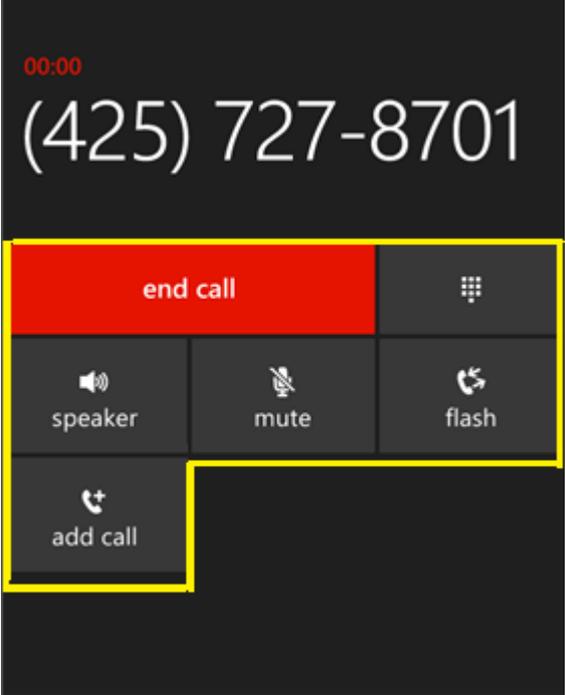
#### 4.1.12. Page Title

Page title	Guidelines
 <p>The screenshot shows the Windows Phone 'airplane mode' settings page. The title 'airplane mode' is prominently displayed in white text on a dark background. Above it, the word 'SETTINGS' is highlighted with a yellow box. Below the title, there is a status indicator 'Status Off' with a toggle switch, and a descriptive paragraph about the feature.</p>	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All caps</p> <p>Example:            SETTINGS - EZARPENAK</p>

#### 4.1.13. Pane Section Title

Pane section title	Guidelines
 <p>The screenshot shows the Windows Phone Start screen with various live tiles. Two pane section titles, 'categories' and 'spotlight', are highlighted with yellow boxes. The 'categories' pane lists various content categories like 'entertainment', 'music + video', etc. The 'spotlight' pane shows weather and other information.</p>	<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.</p> <p>Example:            categories - kategoriak</p>

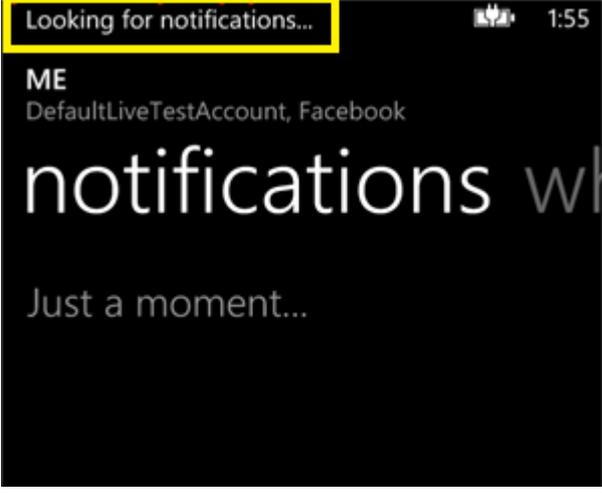
#### 4.1.14. Phone Control Label

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 - bozgorailua</p> <p>If the source phone control label contains a verbal form, translate using the infinitive.            Example:            add call – gehitu deia</p>

#### 4.1.15. Pivot Item

Pivot item	Guidelines
	<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.            Example:            unread – irakurri gabe</p>

#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<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 the gerund and add an ellipsis if it is used in the source.</p> <p>Example:            Looking for notifications... - Jakinarazpenak bilatzen...</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 infinitive</p> <p>Example:            type a message – idatzi mezua</p>

#### 4.1.18. Tile Label

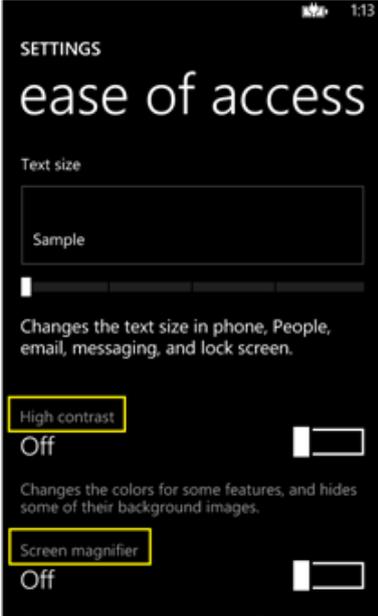
Tile label	Guidelines
 <p>The image shows a portion of a Windows Start screen with several live tiles. The tiles include: a large blue tile for 'Colleen Murphy' with a 'Budget Review' notification and a 'Hi Alison, do you have time this week to meet' message; a 'Mail' tile with an envelope icon and the number '10'; a 'Photos' tile with a yellow label and a photo of a person in a yellow jacket; a 'People' tile with a yellow label and a photo of three people; a 'Project Status Meeting' tile with the time '09:00 - 11:00'; a 'Friday 21' tile; and a row of smaller tiles for 'NETFLIX', 'BBC NEWS', and a cloud icon. Other visible tiles include Phone (4), Messages (2), Internet Explorer (e), and Skype (S).</p>	<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 - Argazkiak People – Jendea</p>

## 4.1.19. Toggle Switch

### 4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using “Aktibatuta” for “On” and “Desaktibatuta” for “Off” as this is the only effective way to convey the actual meaning.            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 – Aktibatuta            Off – Desaktibatuta</p>

### 4.1.19.2. Toggle Switch Title

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

**Note:** Target capitalization follows source capitalization style, except for Title Case. 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

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 option. In the EN US source, UI options are usually in all lowercase or sentence case 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 first letter of each word is capitalized. This is why in the source example above “Show Available IDs” appears in title casing.

#### Translation Strategy

For Basque, references to UI elements within UI strings should be translated using Sentence case, i.e. the first letter of the first word is capitalized and the subsequent words are not, unless they are product/brand names or other proper nouns (words

that would normally be capitalized). As a result, the translation of the source string in the example above would be as follows.

### Translation

Probatu beste ID batekin edo, iradokizun batzuk ikusteko, sakatu Erakutsi ID erabilgarriak

### 4.3. Text Overflow

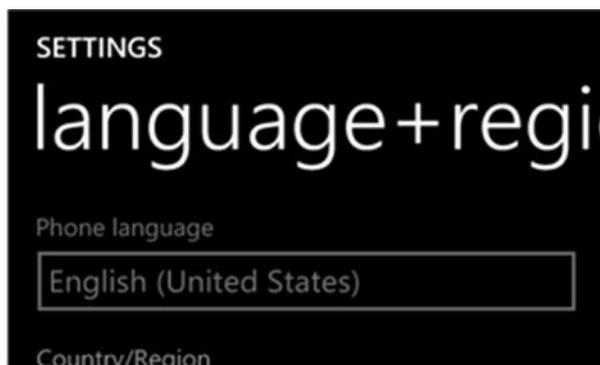
In some screens, the text flows out of the screen. This is part of the UI design. Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

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

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

### **Examples:**

Control—Label with Title1Style



## 4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Basque follows the source in this respect, except the Title Case, which must never be used in Basque. 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 (Live Tiles, People Hub, Me Card)

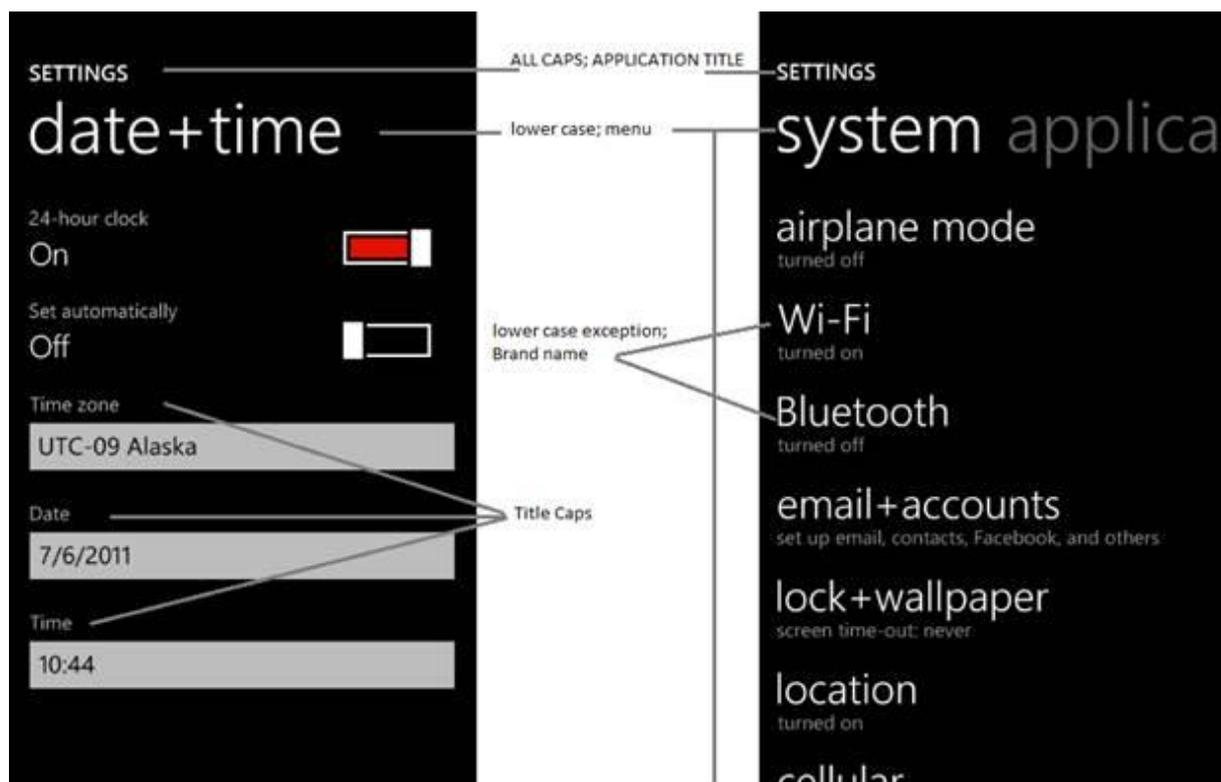
IMPORTANT: Please note these should be translated using Sentence case in Basque.

## 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 Basque.

## 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.
- Whenever possible, please avoid translating interjections as they sound over-the-top in Basque. Only translate interjections when they are the only word in the string and, when doing so, use normalized Basque and avoid regionalisms.
- Do not translate expressions like “please” or “sorry”, except “Please, wait” which should be “Itxaron, mesedez”, for courtesy.
- Most of the time the use of the possessive pronoun “your” can be avoided in Basque, because it is redundant. Please use it only when necessary.
- Be careful when translating terms like “available” or “exist”. They can usually be translated simply with the verb “egon” (see examples below). Avoid literal translations.

### Examples:

EN US Source	Incorrect Translation	Correct Translation
We're sorry, but we weren't able to send the response.	Sentitzen dugu, baina ezin izan dugu erantzuna bidali.	Ezin izan dugu erantzuna bidali.
Please check your account and try again.	Mesedez, egiaztatu zure kontua eta saiatu berriro.	Egiaztatu kontua eta saiatu berriro.
Oops! The media content you're looking for isn't there anymore.	Ene! Bilatzen duzun multimedia edukia ez dago hor gehiago.	Bilatzen ari zaren multimedia-edukia ez dago jada.
Item not available	Elementua ez dago erabilgarri	Elementua ez dago
This file already exists.	Fitxategia existitzen da dagoeneko.	Fitxategia badago dagoeneko.
Can't create new note	Ezin da ohar berria sortu	Ezin da oharrik sortu

## 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.
- Note that the em-dash (—) is not used in Basque. En-dash (–) is used instead, with spaces on both sides.

**Examples:**

<b>EN US Source</b>	<b>Incorrect Translation</b>	<b>Correct Translation</b>
We're about to block your access!	Zure sarbidea blokeatzera goaz!	Zure sarbidea blokeatzeko puntuan gaude.
The task is registered, but not all specified triggers will start the task, check task scheduler event log for detailed information.	Zeregina erregistratu da baina zehaztutako abiarazle guztiek ez dute zeregina hasiko; egiaztatu zeregin-antolatzailearen gertaera-egunkaria informazio xehatua eskuratzeko.	Zeregina erregistratu da baina agian ezin izango da hasi. Informazio xehatua eskuratzeko, egiaztatu zeregin-antolatzailearen gertaera-egunkaria.

#### 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 (singular/plural, declensions). To avoid this, please check the context/screenshot whenever possible.
- Truncation. In some instances it will be necessary to shorten the 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 a part of the string without losing the meaning. Please

check the Term Note field in the file to see if any shortening options are available (for instance, “posta elektronikoa” can be shortened to “posta”). If shortening is not possible, contact the Product Team to discuss a possible solution.

### Examples:

EN US Source	Incorrect Translation	Correct Translation
The task is registered, but may fail to start.	Zeregina erregistratu da baina hasteak huts egin dezake.	Zeregina erregistratu da baina baliteke hasi ahal izan ez izatea.
No connectivity.	Konektagarrit. gabe.	Ez dago konexiorik.

## 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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### 5.1. General

The language used on 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 references 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 Basque? 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"/>`.

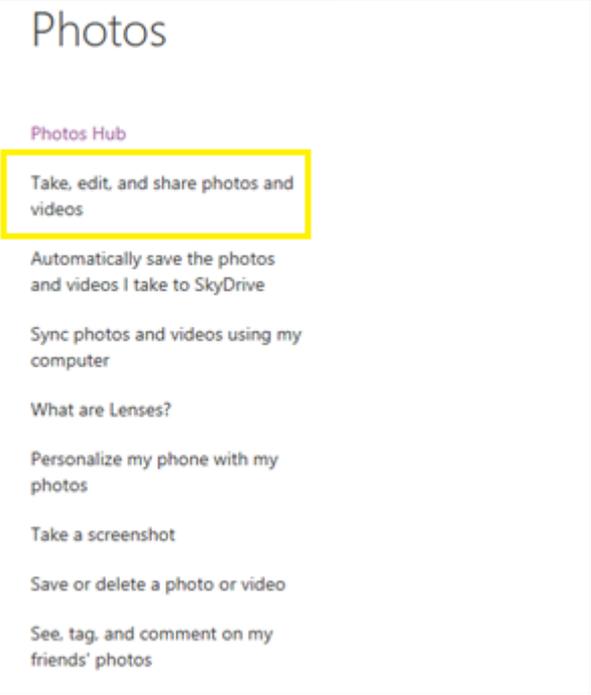
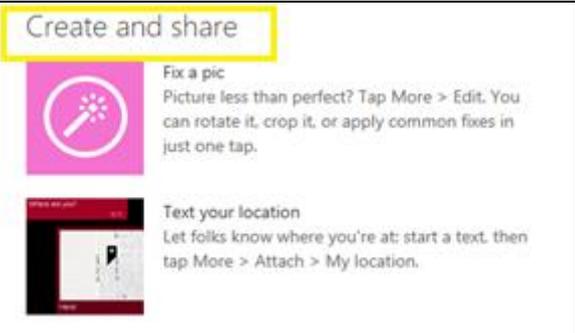
Only the highlighted text is translatable:

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

### 5.3.2. Topic Titles

Topic titles are translated following the source structure provided the result sounds natural enough. When verbs are used, these are translated in the infinitive, as opposed to nominalized verbal forms. For questions, please place the verb at the end. For "How to" questions, use "nola" after the subject, not at the beginning.

Topic title in English	Context	Basque
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<p>Take, edit, and share photos and videos</p>		<p>Use the infinitive: Atera, editatu eta partekatu argazkiak eta bideoak</p>
<p>Create and share</p>		<p>Use the infinitive: Sortu eta partekatu</p>

### 5.3.3. References to UI Elements

On windowsphone.com, the EN US source uses sentence case to indicate references to UI elements. For Basque, references to UI options should be localized using sentence case as well.

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Esekitzeko, sakatu <b>Amaitu deia</b>	Note the use of the Sentence case, even if the actual UI element is all in lowercase
On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap	<b>Hasi</b> menuan, pasatu hatza ezkerreara <b>Aplikazioa</b>	For the UI elements which

<b>Email + accounts.</b>	zerrendaraino, sakatu <b>Ezarpenak</b> eta, gero, sakatu <b>Posta+kontuak</b>	would need to be declined, a descriptive word needs to be added after them (in this case "On Start" = "Hasi menuan")
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## 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

<b>EN US Source</b>
<p><b>You are what you pin</b></p> <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>
<b>Basque</b>
<p><b>Ainguratu nahi duzuna</b></p> <p>HASI</p> <p>Ainguratu nahi adina Live Tile eta kito! Hortxe dituzu inporta zaizkizun gauzak, denbora errealean eguneratzen, "Hasi" pantailan bertan. Jendea, aplikazioak, abestiak, webguneak, jarraibideak, jokoak, argazkiak, dokumentuak eta beste gauza asko aingura ditzakezu. Windows Phone-k soilik ditu Live Tile-ak eta, berari esker, gustuko dituzun gauzak ainguratu ahal izango dituzu.</p>

### 5.4.2. How-to Text

<b>EN US Source</b>
<p><b>What song is this?</b></p>

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](#).

## Basque

### Zer abesti da hau?

Kanpoan edo irratian entzuten dituzun abestiak ez dira inongo misteriorik izango hemendik aurrera. Bing Music barneratuta dago Windows Phone-n, entzuten ari zaren musikari buruzko informazio gehiago bilatu ahal izateko, adibidez, abestiaren titulua, artista eta albuma, baita abestia entzuteko edo erosteko eskura dituzun moduak ezagutzeko ere.

### Entzuten ari zaren musika grabatua bilatzeko

1. Sakatu telefonoko Bilatu  botoia.
2. Musika erreproduzitzen ari dela, eutsi telefonoa musika argi eta garbi entzun daitekeen norabidean eta sakatu Musika .

Telefonoak musika bilatuko du eta ezagutzen dituen abestien titulua, artista, albumaren izena eta albumaren azala erakutsiko dizkizu.

3. Xbox Music dendan abestiak bilatzeko, sakatu Denda.

Dendan, abesti hori eta albumeko beste abestiak aurretik entzun ahal izango dituzu, eta horiek erosteko aukera ere baduzu.

Xbox Music Pass baduzu eta abestia Xbox Music dendan badago, abesti osoa entzuteko edo deskargatzeko aukera duzu. Albumeko beste abestiekin ere horixe egin dezakezu. Informazio gehiago lortzeko, ikusi [Eskuratu Dendako musika eta podcast-ak](#).

## 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 pay special attention to 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 tenets in your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.