



RingCentral Localization Style
Guide
French (Canada)

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Style Guide History

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February 27, 2017	0	Localization Style Guide Template Creation	Jonckers
June 19, 2017	1.0	Addition of: Ellipsis; Trademark and product names; Service mark symbol (SM); Third Party Trademarks and Product Names; Uncategorized products and trademarks; Trademark status report (by mark); Formatting, syntax and stylistic guidelines	FRCA Linguist
July 26, 2021	2.0	Spacing around tags Product names official translations	FRCA Linguist

What's New?

Last Updated:

(This section will contain detailed update changes for further versions)

General Overview

The purpose of this Localization Style Guide for RingCentral is to set basic style, grammar, punctuation and terminology guidelines to ensure top language quality content in French (Canada).

In general, your main goal as a translator is to produce the most natural-sounding translation. It is important you capture RingCentral content's intended meaning and transfer it into natural language that is best suited to a wide French-speaking audience based in Canada. Avoid literal transposition of the English syntax in French (Canada): most of the times, sentences 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 and should not read like a translation. Put yourself in the reader's place, and determine whether the output is clear and fluent, as well as consistent and accurate.

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

Do not forget to always read the instructions specific to your project as well as all the references such as **RingCentral Term List FR CA.xlsx**.

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

Style Guide Conventions

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

This is the example in source language.

This is the example of the incorrect translation.

This is the example of the correct translation.

Software Localization

Buttons

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

English	Incorrect translation	Correct translation
Insert	Insérez/Insertion	Insérer
Add User	Ajoutez/ Ajout Utilisateur	Ajouter un utilisateur
Save & Close	Enregistrer & Fermer Sauvegarde et fermeture	Enregistrer et quitter

Names of RingCentral Products, Applications and Features

In many cases, product/application names are trademarked, thus not localizable: 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 French Market

Sometimes you may need to replace English examples by French Canadian equivalents. The explanation about the use of wildcards is a good example of text in need of localization/adaptation:

Two wildcard operators are supported:

** will match any combination of characters*

? will match any single character

*For example, searching on '*ing' will select any knowledge base items that contain 'fishing', 'hunting', 'ring' or 'drinking'. Searching on '?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 on 'print' will also select 'printer' and 'printing'.*

Linguistic Overview

Style and Tone

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

Please use an appropriate style for technical texts and documents:

- **Accurate and concise (exact):** no ambiguities or mistranslations
- **Clear and coherent (readable):** target reader should understand the text easily
- **Objective:** neutral, do not insert your own opinion, avoid colloquial or slang words, be always politically correct
- **Correct:** content and numbers should be free of mistakes
- **Idiomatically correct:** use of correct verbs, metaphors, expressions, etc. so that text does not sound like a translation
- **Complete:** do not leave out content (words, phrases, whole paragraphs)
- **Keep an eye on the target reader:** use an appropriate tone

Cross-references

You might encounter cross-references in some technical document.

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. (Do not 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 have been already translated in a previous project. In these instances, please check whether this text or document has been localized before, and match 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. Translation of document titles (external cross-reference) 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 as in source language.

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 a key phrase for external cross-references:

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

Political Correctness

Politeness

While in general English is more informal than French Canadian, it may sometimes tend to be “over polite”. Instructions given to the user often begin with “Please”.

French does not often use the equivalent expression “S’il vous plaît”. Do not hesitate to be more direct and use the imperative form or similar constructions where appropriate.

English	Incorrect translations	Correct translation
Please enter your user name.	<i>S’il vous plaît, entrez votre nom d’utilisateur.</i>	<i>Veillez entrer votre nom d’utilisateur.</i>

Gender

Gender is also a sensitive matter as shown in the examples. As far as gender is concerned, French Canadian usually gives priority to masculine forms, unless differently needed based on a specific context.

English	Incorrect translation	Correct translation
The service team will contact the customer and inform him/her.	<i>Le service contactera le client/la cliente pour l’informer.</i>	<i>Le service contactera le client pour l’informer.</i>

Passive voice

Whenever possible, avoid the passive voice, which is too wordy, and use the active form, to improve readability. Passive voice is only advised in specific texts like legal and official documents (e.g. privacy policies, terms of a contract, NDAs, etc.)

English	Incorrect translation	Correct translation
All files are saved in the directory by the software.	<i>Tous les fichiers sont sauvegardés dans le répertoire par le logiciel.</i>	<i>Le logiciel sauvegarde tous les fichiers dans le répertoire.</i>
This white paper highlights some new features.	<i>Certaines fonctionnalités nouvelles sont présentées dans ce livre blanc.</i>	<i>Ce livre blanc présente certaines nouvelles fonctionnalités.</i>

Use of Possessives

Use of possessives is quite common in English. Do not transfer the extensive use of English possessive adjectives to target. When translating them, be aware of the following:

- In some cases, “our” refers to a subject in the third person.
- Simple articles can often replace possessive adjectives.

English	Incorrect translation	Correct translation
You can edit <i>your</i> files on either <i>your</i> computer, or <i>your</i> mobile device.	<i>Vous pouvez éditer vos fichiers sur votre ordinateur ou votre appareil mobile.</i>	<i>Vous pouvez éditer les fichiers sur un ordinateur ou appareil mobile.</i>

Articles

For the proper use of articles, please refer to standard French (Canada) grammar rules.

Here are some particular cases, involving the use of foreign words:

- (les attaques DDoS)
- (la Süddeutsche Zeitung)
- (les Big Data)

Translation of the –ing form

The –ing form can be translated in different ways, based on context, such as a verb, a noun, an infinitive clause, a subordinate clause, a gerund etc.

You should use the most appropriate option among those suggested in the following table.

English	Suggestion
Our controllers come with a cache protecting your data integrity	Nos contrôleurs sont livrés avec une mémoire cache qui protège l'intégrité de vos données.
These services can assist with implementations from initial site architecture to implementing a complete farm.	Ces services peuvent faciliter la mise en œuvre d'un parc de serveurs complet à partir de l'architecture du site initial.
By accessing this web site, you agree to the terms and conditions (...)	En accédant à ce site Web, vous acceptez les conditions générales (...)

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	Votre nom, votre adresse électronique, votre nom de société	Nom, adresse électronique, nom de société
This means you can now...	Ceci signifie que vous pouvez désormais...	Vous pouvez donc désormais...

Repetitions

Besides standard grammar rules, when localizing software or documentation you should consider that repetitions are acceptable in English, but it is not the case in French Canadian. Do not hesitate to use pronouns or other “tricks” in order to avoid them.

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	Pour supprimer un <i>fichier</i> de votre ordinateur, sélectionnez le <i>fichier</i> dans le volet de droite, puis cliquez sur Supprimer.	Pour supprimer un <i>fichier</i> de votre ordinateur, sélectionnez-le dans le volet de droite, puis cliquez sur Supprimer.

False friends

Please be careful with the so-called “false friends” and with literal translations that can have a different meaning from the source. Here are some of the most common examples:

English	Incorrect translation	Correct translation
actually	actuellement	en réalité
support, to	soutenir	soutenir, prendre en charge
comprehensive	compréhensif	complet
demand, to	demander	exiger
issue	issue	problème
surname	surnom	nom (de famille)
pass exams, to	passer des examens	réussir à des examens
balance	balance	équilibre

Capitalization

French (Canada) capitalization differs from the English one, so please follow the French Canadian rules.

These are some examples where capital letter is necessary:

- Proper names, product names, geographical names.
- The first word after a period, an exclamation mark, a question mark, ellipsis.
- In title case, nouns and adjectives of organizations (Nations-Unies), bodies, departments (ministère de l’Intérieur), awards, and events.

English makes extensive use of capitalization. The same might not apply in French Canadian, where only the first word should be capitalized.

In addition, contrary to English, lower case is needed for nationalities when used as adjectives, languages, religions, days of the week, months, season names, currencies, job titles in French Canadian.

English	Incorrect translation	Correct translation
Tuesday	Le Mardi	Le mardi
July	En Juillet	En juillet
1 US Dollar	1 Dollar Américain	1 dollar américain
Users who speak French	Utilisateurs parlant le Français	Utilisateurs parlant le français
Our friend is Spanish	Notre ami est Espagnol	Notre ami est espagnol

On the other hand, some words are not capitalized in English, but should be in French Canadian.

In titles, headings, UI options, etc., only the first word of the string should be capitalized:

English	Incorrect translation	Correct translation
Privacy Policy	Politique de Confidentialité	Politique de confidentialité
Page Layout	Mise en Page	Mise en page
Model Name	Nom de Modèle	Nom de modèle

An exception to this is legal texts, where capitalization conveys a specific meaning and must be retained in the translation.

English	Incorrect translation	Correct translation
This agreement (the "Agreement") is a binding agreement	Le présent accord (l'« accord ») est un accord contraignant	Le présent accord (l'« Accord ») est un accord contraignant
Install and use a copy of the Software.	Installez et utilisez une copie du logiciel.	Installez et utilisez une copie du Logiciel.

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

Accented Capital Letters

Here is a list of the main ASCII codes for accented letters used in French.

Code	Character
Alt+0192	À
Alt+0201	É
Alt+0200	Ê
Alt+0206	Î
Alt+0212	Ö

Spelling

Do not forget to run the spell-checker when you have completed your translation.

Punctuation

Spacing

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

In French (Canada), no space is needed before the following punctuation signs: semicolons, question marks and exclamation marks.

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

English documents often include double spaces after full stops. Run a controlled search and replace them by single spaces in French (Canada).

No space is needed between a word and a round bracket.

Use of punctuation

Comma

A comma is used when a natural pause is heard, but use of comma is quite subjective. There are, though, some guidelines to be followed in French Canadian:

- Comma must only be inserted before the word "et" when it is absolutely required and at the end of an enumeration, in order to avoid any ambiguity or to emphasis the last item.
- A comma may be needed before "et", "ou" or "ni" if the coordinated elements have different subjects.
- No comma is needed when the coordinates are simple.
- A comma is generally inserted between elements coordinated by another conjunction than "et", "ou" or "ni".
- The typical mistake originated by some CAT tools is to add a comma before subordinate clauses, please give a special care to those unnecessary commas. Example of an incorrect sentence:
**Le service clientèle m'a informé, que j'avais droit à une remise sur mon forfait téléphonique.*

Examples
L'appel est signalé à l'utilisateur par une sonnerie, et celui-ci peut décrocher son combiné pour établir la conversation.

La fin de communication n'est signalée ni par une sonnerie ni par un affichage sur l'écran.

J'ai changé d'opérateur, car je n'étais pas satisfait de ses services.

Period

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

Colon

As a rule, try to avoid using colons, as English makes a wider use of them. Prefer commas or period wherever possible, or to use an expression to avoid the use of colon. A colon must be preceded by a non-breaking space.

English	Incorrect translation	Correct translation
Open the Create Package wizard: click the Package tab.	Ouvrez l'assistant Créer un module : cliquez sur l'onglet Module.	Ouvrez l'assistant Créer un module, puis cliquez sur l'onglet Module.
The Category column displays two entries: Status and Configuration.	La colonne Catégorie contient les deux entrées Statut et Configuration.	La colonne Catégorie contient deux entrées : Statut et Configuration. OU : La colonne Catégorie contient les entrées Statut et Configuration.
Example: a compressed file.	Exemple : Un fichier compressé.	Exemple : un fichier compressé.

Semi-colon

Semi-colons are used less in French (Canada) than in English: they are mainly used to separate items in an enumeration, when using only commas would be confusing. As a rule, avoid the use of semi-colons. Start a new sentence instead. A semi-colon is not preceded by any space.

English	Incorrect translation	Correct translation
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Categories include: computers, laptops, and mobile devices; operating systems, applications, and mobile apps; network, routers, and firewalls.	Les catégories incluent : les ordinateurs, ordinateurs portables et appareils mobiles ; les systèmes d'exploitation, applications et applications mobiles ; les réseaux, routeurs et pare-feu.	Les catégories incluent les ordinateurs, ordinateurs portables et appareils mobiles, les systèmes d'exploitation, applications et applications mobiles, ainsi que les réseaux, routeurs et pare-feu.
Note the information in the Username and Password fields; you will need them later for logging in.	Notez les informations contenues dans les champs Nom d'utilisateur et Mot de passe ; vous en aurez besoin plus tard pour vous connecter.	Notez les informations contenues dans les champs Nom d'utilisateur et Mot de passe, vous en aurez besoin plus tard pour vous connecter. OU : Notez les informations contenues dans les champs Nom d'utilisateur et Mot de passe. Vous en aurez besoin plus tard pour vous connecter.

Question mark

As a rule, avoid question marks, as they are much less used in French (Canada) than in English. A question mark is not preceded by any space.

English	Incorrect translation	Correct translation
What do you want to do? [heading]	Que souhaitez-vous faire ?	Objectif
What is RingCentral?	Qu'est-ce que RingCentral ?	À propos de RingCentral

Exclamation mark

Exclamation marks are not as common in French (Canada) as they are in English. Sometimes it is better to remove them. When they appear in groups (!!!), you may keep only one. An exclamation mark is not preceded by any space.

English	Incorrect translation	Correct translation
File not found!	Fichier introuvable !	Fichier introuvable.
Be careful!!!	Attention !!!	Attention!

Hyphen/En dash (-), Em dash (—)

Hyphen/en dash is used in compound terms, for page ranges and as minus sign.

Incorrect use	Correct use	Note
6-2=4 6 -2 = 4	6 – 2 = 4	use an en dash as minus sign
RingCentral – La solution idéale !	RingCentral : la solution idéale !	use an en dash where it replaces a colon or comma
Lun.-Ven., 8-16 h Pages 1-4	Du lun. Au ven. De 8 h à 16 h Pages 1 à 4	use an en dash for indicating ranges
Activer — Cliquez sur cette option pour activer le serveur.	Activer : cliquez sur cette option pour activer le serveur.	rather use a colon than a dash here

Round and square brackets

Use round brackets for further explications which would otherwise disrupt the sentence, for spelling out acronyms, for indicating singular/plural forms or for translations of UI items in cases where the UI has not been localized.

Square brackets are sometimes used for indicating variables or for indicating additional information within round brackets.

Examples
Indiquez l'adresse (UNC ou URL), puis cliquez sur Valider.
Les fichiers volumineux peuvent être transférés par FTP (File Transfer Protocol, ou protocole de transfert de données).
Veuillez enregistrer le(s) fichier(s).
Cliquez sur Open File (Ouvrir un fichier).
L'adresse du serveur est spécifiée suivant le format \\[Serveur]\\[Domaine].
Indiquez l'adresse (adresse UNC [interne] ou adresse URL [externe]), puis cliquez sur Valider.

Quotation marks

Updates on 20241207

Note: NEVER use straight single quote for variables.

Quotation marks are used to quote sentences taken from other sources, or to quote titles of other documents. Single quotes should be avoided, unless software requirements or other constraints force you to use them in order not to break builds or cause other technical issues. Generally, double quotes are to be used in French Canadian. Punctuation should be placed outside the quotes.

French Canadian uses the angle quotation marks (or guillemets). A non-breaking space must follow the opening mark («) and precede the closing mark (»).

Apostrophe

Please use curly apostrophe consistently in the translations, instead of straight apostrophe.

Style to use in bulleted lists

Example 1 – complete sentences

If the bulleted items are complete sentences (with a conjugated verb), each begins with a capital and ends with a period.

Example 2 – phrases/words

If the bulleted items are phrases or single words, items shall not be followed by a period.

Example 3 – continued sentences

If the list items are not full sentences and depend syntactically on the introductory sentence, each element should start with a lower case letter and end with a semicolon. End the last item with a period.

Abbreviations

Abbreviations should be avoided whenever possible, but you may need to abbreviate words in item such as UI options.

- Shorten a word by at least two letters, abbreviation should end with a consonant and end with a period.
- If the word has a double consonant, abbreviate after the second consonant.

Acronyms

Translation of acronyms depends on RingCentral project-related requirements, and should always be investigated to confirm their localizability.

Here are some examples of how to approach the translation of acronyms:

Description	English	French	Guidelines
<i>The acronym is before the spelled out version.</i>	CSV (Comma Separated Values)	CSV (valeurs séparées par des virgules)	<i>If there is an existing translation, it must be inserted before the English term.</i>
	HPFS (High Performance File System)	HPFS (High Performance File System)	<i>If there is no translation, keep the spelled out term between brackets.</i>
<i>The spelled out term is followed by an acronym in brackets.</i>	Desktop Publishing (DTP)	Publication assistée par ordinateur (PAO)	<i>If there is a translation, insert the developed version and the acronym between brackets.</i>
<i>The acronym is not spelled out.</i>	OLE	Objet OLE	<i>Use the acronym only.</i>

Numbers

Numbers should be written in full:

- When used as nouns
- When at the beginning of a sentence
- When appearing alone and representing simple quantities, usually the numbers up to 9.
- In expressions like “in the 80s”.

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

Remember to replace the decimal point by a comma.

English	Incorrect translation	Correct translation
0.25	0.25	0,25
1,254.28	1,254.28	1 254,28
18,567	18,567	18 567
8,990,500	8,990,500	8 990 500

Note: Avoid mixing numerical and alphabetical forms.

Units of Measure

Units of measure 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 system ones, you might be instructed to either add converted value of the system that applies to your locale 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 represent, therefore, one of the few exceptions.

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

English	Translation	Abbreviation
Kilometer (Km)	kilomètre	km
meter	mètre	m
decimeter	décimètre	dm
centimeter	centimètre	cm
millimeter	millimètre	mm
liter	litre	l, L
deciliter	décilitre	dl
centiliter	centilitre	cl
milliliter	millilitre	ml
ton	tonne	t
kilogram	kilogramme	kg
pound	livre	£
gram	gramme	g
decigram	décigramme	dg
centigram	centigramme	cg
milligram	milligramme	mg
kilobyte	kilo-octet	Ko
megabyte	mégaoctet	Mo
gigabyte	gigaoctet	Go
gigabit	gigabit	Gbit
inch	pouce	po.
feet	pied	pi.
mile	mile	mi.
gallon	gallon	gal

millisecond	milliseconde	ms
second	seconde	s, sec
minute	minute	min
Volt	Volt, volt	V
Watt	Watt, watt	W
Hertz	Hertz, hertz	Hz
Megahertz	mégahertz	MHz
Celsius degree	degré Celsius	°C
bits per second	bits par seconde	bit/s
points	points	pt

Percentages

Percentages are usually written in figures followed by the symbol %. A non-breaking space is used between the figure and the symbol, e.g.: 37 %.

Date and time

Adapt date and time formats to French (Canada) standards.

Date format, for example, should follow day-month, and not month-day.

The short format can be separated either by a shash and less frequently by a hyphen.

Recommended formats:

Short date: DD/MM/YYYY. Example: 18/08/2015

Long date: dddd d MMMM yyyy. Example: Mar. 18 août 2015

The standard time format is hh:mm:ss. The 24-hour clock format should be used.

English format	French format
11:30 PM	23h30, 23 h 30
8AM to 8PM	De 8 h à 20 h
8-June-2014	8 juin 2014
2000-04-05	05/04/2000

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

janvier	janv.
février	févr.
mars	mars
avril	avr.
mai	mai
juin	juin
juillet	juill.
août	août
septembre	sept.
octobre	oct.
novembre	nov.
décembre	déc.

Currency

Currency symbols are placed after the numeral and preceded by a non-breaking space, with two decimal figures.

145,80 \$ CA

Ellipsis (...)

- An ellipsis indicates omitted words in a direct quote—not a thought that’s trailing off.
- Don’t capitalize the first word after an ellipsis (unless it’s a proper noun).
- Don’t begin a sentence with an ellipsis.
- Don’t use spaces before or after an ellipsis.
- If ending a complete sentence with an ellipsis, no period is needed.
- To create an ellipsis on a Mac, press opt + [;]. In Windows, hold alt and type 0133.

- An ellipsis is one character, not three periods. However, if an ellipsis is needed in plain-text format, use three periods: Four score and seven years... a new nation.

Specific expressions

Here are some examples and suggestions on how to translate some recurrent expressions:

English	French
about	à propos de
as shown in figure xx	comme illustré à la figure xx
For more information on xxx, see xxx.	Pour en savoir sur xxx, consultez xxx.
N/A (Non Available)	S/O (sans objet)
Please note that	Veuillez noter que
Refer to xxx for instructions on xxx.	Pour obtenir des instructions sur xxx, reportez-vous à xxx.
registered trademark	marque déposée
troubleshooting	dépannage, résolution des problèmes
trademark	marque, marque commerciale
User's Guide	Guide de l'utilisateur, guide d'utilisation
want (to), would like	souhaiter
we recommend...	il est conseillé de...
Follow these steps to xxx	Pour xxx, procédez comme suit :

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 shall use trademark and registered trademark symbols only on the first mention in the translated version of your content.

Trademarks should be placed after the brand/product name and should be in superscript (when possible).

- TELUS Business Connect™
- Connexion Affaires de TELUS^{MC}
- Connexion Affaires^{MC} de TELUS

N.B. "Connexion Affaires" is the product name, so the trademark comes after the name and not at the end of the whole term.

Trademarks are usually translated as follows in French (Canada):

- Skype™
- Skype™
- Skype^{MC}

Registered trademarks are usually translated as follows in French (Canada):

- Dr Pepper®
- Dr Pepper®
- Dr Pepper^{MD}

Trademark symbol (™)

- Unless specifically instructed otherwise, use this symbol on first mention only.
- To create a trademark symbol on a Mac, press opt + [2]. In Windows, hold alt and type 0153.
- When a trademark symbol is needed in plain-text format, use a lowercase "tm" in parentheses: RingCentral Messaging(tm).

Note that RingCentral® and Global Office™ should be left as is and untranslated in French (Canada).

Always follow the instructions appropriate to your projects as well as the applicable Term Lists FR_CA from RingCentral.

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.

Service mark symbol (SM)

- Unless specifically instructed otherwise, use this symbol on first mention only.
- To insert a service mark symbol, either choose superscript then type SM, or go to Insert > Symbol > Symbol Browser and choose SM.
- When a service mark symbol is needed in plain-text format use a lowercase "sm" in parentheses: App Store(sm).

Service marks are usually translated as follows in French (Canada):

ExempleSM

Exemple^{MS}

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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

Apple product icons guidelines:

<https://developer.apple.com/softwarelicensing/agreements/files/iPod-iPhone-iPad-Icons-Guidelines.pdf>

Google trademarks list:

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

Microsoft trademarks list: microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx

Microsoft Windows and 365 are either registered trademarks or trademarks of Microsoft Corporation in the United states and/or other countries.

Salesforce trademarks list:

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

salesforce.com/assets/pdf/misc/salesforce_Trademark_Usage_Guidelines.pdf

Uncategorized products and trademarks

AOL®	Facebook®	Reddit
Ars Technica	Firefox®	ServiceNow®
BlackBerry®	Flickr® Glassdoor®	SlideShare
Box	Grandstream	Snom
Cisco®	inContact®	Twitter
Cisco WebEx®	Instagram	Tumblr
CNET Desk, Desk.com	Intel®	UNIX®
Connexion Affaires ^{MC} de TELUS	Intel® Core™	Vimeo
	JIRA®	Vine
	Kapost	Wikipedia®
Dropbox™ [When using our brand materials, please include the statement: "Dropbox and the Dropbox logo are trademarks of Dropbox, Inc."]	LinkedIn®	Yealink
	Linux®	Yelp
	Netflix®	YouTube™
	Okta Opera	Zendesk®
	Pinterest	
Evernote®	Polycom®	

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RingCentral, Inc.

Trademark Country Class App. Date App. No. Reg. Date Reg. No. Status

1800RINGCENTRAL United States 38 5/28/2007 77191493 12/23/2008 3550956 Registered
 BUZME United States 38 2/9/2004 76574503 2/1/2005 2922477 Registered
 EXTREME FAX United States 09; 38 6/29/2004 78443081 8/15/2006 3130779 Registered
 LING SHENG (RINGCENTRAL in Chinese characters)
 China 09 2/23/2012 10525948 4/14/2013 10525948 Registered
 LING SHENG (RINGCENTRAL in Chinese characters)
 China 38 2/23/2012 10525949 4/14/2013 10525949 Registered

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NO HARDWARE! (and cloud design) United States 38 4/6/2011 85288334 9/25/2012 4214840 Registered
 NO HARDWARE! (and design) United States 38 4/6/2011 85288340 9/18/2012 4210945 Registered
 PAGOO United States 09; 38; 42 8/5/2014 86358001 Allowed
 PAGOO (and design) United States 09; 38; 42 8/5/2014 86358004 Allowed
 PLUG & RING United States 38 9/20/2010 85133450 5/24/2011 3965537 Registered
 RINGCENTRAL Canada CG; CS 2/13/2008 1383333 11/6/2009 TMA752487 Registered
 RINGCENTRAL China 09 2/23/2012 10525947 4/14/2013 10525947 Registered
 RINGCENTRAL China 38 2/23/2012 10525950 4/14/2013 10525950 Registered
 RINGCENTRAL European Union 09; 38 11/16/2007 A0010363 11/16/2007 IR 945395 Registered - Intl Reg
 RINGCENTRAL United States 09; 38 4/27/2006 78870660 10/2/2007 3302115 Registered
 RINGCENTRAL WIPO – Madrid Agreement/Protocol
 09; 38 11/16/2007 A0010363 11/16/2007 IR 945395 Registered - Intl Reg
 RINGCENTRAL (and design) United States 38; 42 9/25/2008 77579126 4/7/2009 3602430 Registered
 RINGCENTRAL (stylized) (in color) China 09 2/23/2012 10525943 4/14/2013 10525943 Registered
 RINGCENTRAL (stylized) (in color) China 38 2/24/2012 10528269 4/14/2013 10528269 Registered
 RINGCENTRAL (stylized) (in color) United States 09; 38 3/27/2009 77700923 11/3/2009 3704843 Registered
 RINGCENTRAL CALL CONTROLLER United States 09; 38 9/26/2008 77580304 3/31/2009 3598447 Registered
 RINGCENTRAL CLOUDFAX United States 09; 38 3/22/2012 85577447 1/21/2014 4471507 Registered
 RINGCENTRAL DIGITALLINE United States 38 9/26/2008 77580179 3/31/2009 3598444 Registered
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 EASY (and design) (in color)
 Canada CS 2/13/2008 1383341 11/6/2009 TMA752488 Registered
 RINGCENTRAL MAKING COMMUNICATIONS
 EASY (and design) (in color)
 European Union 38; 42 11/16/2007 A0010364 11/16/2007 IR 945968 Registered - Intl Reg
 RINGCENTRAL MAKING COMMUNICATIONS
 EASY (and design) (in color)
 WIPO – Madrid Agreement/Protocol
 38; 42 11/16/2007 A0010364 11/16/2007 IR 945968 Registered - Intl Reg
 RINGCENTRAL MOBILE Australia 38; 42 4/9/2010 A0019405 4/9/2010 IR 1063616 Registered - Intl Reg
 RINGCENTRAL MOBILE Canada CS 4/12/2010 1476558 9/27/2011 TMA807679 Registered
 RINGCENTRAL MOBILE European Union 38; 42 4/9/2010 A0019405 4/9/2010 IR 1063616 Registered - Intl Reg
 RINGCENTRAL MOBILE United States 38; 42 10/12/2009 77846484 12/7/2010 3887697 Registered
 RINGCENTRAL MOBILE WIPO – Madrid Agreement/Protocol
 38; 42 4/9/2010 A0019405 4/9/2010 IR 1063616 Registered - Intl Reg
 RINGCENTRAL OFFICE Australia 38; 42 4/12/2010 A0019424 4/12/2010 IR 1040583 Registered - Intl Reg

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RINGCENTRAL OFFICE Canada CS 4/12/2010 1476556 9/27/2011 TMA807682 Registered
RINGCENTRAL OFFICE European Union 38; 42 4/12/2010 A0019424 4/12/2010 IR 1040583
Registered - Intl Reg
RINGCENTRAL OFFICE United States 38; 42 10/12/2009 77846492 12/7/2010 3887698
Registered
RINGCENTRAL OFFICE WIPO – Madrid
Agreement/Protocol
38; 42 4/12/2010 A0019424 4/12/2010 IR 1040583 Registered - Intl Reg
RINGCENTRAL PROFESSIONAL United States 09; 38 6/19/2013 85964375 2/25/2014 4487734
Registered
RINGCENTRAL QUALITY ASSURANCE United States 42 8/6/2014 86358834 Pending
RINGCENTRAL YOUR PHONE SYSTEM,
EVERYWHERE (stylized) (in color)
United States 09; 38 3/27/2009 77700945 11/3/2009 3704846 Registered
RINGME United States 38 7/13/2005 78669077 7/17/2007 3266058 Registered
RINGOUT United States 09 7/21/2010 85090056 12/27/2011 4077759 Registered
RINGOUT United States 38 7/13/2005 78669076 7/10/2007 3262605 Registered
TAKE YOUR BUSINESS ANYWHERE United States 38 10/12/2009 77846477 7/26/2011
4003074 Registered
YOUR PHONE SYSTEM, EVERYWHERE United States 09; 38 3/27/2009 77700939 11/3/2009
3704845 Registered

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References to links

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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 use bilingual format, i.e. English first, followed by target in brackets.

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.
- Localize address formats, if necessary, based on your country/region's conventions.
- If source only includes toll free numbers and US numbers, please add an international country code to the local number for international users, 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
Phone: 1 888 528-RING (7464) or +1 650 472-4100

Correct examples for French (Canada):

Téléphone : 613 995-8900
Cellulaire : 705 995-8901
Numéro sans frais : 1 800 234-5678
Télécopieur : 819 952-9620
Courriel : cweb@en2fr.com
Site Web : www.en2fr.com

Formatting, syntax, and stylistic guidelines

File names, Addresses, boilerplate, and legal copy.

Filenames

File names should include the KID or JIRA number, name and asset type, your initials, date, followed by the version number.

Example:

KID-1000_Salesforce_App_Feature_Page_V2_TB_5.6.16

Addresses

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94002
Phone: 888-528-RING (7464) or 650-472-4100

RingCentral, Inc. | Boca Raton Office 5901 Broken Sound Parkway, NW, Suite 202
Boca Raton, FL 33487 – USA

RingCentral, Inc. (Charlotte) 200 South College Street, Suite 2200,
Charlotte, North Carolina 28202

RingCentral, Inc. (Denver) 8005 South Chester Street, Suite 200, Centennial,
Colorado 80112

RingCentral UK Ltd. 85 Uxbridge Road, 2nd Floor, Ealing, London, W5 5TH

RingCentral Xiamen Software Co. Ltd. A201, Building 16, Wanghai Road,
Xiamen Software Park 2, Xiamen, China 361000

Boilerplate copy**About RingCentral boilerplate text**

RingCentral, Inc. (NYSE: RNG) is a global provider of cloud unified communications and collaboration solutions. More flexible and cost-effective than legacy on-premise systems, RingCentral empowers today's mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax. RingCentral provides an open platform that integrates with today's leading business apps while giving customers the flexibility to customize their own workflows. RingCentral is a leader in the 2016 Gartner Magic Quadrant for Unified Communications as a Service Worldwide for the second consecutive year. RingCentral is headquartered in Belmont, Calif.

About us from the webpage: Corporate overview

Since 2003, RingCentral has been transforming how companies communicate and collaborate. Breaking down the barriers created by traditional on-premise PBX hardware, our cloud-based communication and collaboration platform offers a comprehensive set of capabilities that unify voice, business messaging, team collaboration, video conferencing, and online meetings.

Today, more than 350,000 businesses worldwide rely on RingCentral to connect employees, boost workforce productivity, share knowledge, and strengthen customer relationships—however and wherever they want.

WHY RINGCENTRAL?

RingCentral revolutionizes the power of the cloud to help companies across the globe work smarter, radically improving the way businesses partner with customers and co-workers. We offer nimble business communication solutions, used in more than 350,000 organizations worldwide, that rapidly scale as enterprises grow. It's a capable platform that offers more than VoIP phone service or cloud PBX. We deliver complete unified communications as a service (UCaaS)—the kind of solutions that integrate seamlessly within your current application and framework, without expensive on-premise hardware or hassles. Bridging the divide across multiple devices—including smartphones, tablets, computers, and desk phones—RingCentral solutions provide today's mobile workforce with the flexible communication tools needed to get the job done right.

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NEW:

For Windows® 7 (or later):

- 2 GHz processor
- Minimum of 1 GB of RAM
- 300 MB of hard drive space

For Mac OS X® 10.8 Mountain Lion (or later):

- Intel® processor
- Minimum of 1 GB of RAM
- 300 MB of hard drive space

OLD:

For Windows® 7 (or later):

- 1 GHz (32 bit) or 2 GHz (64 bit) processor
- Minimum of 512 MB of RAM
- 200 MB of hard drive space

For Mac OS X® 10.7 Lion (or later):

- Intel® processor
- Minimum of 512 MB of RAM
- 100 MB of hard drive space

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Gartner recognizes RingCentral as a Leader

Gartner has positioned/placed/recognized/acknowledged/evaluated RC a Leader

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RingCentral Localization Style Guide

Figure 1. Magic Quadrant for Unified Communications as a Service, Worldwide

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