RingCentral Localization Style Guide
Simplified Chinese

Table of Contents

Style Guide History

Published date	Version	Changes	Author
August 06, 2015	0	Localization Style Guide Template Creation	Language Expert
March 18, 2018	1.0	Localization Style Guide Adaptation for CHS	Huasong Du
July 26, 2021	2.0	Spacing around tags Product names official translations	ZHCN Specialist

What's New?

Last Updated: Adaptation for Simplified Chinese on 2018/3/18.

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

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 Simplified Chinese.

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 Simplified Chinese-speaking audience. Avoid literal transposition of the English syntax in Simplified Chinese: 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.

> **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 imperative 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
Call	电话 打电话	呼叫
Reply	回电话	回复

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 Simplified Chinese Market

Sometimes you may need to replace English examples by Simplified Chinese 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:

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

Politically Correctness

Politeness

In general, the style should be formal and polite appropriate for business communication.

English	Incorrect translations	Correct translation
Please enter your user name.	输入用户名。	请输入您的用户名。

Gender

Gender is also a sensitive matter as shown in the examples. As far as gender is concerned, Simplified Chinese 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.	服务团队会联系客户并告知他/她。	服务团队会联系客户并告知他。

Passive voice

Whenever possible, avoid the passive voice, which is too formal and 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 details are provided in this topic.	所有细节都在这个主题中提供了。	这个主题提供了所有细节。

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 *your* files on either *your* computer, or *your* mobile device.	您可以在您的电脑，或您的移动设备上编辑您的文件。	您可以在电脑或移动设备上编辑文件。

Articles

For most cases, there is no need to translate articles into Simplified Chinese for fluency and conciseness.

But if it is important to emphasize the noun so that the reader does not get confused, then it is suggested to translate the articles.

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, 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	我们的控制器带有一个保护数据完整性的缓存
These services can assist with implementations from initial site architecture to implementing a complete farm.	这些服务可以协助实施，从初始站点架构到完整服务器场。
By accessing this web site, you agree to the terms and conditions (…)	访问此网站，您即同意条款和条件（…）

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	您的姓名，您的电子邮件地址，您的公司名称	您的姓名、电子邮件地址、公司名称
This means you can now…	这意味着您现在可以…	这意味着现在可以…

Repetitions

Besides standard grammar rules, when localizing software or documentation you should consider that repetitions are acceptable in English but might not in Simplified Chinese. Do not hesitate to use pronouns or other "tricks" in order to avoid them.

English	Incorrect translation	Correct translation
To delete a *file* from your computer, select the *file* from the right pane and click Delete.	要从电脑中删除文件，请从右侧窗格中选择该文件，然后单击"删除"。	要从电脑中删除文件，请在右侧窗格里选择，然后单击"删除"。

False friends

Please be careful with the so-called "false friends" and with literal translations that can have a different meaning from the source.

Spelling

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

Punctuation

Spacing

In Simplified Chinese, there is a no space before any punctuation sign.

English documents often include double spaces after full stops. Run a controlled search and replace them by single spaces in Simplified Chinese.

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 MS 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 use of comma is quite subjective. There are, though, some guidelines to be followed in Simplified Chinese:

- *Chinese comma（，）is used in both software and document localization. Please note comma is used when enumerating several items in English while pause symbol（、）is used in Simplified Chinese.*

- *When translating **and**（和）or **or**（或），you can omit the previous comma in the Simplified Chinese.*

Period

A period is used to end a sentence, a paragraph or an abbreviated word. When a 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 interrogation or exclamation mark, ellipsis, or colon.

Semi-colon

Semi-colons are used less in Simplified Chinese 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.

Exclamation mark

Exclamation marks are not as common in Simplified Chinese as they are in English. Sometimes it is better to remove them. When they appear in groups (!!!), you may keep only one.

English	Incorrect translation	Correct translation
Address is not valid!!!	地址无效！！！	地址无效！

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 Simplified Chinese. Punctuation should be placed outside the quotes.

English	Incorrect translation	Correct translation
Select 24 Hours if you want incoming calls handled the same way all the time, every day。	如果希望呼入电话的处理方式在每天所有时间都相同，请选择"24 小时。"	如果希望呼入电话的处理方式在每天所有时间都相同，请选择"24 小时"。

Apostrophe

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

Style to use in bulleted lists

Example 1

If the bulleted items are complete sentences (with a conjugated verb), each ends with a period:

English	Incorrect translation	Correct translation

● Please enter a different prompt name and then re-upload. ● Please enter a different prompt name.	● 请输入其他提示名称，然后重新上传 ● 请输入其他提示名称	● 请输入其他提示名称，然后重新上传。 ● 请输入其他提示名称。

Example 2

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

English	Incorrect translation	Correct translation
● United States ● UK ● Canada	● 美国, ● 英国, ● 加拿大。	● 美国 ● 英国 ● 加拿大

Example 3

If the list items are not full sentences and depend syntactically on the introductory sentence, each element should end with a semicolon。

Abbreviations

Abbreviations should be avoided whenever possible, but you may need to abbreviate words in item such as UI options. As a rule, only use commonly used abbreviates, never create any new. On first use, follow them with a spelling out or translation in brackets.

Examples of common abbreviations:

Extended Version	Abbreviation
megahertz	MHz
Example	Ex
business-to-business	B2B
business-to-consumer	B2C
Administrator	admin
US dollar	USD
synchronize	sync
Pacific time	PT
Mountain time	MT
microphone	mic
doctor of medicine	MD
juris doctor	JD
Great Britain pound	GBP
European currency	EUR
Eastern time	ET
Central time	CT
Canadian dollar	CAD
decibel	dB
distributed denial-of-service	DDoS
end of business	EOD

estimated time of arrival	ETA

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	Simplified Chinese	Guidelines
Acronym is before its expansion	CSV (Comma Separated Values)	CSV（逗号分隔值）	*If a translation is possible, it should be in parenthesis after the acronym.*
	NWCS (NetWare Workstation Compatible Service)	NWCS (NetWare Workstation Compatible Service)	*If a translation is not possible, leave the expansion in parenthesis.*
The expansion comes before its acronym	High Performance File System (HPFS)	高性能文件系统 (HPFS)	*If a translation is possible, keep the English acronym.*
	Desktop Publishing (DTP)	Desktop Publishing (DTP)	*If a translation is not possible, leave expansion and its acronym in parenthesis.*
The acronym is not followed by its expansion	OLE	OLE	*Use the acronym without expansion.*

Some acronyms are localizable as follows:

English	Simplified Chinese
AM	上午
PM	下午

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 and the thousand separator by a dot.

English	Incorrect translation	Correct translation
0.25	.25	0.25
1,254.28	1254.28	1,254.28
18,567	18567	18,567
8,990,500	8990500	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 Simplified Chinese equivalents:

English	Translation	Abbreviation
Kilometer (Km)	公里	km
meter	米	m
centimeter	厘米	cm
millimeter	毫米	mm
liter	升	L
milliliter	毫升	ml
ton	吨	t
kilogram	公斤	kg
gram	公克	g
milligram	毫克	mg
kilobyte	千字节	KB
megabyte	兆字节	MB
gigabyte	十亿字节	GB
gigabit	千兆位	Gbit
inch	英寸	in
feet	英尺	ft
second	秒	s
minute	分钟	min
Volt	伏特	V

Watt	瓦	W
Hertz	赫兹	Hz
Megahertz	兆赫	MHz
Celsius degree	摄氏度	℃
bits per second	比特每秒	bps

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 Simplified Chinese standards.

Date format, for example, should follow month/day.

The short format can be separated either by hyphen (-) or slash.

Recommended formats:

Short date: YYYY/MM/DD. Example:2018/03/15

Long date: yyyy 年 MM 月 dd 日. Example: 2018 年 3 月 15 日

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

English format	Simplified Chinese format
11:30 PM	23:30
8AM to 8PM	8:00 至 20:00
8-June-2014	2014 年 6 月 8 日
2000-04-05	2000-04-05

Currency

Currency symbols are placed behind the numeral, with two decimal figures.

145.80 元

Specific expressions

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

English	Simplified Chinese
about	关于
as shown in figure xx	如图 xx 所示
For more information on xxx, see xxx.	了解关于 xxx 的更多详情，请参阅 xxx。
N/A (Non Available)	不可用
Please note that	请注意：
Refer to xxx for instructions on xxx.	关于 xxx 的说明，请参阅 xxx。
registered trademark	注册商标
troubleshooting	故障排除
trademark	商标
User's Guide	用户指南
want (to), would like	如欲 xxx，请 xxx
we recommend…	建议您…
Follow these steps to xxx	按以此步骤 xxx

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.

Third Party Trademarks and Product Names

For third party trademarks and products mentioned in RingCentral content, please complete an extensive research to determine whether an official, approved trademarked translated version is available before using as in 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-us/legal/intellectualproperty/Trademarks/EN-US.aspx

Salesforce trademarks list: http://www.sfdcstatic.com/assets/pdf/misc/salesforce_TM_list.pdf

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.

Copyright Information, Footer, Publication Dates

Copyright notices tend to be standard texts. Please make sure you receive instructions on whether an official and approved translated version of the below is available.

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References to links

Whenever source files include references to URLs, translators should query if said link has a local version, and modify the document accordingly. If not, the relevant URL will be left as it appears in the source 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 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.（贝尔蒙/总部）加州贝尔蒙特戴维斯大道 20 号 94402 电话：888-528-(7464) 或+ 1-650-472-4100