Welsh Style Guide

## Table of Contents

1 Welcome ..... 4
1.1 Reference material ..... 5
2 Microsoft voice ..... 6
2.1 Choices that reflect Microsoft voice ..... 7
2.1.1 Word choice ..... 9
2.1.2 Words and phrases to avoid ..... 10
2.2 Sample Microsoft voice text ..... 12
2.2.1 Address the user to take action ..... 12
2.2.2 Promoting a feature ..... 13
2.2.3 Providing how-to guidelines ..... 14
2.2.4 Explanatory text and providing support ..... 14
3 Inclusive language ..... 15
3.1 Avoid gender bias ..... 16
3.2 Accessibility ..... 18
4 Language-specific standards ..... 19
4.1 Grammar, syntax, and orthographic standards ..... 19
4.1.1 Abbreviations ..... 19
4.1.2 Acronyms ..... 21
4.1.3 Adjectives ..... 22
4.1.4 Articles ..... 23
4.1.5 Capitalization ..... 25
4.1.6 Compounds ..... 26
4.1.7 Contractions ..... 29
4.1.8 Conjunctions ..... 30
4.1.9 Gender Error! Bookmark not defined.
4.1.10 Genitive ..... 31
4.1.11 Localizing colloquialism, idioms, and metaphors ..... 31
4.1.12 Modifiers ..... 31
4.1.13 Nouns ..... 32
4.1.14 Prepositions ..... 33
4.1.15 Pronouns ..... 35
4.1.16 Punctuation ..... 36
4.1.17 Sentence fragments ..... 41
4.1.18 Subjunctive ..... 41
4.1.19 Symbols \& non-breaking spaces ..... 41
4.1.20 Verbs ..... 42
5 Localization considerations ..... 44
5.1 Accessibility ..... 45
5.2 Applications, products, and features ..... 45
5.3 Trademarks ..... 45
5.4 Software considerations ..... 46
5.4.1 Arrow keys ..... 46
5.4.2 Error messages ..... 46
5.4.3 Keys ..... 51
5.4.4 Keyboard shortcuts ..... 51
5.4.5 Numeric keypad ..... 53
5.4.6 Shortcut keys ..... 53
5.5 Voice video considerations ..... 56
5.5.1 English pronunciation ..... 57
5.5.2 Tone ..... 59
5.5.3 Video voice checklist ..... 60

1 Welcome


Welcome to the Microsoft Localization Style Guide for Welsh. This guide will help you understand how to localize Welsh content in a way that best reflects the Microsoft voice. Before you dive in:

- Make sure you understand the key tenants of the Microsoft voice.
- Familiarize yourself with the recommended style references in Welsh.


### 1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

## Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Gramadeg y Gymraeg. Peter Wynn Thomas. Gwasg Prifysgol Cymru, 1996. ISBN 0-7083-1345-0
2. Orgraff yr laith Gymraeg. Rhan I a Rhan II. Gwasg Prifysgol Cymru, argraffiad 1987.
3. Y Golygiadur, Llawlyfr i Awduron a Golygyddion. Rhiannon Ifans. 2006. ISBN 1-84512-026-4
4. TermCymru. https://gov.wales/bydtermcymru. The Welsh Assembly Government Translation Service terminology database.
5. Geiriadur Prifysgol Cymru. https://welsh-dictionary.ac.uk/gpc/gpc.html
6. Geiriadur yr Academi. (GyrA) https://geiriaduracademi.org/
7. Y Termiadur. http://www.termiaduraddysg.cymru/
8. Termau Technoleg Gwybodaeth a'r We. Bwrdd yr laith Gymraeg, 2004 and the other terminology lists on the Welsh Language Board's National Database of Standardized Terms.
9. Pa Arddodiad? D. Geraint Lewis. 2007. ISBN 9781589027646
10. Adroddiad ar Safoni Termau Priffyrdd, Bwrdd yr laith Gymraeg, 1998.

## Informative References

These sources are meant to provide supplementary information, background, comparison, etc.

1. The Welsh Academy English-Welsh Dictionary, Gwasg Prifysgol Cymru, 1995.
2. Cysgliad. https://www.bangor.ac.uk/canolfanbedwyr/cysgliad am ddim.php.en
3. Arddulliadur Gwasanaeth Cyfieithu Llywodraeth Cynulliad Cymru,2006.
4. Canllawiau a Safonau Meddalwedd Dwyieithog, Bwrdd yr laith Gymraeg, 2006.
5. Safle meddalwedd Cymraeg. www.meddal.com
6. The European Computer Driving Licence (Welsh Version).

## Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at https://docs.microsoft.com/en-us/windows/apps/desktop/

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone-what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- Warm and relaxed: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- Crisp and clear: We're to the point. We write for scanning first, reading second. We make it simple above all.
- Ready to lend a hand: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English and for many other languages.

## Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice-it is difficult to read and understand quickly.
- Be pleasant and ensure explanations appear individualized and are as enjoyable to read as is possible.
- Avoid slang and be careful with colloquialisms-it is acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.


## Brand and product names

- Avoid overuse of the company/brand or product names (or logos). Refer to Microsoft names correctly when you use them-don't wing it.
- Avoid the corporate "we," such as "Microsoft announces..." or "We're proud to introduce..." or "We want you to know." Keep the focus on "you"-the reader, the audience. WE (Microsoft) aren't the important ones here.


### 2.1 Choices that reflect Microsoft voice

Translating Welsh in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly, and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

However, the intended audience does not consist of teenagers only, so avoid using technical jargon or overly colloquial language, since not all users may understand it. All information must be presented in such a way that it looks as simple as possible, so that the average user may follow what is said.

When you are localizing source text written in Microsoft voice, feel free to
choose words that aren't standard translations if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

Therefore, try to translate the intended meaning of the sentence, instead of translating literally, word by word, which might not sound natural or fluent. Convey the same flavor into the target language using the most appropriate words and phrases to get a natural style.

For unambiguous commands, the personal imperative form may be used. However, where there is ambiguity, and where space is at a premium, the verb noun form may be used.

Use the polite 2nd person (the -wch forms) to address the user.

Example:

| English | Welsh translation |
| :--- | :--- |
| You are now connected to the | (+) Rydych nawr wedi'ch cysylltu â'r Rhyngrwyd <br> Internet. <br> (-) Rwyt ti nawr wedi dy gysylltu â'r Rhyngrwyd |
| Type your name | (+) Teipiwch eich enw <br> (-) Teipia dy enw |
| Are you sure you want to exit Setup? | (+) Ydych chi'n siŵr eich bod am adael y broses <br> gosod? <br> (-) Wyt ti'n siŵr dy fod am adael y broses gosod? |

The impersonal may be used in the past tense (the -wyd forms). However, they are less familiar in the present tense in Welsh (the -ir forms). In the present sense, the verb noun form may be used. If strings must be truncated, the impersonal may be used in the present tense in Welsh.

| English | Welsh translation |
| :--- | :--- |
| The message has been sent | (+) Anfonwyd y neges <br> (-) Mae'r neges wedi'i hanfon |
| The message is being sent | (+) Mae'r neges wrthi'n cael ei hanfon <br> (-) Anfonir y neges |

## Yes and No

The translation of Yes and No in Welsh depends on the question. Therefore, there is no one single word that may be used to translate these words in every context. Care must be taken that the answer to Yes and No correspond to the question. Where possible, "lawn" (OK) may be used instead of the various translations of "Yes". In the negative, the short form " Na " is usually acceptable.

| English | Welsh translation |
| :--- | :--- |
| Yes | $(+)$ lawn |
| OK | $(+)$ lawn |
| No | $(+) \mathrm{Na}$ |

The exception to this rule is when asked if you are sure you wish to do something. In such cases "Ydw" should be used.

## Active / Passive sentences

It's recommended to use active/direct sentences, where the subject of the sentence is performing the act. In a passive sentence, something happens to the subject of the sentence and this type can be more confusing for the user.

| Active | Passive |
| :--- | :--- |
| (+) Mae'r cyfrifiadur yn cau. | $(-)$ Cafodd y cyfrifiadur ei gau. |
| (+) Cadwodd y rhaglen y ffeil | $(-)$ Cafodd y rhaglen ei chadw gan y ffeil. |

### 2.1.1 Word choice

## Terminology

Terminology must be used consistently; use the existing translations from the provided reference materials. Use approved terminology from the Microsoft Language Portal where applicable, for example for key terms, technical terms, and product names.

## Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

| en-US <br> word | en-US word usage |
| :--- | :--- |
| App | Use app instead of application or program. |


| Pick, <br> choose | Use pick in more fun, less formal or light-weight situations ("pick a color," not <br> "choose a color") and choose for more formal situations (don't use select unless <br> necessary for the UI). |
| :--- | :--- |
| Drive | For general reference to any drive type (hard drive, external hard drive, etc.). Use <br> specific drive type if necessary. |
| Get | Fine to use as a synonym for "obtain" or "come into possession of" but should be <br> avoided for other general meanings. |
| Info | Use in most situations unless information better fits the context. Use info when <br> you point the reader elsewhere ("for more info, see <link>"). |
| PC | Use for personal computing devices. Use computer for situations about PCs and <br> Macs. |
| You | Address the user as you, directly or indirectly through the use of first- and second- <br> person pronouns like "you." Third-person references, such as "user," should be <br> avoided as they sound formal and impersonal. <br> For information on localizing you, go to the section Pronouns. |


| en-US source term | Welsh word | Welsh word usage |
| :--- | :--- | :--- |
| app | ap | rhaglenis used for program and application |
| stuff | stwff |  |

### 2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

| en-US word/phrase to avoid | Preferred en-US word/phrase |
| :--- | :--- |
| Achieve | Do |
| As well as | Also, too |


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


| Welsh word/phrase to avoid | Preferred Welsh word/phrase |
| :--- | :--- |
| Fodd bynnag | Ond |
| Cyflawni | Gwneud |
| Caffael | Cael |
| Cyrchu | Cael gafael ar |
| Ynglŷn â Microsoft | Manylion Microsoft |
| ailgychwyn | bwtio |
| gyriant fflach USB | cof bach |

### 2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

### 2.2.1 Address the user to take action

When it comes to a "call-to-action", remember, short copy is good copy! Motivate your target audience with clear statements. They want to find what they need, understand what they find, and be able to make an immediate decision, e.g. purchasing or contacting Skype for more information.

| US English | Welsh target | Explanation |
| :--- | :--- | :--- |
| The password isn't <br> correct, so please try <br> again. Passwords are <br> case-sensitive. | Dydy'r cyfeiriad ddim yn <br> iawn, felly rhowch gynnig arall <br> arni. Rhaid gwahaniaethu rhwng <br> llythrennau bach a mawr mewn <br> cyfrineiriau. | The user has entered an <br> incorrect password so provide <br> the user with a short and <br> friendly message with <br> the action to try again. |
| This product key didn't |  |  |
| work. Please check it and <br> try again. | Doedd yr allwedd cynnyrch hon <br> ddim wedi gweithio. Gwnewch <br> yn siŵr ei bod yn iawn a rhoi <br> cynnig arall arni. | The user has entered an <br> incorrect product key. The <br> message casually and politely <br> asks the user to check it again <br> and try again. |


| All ready to go | Barod i fynd | Casual and short message to <br> inform user that setup has <br> completed, ready to start using <br> the system. |
| :--- | :--- | :--- |
| Would you like to |  |  |
| continue? | Ydych chi am fwrw ymlaen? | Use of the second person <br> pronoun "you" to politely ask <br> the user if they would like to <br> continue. |
| Give your PC a name- <br> any name you want. If <br> you want to change the <br> background color, turn <br> high contrast off in PC <br> settings. | Rhowch enw i'ch cyfrifiadur- <br> unrhyw enw. Os ydych chi am <br> newid lliw'r cefndir, diffoddwch <br> cyferbyniad uchel <br> yng ngosodiadau'r cyfrifiadur. | Address the user directly <br> using second person pronoun <br> to take the necessary action. |

### 2.2.2 Promoting a feature

| US English | Welsh target | Explanation |
| :--- | :--- | :--- |
| Picture password is a new way <br> to help you protect <br> your touchscreen PC. You choose <br> the picture-and the gestures <br> you use with it-to create a <br> password that's uniquely yours. | Mae cyfrinair llun yn <br> ffordd newydd o ddiogelu <br> eich cyfrifiadur sgrin <br> cyffwrdd. Rydych chi'n dewis <br> y llun-a'r ystumiau <br> rydych chi am eu defnyddio <br> gydag ef-i greu cyfrinair <br> sy'n unigryw i chi. | Promoting a specific <br> feature with the use of <br> em-dash to emphasis the <br> specific requirements to <br> enable the feature which <br> in this case is picture <br> password. |
| Let apps give you <br> personalized content based on <br> your PC's location, name, <br> account picture, and other <br> domain info. | Gadewch i apiau roi cynnwys <br> personol i chi ar sail lleoliad,, <br> enw, Ilun cyfrif a <br> gwybodaeth arall am <br> barth eich cyfrifiadur. | Promoting the use of <br> apps. <br> Depending on the context <br> of the string we can add <br> some more familiarity to <br> the text by using everyday <br> words for e.g. PC. |

### 2.2.3 Providing how-to guidelines

## US English

## Welsh target

## Explanation

To go back and save your work, select Cancel and finish what you need to.

To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.

It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.

I fynd yn ôl a chadw eich gwaith, dewiswch Canslo a gorffen yr hyn rydych chi eisiau ei wneud.

I gadarnhau eich cyfrinair Ilun presennol, gwyliwch y chwarae a dilyn yr ystumiau sy'n cael eu dangos ar eich llun.

Mae'n amser rhoi allwedd y ynnyrch. Pan fyddwch chi'n cysylltu â'r rhyngrwyd, byddwn yn ysgogi Windows i chi.

### 2.2.4 Explanatory text and providing support <br> 2.4 Explana

## US English

## Welsh target

Explanation

The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.

If you restart now, you and any other people using this PC could lose unsaved work.

This document will be automatically moved

Mae'r diweddariadau wedi cael eu gosod, ond mae angen i Broses Gosod Windows 11 ailgychwyn er mwyn iddyn nhw weithio. Ar ôl ailgychwyn, byddwn yn dal i fynd o'n cam diwethaf.

Os byddwch chi'n ailgychwyn nawr, byddwch chi ac unrhyw un arall sy'n defnyddio'r cyfrifiadur yn colli unrhyw waith sydd heb ei gadw.

Bydd y ddogfen hon yn cael ei ymud yn awtomatig i'r llyfrgell

Short and clear action using second person pronoun.

Voice is simple and natural.
The user isn't overloaded with information; we tell them only what they need to know to make a decision.

Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

| US English | Welsh target | Explanation |
| :--- | :--- | :--- |
| The updates are installed, <br> but Windows 11 Setup <br> needs to restart for them <br> to work. After it restarts, <br> we'll keep going from <br> where we left off. | Mae'r diweddariadau wedi cael eu <br> gosod, ond mae angen i Broses <br> Gosod Windows 11 ailgychwyn er <br> mwyn iddyn nhw weithio. Ar ôl <br> ailgychwyn, byddwn yn dal i fynd <br> o'n cam diwethaf. | The language is natural, the <br> way people talk. In this case <br> voice is reassuring, letting <br> the user know that we're <br> doing the work. Use of "we" <br> provides a more personal <br> feel. |
| If you restart now, you <br> and any other people <br> using this PC could lose <br> unsaved work. | Os byddwch chi'n ailgychwyn <br> nawr, byddwch chi ac unrhyw un <br> arall sy'n defnyddio'r cyfrifiadur <br> yn colli unrhyw waith sydd heb ei <br> gadw. | Voice is clear and <br> natural informing the user <br> what will happen if this <br> action is taken. |
| This document will <br> be automatically moved | Bydd y ddogfen hon yn cael <br> ei ymud yn awtomatig i'r llyfrgell | Voice talks to the <br> user informatively and |


| to the right library and folder after you correct invalid or missing properties. | a'r ffolder iawn ar ô li chi gywiro'r priodweddau annilys neu goll. | directly on the action that will be taken. |
| :---: | :---: | :---: |
| Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive. | Roedd rhywbeth drwg wedi digwydd! Does dim modd dod o hyd i'r ffeiliau sydd wedi cael eu llwytho i lawr i greu eich gyriant cof bach USB mae modd ei fwtio. | Without complexity and using short sentences inform the user what has happened. |

## 3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

## General guidelines

## Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references-for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

## Don't use profane or derogatory terms.

Don't use slang that could be considered cultural appropriation.
Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

| Use this | Not this | Use this | Not this |
| :--- | :--- | :--- | :--- |
| English examples |  | Target examples |  |
| expert | guru | arbenigwr | gwrw |
| colleagues; | guys; ladies and | cydweithwyr; | bois; boneddigion a |
| everyone; all | gentlemen | pawb | boneddigesau |
| parent | mother or father | rhiant | mam neu dad |

### 3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (dyn, menyw, etc.).

The following table contains examples of gender-biased words or compounds that should be avoided in Welsh and the alternative that should be used to promote gender inclusivity.

| Use this | Not this |
| :---: | :---: |
| Target examples |  |
| Person/Pobl | Dyn/Menyw |
| Plentyn/Plant | Bachgen/Merch |

## When presenting generalization, use plural noun forms (for example, pobl, unigolion, myfyrwyr, etc.).

Don't use gendered pronouns (ei, hi, e, etc.) in generic references. Instead:

- Rewrite to use the second or third person (chi/ti or un).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, y ddogfen instead of ei ddogfen).
- Refer to a person's role (darllenydd, gweithiwr, cwsmer, neu gleient, for example).
- Use person or unigolyn.

The following table contains strings and sentences that were translated taking those gender-neutral principles into account.

| Use this | Not this | Use this | Not this |
| :---: | :---: | :---: | :---: |
| English examples |  | Target examples |  |
| Developers need access to servers in their development environments, but they don't need access to the servers in Azure. | A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure. | Mae angen i ddatblygwyr gael mynediad at weinyddion yn eu hamgylcheddau datblygu, ond nid oes angen mynediad arnynt i'r gweinyddwyr yn Azure. | Mae angen i ddatblygwr gael mynediad at weinyddion yn ei amgylchedd datblygu, ond nid oes angen mynediad arno i'r gweinyddwyr yn Azure. |
| When the author opens the document .... | When the author opens her document .... | Pan fydd yr awdur yn agor y ddogfen .... | Pan fydd yr awdur yn agor ei dogfen .... |
| To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial. | To call someone, select his name, select Make a phone call, and then select his number. | I ffonio rhywun, dewiswch enw'r person, dewiswch Gwnewch alwad ffôn, ac yna dewiswch y rhif yr hoffech ei ddeialu. | I ffonio rhywun, dewiswch ei enw, dewiswch Gwneud galwad ffôn, ac yna dewiswch ei rif. |

Avoid writing sentences that refer to a single person whose gender is unknown. You can often avoid this situation by rewriting the sentence to make the subject plural. In cases where a reference to a single person is impossible to avoid, do not use "he or she," "him or her," or "his or hers." Also, the use of slash should be avoided to combine both
genders, but in exceptional cases, such as License Terms or column and row headers, the masculine and feminine gender can be combined by means of a slash (ef/hi).

### 3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as dioddef $o$. The preferred option is not to mention a disability unless it's relevant.

The following table contains an example that illustrate people-first language.

| Use this | Not this | Use this | Not this |
| :---: | :---: | :---: | :---: |
| English example |  |  | Target example |
| person without a disability | normal person; healthy person | person heb anabledd | person arferol; person iach |

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

| Use this | Not this | Use this | Not this |
| :--- | :---: | :---: | :---: |
| English example | Target example |  |  |
| Select | Click | Dewis | Clicio |

Keep paragraphs short and sentence structure simple-aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like $\boldsymbol{a}$, plws, and $\boldsymbol{a m}$. Screen readers can misread text that uses special characters like the ampersand (\&), plus sign ( + ), and tilde ( $\sim$ ).

## 4 Language-specific standards

This part of the style guide contains information and guidelines specific to Welsh.

### 4.1 Grammar, syntax, and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

### 4.1.1 Abbreviations

## Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways.

## List of common abbreviations

The following table lists common Welsh expressions and their associated, acceptable abbreviations. The full Welsh translation should be used whenever possible. No periods should be used in abbreviations. Extended characters are not used in their abbreviated form.

| Expression | Acceptable Abbreviation |
| :--- | :--- |
| er enghraifft | $(+)$ ee <br> $(-)$ e.e. |
| hynny yw | $(+)$ hy <br> $(-)$ h.y. |
| ac yn y blaen | $(+)$ ayb <br> $(-)$ a.y.b. |
| dalier sylw | $(+)$ ds <br> $(-)$ d.s. |
| ôl nodyn | $(+)$ on <br> $(-)$ o.n. <br> $(-)$ onn |

## Additional guidelines

- Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If non-breaking spaces cannot be used (in Help files, for example) it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.


## Measurement abbreviations

In addition to common measurements such as $\mathrm{km}, \mathrm{m}, \mathrm{cm}, \mathrm{mm}$, and so on, the abbreviations in the following table are used in the product user interface and in technical documentation. If possible, the full term should be used in Welsh in order as it would be easier to understand.

Example:

| Measurement | English abbreviation | Welsh abbreviation | Comment/Example |
| :---: | :---: | :---: | :---: |
| Gigabyte | GB | GB |  |
| Gigabit | GBit | GDid |  |
| Kilobyte | KB | KB |  |
| Kilobit | KBit | KDid |  |
| Megabyte | MB | MB |  |
| Megabit | MBit | MDid |  |
| Terabyte | TB | TB |  |
| Terabit | TBit | TDid |  |
| Bits per second | Bit/s | Did/e | Use same type for similar measurements, e.g. frames per second $=>\mathrm{F} / \mathrm{s}$ |
| Megabits per second | MBit/s or Mbps | MDid/e |  |
| Kilobits per second | KBit/s or Kbps | KDid/e |  |


| Bytes per second $\mathrm{B} / \mathrm{s}$ $\mathrm{B} / \mathrm{e}$ <br> Megabytes per <br> second $\mathrm{MB} / \mathrm{s}$ $\mathrm{MB} / \mathrm{e}$ |  |  |  |
| :--- | :--- | :--- | :--- |
| Kilobytes per <br> second | $\mathrm{KB} / \mathrm{s}$ | $\mathrm{KB} / \mathrm{e}$ |  |
| Point | Pt. | Pt. | No plural form |
| Inch | ". | " is acceptable in Packaging and |  |

Don't abbreviate any other words in Welsh.

### 4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Caution: Do not include a generic term after an acronym or abbreviation if one of the letters in the acronym stands for that term. Even though this might occur in the USEnglish version, it should be "corrected" in the localized version. The following examples show the redundancy in red for Welsh terms.

- (-) Galwad RPC
- (-) laith HTML
- (-) Protocol TCP/IP
- (-) Rhif PIN


## Localized acronyms

The only acronym which should be localized in Welsh are DU (UK) and UDA (USA).

Example:

| en-US source | Welsh target |
| :--- | :--- |
| UK | DU |

$\square$

## Unlocalized acronyms

All acronyms should remain in English. The following list contains examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

Example:

| en-US source | Welsh target |
| :--- | :--- |
| ANSI | ANSI |
| ISO | ISO |
| ISDN | ISDN |

### 4.1.3 Adjectives

In Welsh, adjectives should be handled in the following manner.
Many Welsh adjectives have a masculine form (bachgen cryf), a feminine form (merch gref) and a plural form (ceffylau cryfion). The plural and feminine forms should only be used if that form is very familiar.

A soft mutation occurs in an adjective when it follows a singular feminine noun.

| en-US source | Welsh target |
| :--- | :--- |
| Control Panel | (+) Panel Rheoli <br> (-) Panel Reolaethol |
| Recovery System | (+) System Adfer <br> (-) System Adferol |

## Possessive adjectives

The frequent use of possessives is a feature of English language. However for Welsh, please refer to the section on pronouns.

### 4.1.4 Articles

## General considerations

There are three forms of the article in Welsh (yr, y and 'r) which should generally be used in the translation to make a noun specific.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Change the visual effects and the sounds on <br> the PC | Newid effeithiau gweledol a'r synau ar y <br> cyfrifiadur |

In phrases containing "this" where the object referred to is obvious the Welsh translation of "this" may be omitted. However, the translator should consider whether this might lead to any ambiguity. If so, the determiner should be used.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Delete this file | (+) Dileu'r ffeil <br> $(-)$ Dileu'r ffeil hon |

## Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in the same way in Welsh.

Example:

en-US source Welsh target<br>Microsoft Defender Microsoft Defender

## Localized feature names

Translated feature names are not preceded by articles.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Calculator | Cyfrifannell |
| Paint | Paent |

## Articles for English borrowed terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Welsh language?
- Analogy: Is there an equivalent Welsh term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

Please refer to the section on pronouns.

The internet may be a helpful reference here.
Please always consult the Language Portal to confirm the user of a new loan word and its proper article to avoid inconsistencies.

Example:

## en-US source Welsh target

Enter a valid URL. Rhowch URL dilys.

### 4.1.5 Capitalization

The practice used in the English language should be followed regarding capitalization in Welsh. However, many more nouns and verbs are capitalized in the English source string than would normally be expected. You should not try to mimic the capitalization in the source strings, but use your knowledge of the spelling conventions of Welsh to decide which words in a string to capitalize and which to leave lower-case. Over-capitalization is awkward and leads to inconsistencies in the UI.

Should an English noun be capitalized in the source string and be translated by two words in the target language, be consistent in capitalizing either both words, and neither word, or capitalize one word and not the other. Be consistent in the application of spelling rules.

Electronic terminology is not usually capitalized in Welsh.
Example:

| en-US source | Welsh target |
| :--- | :--- |
| E-mail | $(+)$ e-bost |
| E-mail (verb) | $(+)$ e-bostio |
| Website | $(+)$ gwefan |
| web | $(+)$ y we |

However - y Rhyngrwyd and y We Fyd-eang.

In English headings, all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (such as "that," "until," and "which") are capitalized. Please do not apply the same principle to Welsh headings. Instead, follow the normal Welsh capitalization rules. The same rule applies to software strings.

Example:

| en-US source | Welsh target |
| :---: | :--- |
| Switching between Windows | (+) Newid rhwng Windows <br>  <br>  <br> (-) Newid Rhwng Windows |

### 4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Nouns, adjectives, pronouns, verb-nouns and prepositions may be compounded in the Welsh language to create single words. There are no restrictions on the length of the compounds created. The second part of the compound is mutated as shown in the table below.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Hibernate | $(+)$ Trwmgysgu |
| Invert | $(+)$ Gwrthdroi |
| Metadata | $(+)$ Metaddata |
| Shuffle | $(+)$ Hapdrefnu |
| AutoCorrect | $(+)$ Awtogywiro |

Generally, a hyphen is needed in a compound when the second element is a one syllable word. It is usually not needed when the second element contains more than one syllable.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Di-waith | Diweithdra |


| Cyd-fynd | Cydadolygiad |
| :--- | :--- |
| Gor-ddweud | gorweithio |

## Common exceptions:

ad- + words beginning with t - ad-drefnu
cyd- (meaning fellow/joint) - cyd-bwyllgor
A hyphen should be used after the following the adjectives ail-, arch-, blaen-, cam-, lled-, ôl-, pen-, prif- (and uwch- and is- when they are referring to an organisation or a job).

## Common exceptions:

Prifysgol, Prifddinas (one word)
Prif (meaning chief) - Prif Weinydd (two words)
A hyphen should always follow the prefix e-:

```
e-bost
e-bostio
e-lywodraeth
```

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided by verbally expressing the relationship among the various compound components. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Internet Accounts | (+) Cyfrifon Rhyngrwyd |
| Logon script processing | (+) Prosesu sgript Mewngofnodi |
| Internet News Server Name | (+) Enw Gweinydd Newyddion Rhyngrwyd |

## Compounds with product or component names

The compounds below contain both product and component names. The product names are marked in red. Product names are usually trademarked and, therefore, must remain unchanged. Additions to a product or component name are added with a hyphen or, if that is not appropriate, you need to create a periphrastic construction. In Welsh the component name should come before the product name.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Windows password | (+) Cyfrinair Windows |
| Microsoft Word document | (+) Dogfen Microsoft Word |
| Microsoft SQL Server database | (+) Cronfa Ddata Microsoft SQL Server |
| Microsoft Dynamics 365 product family | (+) Teulu cynnyrch Microsoft Dynamics 365 |

Note: The major product groups use the following unlocalized product portfolio names; these are considered product names and are always used without a hyphen or article in any language:

- Microsoft Office System
- Microsoft Windows Server System


## Compounds with acronyms, abbreviations or numerals

The compounds below contain either an abbreviation or a numeral followed by a component name. The abbreviation or numeral is marked in red in the English example. The Welsh example below show how such constructions should be translated. Such terms should be translated save for abbreviations which should always be left in English.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| USB drive | $(+)$ gyriant USB |
| 2-D gridlines | $(+)$ llinellau grid 2-D |
| 24 bit color value | $(+)$ gwerth lliw 24 did |

When an abbreviation is in the plural form, it is recommended to use the ending -s rather than -au in Welsh.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| URLs | $(+)$ URLs <br> (-) URLau |
| USBs | $(+)$ USBs <br> $(-)$ USBau |

### 4.1.7 Contractions

For en-US Microsoft voice, the use of contractions helps to convey a conversational tone and are used whenever possible.

| en-US long form | en-US contracted form |
| :--- | :--- |
| Do not | Don't |

Where one word ends in a vowel and the following word begins with a vowel, where it is grammatically correct to do so, an apostrophe should be used to join both words, thus omitting one vowel. The definite article " $y$ " should be replaced with " $r$ " following a vowel. This follows the conventions of the Welsh language and also serves to make phrases more concise.

| en-US source text | Welsh long form | Welsh contracted form |
| :--- | :--- | :--- |
| Color of | Lliw y | Lliw'r |
| Has been | Wedi ei | Wedi'i |
| File name | Enw y ffeil | Enw'r ffeil |

### 4.1.8 Conjunctions

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

If the Welsh Microsoft voice can be conveyed through the use of conjunctions, then this section is applicable.

## Welsh old use of conjunctions Welsh new use of conjunctions

| yn yr un modd â | fel |
| :--- | :--- |
| unwaith y byddwch chi wedi | pan |
| oherwydd | felly |
| o achos | gan |
| os byddwch chi byth yn | os |
| hyd oni byddwch yn | nes |
| a chithau wedi | ar ôl |

In English headings, all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (such as "that," "until," and "which") are capitalized. Please do not apply the same principle to Welsh headings. Instead, follow the normal Welsh capitalization rules. The same rule applies to software strings.

| English example | Welsh example |
| :---: | :--- |
| Switching between Windows | $(+)$ Newid rhwng Windows <br> $(-)$ Newid Rhwng Windows |

### 4.1.9 Genitive

Some noun phrases in Welsh may be interpreted as being either adjectival or genitive. Following a feminine noun, an adjective takes a soft mutation, whereas a genitive does not mutate, e.g. merch wen (adjectival) but merch Gwen (genitive). The translator needs to differentiate between the adjectival and the genitive and use the soft mutation only where the adjectival sense is unambiguous e.g. neges rydd (adjectival), but neges rhybudd (genitive).

Example:

## en-US source Welsh target <br> Action Center Canolfan Gweithredu

(e.g. Attaching a genitive "s" to (trademarked) product names is not feasible, as it could be interpreted as a modification of such names.)

### 4.1.10 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

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

- Do not attempt to replace the source colloquialism with an Lao colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.


### 4.1.11 Modifiers

## Mutations

Change in the first letter of a word is a peculiarity of Welsh and other Celtic languages. This follows certain grammar rules and may cause problems in translation where certain phrasing may generate a mutation to follow. Where possible, the Welsh text in menus
etc should be rephrased to do away with the need for grammatical mutations in any following portion.
With bulleted lists, only the first bullet point should be mutated if necessary. If letters or numbers are used, the letter or the number should be considered as part of the text and therefore the first bullet point should not be mutated.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Selecting this will enable you to either | (+) Wrth ddewis hwn gallwch naill ai |
|  |  |
| - shut your computer down | - gau eich cyfrifiadur |
| - allow the user to log off | e caniatáu i'r defnyddiwr adael |
| Selecting this will enable you to either | (+) Wrth ddewis hwn gallwch naill ai |
| a) shut your computer down a) cau eich cyfrifiadur <br> b) allow the user to log off b) caniatáu i'r defnyddiwr adael <br> Selecting this will enable you to either  <br> 1. shut your computer down (+) Wrth ddewis hwn gallwch naill ai <br> 2. allow the user to log off 1. cau eich cyfrifiadur |  |

Y Golygiadur, Llawlyfr i awduron a golygyddion is recommended as an easy to use reference text to confirm any mutations required to text.

### 4.1.12 Nouns

Welsh nouns can be masculine, feminine, or plural. The singular form should always follow a number. Loan words usually follow the syntactic and morphological rules of the target language as shown in the examples contained in the table below.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Delete the format. | $(+)$ Dileu'r fformat hwn. |
| Format this word. | $(+)$ Fformatio'r gair hwn. |
| Invalid formats. | $(+)$ Fformatau annilys. |

```
Please format this file. (+) Fformatiwch y ffeil hon.
```


## Inflection

Welsh nouns are either feminine (llyfrgell) or masculine (llun). The next section deals with the plural forms (llyfrgelloedd, Iluniau).

Example:

| en-US source | Welsh target |
| :--- | :--- |
| this library | y llyfrgell hon |
| this picture | y llun hwn |

## Plural formation

Microsoft terminology lists should include the plural form for the most common terms. The examples below show how English loanwords inflect for number in Welsh. Usually the ending -aid, -oedd, -au or -s are added to plural forms of the English loan words.

Example:

| en-US source | Welsh target |
| :--- | :--- |
| Clients | $(+)$ Cleientiaid |
| Blogs | $(+)$ Blogiau |
| Engines | $(+)$ Injans |
| Formats | $(+)$ Fformatiau |
| Diagrams | $(+)$ Diagramau |

### 4.1.13 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit the preposition or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

Prepositional phrases in English need to be translated according to their context; anglicisms should be avoided. Pay attention to the correct use of the preposition in the translations. Influenced by the English language, many translators omit them or change the word order. When translating the English preposition "to" in the context of sending e-mails, use the preposition "at" rather than " $i$ " which denotes a place, not a person. However, when "to" is used in the context of page numbers, the correct form is "I". Use â/ag after peidio. There is no need to use the preposition "ar" ("on") after the command cliciwch (click).

The table below contains frequently used verbs and the prepositions that follow them. Please use this table as a reference. Also refer to Pa Arddodiad? by D. Geraint Lewis which contains a comprehensive list of prepositions which should be used with Welsh verbs.

| Source Text Expression | Welsh Expression |
| :--- | :--- |
| migrate to | $(+)$ mudo i |
| migrate from | $(+)$ mudo o |
| import to | $(+)$ mewngludo i |
| import from | $(+)$ mewngludo o |
| export to | $(+)$ allgludo i |
| export from | $(+)$ diweddaru i |
| update to | $(+)$ uwchraddio i |
| upgrade to | $(+)$ newid i |
| change to | $(+)$ cysylltu â |
| click on | $(+)$ Croeso! Dyma |
| connect to |  |
| welcome to ... |  |


| do not | $(+)$ peidio â |
| :--- | :--- |
| from 3 to 6 days | $(+)$ rhwng 3 a 6 diwrnod <br> $(-) \circ 3$ i 6 diwrnod |

The examples below contain frequently occurring noun phrases that are preceded by a preposition. Please use this table as a reference.

| Source Text Expression | Welsh Expression |
| :--- | :--- |
| in the toolbar | $(+)$ yn y bar offer |
| on the tab | $(+)$ ary tab |
| on the menu | $(+)$ yn y ddewislen |
| on the net | $(+)$ ary Rhyngrwyd ar y fewnrwyd (if referring to an intranet) |
| on the Internet | $(+)$ ary Rhyngrwyd |
| on the Web | $(+)$ ar y we |
| on a web site | $(+)$ ar wefan |
| on a web page | $(+)$ ar dudalen we |

### 4.1.14 Pronouns

The frequent use of possessives is a feature of English language. However in Welsh, possessive adjectives should be avoided, following the omission from phrases such as "My Computer" and "My Documents".

| Source Text Expression | Welsh Expression | Comment |
| :--- | :--- | :--- |
| File already exists |  |  |
| The file already exists |  |  |
| This file already exists |  |  |\(\left.\quad $$
\begin{array}{l}\text { (+) Mae'r ffeil eisoes yn bodoli }\end{array}
$$ \begin{array}{l}In complete sentences, use <br>

determiners consistently <br>
even if the US string does <br>

not.\end{array}\right\}\)| No need to use a |
| :--- |
| Not enough memory to |
| complete this operation. | | (+) Does dim digon o gof i |
| :--- |
| wneud hyn. |

Windows cannot start your system. If the problem persists, contact your network administrator.
(+) All Windows ddim dechrau'r system. Os bydd y broblem yn parhau, holwch weinyddwr y rhwydwaith.

Avoid using possessive marker "your" unless ownership is important in context.

Care should be taken using pronouns and the following common errors avoided:
Example:

| en-US source | Welsh target |
| :--- | :--- |
| Files you have saved | (+) ffeiliau rydych wedi'u cadw <br> (-) ffeiliau rydych wedi cadw |
| I was shocked | (+) roeddwn wedi fy syfrdanu <br> (-) roeddwn wedi'm syfrdanu |
| As noted in the instructions | (+) fel y nodwyd yn y cyfarwyddiadau <br> (-) fel a nodwyd yn y cyfarwyddiadau |
| Terms agreed in setup | (+) telerau y cytunir arnynt yn y broses gosod <br> (-) telerau a gytunir arnynt yn y broses gosod |
| Any comments you have | (+) Unrhyw sylwadau a fydd gennych <br> $(-)$ Unrhyw sylwadau y bydd gennych |

### 4.1.15 Punctuation

Please follow the following basic rules for the use of punctuation marks in Welsh. If your language uses a character set that is based on the Latin alphabet, make sure to include a space after commas and periods. Only one space should follow punctuation marks.

In general, open punctuation practices should be followed. The main principles of this style are to use as little as possible of unnecessary punctuation. No semicolon should be placed at the end of bullet points. The address should not be punctuated in letters, nor the "Annwyl (Dear)... " greeting, nor "Yn gywir (Yours sincerely)..."

## Bulleted lists

With bulleted lists, only the first bullet point should be mutated if necessary. If letters or numbers are used, the letter or the number should be considered as part of the text and therefore the first bullet point should not be mutated. For examples see Modifiers.

## Comma

Used to split sentences into smaller meaningful units, separate elements in a list, split a greeting from what follows and to note boundaries of additional information.

## Commas before the conjunctions "a" and "neu"

There should be no comma before the final "a" in a list-type construction:

| US English source text | Welsh target text |
| :--- | :--- |
| Check for available updates to the <br> Software, such as fixes, and enhanced <br> functions. | Chwilio am y diweddariadau sydd ar gael i'r <br> meddalwedd, fal datrysiadau a swyddogaethau <br> gwell. |

There should be no comma before the final "neu" in a list-type construction:

| US English source text | Welsh target text |
| :--- | :--- |
| Check for available updates to <br> the Software, such as fixes, or enhanced <br> functions. | Chwilio am y diweddariadau sydd ar gael i'r <br> meddalwedd, fal datrysiadau neu swyddogaethau <br> gwell. |

Note that it is perfectly acceptable and indeed necessary in some cases, to have a comma before "a" or "neu" when it is used to break up two separate but related clauses:

## US English source text

## Welsh target text

On Google Maps, your ad can appear right on the map, and you can pick a special icon related to your business.

Ar Google Maps, gall eich hysbyseb ymddangos yn uniongyrchol ar y map, a gallwch chi ddewis eicon arbennig sy'n ymwneud â'ch busnes.

## Colon

A colon represents the longest pause possible within a sentence. Use colons to introduce a list of items. Use a colon to introduce a quote.

Example:

| US English | Welsh target | Comment |
| :--- | :--- | :--- |
| Show the temperature <br> in: | Dangos y tymheredd <br> mewn: | A long line should not follow a colon <br> $(:-)$ |

## Dashes and hyphens

Three different dash characters are used in Welsh:

## Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Y Golygiadur by Rhiannon Ifans deals with this issue in detail.

Example:

| US English | Welsh target |
| :--- | :--- |
| Undo | Dad-wneud |

## En dash

The en dash is used as a minus sign, usually with spaces before and after.
Example:

| US English | Welsh target |
| :--- | :--- |
| -3 | -3 |

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

## Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

Example:

| US English | Welsh target |
| :--- | :--- |
| Setup the program—you have <br> downloaded-on the PC | Gosodwch y rhaglen-y byddwch wedi'i llwytho i <br> lawr-ar y cyfrifiadur. |

## Ellipses (suspension points)

Ellipses are used when a part of a quotation is omitted. They can also appear at the end of strings. Keep in mind the following when using ellipses/suspension points:

A space should be inserted before and after the ellipses. When the omitted part of the quotation is at the end of the sentence, no period should be placed to denote the end of the sentence.

Example:

| US English | Welsh target |
| :---: | :---: |
| Open Shared Calendar... | Agor Calendar a Rennir... |

## Period

Use a period in all complete sentences, ie sentences with a conjugated verb. Do not use a period in a string of the software without a conjugated verb. See the examples below.

## Example:

| US English | Welsh target |
| :---: | :---: |
| Select item (in a dialog above a drop-down list) | $(+)$ Dewiswch eitem. |

Select item (a checkbox in a dialog)
(+) Dewis eitem

Insert only one space after a period. Do not use periods in abbreviations.
Example:

## US English Welsh target

eg (+) ee
ie (+) hy
(-) h.y.

## Quotation marks

Both single (' ') and double (" ") quotation marks are used in Welsh. The translator should follow the quotations marks used in the source language.

In US source strings, you may find software references surrounded by English quotation marks. The translator should follow the quotations marks used in the source language.

Example:

| US English | Welsh target |
| :--- | :--- |
| For example: "Kitchen PC" or "Sam's | Er enghraifft: "Cyfrifiadur y Gegin" neu "Cyfrifiadur <br> PC". |

Here is the ASCII code for the quotation marks:

| Code | Character |
| :---: | :--- |
| Alt+034 $\quad "$ |  |

## Parentheses

In Welsh, there is no space between the parentheses and the text inside them.
Example:

| US English | Welsh target |
| :---: | :---: |
| This day [13 April 2022] | Roedd y diwrnod hwn [13 Ebrill 2022] |

### 4.1.16 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

The same is applicable for Welsh.

| US English source text | UK English long form | US English and UK English <br> sentence fragment |
| :--- | :--- | :--- |
| Use the following steps to <br> print a document. | Defnyddiwch y camau canlynol <br> i argraffu dogfen. | Angen argraffu dogfem? <br> Dyma sut. |

### 4.1.17 Subjunctive

The subjunctive should be avoided. The present tense should be used instead.
Example:

| US English | Welsh target |
| :---: | :--- |
| When the computer shuts down | (+) pan fydd y cyfrifiadur yn cau <br> (-) pan fo'r cyfrifiadur yn cau |

### 4.1.18 Symbols \& non-breaking spaces

Symbols and non-breaking spaces should be dealt with in the same way as the English source text. The exception to this is the ampersand ( $\&$ ) symbol. The ampersand symbol should not be used in Welsh language.

Example:

| US English | Welsh target |
| :---: | :---: |
| Devices \& Printers | Dyfeisiau a Pheiriannau Argraffu |

### 4.1.19 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language. These words are phonologized.

| US English | Welsh example | Welsh example | Welsh example |
| :--- | :--- | :--- | :--- |
| dump | $(+)$ dymp | $(+)$ dympio | $(+)$ dympiwch |
| blog | $(+)$ blog | $(+)$ blogio | $(+)$ blogiwch |
| format | $(+)$ fformat | $(+)$ fformatio | $(+)$ fformatiwch |

Ancillary verbs are often used in the English language. These verbs may be omitted from the Welsh translation.

Example:

| US English | Welsh target |
| :--- | :--- |
| To make use of | $(+)$ defnyddio <br> $(-)$ gwneud defnydd o |
| To pay a visit | $(+)$ ymweld â <br> $(-)$ talu ymweliad â |
| To give consideration | $(+)$ ystyried <br> $(-)$ rhoi ystyriaeth i |
| To make a decision | $(+)$ penderfynu <br> $(-)$ gwneud penderfyniad |

Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate "be" in your language, you can omit it in error messages, but you should
be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

Example:

| US English | Welsh target | Comment |
| :---: | :---: | :---: |
| The document is too large. Document too large. | (+) Mae'r ddogfen yn rhy fawr. | Be consistent in your usage of the verb "to be" |
| Access was denied. Access denied. | (+) Dim mynediad. | In complete sentences, use verbs and the same tense as in the source string. |
| The file '\%s' is an unknown graphics format. | (+) Mae'r ffeil '\%s' yn fformat graffeg anhysbys. | Rephrase "is" with "have" if necessary to produce an appropriate translation. |
| The application may attempt to convert the graphic. | (+) Gall y rhaglen geisio trosi'r graffigyn. | may + Verb can be rephrased as Verb + possibly |
| A problem occurred while trying to connect to the network share '\%1!s!'. | (+) Problem wrth geisio cysylltu â'r rhan rhwydwaith '\%!s!'. | Shorten and rephrase if necessary to "A problem occurred while connecting to the network share '\%1!s!' |
| The following error occurred: '\%1!!!' (error \#\%2!!x!) | (+) Dyma'r gwall: <br> '\%1!s!' (gwall \#\%2!\|x!) | Shorten this construction where possible, e.g. Error: '\%1!s!' (error \#\%2!\|x!). |
| An unknown error has occurred./ No error occurred. | (+) Gwall anhysbys./ Dim gwall. | Shorten this construction where possible, e.g. Unknown error. / No error |

Care should be taken in deciding whether to use "gallu" (able) or "cael" (allow) in error messages. Is the program telling the user they are not able to perform a task or telling them they are not allowed to perform a task? Usually, the latter is inferred.

## Example:



|  | (-) Allwch chi ddim cadw'r ffeil. |
| :--- | :--- |
| You can open this folder. | (+) Cewch agor y ffolder. <br> (-) Gallwch agor y ffolder. |
| You will not be able to open this folder. | (+) Chewch chi ddim agor y ffolder. <br> (-) Allwch chi ddim agor y ffolder. |

Care must be taken with tense.

| US English | Welsh target | Comments |
| :--- | :--- | :--- |
| The program saved | $(+)$ Cadwodd y rhaglen | past |
| The program has saved | $(+)$ Mae'r rhaglen wedi cadw | perfect |
| The program had saved | $(+)$ Roedd y rhaglen wedi cadw | pluperfect |

## 5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs, and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Welsh, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

Materials should be localized in a clear manner. Ensuring the user understands the text is paramount. The text should read as it was composed in Welsh rather than it being a translation.

Usually, graphics need not be changed in a Welsh localized product unless there is text included in the graphic.

Additional guidelines:

- Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If non-breaking spaces cannot be used (in Help files, for example) it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.


### 5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Welshspeaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/enus/accessibility/.

### 5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense).

## Version numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

## US English Welsh target

Version 4.2 Fersiwn 4.2

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

### 5.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark
is available. A list of Microsoft trademarks is available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

### 5.4 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

### 5.4.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

### 5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic, and not robot-like.

| English term | Correct Welsh translation |
| :--- | :--- |
| Something went wrong <br> Not enough memory to process this <br> command.Aeth rhywbeth o'i le <br> Does dim digon o gof i broesu'r gorchymyn <br> hwn |  |

## Welsh style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.
It is also important that error messages should not be patronizing. They should assist the user and try to help them avoid such errors in the future.

## Standard phrases in error messages

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:


Many error messages alert the user to the fact that an action could not be completed or that an item could not be found. Be consistent in how you convey such messages in Welsh.

| English | Welsh | Comment |
| :--- | :--- | :--- |
| File not found. <br> File was not found. <br> The file was not <br> found. | $(+)$ Heb ganfod y ffeil. | Use one basic syntax for all negative <br> sentences. |
| Not enough memory. | $(+)$ Dim digon o gof. | not enough $=$ insufficient |


| Wrong file type. | (+) Math anghywir o ffeil. | wrong = incorrect |
| :---: | :---: | :---: |
| Invalid file type. | (+) Math annilys offeil. | Invalid = illegal |
| An illegal setting name has been entered. | (+) Mae enw'r gosodiad yn annilys. |  |
| \%1 has a bad format. | (+) Mae fformat \%1 yn annilys. | Use "invalid" instead of "bad", unless the meaning is physically broken. |
| Object doesn't support current locale setting. | (+) All y gwrthrych ddim delio â'r gosodiad locale presennol. | Use standard word order (i.e., be aware where the negative maker is placed in sentence) |

When constructing a negative sentence, the negative word "Nid/ $\mathrm{Ni}^{\prime \prime}$ may be omitted.

| English | Welsh |
| :--- | :--- |
| Object doesn't support current locale  <br> setting. (+) All y gwrthrych ddim delio â'r gosodiad <br> locale presennol. <br> (-) Ni all y gwrthrych ddelio â'r gosodiad <br> locale presennol. <br> You cannot copy the file. (+) Chewch chi ddim copio'r ffeil <br> (-) Ni chewch chi gopïo'r ffeil |  |

" Na " is the negative form of "a" (before a consonant)
"Nac" is the negative form of "ac" (before a vowel)
" Na " is the negative form of "â" (before a consonant)
"Nag" is the negative form of "ag" (before a vowel)

## Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:
\%d, \%ld, \%u, and \%lu means <number>
\%c means <letter>
\%s means <string>
Examples of error messages containing placeholders:
"Checking Web \%1!d! of \%2!d!" means "Checking Web < number> of < number>." "INI file "\%1!-.200s!" section" means "INI file "<string>" section."

In the English source string, placeholders are found in the position where they would naturally occur in that language. Since in English numerals typically precede the noun, the numeral placeholders typically precede the noun in the source strings. The same is true in the Welsh language.

## English example Welsh example

| \%d minutes | $(+)$ \%d munud |
| :--- | :--- |
| \%d minutes | $(+)$ \%d munud |

Special care must be taken that plural form of nouns used with \%lu placeholders (denoting numbers) are translated using the singular form in Welsh. This is because Welsh nouns always retain their singular form if following directly after a number, e.g. "3 files" (noun in plural form) in English is translated as "3 ffeil" (noun in singular form) in Welsh.

| English example | Welsh example |
| :--- | :--- |
| \%lu files | (+) \%lu ffeil <br> $(-)$ \%lu ffeiliau |

Where a placeholder may be replaced by any of a range of items, some, but not all of which, will cause a mutation in the following word, or cause a different form to be used (e.g. soft mutation in the noun after the number " 2 ") the software is not at present able to automatically deal with every possible option. Where it is not possible to rephrase in order to avoid a grammatically incorrect form, use phrases and idioms which will be grammatically correct in most instances. (Compare, for instance the use of the number " 1 " in English where the result " 1 files" is sometimes found, but is accepted because
all other numbers are followed by plural nouns). The default, common form in Welsh following placeholders is likely to be the unmutated form of the word.

## English example Welsh example

```
\%lu documents
(+) \%lu dogfen
(-) \%lu ddogfen
```

The letters and symbols used in placeholder text convey a specific meaning. Please refer to the following table for examples of placeholder text and corresponding error message text that users will see.

If your language has agreement between adjectives and nouns, and the noun is a placeholder, it can be important to know what exact string will be in the placeholder, so that a preceding adjective can be inflected accordingly. The wording of most source strings has already been adjusted to avoid such localization issues and a syntactic construction has been chosen in which a placeholder is not modified by an adjective. However, be mindful of such issues when localizing software. In some languages there is also agreement between a noun subject and the verb. If your language has syntactic agreement, try to reword the translation to avoid a potentially ungrammatical sentence. The latest terminology should be referred to in order to find the gender of any terms used. If the term is not included in the terminology, the gender which is specified firstly in Geiriadur Prifysgol Cymru should be used for that particular term.

| English example | Message User will see | Welsh example |
| :--- | :--- | :--- |
| Replace invalid \%s? | Replace invalid data? <br> Replace invalid file? | (+) Disodli \%s annilys? |
| \%s already exists | File already exists <br> Name already exists | (+) Mae \%s eisoes yn bodoli |
| \%s is now set as your |  |  |
| personal contact. | Regina is now set as your <br> personal contact <br> Mr. Kim is now set as your <br> personal contact | (+) \%s ydy eich cyswllt personol <br> nawr. |
| \%s stopped working | The application stopped <br> working and was closed <br> The program stopped <br> working and was closed | (+) Mae \%s wedi cau oherwydd <br> nad oedd yn gweithio bellach. |

In error messages, describe the action the user is supposed to take before the purpose of the action. Avoid personified inanimate subjects and try to replace active constructions with passive ones where possible.

The action should always precede the purpose of the task in Welsh.

| English | Welsh | Comment |
| :---: | :---: | :---: |
| Setup encountered an error while creating your startup disk. Setup cannot find the remote computer. <br> Setup cannot get disk information. | (+) Gwall gosod wrth greu'r ddisg cychwyn. <br> (+) All y broses gosod ddim dod o hyd i'r cyfrifiadur pell. <br> (+) All y broses gosod ddim cael gwybodaeth disg. | Avoid personified subjects if the context allows for omission ( e.g. Setup encountered/Setup cannot ... in Setup error messages). Rephrase and change the word order. In many cases, a passive construction may be possible. |
| Remove any existing settings to free space. | (+) Tynnwch unrhyw osodiadau presennol i ryddhau lle. | Generally, describe the action before the purpose instead of the other way around. |
| Attempt to remove current directory | (+) Rhowch gynnig ar dynnu'r cyfeiriadur presennol | Use a passive construction instead of "Attempt to ...". |

### 5.4.3 Keys

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

### 5.4.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands, or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

Examples:

## New

Cancel
Options

| Keyboard shortcuts special options | Usage: Is it <br> allowed? | Notes |
| :--- | :--- | :--- |
| "Slim characters," such as I, I, t, r, f can be used <br> as keyboard shortcuts | yes |  |
| Characters with downstrokes, such as g, j, y, p <br> and q can be used as keyboard shortcuts | yes |  |
| Extended characters can be used <br> as keyboard shortcuts | yes | This should be avoided. <br> See additional notes <br> below. |
| An additional letter, appearing between brackets <br> after item name, can be used as a <br> keyboard shortcut | yes |  |
| A number, appearing between brackets after <br> item name, can be used as a keyboard shortcut | yes |  |
| A punctuation sign, appearing between brackets <br> after item name, can be used as a <br> keyboard shortcut | yes |  |
| Duplicate keyboard shortcuts are allowed <br> when no other character is available | yes |  |
| No keyboard shortcut is assigned when no <br> more characters are available (minor options <br> only) | yes |  |

Additional notes: If no more characters are available, a keyboard shortcut may be assigned to an extended character. It is assumed the user would apply the normal character on the keyboard as the keyboard shortcut.

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

| Term | Usage |
| :---: | :---: |
| access <br> key | A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. <br> Example: F in Alt+F <br> Example in UI localization: H\&ome <br> In keyboard shortcuts, most access keys are used with the Alt key. |
|  | The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "»" character. <br> Example: In UI localization Home`H |
| key tip |  |
| shortcu t key | A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. <br> Example: $\mathrm{Ctrl}+\mathrm{N}, \mathrm{Ctrl}+\mathrm{V}$ <br> In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys. |

### 5.4.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

### 5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and
are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

## Standard shortcut keys

| US Command | US English Shortcut Key | Welsh Command | Welsh Shortcut key |
| :---: | :---: | :---: | :---: |
| General Windows Shortcut keys |  |  |  |
| Help window | F1 | Ffenestr Help | F1 |
| Context-sensitive Help | Shift+F1 | Help mewn Cyd-destun | Shift+F1 |
| Display pop-up menu | Shift+F10 | Dangos dewislen hwylus | Shift+F10 |
| Cancel | Esc | Canslo | Esc |
| Activate\Deactivate menu bar mode | F10 | Gweithredu/Dadweithredu'r modd bar dewislenni | F10 |
| Switch to the next primary application | Alt+Tab | Newid i'r prif raglen nesaf | Alt+Tab |
| Display next window | Alt+Esc | Dangos y ffenestr nesaf | Alt+Esc |
| Display pop-up menu for the window | Alt+Spacebar | Dangos y ddewislen naidar gyfer y ffenestr | Alt+Spacebar |
| Display pop-up menu for the active child window | Alt+- | Dangos y ddewislen naid ar gyfer yr is-ffenestr weithredol | Alt+- |
| Display property sheet for current selection | Alt+Enter | Dangos y ddalen briodweddau ar gyfer y dewisiad hwn | Alt+Enter |
| Close active application window | Alt+F4 | Cau ffenestr yr apweithredol | Alt+F4 |
| Switch to next window within (modelesscompliant) application | Alt+F6 | Newid i'r ffenestr nesaf yn y rhaglen (cydymffurfio heb fodd) | Alt+F6 |


| Capture active window image to the Clipboard | Alt+Prnt Scrn | Copïo delwedd o'r ffenestr weithredol ar y Clipfwrdd | Alt+Prnt Scrn |
| :---: | :---: | :---: | :---: |
| Capture desktop image to the Clipboard | Prnt Scrn | Copïo delwedd o'r bwrdd gwaith ar y Clipfwrdd | Prnt Scrn |
| Access Start button in taskbar | Ctrl+Esc | Pwyso'r botwm Cychwyn yn y bar tasgau | Ctrl+Esc |
| Display next child window | Ctrl+F6 | Dangos yr is-ffenestr nesaf | Ctrl+F6 |
| Display next tabbed pane | Ctrl+Tab | Dangos y cwarel nesaf wedi'i dabio | Ctrl+Tab |
| Launch Task Manager and system initialization | Ctrl+Shift+Esc | Lansio'r Rheolwr Tasgau ac ymgychwyn y system | Ctrl+Shift+Esc |
| File Menu |  |  |  |
| File New | $\mathrm{Ctrl}+\mathrm{N}$ | Ffeil Newydd | $\mathrm{Ctrl}+\mathrm{N}$ |
| File Open | $\mathrm{Ctrl}+\mathrm{O}$ | Ffeil Agor | Ctrl +O |
| File Close | Ctrl + F4 | Ffeil Cau | Ctrl +F 4 |
| File Save | Ctrl+S | Ffeil Cadw | Ctrl+S |
| File Save as | F12 | Ffeil Cadw dan yr Enw | F12 |
| File Print Preview | Ctrl + F2 | Ffeil Rhagolwg Argraffu | Ctrl + F2 |
| File Print | Ctrl + P | Ffeil Argraffu | Ctrl + P |
| File Exit | Alt+F4 | Ffeil Gadael | Alt+F4 |
| Edit Menu |  |  |  |
| Edit Undo | Ctrl+Z | Golygu Dad-wneud | Ctrl+Z |
| Edit Repeat | Ctrl+Y | Golygu Ail-wneud | Ctrl+Y |
| Edit Cut | Ctrl +X | Golygu Torri | Ctrl +X |
| Edit Copy | Ctrl+C | Golygu Copiö | Ctrl+C |


| Edit Paste | Ctrl+V | Golygu Gludo | Ctrl+V |
| :---: | :---: | :---: | :---: |
| Edit Delete | Ctrl+Backspace | Golygu Dileu | Ctrl+Backspace |
| Edit Select All | Ctrl + A | Golygu Dewis y Cyfan | Ctrl+A |
| Edit Find | Ctrl +F | Golygu Canfod | Ctrl+F |
| Edit Replace | $\mathrm{Ctrl}+\mathrm{H}$ | Golygu Disodli | $\mathrm{Ctrl}+\mathrm{H}$ |
| Edit Go To | Ctrl+G | Golygu Mynd i | Ctrl+G |
| Help Menu |  |  |  |
| Help | F1 | Help | F1 |
| Font Format |  |  |  |
| Italic | Ctrl +1 | Italig | Ctrl +1 |
| Bold | Ctrl+B | Trwm | Ctrl+B |
| Underlined $\backslash$ Word underline | Ctrl+U | Tanlinellu | Ctrl +U |
| Large caps | Ctrl + Shift + A | Priflythrennau | Ctrl+Shift+A |
| Small caps | Ctrl + Shift + K | Priflythrennau bach | Ctrl + Shift + K |
| Paragraph Format |  |  |  |
| Centered | Ctrl + E | Canoli | Ctrl + E |
| Left aligned | Ctrl + L | Alinio i'r chwith | Ctrl + L |
| Right aligned | Ctrl + R | Alinio i'r dde | Ctrl+R |
| Justified | Ctrl +J | Unioni | Ctrl +J |

### 5.5 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

## Successful Techniques for Voicing Video Content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace, and clarity.


### 5.5.1 English pronunciation

## General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Welsh phonetic system if the original pronunciation sounds very awkward in Welsh.

| Example | Phonetics | Comment |
| :--- | :--- | :--- |
| SecurID | [sı'kjuər aı <br> di:] |  |
| NET | [dot net] |  |
| Skype | [skaip] | Product names are always pronounced the way they are <br> pronounced in the source language. |

## Acronyms and abbreviations

Some acronyms are pronounced like real words, adapted to the local pronunciation. Other abbreviations are pronounced letter by letter.

Example:

| Acronyms pronounced like words | Acronyms pronounced letter by letter |
| :--- | :--- |
| RADIUS | ICMP |


| RAS | IP |
| :--- | :--- |
| ISA | TCP/IP |
| WAN | XML |
| WAP | HTML |
| MAPI | OWA |
| POP | SQL |

## URLs

"http://" should be left out; the rest of the URL should be read entirely.
"www" should be pronounced as w driphlyg.

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

| Example | Phonetics |
| :---: | :---: |
| http://www.microsoft.com/ | w driphlyg dot Microsoft dot com blaen slaes |

## Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

En Dash (-) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

## Special characters

Pronounce special characters such as / \ < > + - using the Welsh translations approved in the Language Portal.

### 5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

The tone of the Welsh translation should aim for the language register described in Gramadeg yr laith Gymraeg as 'cywair safonol rhyddfrydol ' (liberal standard). This lies between the formal conservative register and a colloquial informal register. Any word forms which are dialect specific should be avoided.

The 12 rules of Cymraeg Clir (Plain Welsh) should be adhered to:

1. Use simple, concise, everyday language.
2. Address your readers directly.
3. Use the natural words, phrases, and structure of the Welsh language.
4. Use short sentences. (no more than 25 words per sentence).
5. Keep to the principle: "one sentence - one idea".
6. Use active verbs to make your written work more lively and direct : Dechreuodd y cyngor 50 o brosiectau rather than Dechreuwyd 50 o brosiectau gan y cyngor.
7. Tell the reader clearly who is doing something when you use verbs: "we", "you", "they".
8. Use verbs rather than nouns.
9. Use informal verbs and pronouns.
10. Try to avoid "official" language that is full of jargon and technical terms (and explain any unfamiliar terms).
11. Divide long sentences into shorter points or bullet points.
12. Use punctuation to help the reader understand.

## Verb forms

The following verb forms should be used:
Rydw i / Dydw i ddim
Mae ef / Dydy ef ddim
Mae hi / Dydy hi ddim
Rydych chi / Dydych chi ddim
Rydyn ni / Dydyn ni ddim
Maen nhw / Dydyn nhw ddim
No apostrophe should be placed before the "dyw/dydy" etc. A pronoun should be included following the verb as shown in the examples below:

| English | Welsh |
| :--- | :--- |
| This is what you should do | (+) Dyma beth ddylech chi ei wneud <br> (-) Dyma beth ddylech ei wneud |
| Do you want to shut down? |  | | (+) Ydych chi am gau lawr? |
| :--- |
| (-) Ydych am gau lawr? |

The verb is often mutated also - beth allech ei wneud, beth ddylech ei wneud.

### 5.5.3 Video voice checklist

## Topic and Script

- Apply the following Microsoft voice principles:
- Single intent
- Clarity
- Everyday language
- Friendliness
- Relatable context

Title

- Includes the intent
- Includes keywords for search


## Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context


## Action and Sound

- Keep something happening, both visually and audibly, BUT...
- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine


## Visuals

- Eye is guided through the procedure
- Smooth, easily trackable pointer motions
- Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals


## Ending

- Recaps are unnecessary

