WINDOWS PHONE

STYLE GUIDE FOR GALICIAN

Contents

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Galician 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

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

Genuine

- Speak with confidence
- Be an experienced guide

- Be friendly, focusing on the customer's needs

Spirited

- Genuinely express your own enthusiasm

- Express the achievable and talk about the difference it makes

- Reveal the unexpected, the sparkle, the delight

- Express a pleasant, engaging rhythm

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive

- Know when to keep things light, when to get down to facts

- Keep the moment, the audience, and the message in mind

- Don't overpromise—be quick, clear, concise

Supportive

- Lend help where it's needed, when it's needed

- Convey your knowledge like a trusted friend

- Strive to put others at ease

- Frame things positively, with a friendly demeanor

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

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

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content.

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

3.2. Style—Help Deliver the Voice

The style is direct, personal and informal in order to make the user feel comfortable and at ease with the phone. The direct style is ensured by referring to the user using the less formal way of addressing, i.e. the second person singular "ti".

In keeping with the goal of creating a personal connection between the phone and the user, use the first person plural whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

Example:

EN US Source	Translation
We couldn't reset the phone. Try again later.	Non puidemos restablecer o teléfono. Téntao de novo máis tarde.

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

The plus sign ("+") is used frequently as a linking element in the UI and in terminology for features, apps and functionalities consisting of two components or steps. This is part of the Windows Phone UI style and Galician follows the English guidelines to avoid truncations. Please don't add spaces around the plus sign in Galician.

Examples:

EN US Source	Translation
Apps+Games	Aplicacións+xogos
ringtones+sounds	tons+sons

The "&" is not used in Galician, so it should always be replaced by the conjunction "e". If the ampersand is part of a tag, it should be kept in the translation.

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

3.3. Usage—Sound Natural

Use the active voice, which emphasizes the person or thing doing the action. The passive voice is not frequent in Galician so it should be avoided.

Please focus on fluency and clear messaging to improve the user-friendliness. Adopt a non-technical approach which contributes to the personal connection between the phone and the user. In order to achieve this, use direct and concise sentences.

Examples:

EN US Source	Incorrect Translation	Correct Translation
It looks like you don't have a network connection. Try again in a little while.	Parece ser que a túa conexión de rede non funciona. Téntao de novo un pouco máis tarde.	Parece que non tes conexión de rede. Téntao de novo un pouco máis tarde.
Your phone couldn't be updated.	O teu teléfono no puido ser actualizado.	Non se actualizou o teléfono.
How would you like your Windows Phone configured?	Como che gustaría que fose configurado o teu Windows Phone?	Como che gustaría configurar o Windows Phone?

In Galician the preposition "a" (to) is usually contracted with the articles "o, a, os, as" (the). For the contractions with the articles "o" and "os", the contraction "ao" and "aos" should be used (instead of the other possible contractions "ó" and "ós").

The English term "Internet" in Galician is written with lowercase letter as per the *Dicionario da Real Academia Galega* (Online edition).

Example:

EN US Source	Incorrect Translation	Correct Translation
We're about to delete your browsing history, cookies, saved passwords, and temporary Internet files.	Estamos a piques de eliminar o historial de navegación, as cookies, os contrasinais gardados e os ficheiros temporais da Internet.	Estamos a piques de eliminar o historial de navegación, as cookies, os contrasinais gardados e os ficheiros temporais da internet.

3.4. Terminology—Be Consistent

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

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

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

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

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

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

Examples:

EN US Source	Translation	Comments
We couldn't find a match. **Flick** left or right for other results, or try a different search term.	Non atopamos ningunha coincidencia. **Desprázate** á esquerda ou á dereita para obter outros resultados ou tenta un termo de busca diferente.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was researched and verified for compliance with existing target language mobile terminology. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone MultiTerm database.
Counts how many cells in a **range** have a value.	Conta cantas celas dun intervalo teñen un valor.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Sensor de datos**	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.4.1. Naming Guidelines and Trademark Requirements

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

3.5. Handling Fictitious Content

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

Someone@example.com

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

3.6. Measurements

The EN US source contains measurements in strings such as:

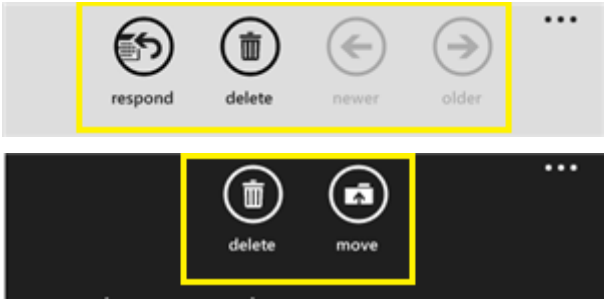| EN US source	Galician
{0} KB	{0} kB
Uploading %sMB...	Cargando %s MB...
Offline, downloading %sKB...	Sen conexión, descargando %s kB...
Uploaded %1KB of %2KB	Cargado %1 kB de %2 kB
Available storage: %s GB	Almacenamento dispoñible: %s GB

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

The unit "KB" (kilobyte) should be translated as "kB" with the letter "k" in lowercase.
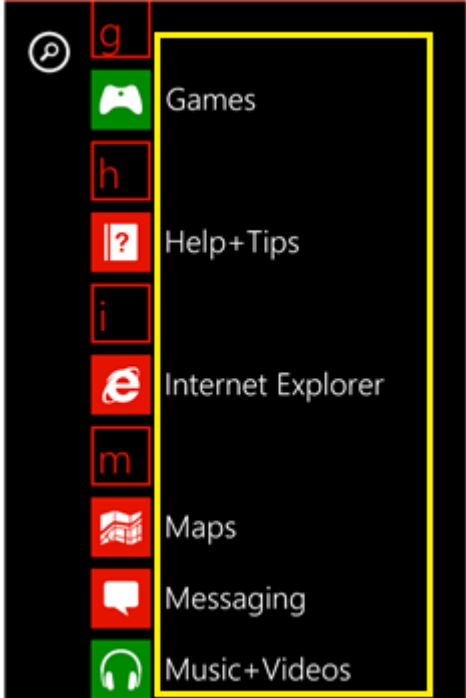
4. Windows Phone UI Localization Guidelines

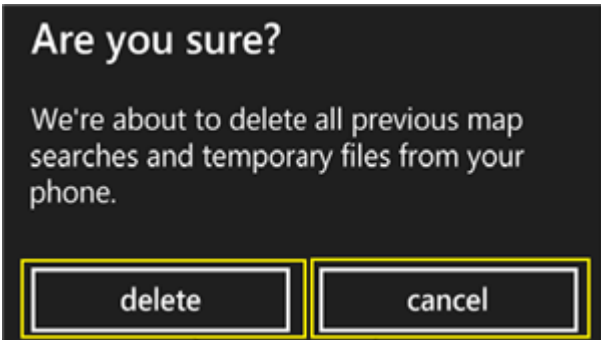## 4.1. How to Translate UI Elements

4.1.1. App Bar Icon

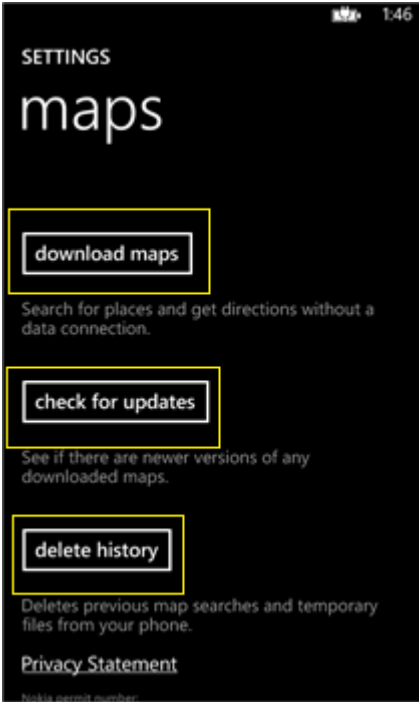| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that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

4.1.2. App List Item

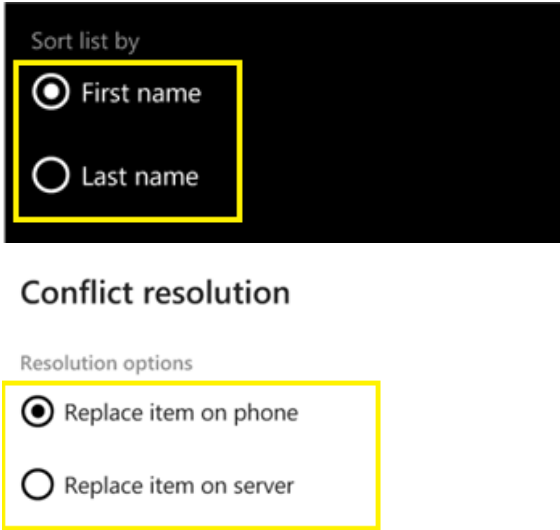| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games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

4.1.3. Buttons

4.1.3.1. Dialog Button

Dialog button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive and labels represented by nouns using nouns. Examples: - Labels containing verbs: delete - *eliminar* - Labels represented by nouns: store - tenda

4.1.3.2. Push Button

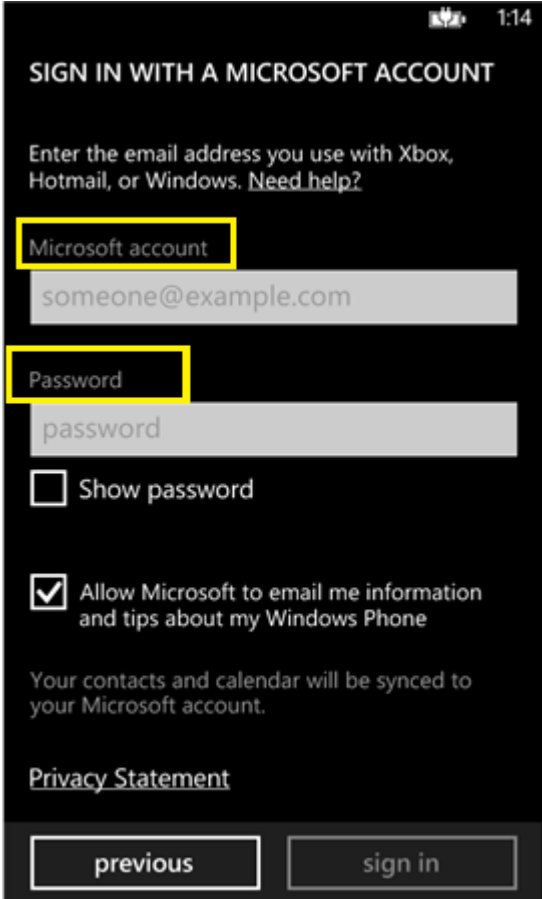| Push button	Guidelines
SETTINGS maps download maps Search for places and get directions without a data connection. check for updates See if there are newer versions of any downloaded maps. delete history Deletes previous map searches and temporary files from your phone. Privacy Statement Nokia permit number:	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive and labels represented by nouns using nouns. Examples: - Label containing verbs: check for updates - *buscar actualizacións* - Labels represented by nouns: suggestions - *suxestións*

4.1.3.3. Radio Button

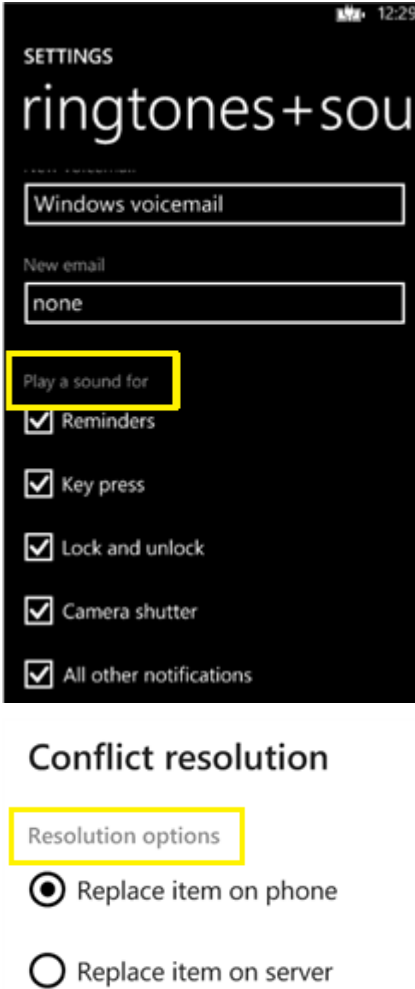| Radio button	Guidelines
Sort list by ⦿ First name ◯ Last name Conflict resolution Resolution options ⦿ Replace item on phone ◯ Replace item on server	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name – *Nome* When the radio button starts with a verb, use infinitive. Follow the source punctuation. Example: Replace item on phone – *Substituír o elemento no teléfono*

4.1.4. Check Box Label

Check box label	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use infinitive. Follow source punctuation. Example: Use Speech when the phone is locked – *Usar Voz cando o teléfono estea bloqueado*

4.1.5. Edit Box Label

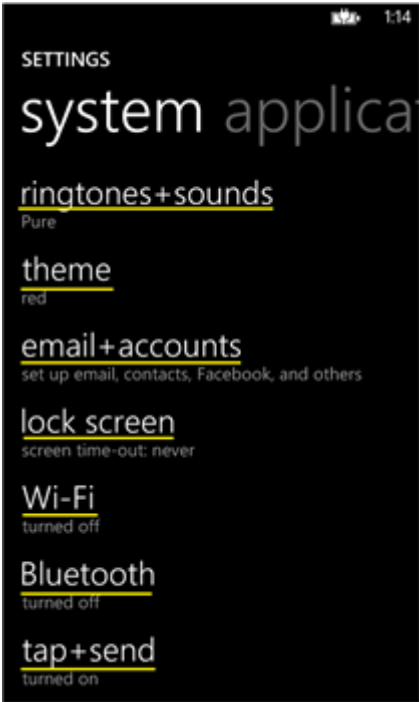| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password - *Contrasinal*

4.1.6. Group Label

Group label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using infinitive. Example Play a sound for – *Reproducir un son para* When the group label consists of a noun, use a noun. Example: Resolution options – *Opcións de resolución*

4.1.7. Hub Title

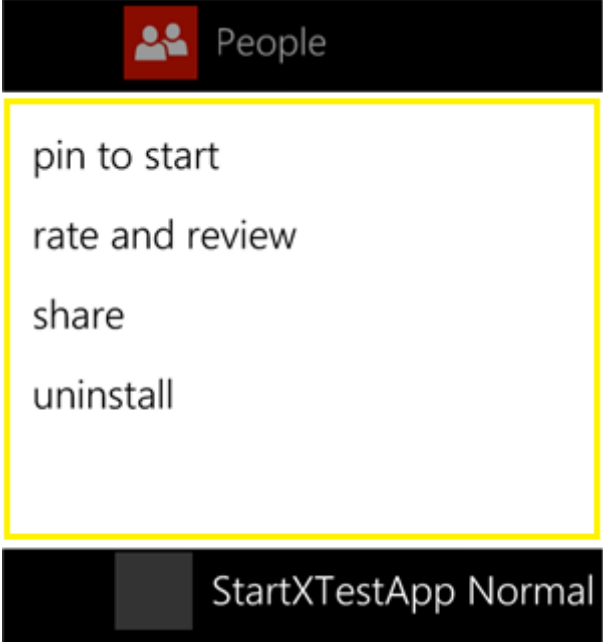| Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos - *fotografías*

4.1.8. List Item in Settings

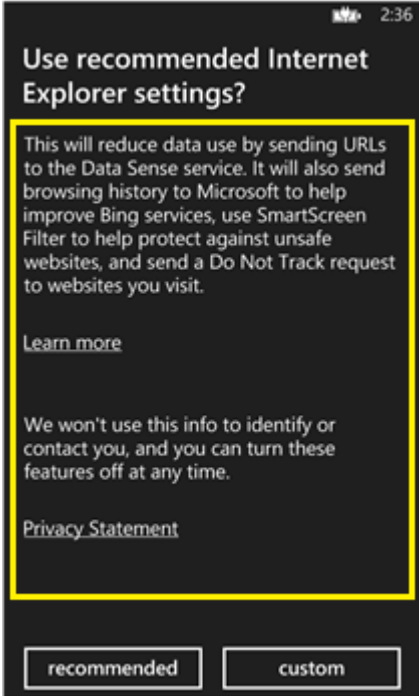| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9. Menu Items

4.1.9.1. Application Menu Item

Application menu item	Guidelines
respond delete newer older · · · toggle flag mark as unread move	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the infinitive. Examples: toggle flag – *alternar marca* mark as unread – *marcar como non lido* move - *mover*

4.1.9.2. Context Menu Item

Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using infinitive. Example: rate and review – *clasificar e revisar*

4.1.10. Message Box

4.1.10.1. Message Box Body

Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case

Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use infinitive. Example: Use recommended Internet Explorer settings? – *Usar coa configuración recomendada de Internet Explorer?*

4.1.11. Notification Toast

Notification toast	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case 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. Example: Wi-Fi available Connect? – *Wi-Fi dispoñible Conectar?*

4.1.12. Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS - *AXUSTES*

4.1.13. Pane Section Title

Pane section title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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 - *categorías*

4.1.14. Phone Control Label

Phone control label	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower If the phone control label is composed of a noun, translate it as a noun. Example: speaker - *altofalante* If the source phone control label contains a verbal form, translate using infinitive. Example: add call – *engadir chamada*

4.1.15. Pivot Item

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

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications... 1:55 **ME** DefaultLiveTestAccount, Facebook notifications wl Just a moment...	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (…) to indicate progress. Translate using a gerund form and ellipsis. Don't add a space before or after the three dots. Example: Looking for notifications… - <u>Buscando notificacións…</u>

4.1.17. Text Box

Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative. Example: type a message – *escribe unha mensaxe*

4.1.18. Tile Label

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

4.1.19. Toggle Switch

4.1.19.1.   Toggle Switch Label

Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using adjectives in the masculine gender. In this way, gender issues are avoided when the same toggle switch label is used for several features. 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. Examples: On – *Activado* Off - *Desactivado*

Toggle switch title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Example: High contrast – *Contraste alto*

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.

<u>Description</u>

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

<u>Translation Strategy</u>

For Galician, references to UI elements within UI strings should be translated using Sentence case, i.e. the first letter of the first word is capitalized and the subsequent words are not, unless they are product/brand names or other proper nouns (words that would normally be capitalized). As a result, the translation of the source string in the example above would be as follows.

<u>Translation</u>

Proba con outro ID ou toca Mostrar os ID dispoñibles para ver algunhas suxestións.

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 Galician follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

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

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

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

- temporary/example text (example text that appears in a search box

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

- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.

- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

The following UI elements appear in Title Case in source:

- Photo Album Titles

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

In Galician, only the first word of the title is capitalized. The following words are capitalized only if they are proper nouns, product names or would be normally capitalized when appearing on their own in other context. Although the UI elements in the above list appear in Title case in English, in the translation they should follow the mentioned Galician rule.

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 Galician.

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.
- Translate interjections with equivalent Galician expressions whenever you consider them necessary to give a specific nuance to the text involved.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Oops! You have reached the storage limit on your phone. You'll need to free up some space, and then try again.	Vaia! Parece que esgotaches o límite de almacenamento do teu teléfono. Necesitarás liberar algo de espazo, e despois, téntao de novo.	Vaia! Esgotaches o límite de almacenamento do teléfono. Libera espazo e volve tentalo.
Oops! We're not sure what's wrong, but we can't open this file.	Vaia! Non estamos seguros do que vai mal pero non podemos abrir este ficheiro.	Vaia! Non sabemos o que pasa pero non podemos abrir este ficheiro.
Oops! The media content you're looking for isn't there anymore.	Vaia! O contido multimedia que estás a buscar xa non está.	Vaia! O contido multimedia que buscas xa non está.

4.6. Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u>

- Do not use semicolons. Two shorter sentences are better and easier to read.

- Don't overuse exclamation points. Choose stronger words. Whenever you use the exclamation point, use it only at the end of sentence. The initial one is not needed and it saves space.

- Note that the em-dash (—) is not used in Galician. En-dash (–) is used instead to separate a word at the end of the line and in compound words. In both cases, spaces should not be left before and after.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Reenter the password to connect to the Wi-Fi network.	Reintroduce o contrasinal para conectar á rede Wi-Fi.	Introduce de novo o contrasinal para conectar á rede Wi-Fi.
Message is too long; some of it had to be truncated before displaying.	Msx. demasiado longa; parte dela tivo que ser truncada antes de mostrala.	A mensaxe é demasiado longa. Truncouse unha parte dela antes de mostrala.

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). The screen review is a very important process that helps discover concordance-related issues. For example, "off" could be translated into Galician as "desactivado, desactivada, desactivados or desactivadas".

- 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.

Example:

EN US Source	Incorrect Translation	Correct Translation	Comment
Not rated	Non valorados	Non valoradas (in the affected string refers to applications).	The affected string refers to applications.

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

5.1. General

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

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.
Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

5.2. Terminology

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

To reiterate, please take into account the guidelines already provided in <u>this section</u> 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 Galician? 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="<mark>Favorites icon</mark>"/>.

Only the highlighted text is translatable:

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

5.3.2. Topic Titles

Topic titles are translated according to the source message and its characteristics. For procedural titles, as in the first example below, the infinitive form is used to give a general approach. If the title introduces a "call to action", as in the second example below, the imperative form is used in order to address the message directly to the user and get his attention.

Topic title in English	Context	Galician
Take, edit, and share photos and videos	**Photos** Photos Hub Take, edit, and share photos and videos Automatically save the photos and videos I take to SkyDrive Sync photos and videos using my computer What are Lenses? Personalize my phone with my photos Take a screenshot Save or delete a photo or video See, tag, and comment on my friends' photos	Use a verbal form (infinitive) in order to make the reading and understanding easier. The nominative form is also possible but makes the text more formal. Translation: Tirar, editar e compartir fotografías e vídeos
Create and share	Create and share Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap. Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.	Use a verbal form (imperative) in order to get the user's attention. The nominative form is also possible but makes the text more formal. Translation: Crea e comparte

5.3.3. References to UI Elements

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

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	Toca **Colgar** para finalizar chamada	End call translated according to the software file and using the sentence case.
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	En **Inicio**, desprázate á esquerda á lista de **Aplicacións**, toca **Axustes** e, a continuación, toca **Correo + contas.**	UI options translated using sentence case.

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
You are what you pin   START   Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.

Galician
Es todo o que fixas Inicio Fixa o Live Tiles que queiras e empeza a tirar fotos. Hai o contido que che interesa, actualizado en tempo real, directamente na pantalla Inicio. Podes fixar persoas, aplicacións, cancións, sitios web, indicacións, xogos, fotografías, documentos e moito máis. Só Windows Phone ten Live Tiles e só Windows Phone permíteche fixar o que che gusta.

5.4.2. How-to Text

EN US Source

What song is this?
 	
Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.
 	
To search for recorded music that's playing
 	
1. Press the Search button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music .
 	
    Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.
 	
3. To find the song in the Xbox Music Store, tap Store.
 	
    In the Store, you can preview the song and other ones on the album, and then buy if you'd like.
 	
    If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see Get music and podcasts from the Store.

Galician
Que canción é esta?

As cancións que escoitas na radio ou cando vas pola rúa, xa non serán un misterio. Música Bing está integrada en Windows Phone, de xeito que podes buscar a música que está soando para saber máis información dela, como o título da canción, o artista, o álbum e a forma de escoitala ou comprala.

Para buscar música gravada que está reproducíndose

1. Preme o botón Buscar do teléfono.
2. Mentres se está a reproducir a música, colle o teléfono e colócao onde poidas escoitar ben a música e, a continuación, toca Música.

   O teléfono buscará a música e despois mostrarache o título da canción, o artista, o nome do álbum e o tipo de álbum das cancións que recoñeza.

3. Para atopar a canción na Tenda Xbox Music, toca Tenda.

   Na Tenda, podes previsualizar a canción e outra información no álbum e despois, se che gusta, comprala.

   Se tes un Xbox Music Pass e a canción está dispoñible na Tenda Xbox Music, podes escoitar toda a canción ou descargala. Tamén podes facer isto para as outras cancións do álbum. Para obter máis información, consulta Obter música e podcasts da Tenda.

5.5. Fine-tuning During Editing/Screen Review

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

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products' UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.

- The style follows the agreed Windows Phone tone and voice tenets in your language.

- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.