

# WINDOWS PHONE

## STYLE GUIDE FOR POLISH

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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 Polish 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 “life maximizers” 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. Adopt a professional tone while keeping it relaxed and straightforward.

## 3.2. Style—Help Deliver the Voice

The style is direct and personal. Likewise, the form of address should be informal and friendly—please remember that personal pronouns such as “Ty”, “Ciebie”, “Cię”, “Tobie”, etc. need to start with a capital letter. Users should feel like the system is addressing them directly and personally. Seek gender-neutral solutions, while avoiding the passive voice.

### Example:

EN US Source	Translation	Comment
Try again later.	Spróbuj później.	The short form should be used only where there are specific length restrictions
Success! Your phone is now connected to the cellular network so you can make phone calls. Now that we've got that out of the way, you can finish setting up your phone.	Udało się! Telefon jest teraz połączony z siecią komórkową, więc możesz wykonywać połączenia telefoniczne. Skoro masz już to za sobą, możesz dokończyć konfigurowanie telefonu.	Address the user directly. Use friendly and casual verbs (for example “masz” instead of “posiadasz”, or “możesz” instead of “można”).
{0} mentioned you in a post.	{0} wspomina o Tobie w swoim wpisie.	Reformulate the sentence. Do not use masculine verb forms and avoid passive whenever possible.
You forwarded this.	Przesłane dalej przez Ciebie.	

When the first person plural (“we”) is used in the source text, try to use an impersonal translation, such as: Poczekaj na informację o zakończeniu operacji.

However, if the impersonal form sounds forced or unnatural, feel free to follow the first person plural structure (“my”).

### Example:

EN: Now we'll help you finish setting up a few things.

PL: Teraz pomożemy Ci skonfigurować kilka ustawień.

As a general rule the plus (+) sign should be preserved in the translation when used as a conjunction (replaces "and" / "&"). This typical typographic convention is unique for Windows Phone and is acceptable in Polish.

### Examples:

EN US Source	Translation
ringtones+sounds	dzwonki+dźwięki
date+time	data+godzina
photos+camera	zdjęcia+aparat

Please note that in UI strings the plus symbol should not be surrounded with spaces. In UA, the preference is to avoid the extra spaces. However, sometimes they need to be used so that the translation does not look cluttered (for example, see app categories on [windowsphone.com/pl-pl/store/featured-apps](http://windowsphone.com/pl-pl/store/featured-apps)). Please use your best judgment and ask the terminology/style experts for advice whenever in doubt.

#### 3.2.1. Product Names

As a general rule, product names should appear in their original, non-inflected form. This means that whenever the name appears in a non-nominative case, a descriptor needs to be used, e.g. "*Skoroszyt **programu Excel***" instead of "*Skoroszyt Excela*", or "*Ta wersja **programu Word** nie obsługuje pewnej zawartości tego dokumentu*" instead of "*Ta wersja Worda...*" Please note that the names of Office applications keep the descriptor even in the nominative case, e.g. "Program Word zakończył przeszukiwanie dokumentu."

Some product names should be inflected so that they appear more natural and mirror the actual language of real users—this refers mostly to social networks such as Facebook or Twitter. For example: "Skonfiguruj swoje konta na **Facebooku, Twitterze** i w innych sieciach społecznościowych, aby wiedzieć, co robią znajomi."

### 3.3. Usage—Sound Natural

Avoid the passive voice and use the active voice whenever possible and reasonable.

This will also help avoid redundancy and improve the fluency of the text.

#### Examples:

<b>Passive voice (not recommended)</b>	<b>Active voice (recommended)</b>
Telefon zostanie wyłączony	Telefon wyłączy się
zostanie włączone przy niskim poziomie energii	włączy się przy niskim poziomie energii

### 3.4. Terminology—Be Consistent

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

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

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

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

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

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.



## Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Nie udało się znaleźć pasującego elementu. <b>Przesuń</b> w lewo lub w prawo, aby zobaczyć inne wyniki, lub użyj innego terminu.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a <b>range</b> have a value.	Zlicza komórki w <b>zakresie</b> , które zawierają wartość.	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>Czujnik danych</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](mailto: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 Polish, please replace [someone@example.com](#) with [osoba@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.

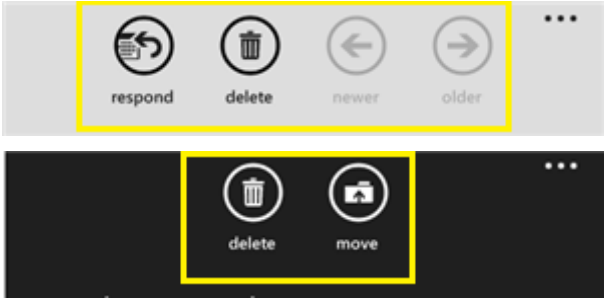
The unit “KB” (kilobyte) should be translated as “KB”, keeping the letter “K” in uppercase.

## 4. Windows Phone UI Localization Guidelines

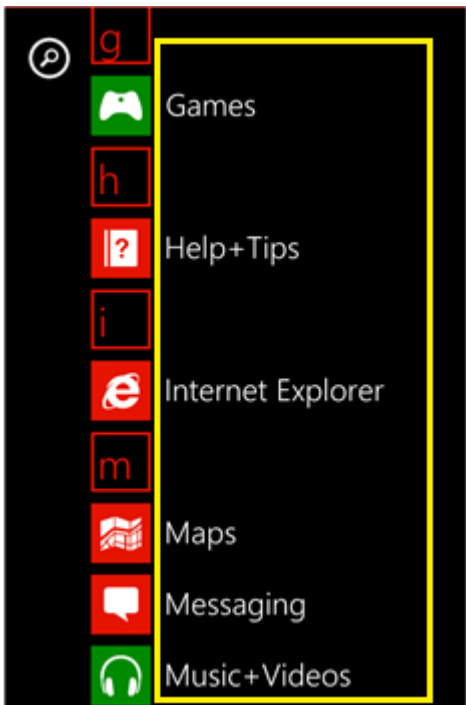
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

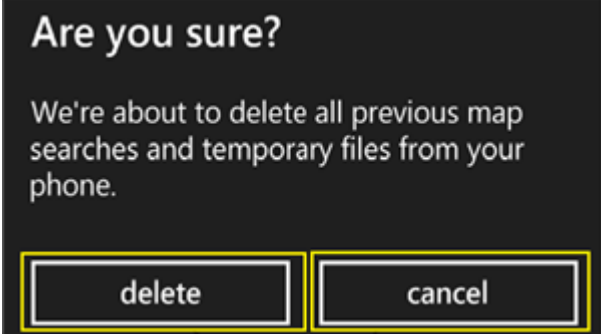
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</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 imperative verb form. Other parts of speech should mirror the English text.</p> <p>Examples: delete – usuń move – przenieś respond – odpowiedz</p>

#### 4.1.2. App List Item

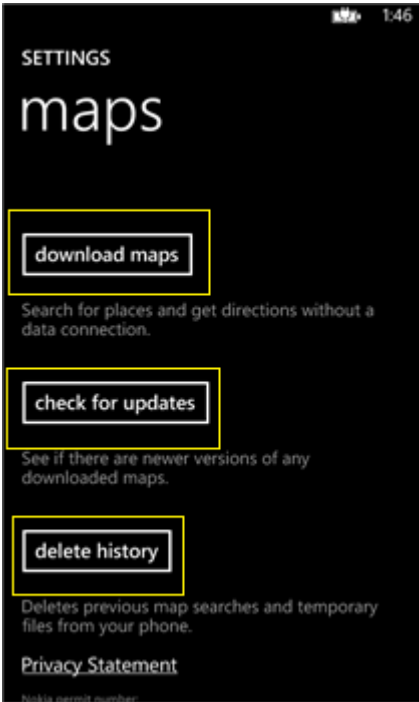
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.</p> <p>Examples: Games – Gry Maps – Mapy Messaging – Wiadomości Music+Videos – Muzyka+Wideo Local Scout – Przewodnik Office – Office</p>

### 4.1.3. Buttons

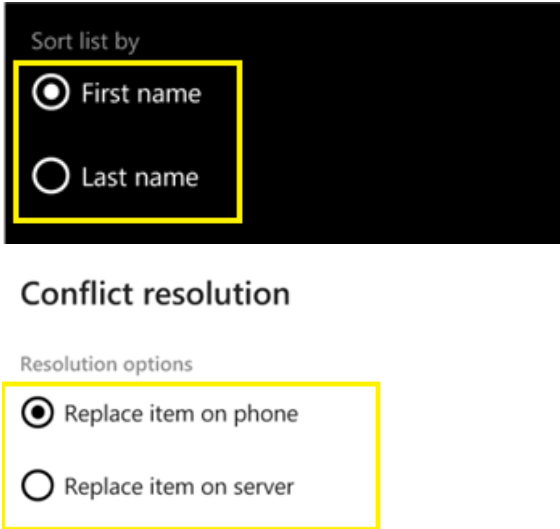
#### 4.1.3.1. Dialog Button

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 dialog buttons usually contain verbs and, less commonly, nouns. Translate dialog buttons represented by verbs using the imperative verb form, and dialog buttons represented by nouns using a noun in nominative case.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Labels containing a verb: delete - usuń</li><li>- Labels represented by a noun: store - sklep</li></ul>


#### 4.1.3.2. Push Button

Push button	Guidelines
	<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 push buttons usually contain verbs and, less commonly, nouns. Translate push buttons represented by verbs using the imperative verb form, and push buttons represented by nouns using a noun in nominative case.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Labels containing a verb:  check for updates - sprawdź aktualizacje</li> <li>Labels represented by a noun:  suggestions - propozycje</li> </ul>

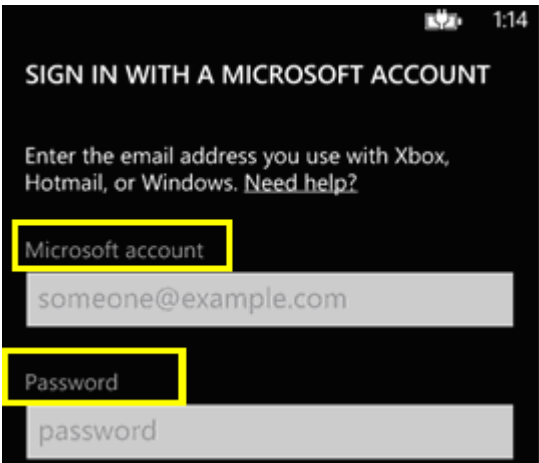
#### 4.1.3.3. Radio Button

Radio button	Guidelines
	<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 - Imię</p> <p>When the radio button starts with a verb, use the imperative verb form (definite or indefinite, depending on the context). Follow the source punctuation.</p> <p>Example:  Replace item on phone - Zastąp element w telefonie</p>

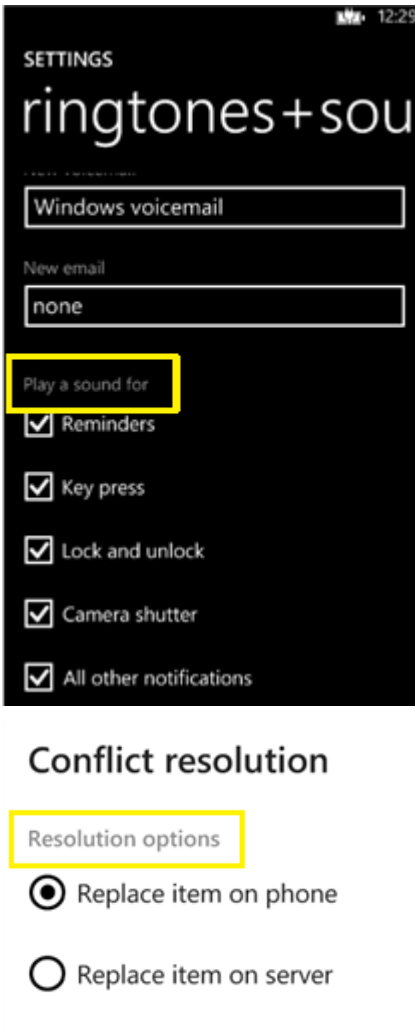
#### 4.1.4. Check Box Label

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 imperative form, usually indefinite (because the change refers to multiple occurrences, not to a single action). Follow source punctuation.</p> <p>Example: Use Speech when the phone is locked - Używaj funkcji Mowa, gdy telefon jest zablokowany</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>Examples: Microsoft account - Hasło Microsoft Password - Hasło</p>

#### 4.1.6. Group Label

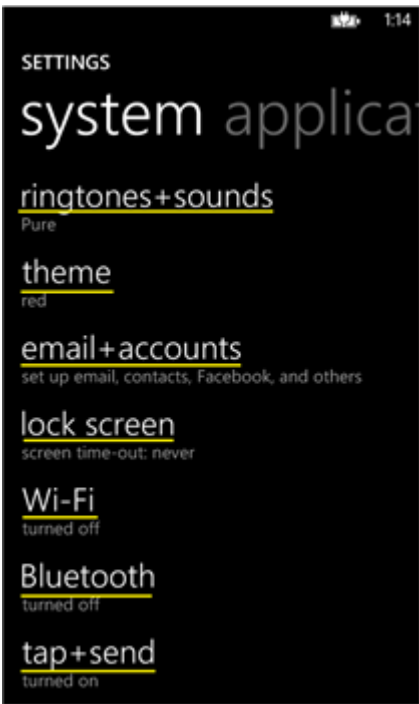
Group label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the imperative verb form.</p> <p>Examples Play a sound for - Odtwórz dźwięk dla</p> <p>When the group label consists of a noun, use a noun in nominative case.</p> <p>Example: Resolution options - Opcje rozwiązania</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 - zdjęcia</p>

#### 4.1.8. List Item in Settings

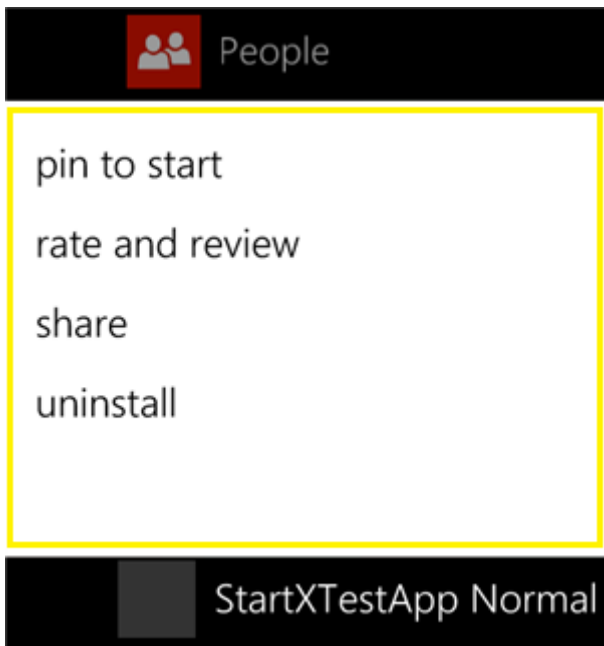
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No  Number of lines allowed: 1  Source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

## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

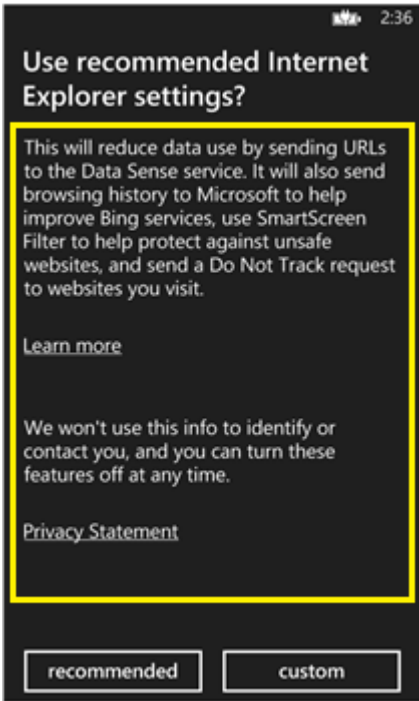
Application menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using a verb in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

### 4.1.9.2. Context Menu Item

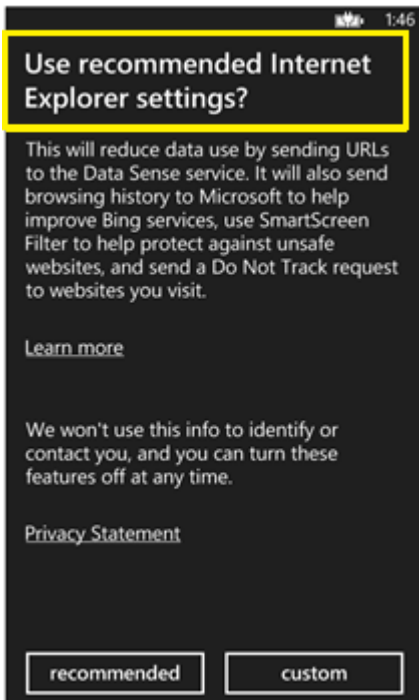
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using a verb in the imperative form.</p> <p>Example: rate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

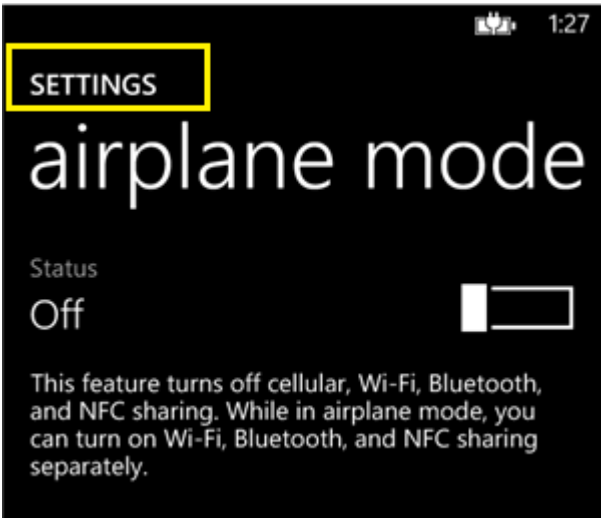
#### 4.1.10.2. *Message Box Header*

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 2</p> <p>Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use the infinitive verb form.</p> <p>Example: Use recommended Internet Explorer settings? - Użyć zalecanych ustawień przeglądarki Internet Explorer?</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?- Dostępna sieć Wi-Fi Połączyć?</p>

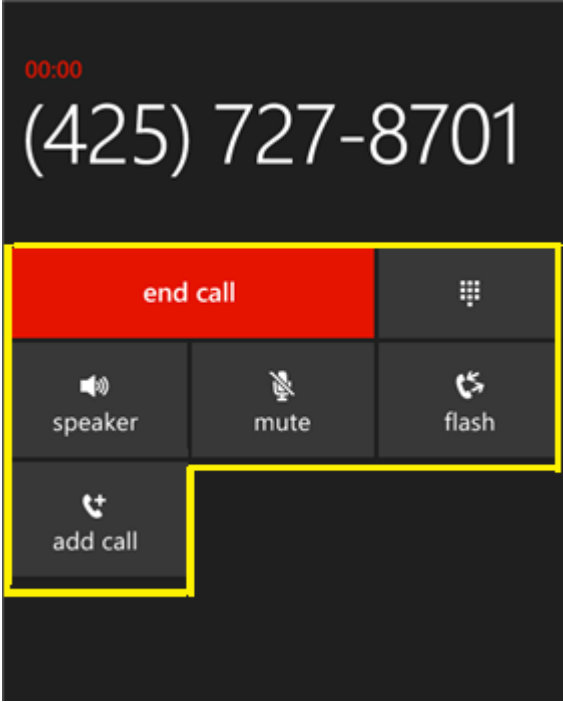
#### 4.1.12. Page Title

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

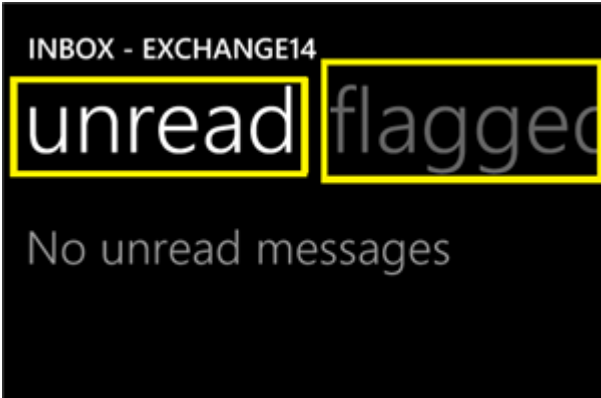
#### 4.1.13. Pane Section Title

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 - kategorije</p>

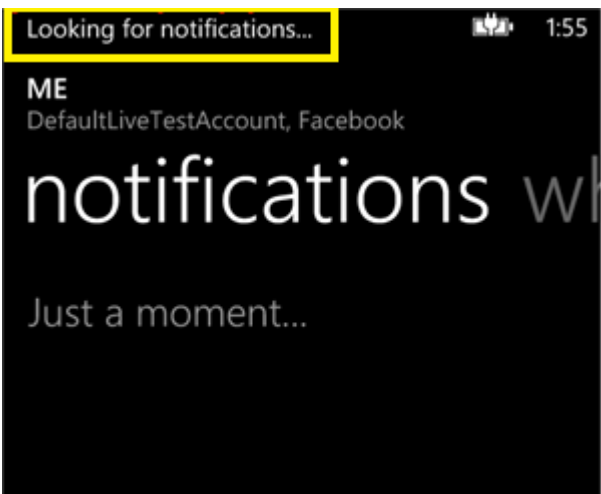
#### 4.1.14. Phone Control Label

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 in nominative case.  Example: speaker - głośnik</p> <p>If the source phone control label contains a verbal form, translate using verb in the imperative form.  Example:  add call – dodaj rozmówcę</p>


#### 4.1.15. Pivot Item

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


#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the gerund form, preserve the ellipsis and skip the introductory "Trwa".</p> <p>Example:</p> <p>Looking for notifications... - Wyszukiwanie powiadomień...</p>

#### 4.1.17. Text Box

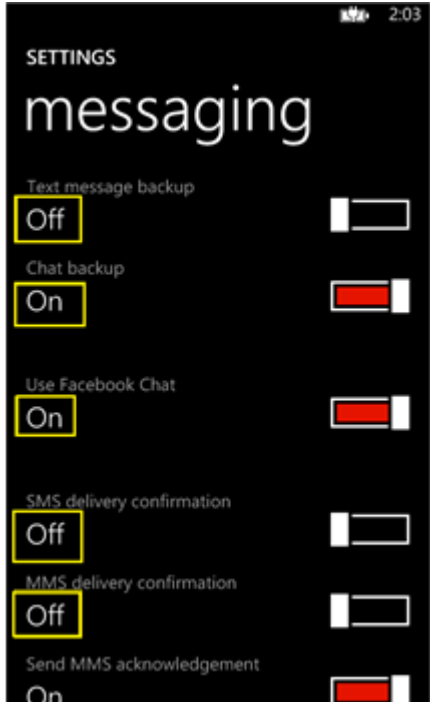
Text box	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.  Translate using a verb in the imperative form.</p> <p>Example:  type a message - wpisz wiadomość</p>

#### 4.1.18. Tile Label

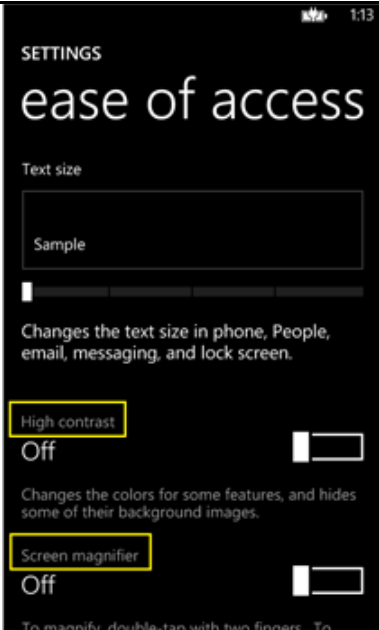
Tile label	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:  Photos - Zdjęcia  People - Kontakty</p>

## 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 the universal abbreviated form Wł. / Wył. No need to reflect gender and number. 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 - Wł. Off - Wył.</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 - Wysoki kontrast</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

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

#### Translation Strategy

For Polish, 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

Wybierz inny identyfikator lub naciśnij przycisk Pokaż dostępne identyfikatory, aby zobaczyć inne propozycje.

### 4.3. Text Overflow

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

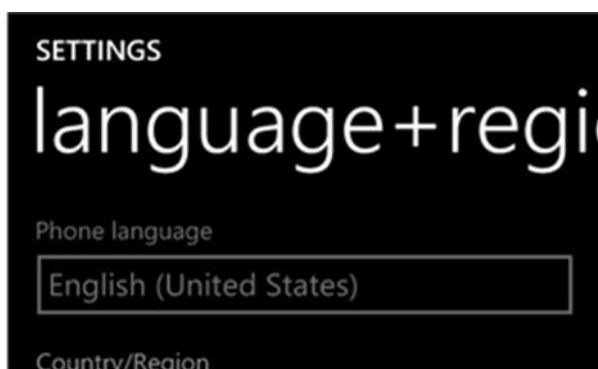
Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

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 Polish 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 the source:

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

Title Case is not used in Polish. "People Hub, Me Card" are translated as "centrum Kontakty, karta Ja".

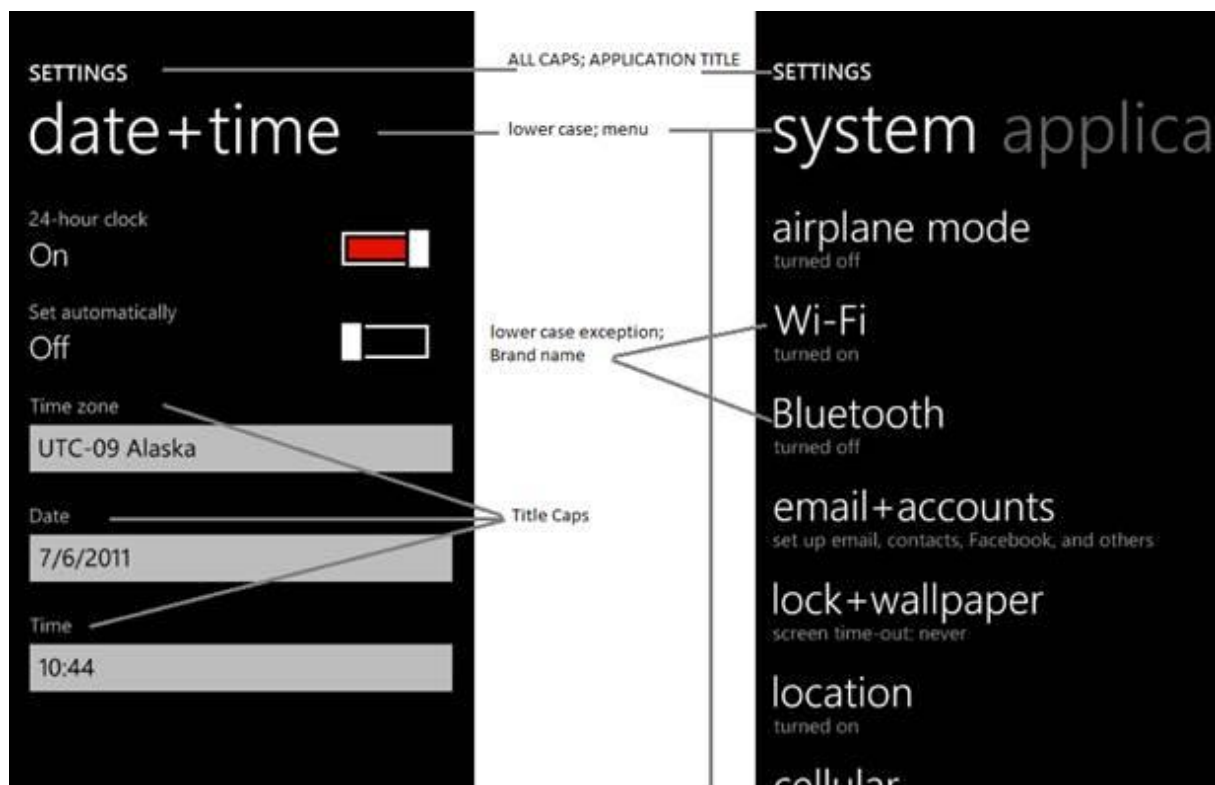
The descriptors (centrum/karta) behave like standard nouns and should be capitalized only at the beginning of a sentence. The word that follows is capitalized only if it is a proper noun or would normally be capitalized when appearing on its own in other contexts.

### **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 Polish.

## 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.
- Use simple and colloquial translations for interjections such as Oops!, Aha!, etc.  
"Oops" can be omitted in longer phrases or replaced with "Niestety" if preserving the word in the translation would look awkward or unusual.

### Examples:

EN US Source	Incorrect Translation	Correct Translation
Do you wish to update this application?	Do you want to import one contact from your SIM card now?	Zaimportować teraz jeden kontakt z karty SIM?
Oops...	Oops... OR Ups...	Ojej...
Oops! We're not sure what's wrong, but we can't open this file.	Ups, wystąpił jakiś błąd i nie można otworzyć tego pliku.	Wystąpił jakiś błąd i nie można otworzyć tego pliku.
Oops! The media content you're looking for isn't there anymore.	Ojej, szukana zawartość multimedialna już nie istnieje.	Niestety, szukana zawartość multimedialna już nie istnieje.

## 4.6. Punctuation—Divide and Conquer

- Do not use abbreviations! The only exceptions are units of measure when they appear in the general plural form along with a numeral (e.g. "5 min" instead of "5 minut", or "20 km" instead of "20 kilometrów").
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation marks. Choose stronger words.

### Examples:

EN US Source	Translation	Comment
The phone number isn't valid.	Nr telefonu jest nieprawidł.	Such abbreviations are unacceptable. The correct translation should be "Nieprawidłowy znak w haśle".

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

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

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

### Examples:

EN US Source	Incorrect Translation	Correct Translation
invalid SIM	nieprawidłowa karta SIM	zła karta SIM
Attention required	Wymagana uwaga	Wymaga uwagi
turned on turned off	włączona wyłączona	włączony wyłączony
		This refers to the Bluetooth

		setting and the feminine/masculine form of the adjective should match the form of the subordinate noun (Bluetooth, <i>masc.</i> ).
--	--	--

## 4.8. Handling Input from External Stakeholders

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

## 5. Windowsphone.com

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

### 5.1. General

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

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

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

## 5.2. Terminology

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

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

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

Other aspects to take into account:

**Rigid term-to-term approach:** Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—"Can that sound awkward or incorrect in Polish? 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="ikona  
Ulubione"/>.
```

### 5.3.2. Topic Titles

Standard rules for topic titles translation should be followed in most cases:

- Page titles should take the same form as dialog box titles.
- Section titles/subtitles should take the same form as option group.

When possible, try to use verbless sentences.

However, sometimes it may be necessary to deviate from this rule in order to grab the user's attention and speak to him/her more directly. This applies particularly to the "call to action" topics, such as "Buy your phone". In such cases, the imperative verb form should be used.

Topic title in English	Context	Polish translation
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Use a gerund.</p> <p><i>Robienie, edytowanie i udostępnianie zdjęć i filmów</i></p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More &gt; Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at: start a text, then tap More &gt; Attach &gt; My location.</p>	<p>Use imperative verb form if the topic title is a direct call to action or it needs to be shorter.</p> <p><i>Twórz i udostępniaj</i></p>

### 5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Polish, references to UI options should be localized using Sentence casing.

#### Examples:

EN US Source	Translation	Comment
On <b>Start</b> , flick left to the App list, tap Settings, and then tap Email + accounts.	Na <b>ekranie startowym</b> przewiń w lewo do listy Aplikacje, naciśnij najpierw kafelek Ustawienia, a następnie pozycję	"Ekran startowy" is an exception and behaves like a regular noun phrase. It should not start with a capital letter ("na Ekranie startowym" is incorrect).

	Poczta+konta.	
--	---------------	--

## 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
<h2>Kid's Corner</h2> <p>Hand over your phone without fear — Kid's Corner grants your little ones access only to the apps, games, videos, and music you choose for them, so you can relax and let them play. They can open Kid's Corner on their own, but your Start screen, apps, and info will be protected by a password you set. Now your kid can play Angry Birds without emailing your angry boss.</p>
Polish Translation
<h2>Kącik dziecięcy</h2> <p>Przekaż telefon bez obaw — dzięki Kącikowi dziecięcemu Twoje pociechy będą miały dostęp tylko do wybranych przez Ciebie aplikacji, gier, filmów wideo i plików muzycznych. Możesz spokojnie pozwolić im na zabawę. Dzieci mogą same otworzyć Kącik dziecięcy, ale Twój ekran startowy, aplikacje i dane będą chronione ustawionym indywidualnie hasłem. Teraz Twoje dziecko może grać w Angry Birds i nie rozzłości e-mailem Twojego szefa.</p>

### 5.4.2. How-to Text

EN US Source
<h2>What song is this?</h2> <p>Songs you hear on the radio, or when you're out and about, don't need to be a mystery</p>

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](#).

#### Polish Translation

#### Co to za utwór?

Utwory, które słyszysz w radiu lub będąc poza domem, nie muszą być już zagadką. Dzięki Muzyce Bing w systemie Windows Phone możesz wyszukiwać odtwarzaną muzykę, aby uzyskać o niej więcej informacji, takich jak tytuł utworu, wykonawca, album, a także sposób odsłuchania lub zakupu.

#### Wyszukiwanie zarejestrowanej muzyki podczas jej odtwarzania

1. Naciśnij przycisk Szukaj  telefonu.
2. Umieść telefon w miejscu, w którym dobrze słyszeć muzykę, a następnie naciśnij ikonę Muzyka .

Jeśli po skanowaniu utwór zostanie rozpoznany, zostanie wyświetlony jego tytuł i wykonawca oraz tytuł i okładka albumu.

3. Aby znaleźć utwór w Sklepie Xbox Music, naciśnij opcję Sklep.

W Sklepie możesz przesłuchać fragment tego utworu oraz pozostałych utworów z danego albumu i ewentualnie dokonać zakupu.

Jeśli masz subskrypcję usługi Xbox Music Pass, a utwór jest dostępny w Sklepie Xbox

Music, możesz odsłuchać cały utwór i pozostałe utwory z tego albumu oraz je pobrać. Więcej informacji znajdziesz w temacie [Pobieranie muzyki, filmów i podcastów ze Sklepu](#).

## 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.

## 5.6. Video Localization

Videos are the most visible content on windowsphone.com and an embodiment of the Windows Phone voice in the local market. Their purpose is to:

- Generate excitement for Windows Phone
- Deliver support and informational experience

The creation of localized videos consists of the following parts:

1. Localization of the audio script and on-screen texts—performed by translators
2. Narration (voice recording)—performed by voice talents

### 5.6.1. Script Localization

The localization of the script is governed by the following rules:

- Local market fit

View the EN US source video first to become acquainted with the content and the purpose of the video. Make sure the translated content reads naturally and the messaging is effective with respect to the target market.

- Alignment with Windows Phone style guidelines

Adhere to the basic principles of the Windows Phone style. Use everyday language and a friendly tone. Vary the style of the translation according to the source script (apply the appropriate tone and voice for How-to videos and for marketing videos).

- UI consistency and terminology

UI references need to be checked carefully against the localized files, especially in the case of How-to videos, so that users can follow the steps described in the videos and are not confused by not being able to locate the UI options on their own phone. By the same token, approved terminology must be used for a clear and consistent experience.

- Correspondence between the script and video

Make sure the script corresponds to the actual video. When translating, always bear in mind that your translation will set the rules for narration of the script by a voice talent.

- Length limitations

Follow the instructions from the project team with regard to length limitations for the audio script. Generally, it's recommended to keep the same or shorter length of the script compared to the source (note that the localized strings tend to be up to 10% longer than the source strings and there has to be enough time for the voice talent to read the whole content in time to fit the video).

- Persona Deck

The names used in the scripts and in on-screen texts are fictitious and should be replaced with target locale equivalents using the Persona Deck (or any similar document provided by the project team). The Persona Deck is a table of fictitious persons including their names, email addresses and telephone numbers. The names are approved for marketing purposes.

### 5.6.2. Narration (Guidelines for Voice Talents)

The narration is governed by the following rules:

- Modulation

View the EN US source video first to become acquainted with its content. Use appropriate gusto and modulation that fits the purpose of the video (informational, marketing...). Remember that you should talk to the customer like the customer is at your desk, watching you over your shoulder. Never adopt a disinterested or monotonous tone.

- Clear and proper pronunciation (free from dialect or other accent)

Use proper pronunciation. Follow the guidelines for pronunciation of English words (see below) to pronounce words of English origin (mainly product and feature names) consistently and in the most appropriate way.

- Natural pace (not too fast)

The speed of narration should be natural and contribute to an easy comprehension. Make a pause after logical units.

#### *5.6.2.1. Pronunciation Guidelines for English Product and Feature Names*

During voice recording, please adhere to the following guidelines for pronunciation of product and feature names of English origin. Generally speaking, English terms and product names should be pronounced the English way, with a slight Polish accent.

Product or Feature Name	Pronunciation in Polish		
	Direct transcription	IPA (International Phonetic Alphabet)	AS (Slavistic alphabet)
Windows Phone	łindołs fołn	[wɪndɔws fɔwn]	[ʋ'indoʋs foʋn]
Bluetooth	blutuf	[blutuf]	[blutuf]
Bing	bing	[bɪŋg]	[b'ɪŋg]
Facebook	fejsbuk	[fejsbuk]	[feiʂbuk]
Microsoft Tag	majkrosoft tag	[majkrosof tag]	[maiʁkrosof tag]
Microsoft	majkrosoft	[majkrosoft]	[maiʁkrosoft]
Xbox	iksboks	[iksboks]	[iksboks]
Xbox Music Pass	iksboks mjuzik pas	[iksboks mɪuzɪk pas]	[iksboks m'uz'ik pas]
Xbox Music	iksboks mjuzik	[iksboks mɪuzɪk]	[iksboks m'uz'ik]
Live Tile	lajw tajl	[lajf tajl]	[laiʃ tai'l]
Live Apps	lajw aps	[lajw aps]	[laiʋ aps]
Twitter	tliter	[twɪter]	[tʏ'iter]