



RingCentral Localization Style
Guide
(UK English)

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Style Guide History

Published date	Version	Changes	Author
August 06, 2015	0	Localization Style Guide Template Creation	Language Expert
30 October 2015	1.0	Localisation Style Guide Adaptation for UK English	UKE linguist
21 December 2017	2.0	Added Fax Cover Page section	UKE linguist
4 June 2021	3.0	Capitalization update	
7 July 2021	4.0	Spacing around tags Product names official translations	UKE linguist

What's New?

Last Updated:

(This section will contain detailed update changes for further versions – LEAVE AS IS.)

General Overview

The purpose of this Localisation Style Guide for RingCentral is to set basic style, grammar, punctuation and terminology guidelines to ensure top-language-quality content in UK English.

In general, your main goal as a translator is to produce the most natural-sounding translation. It is important that you capture the intended meaning of the RingCentral content and transfer it into natural language that is best suited to a wide UK English-speaking audience. Avoid literal transposition of the US English syntax in UK English: sentences may need to be rewritten with an adapted syntax. Try to balance faithfulness to the source and readability in the target language.

As a rule, please use a clear and precise style. The translation should be easily understood. Put yourself in the reader's position and determine whether the output is clear and fluent, as well as consistent and accurate.

Avoid heaviness, ambiguities, repetitions and Americanisms. Also, avoid enriching the text excessively.

Important: *If any of the topics developed in this style guide conflict with the RingCentral-approved terminology lists, instructions or reference material provided, the client's specific instructions should take precedence over this document.*

Style Guide Conventions

Throughout this RingCentral Localisation Style Guide, the main subjects will be illustrated with examples (the incorrect translation will be in red and the correct option will be in green).

This is an example in the source language.

This is an example of the incorrect translation.

This is an example of the correct translation.

Software Localization

Buttons

Buttons should typically be translated as verbs – generally, the imperative form is used. Be concise, avoid using articles and prepositions and get straight to the point. Depending on the project-specific requirements, pay particular attention to possible character/space limitations.

English	Incorrect translation	Correct translation
Submit Form	Submitting Form	Submit Form
E-mail User	E-mailing User	Email User
View Demo	Viewing Demo	View Demo
Contact Us	Contacting Us	Contact Us

Names of RingCentral products, applications and features

In many cases, product/application names are trademarked, thus not localisable. However, it is paramount that, before translating any product, application, third-party or feature names, you check your reference material and linguistic instructions, including terminology lists.

Adaptation to UK English market

Sometimes you may need to replace US English examples with UK English equivalents. The explanation about the use of wildcards is a good example of text in need of localisation/adaptation:

Two wildcard operators are supported:

** will match any combination of characters*

? will match any single character.

*For example, searching for '*ing' will select any knowledge base items that contain 'fishing', 'hunting', 'ring' or 'drinking'. Searching for '?ing' will return knowledge base items containing the word 'ring'.*

In addition, there is an implicit '' added to the end of all keywords, so that searching for 'print' will also search for 'printer' and 'printing'.*

Linguistic Overview

Style and tone

Be precise, clear, consistent and natural. Rephrase sentences that are not clear enough, and rework sentences that may sound unnatural. Do not hesitate to break up long sentences into smaller, friendlier parts in order to provide a better understanding.

Please use an appropriate style for technical texts and documents:

- **Accurate and concise (exact):** do not include ambiguities or mistranslations.
- **Clear and coherent (readable):** the target reader should understand the text easily.
- **Objective:** remain neutral, do not insert your own opinion, avoid colloquial or slang words and always be politically correct.
- **Correct:** the content and numbers should be free of mistakes.
- **Idiomatically correct:** use correct verbs, metaphors, expressions, etc. so that the text sounds natural.
- **Complete:** do not leave out any content (words, phrases, whole paragraphs).
- **Keep the target reader in mind:** use an appropriate tone.

Cross-references

You might encounter cross-references in some technical documents.

Cross-references mention other parts of text or other documents and can be either “internal” or “external”:

Internal cross-references

References to chapters, sections, headings or titles within the file or within the document you are translating. (Don’t forget that one document might be part of a larger translation kit.)

External cross-references

References to titles of other documents that you are not translating or that have already been translated in a previous project. In these instances, please check whether this text or document has been localised before and match up the relevant translations, unless otherwise specified by project-specific instructions.

Tip: Cross-references shall be referenced consistently throughout your translation as well as throughout all files. Translations of document titles (external cross-references) might be included in the terminology list or the reference material. If you are unable to retrieve this information, please contact the Project Management team or your Language Lead. If, on the other hand, the document has not been translated before, please leave in US English.

Cross-references normally include the following standard or similar phrases:

Key phrases for internal cross-references:

- Refer to section [...].
- For more information, see chapter [...] in this document.
- See also table [...] below.
- See graphic 12.1 “[*title of graphic*]”.

Examples of key phrases for external cross-references:

- For more information, see user manual “[*title*]” of the previous product.
- See also previously published user guide “[*title*]”.

Political correctness

Politeness

US English tends to be more informal, using more direct phrases and the imperative form or similar constructions. However, UK English tends to be

“overly polite” in places. Instructions given to the user often begin with “Please”.

English	Incorrect translations	Correct translation
Enter your user name.	Enter your user name.	Please enter your username.

Gender

Gender is also a sensitive matter, as shown in the examples. As far as gender is concerned, UK English tends to be gender-neutral where possible, depending on the context. Avoid the use of “him/her”.

English	Incorrect translation	Correct translation
The service team will contact the customer and inform him.	The service team will contact the customer and inform him/her.	The service team will contact the customer and inform them.

Passive voice

Whenever possible, avoid the passive voice, which is too formal and wordy, and use the active voice to improve readability. The passive voice is only recommended in specific texts such as legal texts and official documents (e.g. privacy policies, contract terms and conditions, NDAs etc.).

English	Incorrect translation	Correct translation
All details are provided in this topic.	All details are provided in this topic.	This topic provides all details.
This white paper highlights some new features.	This white paper highlights some new features.	Several new features are highlighted in this white paper.

Use of possessives

The use of possessives is quite common in US English. Try not to use these excessively when transferring text into UK English, and be aware that:

- simple articles can often replace possessive adjectives;
- if repeated previously, the possessive adjective can be omitted.

English	Incorrect translation	Correct translation
You can edit <i>your</i> files on either <i>your</i> computer, or <i>your</i> mobile device.	You can edit your files on either your computer, or your mobile device.	You can edit your files on either your computer or mobile device.

Articles

For the proper use of articles, please refer to standard UK English grammar rules.

Here are some particular examples:

- Input **text** into the field below.
- **This text** will be displayed on the next screen.
- **The text** should be clear and concise.

Translation of the -ing form

The -ing verb form can be left as-is in some cases, but in other cases, it should be adapted, as per the following examples.

English	Suggestion
Our controllers come with a cache protecting your data integrity	Our controllers come with a cache that protects your data integrity
These services can assist with implementations from initial site architecture to implementing a complete farm.	These services can assist with implementations, from the initial site architecture to implementing a complete farm.
By accessing this web site, you agree to the terms and conditions (...)	By accessing this website, you agree to the terms and conditions (...)

Conciseness

English sometimes uses additional words to express concepts. Check the context, concentrate on the meaning and render it as clearly as you can.

English	Incorrect translation	Correct translation
Your Name, Your Email Address, Your Company Name	Your Name, Your Email Address, Your Company Name	Your Name, Email Address and Company Name

Repetitions

Aside from standard grammar rules, when localising software or documentation, you should consider that repetitions acceptable in US English might not be acceptable in UK English. Such repetitions can be replaced with pronouns or via other methods.

English	Incorrect translation	Correct translation
To delete a <i>file</i> from your computer, select the <i>file</i> from the right pane and click Delete	To delete a file from your computer, select the file from the right pane and click Delete	To delete a file from your computer, select it from the right-hand pane and click Delete

Capitalisation

UK English capitalisation rules sometimes differ from US English ones, so please follow UK English rules.

Here are some examples where capital letters are necessary:

- Proper names, product names, geographical names.
- The first word after a full stop, exclamation mark, question mark or ellipsis, and the first word after a short phrase with a colon, e.g. "Warning: Do not forget this rule".
- For headings (for all words except for articles, pronouns, coordinating conjunctions and prepositions), nouns and adjectives of organisations (United Nations), bodies, departments (Internal Affairs), awards and events.

UK English makes extensive use of capitalisation, including for nationalities, languages, religions, days of the week, months and job titles. However, seasons should not be capitalised.

English	Incorrect translation	Correct translation
Tuesday	tuesday	Tuesday
July	july	July
U.S. President Barack Obama	U.S. president barack obama	US President Barack Obama
This app will be available next spring	This app will be available next Spring	This app will be available next spring
Our friend is Spanish	Our friend is spanish	Our friend is Spanish

Title case is used in the US English source RingCentral content.

For shorter headings/titles, UI options, menus, etc. it is increasingly common to use title case in UK English as well. Follow the source capitalisation in these instances to avoid inconsistencies and confusion over what should be capitalised and what has only been capitalised in the source due to the title case style.

For full sentences (also in longer headings), sentence case should be used:

English	Incorrect translation	Correct translation
How to Use This App	How to Use This App	How to use this app

Legal texts are an exception, where capitalisation is used to denote specific terms in an agreement, for example, and must be retained.

English	Incorrect translation	Correct translation
This agreement (the "Agreement") is a binding agreement	This agreement (the "agreement") is a binding agreement	This agreement (the "Agreement") is a binding agreement
Install and use a copy of the Software.	Install and use a copy of the software.	Install and use a copy of the Software.

Note: Sometimes whole paragraphs are written in upper case, and this formatting must be preserved as these conventions may have legal implications.

For titles of documents, standard title capitalisation rules should also be used.

Spelling

Do not forget to run the spellchecker when you have completed your translation. Ensure that it is set to UK English.

Punctuation

Spacing

In UK English, there is generally no space before punctuation signs, such as full stops, question marks, colons, semicolons and exclamation marks. However, there is always a space before speech marks, brackets and en-dashes (and in the case of en-dashes, a space afterwards as well; please refer to the hyphen/en-dash section below).

Use non-breaking spaces to prevent certain expressions to be separated at the end of a line, such as people's names, numbers, software names and versions etc. To obtain such a space, press Ctrl + Shift + Space bar in Microsoft Word, or use Alt + 0160.

Brand name tags need to be separated from the preceding or following text with a space.

Use of punctuation

Comma

A comma is used when a natural pause is heard, but the use of the comma is quite subjective. There are, however, some guidelines to be followed in UK English:

- **Do not use the Oxford comma:** e.g. instead of "I went to the shop and bought cereal, milk, and orange juice", write "I went to the shop and bought cereal, milk and orange juice".
- **Use a comma to separate sub-clauses and main clauses:** e.g. instead of "If necessary fill in the following fields", write "If necessary, fill in the following fields".
- **Do not use a comma after "e.g." and "i.e.", or before "etc."**.

Full stop

A full stop is used to end a sentence, a paragraph or an abbreviated word. When a sentence is placed between brackets or quotes, the full stop is placed inside. Do not use full stops after headings and titles, after columns in a table or after captions used for illustrations, tables etc., unless the expression is considered a full sentence. Do not use full stops if a sentence ends with an abbreviation, a question or exclamation mark, ellipsis or colon.

Colon

Colons are used at the start of bullet point lists, or to present an example of something. Colons can also be used with short phrases to denote a warning or notification, e.g. "Warning:" and "Note:". They can be used with an incomplete sentence at the start of a bullet point list where the bullet point items complete this sentence, e.g. "Please make sure that you:".

Semicolon

Semicolons are used in UK English to separate items in a list where the exclusive use of commas would be confusing, at the end of bullet point items which are not full sentences and as a longer break where a full stop could also be used. However, they are used more often in formal language, so avoid the use of semicolons in more colloquial language.

Question mark

Question marks are used the same in UK English as in US English. It should not be combined with an exclamation mark.

Exclamation mark

Avoid the use of exclamation marks in more formal language. In addition, when exclamation marks appear in groups (e.g. "!!!"), only keep one.

Hyphen, en-dashes (–) and em-dashes (—)

Hyphens are used in the following cases (these should act as examples rather than a comprehensive list):

- for compound adjectives, e.g. "high-priced item";
- as a minus sign for negative values, e.g. "-38°C";
- with certain prefixes like "sub-", "post-" and "re-" where the following letter is "e" or "u", e.g. "re-entry", "re-use". However, these can vary, so when in doubt, check a reputable dictionary for guidance on spelling.

Where em-dashes are used in US English – typically to set off parenthetical information (like in this section), to emphasise a conclusion or to replace a colon, to name a few examples – en-dashes are used instead in UK English. When used in this way, the en-dash should always have spaces either side, and the em-dash is not used at all in UK English.

The en dash is also used to represent ranges – for example, days of the week (Monday–Friday), months (January–December), numbers 1–10, etc. when en-dash is used in this way, no space is needed at either side.

Brackets and square brackets

Brackets are used to denote additional information. When used for full sentences, the final punctuation should be placed within the bracket.

Square brackets can be used for inserting editorial information, for example, information that is missing from an original quote, or for “[sic]” following incorrectly spelt information in a quote. Square brackets are also used instead of normal brackets when used within brackets.

Quotation marks

Quotation marks are used to quote sentences taken from other sources, or to quote titles of other documents. Generally, single quotation marks are to be used in UK English. Punctuation should be placed inside the quotes when the quotes are full sentences or are direct quotes, but should be placed outside when only part of the quote has been inserted and the speech is not direct, as per the following examples:

- ‘We started using the app earlier this year.’
- ‘The app is very nice’, she said, ‘and my entire team enjoy using it’.
- She also mentioned that ‘the app has a lot of useful features’.

Use ‘curly’ quotes instead of straight ones, i.e. Alt + 0145 (‘) and Alt + 0146 (’).

Ampersand (&)

Avoid using ampersands except for in titles and short UI elements where space is limited.

Ellipsis (...)

Avoid overuse of ellipsis, and only use to indicate omitted text, not a trailing-off thought. Follow an ellipsis with a capital letter unless it is bracketed or represents an omission mid-sentence.

There should be no space before an ellipsis, but a space after it (unless it is bracketed). An ellipsis mid-sentence requires a space before and after.

Apostrophe

Use the ‘smart’ (curly) apostrophe symbol in contractions, possessives and rare plurals. Keyboard shortcut Alt + 0146.

Formatting to use in bullet-point lists

Example 1

If the bullet-point items are complete sentences (with a conjugated verb), each item should begin with a capital letter and end with a full stop:

- For example, sentences should be formatted like this.
- Please note that each additional item has the same formatting.

Example 2

If the bullet-point items are short, individual items, do not end each item with any punctuation, apart from the final item which you should end in a full stop.

Bullet-point items not requiring end punctuation are:

- short
- concise
- sometimes several words long
- inclusive of a final full stop.

Example 3

If the bulleted items are incomplete sentences which complete the previous sentence, end each one with a semicolon, and end the final one with a full stop.

For example, you should:

- format sentences like this if they complete the prior sentence;
- ensure that semicolons are used;
- not forget to end the last item with a full stop.

Abbreviations

Abbreviations should be avoided whenever possible, but you may need to abbreviate words in item such as UI options. As a rule, shorten a word by at least two letters. If the abbreviation still constitutes part of the word, end it with a full stop. However, if vowels or consonants have been taken out so that it no longer constitutes part of the word, it should not end in a full stop.

Examples of common abbreviations:

Extended Version	Abbreviation
Including	Incl.
Authorisation	Auth.
Department	Dept
Standard	Std

Acronyms

Acronyms are sometimes separated by full stops in US English, particularly in country names, e.g. "U.S.". Do not use any full stops for these in UK English.

In addition, if acronyms are not followed by any expansion or description, these can be left as-is, e.g. "OLE".

Numbers

Numbers should be written out in full:

- when used as nouns;
- when appearing at the beginning of a sentence;
- when appearing alone and representing quantities below 10;
- in expressions such as "in the eighties".

Dates, large numbers, ages and document references (paragraph, page etc.) should be written as digits.

Full stops should be used as the decimal point, and thousand comma separators should be used.

If the amount is over 1 million, a digit should be used before the "million" (or "billion" etc.) which is written out in full, depending on the context.

English	Incorrect translation	Correct translation
0.25	0,25	0.25
1,254.28	1254,28	1,254.28
18,567	18.567	18,567
1,000,000	1,000,000	1 million

Units of measurement

Units of measurement should be separated from the preceding number by a non-breaking space, e.g. 533 MHz.

If the content includes units of measures that do not apply to your locale, for example imperial measurements, you might be instructed to either add the converted value of the system that applies to UK English first and leave the original one in brackets, or to convert the value into its metric equivalent, based on the project requirements. Use the following table for reference.

Imperial	Metric
----------	--------

1 inch (", in)	2.54 cm
1 foot (ft.)	30.48 cm
1 yard (yd.)	91.44 cm
1 mile (m, ml)	1.609 km
1 pint (pt.)	0.57 l
1 quart (qtr.)	1.136 l
1 gallon (g, gal)	4.546 l
1 ounce (oz.)	28.349 g
1 pound (lb.)	453.59 g
1 stone (st)	6.348 kg
1 ton (t)	1,016 kg

Note: Monitor sizes are always expressed in inches and are therefore one of the few exceptions.

Here is a list of some current units of measure and their UK English equivalents:

English	Translation	Abbreviation
kilometer	kilometre	km
meter	metre	m
decimeter	decimetre	dm
centimeter	centimetre	cm
millimeter	millimetre	ml
liter	litre	l
deciliter	decilitre	dl
centiliter	centilitre	cl
milliliter	millilitre	ml
ton	ton*	ton
kilogram	kilogram	kg
pound	pound	lb
gram	gram	g
decigram	decigram	dg

centigram	centigram	cg
milligram	milligram	mg
kilobyte	kilobyte	KB
megabyte	megabyte	MB
gigabyte	gigabyte	GB
gigabit	gigabit	Gb
inch	inch	in.
feet	feet	ft
mile	mile	mile
gallon	gallon	gal.
millisecond	millisecond	ms
second	second	s
minute	minute	min.
Volt	Volt	V
Watt	Watt	W
Hertz	Hertz	Hz
Megahertz	Megahertz	MHz
Celsius degree	Celsius	°C**
bits per second	bits per second	bps
points	points	pts

*Note that the British metric ton differs from the US ton; please visit <https://en.wikipedia.org/wiki/Ton> for more details.

**Unlike other measurement symbols, no space is included before the Celsius symbol.

Percentages

Percentages are usually written in figures followed by the symbol %. No blank spaces are used between the figure and the symbol, e.g.: 37%.

Date and time

Adapt date and time formats to UK English standards.

The date format, for example, should be the day then month, and not the month then day.

The short format must be separated by forward slashes.

Recommended formats:

Short date: DD/MM/YYYY. Example: 15/03/2015

Long date: dddd, d MMMM yyyy. Example: Friday, 30 October 2015

The standard time format is hh.mm, or hh:mm:ss. The 12-hour clock should be used, followed by "am" or "pm". Note that "am" and "pm" are not capitalised. A space should also be included beforehand.

English format	(Language) format
11:30 PM	11.30 pm
8AM to 8PM	8 am to 8 pm
Wednesday October 28, 2015	Wednesday, 28 October 2015
2000-04-05	05/04/2000

The name of the months, in extended and abbreviated forms should be as follows:

January	Jan
February	Feb
March	Mar
April	Apr
May	May
June	Jun
July	Jul
August	Aug
September	Sep
October	Oct
November	Nov
December	Dec

Fax cover style

Products: Service Web, Mobile Web, Mobile App, Spartan(?).

Brand - Language - Fax cover template Matrix (10.0)

Brand	User Language	Local e	User Language Display Name	Cover Pages	Default Cover
RC US/CA/ UK/EU/ AU	UK English	en_GB	English (U.K.)	1 UK English template + 1 US English template + 1 Canada French template + 1 Europe French template + 1 German template + 1 Spanish template + 1 Italian template + 1 Latin America Spanish + 1 Japanese template + 1 Brazilian Portuguese template: 10 in total	UK English template
BT	UK English	en_GB	English (U.K.)	1 UK English template (no footer) (need to remove US English legacy templates; add UK English template)	UK English template

Template ID

"1 UK English template" = (17 English_British) in db

Template Names on SW/MW

Template	en_US Name	en_GB Name	fr_CA Name	fr_FR Name	de_DE Name	es_ES Name	it_IT Name	es_419 Name
All legacy templates	Use the same names as before	N/A	N/A	N/A	N/A	N/A	N/A	N/A
UK English template	English (U.K.)	English (U.K.)	Anglais (Royaume-Uni)	Anglais (Royaume-Uni)	Englisch (Vereinigtes Königreich)	Inglés (Reino Unido)	Inglese (Regno Unito)	Inglés (Reino Unido)

Template Names on Mobile apps

Templates	Names
All legacy templates	Use the same names as before
UK template	English (U.K.)

Fax Cover Template Layout (10.0)

Brand	Language	Locale	User Language Display Name	Cover Layout
RC UK	UK English	en_GB	English (U.K.)	Left: To Right: From
BT	UK English	en_GB	English (U.K.)	Left: To Right: From

Currency

Currency symbols are placed immediately in front of the numeral, with no space afterwards:

€145.80

For certain types of text, the three-letter ISO code may be used instead followed by space, e.g. "EUR 145.80".

Miscellaneous

Trademarks and product names

RingCentral has a number of registered and unregistered trademarks and trademarked phrases. Please refer to the most updated version of the approved RingCentral term list for your language. Note that, unless otherwise indicated, you must use the trademark and registered trademark symbols only when mentioning these for the first time in your translation.

For third-party products mentioned in RingCentral content, please conduct thorough research to determine whether an official, approved, trademarked translated version is available. Otherwise, use as in the source.

Third-party trademarks and product names

As a general rule, for product names from the third parties, it's correct to follow the localized equivalence in official websites if there's one.

For third-party trademarks and products mentioned in RingCentral content, please conduct thorough research to determine whether an official, approved, trademarked translated version is available before using as in the source.

Below are some useful links:

Adobe trademarks list:

adobe.com/misc/pdfs/adobe_trademark_database_external.pdf

Apple trademarks list: apple.com/legal/intellectual-property/trademark/appletmlist.html

Google trademarks list:

<http://www.google.com/permissions/trademark/trademark-list.html>

Microsoft trademarks list: [microsoft.com/en-](https://microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx)

[us/legal/intellectualproperty/Trademarks/EN-US.aspx](https://microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx)

Salesforce trademarks list:

http://www.sfdcstatic.com/assets/pdf/misc/salesforce_TM_list.pdf

Copyright information, footer and publication dates

Copyright notices tend to be standard texts. Please ensure that you are using the official version of the below text for use in UK English.

©2015 RingCentral, Inc. All rights reserved. RingCentral, RingCentral Office, RingCentral Meetings and the RingCentral logo are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.

References to links

Whenever source files include references to URLs, translators should query if these links have a local version, and modify the document accordingly. If not, the relevant URL will be left as it appears in the US English text.

References to UI Options

In regards to UI option translation for software projects, instructions may vary based on RingCentral project-specific guidelines. However, in general, please adhere to the following:

- If software has been translated, please match the relevant translation memory or string list provided with the translation package.
- If software has not been translated, please maintain the original US English terms.

When necessary, please refer to Microsoft approved terminology for your language on the MS Portal: <http://www.microsoft.com/Language/en-US/Default.aspx>

Addresses and Phone Numbers

In general, please follow the principles outlined below:

- Translate country and city names based on your country/region's conventions.
- Localise address formats, if necessary, based on your country/region's conventions. Include the country name for addresses outside the UK, or include the relevant country code before the postal code.
- If the source only includes Freephone numbers and US numbers, please add an international country code to the local number for international users, followed by a "0", as shown below:

Source:

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94402
Phone: 888-528-RING (7464) or 650-472-4100

Target:

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94402,
US, Tel.: 888-528-RING (7464) or +1 (0)650-472-4100