

# Hebrew Localization Style Guide

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# 1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Hebrew. This guide will help you understand how to localize Hebrew 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 Hebrew.

## 1.1 Reference material

Unless this style guide or [Microsoft Terminology - Globalization | Microsoft Learn](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

### **Normative references**

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. <https://hebrew-academy.org.il/>
2. <https://www.morfix.co.il/en/>
3. [https://www.ravmilim.co.il/naerr\\_en.asp](https://www.ravmilim.co.il/naerr_en.asp)

### **Informative references**

This source may provide supplementary and background information.

1. <http://he.wikipedia.org/wiki>

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

## 2.1 Choices that reflect Microsoft voice

Translating Hebrew in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

### 2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Hebrew customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

English example	Hebrew example
Now's the time to build apps that'll launch your business worldwide.	הגיע הזמן כדי לפתח את האפליקציות שיביאו לך לקוחות מכ לרחבי העולם.
It's Windows reimagined and reinvented from a solid core of Windows 11 speed and reliability	המצאנו מחדש את Windows תוך התבססות על המהירות והאמינות של Windows 11

### 2.1.2 Word choice

#### Terminology

Use approved terminology from [Microsoft language resources](#), for example for key terms, technical terms, and product names.

### Short word forms and everyday words

Writing US English text in the Microsoft voice means using 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 easy to read quickly. Precise, well-chosen words aid clarity, but it's important to use everyday words that customers are familiar with.

In Hebrew text, the Microsoft voice can be conveyed through the use of the shortened form of words and everyday words. However, many short forms of English words aren't applicable to Hebrew. For example, *app* and *application* are translated the same way in Hebrew, and the translation can't be shortened. (Also, in the context of mobile apps, the translation of *app* is usually אפליקציה, which is longer than the translation for *application* in other contexts, יישום. The words *information* and *info* are also translated the same way. Be sure to use approved terminology. Don't use translations that are different from those that are already established and approved.

en-US source term	Hebrew word	Hebrew word usage
Drive	כונן	For general reference to any drive type (such as hard drive, US flash drive, or external hard drive). Refer to a specific drive type if necessary.
PC	מחשב	Use "מחשב" for "PC" unless the use of "מחשבאישי" or "PC" is necessary to distinguish the PC from other computers.
Get	לקבל, להשיג, להוריד	Use הורד when referring to free applications and updates.

#### 2.1.3 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. Here are some word choices that reflect the Microsoft voice in Hebrew:

en-US source	Hebrew word to avoid	Hebrew word/phrase
Use	לעשות שימוש	להשתמש
And also	כמו גם, וכן	וגם
Can	יש אפשרות	יכול
Additionally	כמו כן	בנוסף
Now	כעת	עכשיו
Access	לקבל גישה, לבצע גישה	לגשת
Customize	לבצע התאמה אישית	להתאים אישית
Mobile device	התקן נייד	מכשיר נייד
More about...	עוד אודות...	מידע נוסף אודות...

#### 2.1.4 Word-to-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural and the result may even be ridiculous. And that could lose customers. That's why it's paramount to check the source text in the live pages so that you don't just translate a list of strings without context. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

English text	Correct Hebrew translation	Incorrect Hebrew translation
Make it great with Office on your phone, PC, or browser.	יכולות חדשות עם Office בטלפון, במחשב או בדפדפן.	הפוך את זה לנהדר עם Office בטלפון, במחשב או בדפדפן.
With Windows 11, you can set up your PC in no time	בעזרת Windows 11, באפשרותך להגדיר את המחשב שלך בתוך שניות	בעזרת Windows 11, באפשרותך להגדיר את המחשב שלך בלי זמן



More to Explore	מידע נוסף	עוד לגלות
Bring all your contacts and social networks together in your inbox and access them from your phone.	רכז יחד את כל אנשי הקשר והרשתות החברתיות שלך בתיבת הדואר הנכנס וגש אליהם מהטלפון.	רכז יחד את כל אנשי הקשר והרשתות החברתיות שלך בתיבת הדואר הנכנס וגש אליהם מהטלפון שלך.
Apps, front and center	האפליקציות במרכז	אפליקציות, חזית ומרכז
Windows 11 and Microsoft Edge—together—make browsing a breeze.	Microsoft Windows 11 ו- Edge—ביחד—מאפשרים לגלוש במהירות הבזק.	Microsoft Edge ו- Windows 11—ביחד—הופכים את הגלישה לפעולה מהירה ביותר.

## 2.2 Sample Microsoft voice text

The following sections have examples of source and target phrases that illustrate the intent of the Microsoft voice.

### 2.2.1 Focusing on the user action

US English	Hebrew target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	הסיסמה שגויה, נסה שוב. סיסמאות הן תלויות רישיות.	The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.
This product key didn't work. Check it and try again.	מפתח המוצר הזה לא עבד. בדוק אותו ונסה שוב.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	הכל מוכן	A casual and short message informs the user that setup has completed and the system is ready to be used.

Would you like to continue?	האם ברצונך להמשיך?	The second-person pronoun "you" is used to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	תן למחשב שלך שם – כל שם שתרצה. אם תרצה לשנות את צבע הרקע, בטל את החדות הגבוהה בהגדרות המחשב.	Address the user directly, using the second-person pronoun, to help the user take the necessary action.
Everything is fine, but we had a small problem getting your license. Go back to the SharePoint Store to get this app again and you won't be charged for it.	הכל בסדר, אבל נתקלנו בבעיה קטנה בהשגת הרשיון שלך. חזור לחנות SharePoint כדי להשיג יישום זה שוב. לא תצטרך לשלם עבורו.	Office sample
Sorry, the location you entered isn't correct—did you forget to use "https://"?	מצטערים, המיקום שהזנת אינו נכון - האם שכחת להשתמש ב- ?https://	Office sample
We've run into a problem with your Office 365 subscription, and we need your help to fix it.	נתקלנו בבעיה עם שלך, ואנחנו Office 365 מנוי זקוקים לעזרתך כדי לפתור אותה.	Office sample
Can't call for free? Call for very little with Skype.	לא ניתן להתקשר בחינם? התקשר בעלות נמוכה מאוד באמצעות Skype.	Skype sample

### 2.2.2 Explanatory text and providing support

US English	Hebrew target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep	העדכונים מותקנים, אך תוכנית ההתקנה של Windows צריכה לבצע הפעלה מחדש כדי שהם יעבדו. לאחר ההפעלה	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're

going from where we left off.	מחדש, נמשיך מהמקום שבו הפסקנו.	doing the work. The use of "we" gives the message a personal, human tone.
If you restart now, you and any other people using this PC could lose unsaved work.	אם תפעיל מחדש את המחשב עכשיו, אתה וכל יתר האנשים המשתמשים במחשב זה עלולים לאבד עבודה שלא נשמרה.	The voice is clear and natural, informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	מסמך זה יועבר אוטומטית לספרייה ולתיקייה הנכונות לאחר שתתקן מאפיינים לא חוקיים או חסרים.	The text is informative and clearly and directly tells the user what action will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	משהו השתבש! לא ניתן לאתר קבצים שהורדו כדי ליצור את כונן ההבזק מסוג USB הניתן לאתחול.	Short, simple sentences tell the user what happened.
Fields marked with * are required.	שדות שמסומנים ב- * הם שדות חובה.	Skype sample
Enter your registered email and we'll send instructions to get you back on your feet.	הזן את כתובת הדואר האלקטרוני הרשומה שלך ואנחנו נשלח לך הוראות לסיוע.	Skype sample

### 2.2.3 Promoting a feature

US English	Hebrew target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	סיסמת תמונה מהווה דרך חדשה לעזור לך בהגנה על מחשב בעל מסך מגע. תוכל לבחור את התמונה – ואת המחוות שבהן תשתמש אתה – כדי ליצור סיסמה ייחודית לך.	<b>Promoting a specific feature</b> To promote the picture password feature, the text lists the requirements needed to enable the feature. The parenthetical statement clarifies and

		emphasizes the requirements.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	אפשר לאפליקציות לספק לך תוכן מותאם אישית בהתבסס על המיקום, השם, תמונת החשבון ופרטי תחום אחרים של המחשב שלך.	<b>Promoting the use of apps.</b> Depending on the context, everyday words, such as "PC," can help make the text sound familiar and friendly.
Study Group sites provide an online workspace where students can communicate and collaborate on a shared project.	אתרי קבוצות לימוד מספקים סביבת עבודה מקוונת שבה תלמידים יכולים לתקשר ביניהם ולשתף פעולה בפרוייקט משותף.	Office sample
Connect with people everywhere through voice and video calls, Microsoft Teams, and IM.	צור קשר עם אנשים בכל מקום בעזרת שיחות קוליות ושיחות וידאו, Microsoft Teams והודעות מיידיות.	Office sample
Stay close to your best friends with group chat. It's great for making weekend plans, starting a book group and sharing cat photos.	הישאר קרוב לחברים הטובים ביותר באמצעות צ'אט קבוצתי. זוהי אפשרות מצוינת לקביעת תוכניות לסוף השבוע, יצירת קבוצת קריאה ושיתוף תמונות של חתולים.	Skype sample
Need to share a great idea with your team? Get up to 10 people together on a Skype call and share your screen with everyone.	צריך לחלוק רעיון מעולה עם הצוות שלך? קבץ עד 10 אנשים יחד בשיחת Skype ושתף את המסך שלך עם כולם.	Skype sample

## 2.2.4 Providing how-to guidelines

US English	Hebrew target	Explanation
<p>To go back and save your work, click Cancel and finish what you need to.</p>	<p>כדי לחזור ולשמור את עבודתך, לחץ על 'ביטול' וסיים את מה שדרוש.</p>	<p>The second-person pronoun and short, clear direction help the user understand what to do next.</p>
<p>To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.</p>	<p>כדי לאשר את סיסמת התמונה הנוכחית שלך, פשוט צפה בהפעלה החוזרת ועקוב אחר המחוות לדוגמה המוצגות בתמונה שלך.</p>	<p>The tone is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.</p>
<p>It's time to enter the product key. When you connect to the internet, we'll activate Windows for you.</p>	<p>הגיע הזמן להזין את מפתח המוצר. כאשר אתה מתחבר לאינטרנט, נתחיל עבורך את Windows.</p>	<p>The second-person pronoun and direct, natural language clearly tell the user about the product key.</p>
<p>Specify whether achievement levels are represented as a series of boxes or as a textual title. You can customize the title for each level.</p>	<p>ציין אם רמות ההישגים מיוצגות בתור סדרת תיבות או בכותרת טקסט. ניתן להתאים אישית את הכותרת לכל רמה.</p>	<p>Office sample</p>
<p>Practice makes perfect. Start the full-screen slide show to figure out the perfect timing for each slide.</p>	<p>השלמות באה עם הניסיון. הפעל את הצגת השקופיות במסך מלא כדי לראות מהו התזמון המושלם עבור כל שקופית.</p>	<p>Office sample</p>
<p>To get started, choose a folder from the list below. If you don't see the folder you want, click the Browse for Additional Folders link.</p>	<p>כדי להתחיל, בחר תיקיה מתוך הרשימה שלהלן. אם אינך רואה את התיקיה הרצויה, לחץ על הקישור 'אתר תיקיות נוספות'.</p>	<p>Office sample</p>

First, sign into your account: you'll need to enter your payment details—but we won't charge you during your free trial. See why below.*	ראשית, היכנס לחשבון שלך: יהיה עליך להזין את פרטי התשלום - אנו לא נחייב אותך במהלך תקופת הניסיון ללא תשלום. ראה מדוע להלן.*	Skype sample
Skip this step by signing in with your Microsoft or Facebook account	דלג על שלב זה על-ידי כניסה עם חשבון Microsoft או Facebook	Skype sample

### 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. For example, prefer short two-syllable words over long three-syllable or more words, or several short clear words instead of one complicated term or concept.

Remember not to copy the English syntax, but rather think in a natural Hebrew syntax.

Finally, avoid artificial high register at all costs, which might sound too "robotic" or technical – try to think "how would I say it to my friend, partner, parent or any other family member?"

**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.** When localizing texts using examples of people, or people's names, depict a variety of people from all walks of life, participating fully in activities. Show people in a wide

variety of professions, genders, ethnicities, 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.**

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
colleagues; everyone; all	guys; ladies and gentlemen	קולגות, כולם וכולן	חבר'ה, גבירותיי ורבותיי
parent	mother or father	הורה	אמא, אימא או אבא

### 3.1 Avoid gender bias

As of December 2022, the linguistic authorities in Israel and industry associations like CLDR are still deciding on an overall approach to gender-neutrality with respect to terminology. In the meantime, to move towards more inclusive language, we started adopting an interim approach to handle gender neutrality:

**1. Use gender-neutral alternatives for common terms (nouns and verbs).** Avoid the use of compounds containing gender-specific terms (איש, אישה, אשה, גבר, etc.).

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

Use this	Not this
<b>Target examples</b>	
נציגי מכירות	נציג מכירות
מנהלים	מנהל
אחראים	אחראי
עובדים	עובד
משתמשים	משתמש

**2. When presenting generalized texts that do not refer to a single or specific person, use plural noun and verb forms.**

2.1. When addressing work or education-related audience, use the broader inclusive approach, by specifying both genders, as there is usually an equal number of female staff, teachers and students (if not more!)

For example:

תלמידים ותלמידות  
סטודנטים וסטודנטיות  
מורות ומורים  
עובדים ועובדות  
מנהלים ומנהלות

2.2. But, on any other context, to avoid long and cumbersome sentences, you can use the single plural form:

משתמשים  
מנהלי מערכת  
אנשים  
ילדים  
לקוחות



קונים  
מפרסמים  
צופים  
משתתפים

**3. Don't use gendered pronouns in generic references. Instead:** When addressing readers in contexts such as Help articles, use the plural form of address. When using the plural form, the pronouns need to match.

3.1. For explanations, use direct second person plural:

אתם יכולים  
תוכלו  
אמתלחצו  
כתבו את שמכם

For general text describing use cases or examples:

אפשר ל...  
יש ל...

For instructions, do not use the infinitive form, but rather informal imperative:

לחצו על...  
הקישו על...

3.2. In direct communications, such as emails, where the user is addressed by their names (e.g., the user names appears as a placeholder), use a personal address, but a non-gendered one, such as:

שלך  
אפשר ל  
יש ל  
באפשרותך

3.3. When addressing specific people who did the action or an action was done on them (for example, a permission was granted), use the passive form:

ניתנה הרשאת עריכה

(person's name) מעכשיו עם הרשאת עריכה

המסמך שונה על-ידי (person's name)

3.4. When you're writing about a real person, whose identity is known, use the pronoun that conforms to that person's preferred gender:

הוא, היא, הם, הן

or a possessive pronoun:

שלה, שלו, היא, הוא

3.5. Finally, when you are talking about a general concept but the target subject can be either male or female, use an inclusive approach and both gendered nouns

כל מי שקיבל או קיבלה את הקישור יוכלו לפתוח את המסמך

כדי להתקשר למישהו או למישהי...

כל התלמידים והתלמידות יכולים להצטרף לפגישה שלכם ב- Teams

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	משתמשים עם ההרשאות המתאימות יכולים להגדיר סיסמאות עבור משתמשים אחרים.	משתמש בעל ההרשאות המתאימות יכול להגדיר סיסמאות עבור משתמשים אחרים.
Developers need access to servers in their development	A developer needs access to servers in his development	מפתחים זקוקים לגישה לשרתים בסביבת הפיתוח שלהם, אבל לא	מפתח זקוק לגישה לשרתים בסביבת הפיתוח

environments, but they don't need access to the servers in Azure.	environment, but he doesn't need access to the servers in Azure.	לגישה לשרתים ב-Azure.	שלו, אבל הוא לא זקוק לגישה לשרתים ב-Azure.
When the author opens the document ....	When the author opens her document ....	כשמחבר המסמך או מחברת המסמך פותחים את...	כשמחבר המסמך פותח את...
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.	כדי להתקשר למישהו או למישהי, בחרו בשם שלהם, בחרו ב'התקשרות' ואז במספר הטלפון שאליו אתם רוצים להתקשר.	כדי להתקשר למישהו, בחר בשמו, בחר באפשרות 'התקשרות' ולאחר מכן בחר את המספר שלו.

**4. For verbs, whenever the context allows, rewrite using the gerund.** In UI elements, such as button labels, the gerund should be used instead of the imperative or infinitive forms.

Use this	Not this
הדפסה	הדפס/להדפיס
שמירה	שמור/לשמור

**5. When it is not possible to apply the gender-neutral alternatives above (items 1-4), use the slashed form as a very last resort. The use of slash to convey gender neutrality should only be used in the context of a user name as a placeholder followed by the action performed (see last example in the table).**

Examples:

Source term	Former approach	New approach	Comment
administrator	מנהל מערכת	מנהלי מערכת (plural)	Unless all are female, and then מנהלות מערכת
customer	לקוח	לקוחות (plural)	

teacher	מורה	מורה (singular) מורות ומורים (plural)	This is especially true in educational context, as the vast majority of teachers and educators are female. If they are all female, use מורות
Educator	מחנך/איש חינוך	אנשי ונשות חינוך	
user	משתמש	משתמשים (plural)	Unless all are female, and then משתמשות
aggregate	צרף (infinitive)	יש לצרף צריך לצרף מצרפים צרפו צירוף	
allocate	הקצה (infinitive)	יש להקצות צריך להקצות (infinitive) מקצים הקצאה	
<placeholder>user name</placeholder> writes...	<placeholder>user name</placeholder> כותב/ת...	<placeholder>user name</placeholder> כותב/ת...	This is an example of a rare case where we can use the slash – user name (which can be masculine of

			feminine) followed by a direct action they do.
--	--	--	---

### Additional tips

- When applicable, use the sentence structure יש [ל], אפשר לשמור/להדפיס/להקליד with the addition of the infinitive
- In questions, sometimes it's better to use the future tense, in which the verb is the same for masculine and feminine. For instance, instead of:

- האם אני יכול/ה?

we'll use

- האם אוכל?

- We can also use past tense for questions/prompts:

- רצית

- עשית

- אמרת

- השתמשת

- שלחת

- הדפסת

- שמרת

- ערכת

- דיווחת

- Moreover, Hebrew has plenty of words that are spelled the same for masculine/feminine forms (with different pronunciation, but same writing). Whenever possible, try to rephrase in order to use them. For example:

רואה

עושה

לך

שלך

איתך

בעצמך

ברצונך

**Note:** Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

## 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. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Target examples</b>	
person with a disability	handicapped	אדם עם מוגבלות	נכה
person without a disability	normal person; healthy person	אדם ללא מוגבלות	אדם רגיל, אדם בריא, אשה רגילה, אישה רגילה, אדם נורמלי, אשה נורמלית, אישה נורמלית

**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.

Use this	Not this	Use this	Not this
English examples		Target examples	
Select	Click	בחירה לבחור בוחרים בחרו	ללחוץ לחיצה להקיש הקשה

**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 *and*, *plus*, and *about*.** Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

וגם

וכן

כ-

פלוס

אודות

על אודות

על

## 4 Language-specific standards

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

### 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 button or option names) due to lack of space. We don't normally use abbreviations in translations of Microsoft content, but here are some options for common words.

List of common abbreviations:

Expression	Acceptable abbreviation
Page	עמ'
Phone	טל'

Don't abbreviate such words as:

דוא"ל  
ע"י  
בד"כ  
ע"מ

#### 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), and HTML (Hypertext Markup Language).

#### **Localized acronyms**

Acronyms usually remain in English and aren't transliterated into Hebrew.

However, when an acronym represents a term that has an accepted translation in Hebrew, it can be replaced with that translation. The acronym itself may be added in parentheses. For example, the term "I/O" may be translated as "קלט/פלט", and VAT is "מע"מ.



## Unlocalized acronyms

When the source text has acronyms that don't have an equivalent in Hebrew, or it has acronyms whose English form has become established in Hebrew even though there is a possible translation, the acronyms should remain as in the source. For example, RAM, ROM, and USB. If the source text also includes the spelled-out term represented by the acronym, this term should be translated.

### 4.1.3 Adjectives

In Hebrew, adjectives should be handled in the following manner.

Adjectives in Hebrew should match the noun in gender and form (singular/plural).

Consequently, a single adjective in English (for example, "sweet") can have four different translations, depending on the noun.

מתוק (single, masculine)  
מתוקה (single, feminine)  
מתוקים (plural, masculine)  
מתוקות (plural, feminine)

## Possessive adjectives

Possessives are common in the English language. In Hebrew, possessive adjectives are handled in one of two ways.

A possessive adjective can be separated from the noun (as an independent word) or as the extension of the noun where the possession is incorporated in it.

1. possessive adjective (separated) – שלי
2. possessive adjective (incorporated) - מחשבך

In Hebrew, it may be a good idea to leave out some of the possessive adjectives (*your*, in particular) when they appear frequently in the English source text and the meaning is clear without them (for example, המחשב instead of שלך המחשב).

#### 4.1.4 Articles

Unlike in English, the definite article (*the*) in Hebrew isn't an independent word that precedes the noun, but rather a letter that appears at the beginning of each noun:

**The** mouse - העכבר

#### **Feature names**

Some feature names and components remain in English (for example, IntelliSense) whereas others have an accepted translation. For example, AutoCorrect and wizard are terms that have Hebrew translations: "אוטומטי שגיאות תיקון" and "אשף." Always consult the updated glossary.

Microsoft trademark names and product names remain in English.

Avoid adding a definite article before nonlocalized product names.

#### **Unlocalized feature names**

Microsoft product names and nontranslated feature names are used without definite or indefinite articles in the English language. We treat them in this way:

Microsoft trademark names and product names remain in English. Always consult the updated glossaries.

There are also feature names that remain in English (for example, IntelliSense).

In either case, the localizer must verify if such a name is in fact translatable and not protected in any way.

#### **Localized feature names**

Translated feature names are handled in the following way:

Some feature names are translated and some aren't. Consult the updated glossary.

Component and feature names may be translated or transliterated. For example, AutoCorrect and wizard are terms that have Hebrew translations: "אוטומטי שגיאות תיקון" and "אשף."

## Articles for terms borrowed from English

When you encounter an English loan word that's been used in Microsoft products before, 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 Hebrew language?
- Analogy: Is there an equivalent Hebrew term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Always consult [Microsoft Terminology - Globalization | Microsoft Learn](#) to confirm the use of a new loan word and its proper article to avoid inconsistencies.

There are several words that have an equivalent in Hebrew, but that equivalent word may not be as fluent as the transliterated English word, which is more appropriate and common in writing for the computer industry.

English term	Transliteration	Hebrew equivalent
Internet	אינטרנט (+)	מרשתת (-)
Automatic	אוטומטי (+)	ממוכן (-)

### 4.1.5 Compounds

Generally, compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that compounds that are hard to understand diminish usability.

Example:

en-US source	Hebrew target
International	בינלאומי

#### 4.1.6 Gender

Names of applications and companies are gender-specific in Hebrew.

When referring to companies, use the feminine form of verbs. For example:

Microsoft משדרגת גרסה חדשה (+)

When referring to applications, use the masculine form of verbs. For example:

Word שומר את הקובץ (+)

**Note:** For information regarding gender neutrality on Microsoft products, see [Avoid gender bias](#).

#### 4.1.7 Genitive

צירוף סמיכות הוא צירוף של שתי מילים סמוכות זו לזו המהוות יחד יחידה לשונית אחת. המילה הראשונה מביניהן נקראת **נסמך** והשנייה **סומך** (דרך פשוטה לזכור את זה: המילה **נסמך** קודמת למילה **סומך** על פי סדר האלפבית).

Example:

(+) בעל האתר

(+) בעלי האתר

(+) חתימת הבעלים

#### 4.1.8 Localizing colloquialism, idioms, and metaphors

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

To express the intent of the source text appropriately, choose from the following options:

- Don't attempt to replace the source colloquialism with a Hebrew colloquialism that means the same thing unless the Hebrew colloquialism 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 colloquialism), 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.

For Hebrew, translators should remember that not all of the colloquialisms and humor that work in English work in Hebrew, too. Some may cause the text to sound too informal, unprofessional, or childish. If the source uses "Oops!" this can be used in Hebrew, but a word like "Bummer!" won't translate well literally.

#### 4.1.9 Numbers

This topic includes guidelines for when to use numerals (the symbols that represent a number, for example, 1, 2, 3, and 234) and when to spell out numbers (for example, *one, two, three, and two hundred thirty-four*).

In Hebrew, the numbers below 10 are usually spelled out as words, not written in digits. This applies to sentences like "There are three ways to get to the Settings menu."

However, when the number is connected to a unit of measurement, we follow the source, whether the number is below 10 or not. For example, in "the file size is 3 MB," we leave the "3" as is. The same applies to "the poster is 3 meters, 21 centimeters long."

#### 4.1.10 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

##### **"By" and "through" (by means of)**

The distinction between the Hebrew terms על-ידי ("by") and באמצעות ("through") is often unclear.

Use these terms according to the following rule: The term "על-ידי" is always followed by an action name.

On the other hand, the term "באמצעות" applies when a certain medium or means is being used. That is, when the term is followed by a noun.

US English expression	Hebrew expression	Example
By	על-ידי	הכן לעצמך עותק של המסמך על-ידי הדפסת הקובץ
Through	באמצעות	הדפס את הקובץ באמצעות מדפסת הרשת

#### 4.1.11 Pronouns

Pronouns can be used in Hebrew.

Example:

Word משמש ליצירת מסמכים. **הוא** גם מאפשר לעצב את הטקסט בדרכים שונות. (+)

In Hebrew, the use of personal pronouns is a powerful way to express the attributes of the Microsoft voice. We're moving away from referring to the user indirectly as "משתמש" and instead address the user directly through the use of first- and second-person pronouns like "אני." Third-person references, such as "משתמש", are avoided because they sound formal and impersonal.

To convey the Microsoft voice in Hebrew, the first-person pronoun (אני, שלי, לי) is used in the text when the user is telling the program or a wizard what to do. The first-person plural pronoun is used to describe an action or recommendation by the Microsoft product or service or the company itself. The second-person pronoun (אתה, שלך) is used when the program or a wizard is telling the user what to do. However, avoid excessive use of "אתה"; for example, "You can" should be "באפשרותך" or "ניתן" and "You have" עליך. When the phrase is in the future tense, use "תוכל".

Use "we" (אנו or אנחנו) in place of a product or the company name to create a more human, personal experience.

US English user reference	Hebrew user reference
You can change when new updates get installed.	באפשרותך לשנות את מועד ההתקנה של עדכונים חדשים.

Choose one of these schemes or make your own.	בחר אחת מערכות אלה או הכן ערכה משלך.
Remember my password	זכור את הסיסמה שלי
Tell me when a new Bluetooth device tries to connect to my PC	אמור לי מתי התקן Bluetooth חדש מנסה להתחבר למחשב שלי
We can't find a printer. Do you want to add one?	לא מצאנו מדפסת. האם ברצונך להוסיף מדפסת?
The information we collect won't be used to personally identify you.	המידע שאנו אוספים לא ישמש לזיהוי שלך.

#### 4.1.12 Punctuation

To make the translated text easier to read, you can change the punctuation of the original sentence. For example, you can divide one sentence into two.

#### **Bulleted lists**

When a colon introduces a bulleted list, use a period after each bulleted item if it's a complete sentence or a phrase that, together with the introductory phrase, forms a complete sentence. No punctuation marks are used in lists with one-word entries.

Example:

Do one of the following:

- From the Edit menu, choose Replace.
- In the Find dialog box, choose the Replace button.

בצע אחת מהפעולות הבאות:

- מתפריט 'עריכה', בחר 'החלפה'.
- בתיבת הדו-שיח 'אתר', בחר בלחצן 'החלפה'.

#### **Comma**

As a rule, the use of commas depends on how the sentence is pronounced. Use a comma where there's a clear pause. When "and" ("ו' החיבור") appears within a sentence, it shouldn't be preceded by a comma. A comma will appear before "and" only when it's

used to join two complete sentences. Avoid using too many commas because they can interrupt the flow of the text. To make reading easier, you can change the punctuation of the original sentence. For example, you can divide one long sentence into two.

Example:

(+) חבילת Office כוללת את Word, PowerPoint, Excel, Outlook ועוד.

## Colon

Don't use colons to replace commas.

Example:

(+) כדי להשתמש ב-Office, צריך להתקין אותו תחילה.

## Dashes and hyphens

Three different dash characters are used in English: the hyphen, the en dash, and the em dash.

### 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. The hyphen (מקף) in Hebrew is used to connect two words.

Example:

(+) על-ידי

(+) בית-ספר

There should be no space between the hyphen and whatever comes after it. See <https://hebrew-academy.org.il/topic/hahlatot/punctuation/#target-4939>.

### En dash

The en dash is used as a minus sign, usually with spaces before and after. The en dash (קו מפריד) is used to divide two parts of a sentence.

Example:



(+) במהירות של עד 30 מגה-סיביות לשנייה – הגלישה בפס רחב היא מהירה

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.

Example:

24–4

### **Em dash**

The em dash should be used only to set off an isolated element or introduce an element that isn't essential to the meaning of the sentence.

### **Ellipsis (suspension points)**

The ellipsis is used in Hebrew the same as in English.

Example:

(+) מאתר קבצים...

### **Period**

Each sentence in Hebrew should end with a period.

Example:

(+) כל דיאגרמה מיועדת למטרה מסוימת ולכל דיאגרמה יש נתוני דוגמה משלה בחוברת עבודה של Microsoft Office Excel.

When a colon introduces a bulleted list, use a period after each bulleted item if it's a complete sentence or a phrase that joins the introductory phrase to form a complete sentence. No punctuation marks are used in lists with one-word entries.

### **Quotation marks**

Quotation marks are widely used in Microsoft documentation in Hebrew because they replace the use of capital letters in English. When referring to a title of a chapter, topic, or section, enclose the title in quotation marks.

It's very important not to use quotation marks to indicate data that the user has to enter, such as a command-line command. The user might think that the quotation marks are part of the text that they're supposed to enter. Instead, always start a new line with wider line spacing before and after to distinguish such lines from the surrounding text.

**Note:** Punctuation marks that don't belong to the quoted text are always placed outside the quotation marks in Hebrew documentation. This isn't always the case in the English source text.

In US English source strings, you may find software references surrounded by English quotation marks. Follow the source text when translating to Hebrew.

Example:

(+) מתפריט 'קובץ', לחץ על 'שמירה בשם'.

## Parentheses

When you add a second pair of parentheses inside parentheses, use brackets:

(לשם כך, יש ללחוץ על הלחצן Save [שמור])

### 4.1.13 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They are used whenever possible because they're short and to the point.

In Hebrew, use sentence fragments when it's appropriate. They're particularly useful in questions because they're a good way to engage the user directly.

US English source text	Hebrew long form	Hebrew sentence fragment
Here's how:	בצע את השלבים הבאים:	כך תעשה זאת:
Save changes to "..."?	האם ברצונך לשמור שינויים ב- "..."?	האם לשמור שינויים ב- "..."?

#### 4.1.14 Symbols and nonbreaking spaces

Clip art, visual representations of religious symbols, body and hand gestures, and other cultural content should be checked for appropriateness, which requires a thorough understanding of the culture of the target market.

For the latest version of country, region, and language names, contact your Microsoft terminologist.

#### **Ampersand (&)**

For the ampersand symbol - always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

#### 4.1.15 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

In Hebrew, we also use the present tense to maintain the clarity and simplicity of the source text. When the source text uses another tense (future or past), the Hebrew translation may use the same tense as the source, or other tense, as appropriate.

US English source text	Hebrew correct use of verb tense	Hebrew incorrect use of verb tense
The Save As dialog box opens.	תיבת הדו-שיח 'שמירה בשם' נפתחת.	תיבת הדו-שיח 'שמירה בשם' תיפתח.
Word can format the text.	Word יכול לעצב את הטקסט.	Word יוכל לעצב את הטקסט.
We will send you the product key.	אנו נשלח לך את מפתח המוצר.	אנו שולחים לך את מפתח המוצר.

Continuous operations are usually expressed in English with a gerund. Headers are usually translated in the infinitive form while operations are translated using the gerund form.

Example:

Creating a set of labels

To create a set of labels

Title:

(+) יצירת קבוצה של תוויות

Operation:

(+) כדי ליצור קבוצה של תוויות

Notice that the present progressive tense is also used for text that indicates progress (usually with ...). In this situation, the present tense (singular) should be used for Hebrew.

Text indicating progress:

Creating a set of labels...

(+) יוצר קבוצה של תוויות...

## 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 Hebrew, using idiomatic syntax and terminology, while it maintains a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

### 5.1 Accessibility

Accessibility options and programs 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 aren't available in Hebrew-speaking markets. If you have questions about the availability of a specific accessibility product or service, double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

## 5.2 Applications, products, and features

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated.

### Version numbers

Version numbers always contain a period (for example, Version 4.2). Note the following punctuation examples of "Version x.x":

US English	Hebrew target
Version 4.2	גרסה 4.2

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

### Translation of version strings

The names of products, features, and components are often located in the so-called "version strings" as they appear in the software.

Example:

US English	Hebrew target	Comments
© 2022 Microsoft Corporation. All rights reserved.	Refer to <a href="#">Microsoft Terminology - Globalization   Microsoft Learn</a> to check the correct translations for "All rights reserved" and "Microsoft Corporation."	If possible, the LTR character should be added before the © sign.

## 5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

### Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific:** English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational:** Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks:** This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation and grammar:** Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens:** An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.

**Entity token localization exception:** Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.

#### Exception example:

Source string: List key points from [file]

DevComment=Translate [file]

- **Be consistent:** Some English prompts are remarkably similar. Make sure to translate them consistently.

Source prompt	Target prompt
List ideas for a fun remote team building event	הכן רשימת רעיונות לאירוע גיבוש כיפי לצוות מרוחק
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	מהם היעדים והנושאים שעלו בפגישה? עצב כל מקטע עם כותרת מודגשת, רשימה עם תבליטים ושמות מודגשים
Propose a new introduction to <entity type='file'>file</entity>	הצע הקדמה חדשה עבור ה <entity type='file'>entity</entity> קובץ
What were the open issues from <entity type='meeting'>meeting</entity>?	מה היו הנושאים הפתוחים שנשארו מה <entity type='meeting'>entity</entity> פגישה?
Give me ideas for icebreaker activities for a new team	תן לי רעיונות לפעילויות שוברות קרח עבור צוות חדש
Create a list of <placeholder>color names inspired by the ocean</placeholder>	צור רשימה של <placeholder> שמות צבעים בהשראת האוקיינוס </placeholder>

## 5.4 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>

## 5.5 Software considerations

This section provides guidelines for the localization of UI elements.

### General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.

- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

### 5.5.1 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the input focus to the next control in tab order, whereas pressing the left arrow moves the 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.

The direction keys have established translations.

US English	Hebrew target
Right arrow	חץ ימינה
Left arrow	חץ שמאלה
Up arrow	חץ למעלה
Down arrow	חץ למטה

### 5.5.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order 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.

When translating error messages, translators are encouraged to apply the [Microsoft voice principles](#) to help ensure that the target translation is natural sounding, empathetic, and not robot-like.



English term	Correct Hebrew translation
Not enough memory to process this command.	אין די זיכרון לעיבוד פקודה זו.

## Hebrew style in error messages

It's important to use consistent terminology and language style in the localized error messages. Don't just translate them as they appear in the US English product.

## Standard phrases in error messages

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

Note that sometimes the US English source text uses different phrasing to express the same idea.

Examples:

English	Translation	Example
Cannot ... Could not ...	(+) לא ניתן (+) אין אפשרות (+) לא היתה אפשרות	(+) ל- Publisher אין אפשרות להדפיס פרסום זה
Failed to ... Failure of ...	(+) נכשל/נכשלה	(+) טעינת קובץ התצורה עבור זרימת העבודה נכשלה
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	(+) אין אפשרות למצוא (+) לא היתה אפשרות למצוא (+) לא ניתן למצוא (+) לא ניתן לאתר	(+) אין אפשרות למצוא מפת XML המתאימה לנתונים אלה

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) אין די זיכרון (+) אין מספיק זיכרון	(+) אין מספיק זיכרון לפרסום שם קובץ/נתיב
... is not available ... is unavailable	(+) אינו זמין (+) אינה זמינה	(+) פונקציה זו אינה זמינה בתיבת הדו-שיח 'הוספת פונקציה'

### Error messages containing placeholders

When you localize error messages that contain 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 the 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."

#### 5.5.3 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 allowed?	Notes
"Slim characters," such as <i>l</i> , <i>l</i> , <i>t</i> , <i>r</i> , and <i>f</i> can be used as keyboard shortcuts	If necessary	
Characters with downstrokes, such as <i>g</i> , <i>j</i> , <i>y</i> , <i>p</i> , and <i>q</i> can be used as keyboard shortcuts	If necessary	
Extended characters can be used as keyboard shortcuts	n/a	
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut	n/a	If necessary, Hebrew localization will follow the source.
A number, appearing between brackets after the item name, can be used as a keyboard shortcut	n/a	If necessary, Hebrew localization will follow the source.
A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut	n/a	If necessary, Hebrew localization will follow the source
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	Avoid using the last letter of the word

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

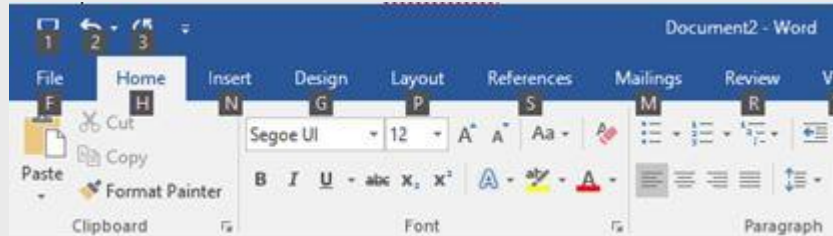
Term	Usage
<b>access key</b>	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome

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.

Example: In UI localization Home`H

**key  
tip**



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.

Example: Ctrl+N, Ctrl+V

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.

**shortc  
ut key**

Additional notes:

- Letters that are prominently located in the command name should be selected as the access key.
- The best option is the first letter in the first word of the command. However, the first letter of the second word or other dominant letter may be selected.
- Avoid using letters or numbers between brackets to indicate an access key. Only when there are no letters left in the dialog box or menu is it acceptable to add a letter or number between brackets.

#### 5.5.4 Keys

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps).

## Key names

English key name	Hebrew key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps lock	Caps Lock
Control	Control
Delete	Delete
Down arrow	חץ למטה
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left arrow	חץ שמאלה
Num lock	Num Lock
Page down	Page Down
Page up	Page Up
Pause	Pause
Right arrow	חץ ימינה
Scroll lock	Scroll Lock
Shift	Shift
Spacebar	מקש רווח

English key name	Hebrew key name
Tab	Tab
Up arrow	חץ למעלה
Windows key	מקש Windows
Print screen	Print Screen
menu key	מקש תפריט

### 5.5.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

### 5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when they're available on-screen, whereas shortcut keys can be used even when they aren't accessible on-screen.

### Standard shortcut keys

US command	US English shortcut key	Hebrew command	Hebrew shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	חלון עזרה	F1
Context-sensitive Help	Shift+F1	עזרה תלויית הקשר	Shift+F1
Display pop-up menu	Shift+F10	הצג חלון מוקפץ	Shift+F10
Cancel	Esc	ביטול	Esc

Activate/deactivate menu bar mode	F10	הפעל/בטל מצב שורת תפריטים	F10
Switch to the next primary application	Alt+Tab	עבור ליישום הראשי הבא	Alt+Tab
Display next window	Alt+Esc	הצג את החלון הבא	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	הצג תפריט מוקפץ עבור החלון	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	הצג תפריט מוקפץ עבור החלון הצאצא הבא	Alt+-
Display property sheet for current selection	Alt+Enter	הצג גליון מאפיינים עבור הבחירה הנוכחית	Alt+Enter
Close active application window	Alt+F4	סגור את החלון הפעיל הנוכחי	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	עבור לחלון הבא בתוך היישום (ללא מצב)	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	לכוד את תמונת החלון הפעיל אל הלוח	Alt+Prnt Scrn
Capture desktop image to the clipboard	Prnt Scrn	לכוד את תמונת שולחן העבודה אל הלוח	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	גש ללחצן 'התחל' בשורת המשימות	Ctrl+Esc
Display next child window	Ctrl+F6	הצג את החלון הצאצא הבא	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	הצג את חלונית הכרטיסיה הבאה	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	הפעל את מנהל המשימות ואת אתחול המערכת	Ctrl+Shift+Esc
<b>File menu</b>			

File New	Ctrl+N	חדש	Ctrl+N
File Open	Ctrl+O	פתיחה	Ctrl+O
File Close	Ctrl+F4	סגור	Ctrl+F4
File Save	Ctrl+S	שמור	Ctrl+S
File Save as	F12	שמירה בשם	F12
File Print Preview	Ctrl+F2	הצג לפני הדפסה	Ctrl+F2
File Print	Ctrl+P	הדפס	Ctrl+P
File Exit	Alt+F4	יציאה	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	בטל	Ctrl+Z
Edit Repeat	Ctrl+Y	חזור על	Ctrl+Y
Edit Cut	Ctrl+X	גזור	Ctrl+X
Edit Copy	Ctrl+C	העתק	Ctrl+C
Edit Paste	Ctrl+V	הדבק	Ctrl+V
Edit Delete	Ctrl+Backspace	מחק	Ctrl+Backspace
Edit Select All	Ctrl+A	בחר הכל	Ctrl+A
Edit Find	Ctrl+F	חפש	Ctrl+F
Edit Replace	Ctrl+H	החלף	Ctrl+H
Edit Go To	Ctrl+G	עבור אל	Ctrl+G
<b>Help menu</b>			
Help	F1	עזרה	F1
<b>Font format</b>			
Italic	Ctrl+I	נטוי	Ctrl+I



Bold	Ctrl+B	מודגש	Ctrl+B
Underlined/word underline	Ctrl+U	קו תחתון/קו תחתון מתחת למילה	Ctrl+U
Large caps	Ctrl+Shift+A	רישיות	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	רישיות מוקטנות	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	מרכז	Ctrl+E
Left aligned	Ctrl+L	ישר לשמאל	Ctrl+L
Right aligned	Ctrl+R	ישר לימין	Ctrl+R
Justified	Ctrl+J	ישר לשני הצדדים	Ctrl+J

## 5.6 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.


### 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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

#### 5.6.1 English pronunciation

Generally speaking, English terms and product names that are left unlocalized in the target material should be pronounced as English words. For instance, *Microsoft* must be pronounced the way it is in English. However, if your language has an established

pronunciation for a common term (such as "server"), the local pronunciation should be used. Moreover, pronunciation can be adapted to the Hebrew phonetic system if the original pronunciation sounds very awkward in Hebrew.

Example	Phonetics	Comment
SecurID	[sɪ'kjʊər aɪ di:]	סקיור איי די
.NET	[dot net]	דוט נט
Adobe	[ə-'dō-bē]	אדובי
Skype	[s'kaɪp] 	Product names are always pronounced the way they're pronounced in the source language

### Acronyms and abbreviations

Acronyms are pronounced like words, adapted to the local pronunciation:

Example	Phonetics	Comment
RADIUS	רדיוס	\ 'rā-dē-əs\
RAS	ראס	\ 'ras\
LAN	לאן	\ 'lan, ,el-(,)ā-'en\
WAN	וואן	\ 'wän\
POP	פופ	\ 'päp\

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
URL	יו אר אל	\ ,yü-(,)är-'el, 'ər(-ə)\
ICMP	איי סי אמ פי	
IP	איי פי	\ 'ɪ'pē-\

TCP/IP	טי סי פי איי פי	\,tē-(,)sē-'pē-ī-'pē\
XML	אקס אמ אל	\,eks-(,)em-'e\
HTML	הייצ' טי אמ אל	\,āch-(,)tē-(,)em-'e\
OWA	או דאבל יו איי	
SQL	אס קיו אל	

## URLs

Don't pronounce "http://"; the rest of the URL should be read aloud.

The "www" should be pronounced as דאבל יו דאבל יו דאבל יו (double U double U double U - /'dʌbəl ju:/ \* 3).

The "dot" should be omitted, but can also be read aloud. If you read it aloud, pronounce it the Hebrew way, as נקודה (nekooda).

Example	Phonetics	Comment
http://www.microsoft.com/he-il	דאבל יו דאבל יו דאבל יו נקודה מייקרוסופט נקודה קומ קו נטוי אייץ' אי מקף מחבר איי אל	/ = קו נטוי (slash)  - = מקף מחבר (dash)

## Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

## Special characters

Pronounce special characters such as / \ ~ < > + - using the Hebrew translations provided in [Microsoft Terminology - Globalization | Microsoft Learn](#). For example, comma = פסיק, slash = קו נטוי.

## 5.6.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

## 5.6.3 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 the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

### Visuals

- The eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

### Ending

- Recaps are unnecessary