Shopify Style Guide

Chinese (Simplified)

(zh-CN) 2

​​Version 1.2

Contents

[1 Introduction 4](#_heading=h.gjdgxs)

[1.1 Purpose of this Style Guide 4](#_heading=h.30j0zll)

[1.2 Reference Materials 4](#_heading=h.1fob9te)

[1.3 Shopify Resources Hierarchy 5](#_heading=h.3znysh7)

[2 Company / Brand Overview 6](#_heading=h.2et92p0)

[2.1 Shopify Background 6](#_heading=h.tyjcwt)

[2.2 More information on Shopify 6](#_heading=h.3dy6vkm)

[2.3 Target Audience 7](#_heading=h.1t3h5sf)

[2.4 Tone of Voice 7](#_heading=h.4d34og8)

[3 Content Types 9](#_heading=h.2s8eyo1)

[3.1 Marketing 9](#_heading=h.17dp8vu)

[3.1.1 Audience 10](#_heading=h.3rdcrjn)

[3.1.2 Writing for the Web 10](#_heading=h.26in1rg)

[3.1.3 Marketing Headings 10](#_heading=h.lnxbz9)

[3.1.4 Home Cards 11](#_heading=h.35nkun2)

[3.1.5 Marketing Emails 12](#_heading=h.1ksv4uv)

[3.2 Product 14](#_heading=h.44sinio)

[3.2.1 Shopify Admin 14](#_heading=h.2jxsxqh)

[3.2.2 Shopify Help Center 14](#_heading=h.z337ya)

[3.2.3 Shopify Help Center Video 14](#_heading=h.3j2qqm3)

[3.2.4 Shopify Community 14](#_heading=h.1y810tw)

[3.3 Legal 15](#_heading=h.4i7ojhp)

[3.4 Multimedia 16](#_heading=h.2xcytpi)

[4 Style and Grammar 18](#_heading=h.1ci93xb)

[4.1 Addressing the User 18](#_heading=h.3whwml4)

[4.2 Cultural References 18](#_heading=h.2bn6wsx)

[4.3 Localizing Colloquialisms, Idioms, and Metaphors 18](#_heading=h.qsh70q)

[4.4 US Cultural References 19](#_heading=h.3as4poj)

[4.5 Acronyms and Abbreviations 19](#_heading=h.49x2ik5)

[4.6 Capitalization 21](#_heading=h.2p2csry)

[4.7 Common Expressions](#_heading=h.3o7alnk)

4.8 Special Notes about job titles and team names [21](#_heading=h.3o7alnk)

[5 Punctuation and Formatting 22](#_heading=h.3o7alnk)

[5.1 Marketing Headings 22](#_heading=h.23ckvvd)

[5.2 Bulleted Lists 22](#_heading=h.ihv636)

[5.3 End of Sentence Punctuation 23](#_heading=h.32hioqz)

[5.4 Quotations Marks 24](#_heading=h.1hmsyys)

[5.5 Exclamation Marks 24](#_heading=h.41mghml)

[5.6 Parentheses 24](#_heading=h.2grqrue)

[5.7 Slashes 25](#_heading=h.vx1227)

[5.8 Commas 25](#_heading=h.3fwokq0)

[5.9 Colons 26](#_heading=h.1v1yuxt)

[5.10 Dashes and Hyphens 26](#_heading=h.4f1mdlm)

[5.10.1 En-dash and Em-dash 26](#_heading=h.2u6wntf)

[5.11 Hyphen 27](#_heading=h.19c6y18)

[5.12 Emojis and Emoticons 27](#_heading=h.28h4qwu)

[6 Country/Region Standards 28](#_heading=h.nmf14n)

[6.1 Date and Time 28](#_heading=h.37m2jsg)

[6.2 Units of Measurement 29](#_heading=h.1mrcu09)

[6.3 Currency 30](#_heading=h.46r0co2)

[6.4 Telephone Numbers 31](#_heading=h.2lwamvv)

[6.5 Zip Codes and Addresses 31](#_heading=h.111kx3o)

[7 Terminology 31](#_heading=h.3l18frh)

[7.1 DNTs 33](#_heading=h.206ipza)

[7.2 Third-party Terminology 33](#_heading=h.2zbgiuw)

[7.3 Trademarks 34](#_heading=h.1egqt2p)

[7.4 Special Cases 34](#_heading=h.3ygebqi)

[8 Localization Considerations 35](#_heading=h.2dlolyb)

[8.1 Placeholders and Tags 35](#_heading=h.sqyw64)

[8.1.1 Curly Brackets { } 35](#_heading=h.3cqmetx)

[8.1.2 Angle Brackets < > 36](#_heading=h.1rvwp1q)

[8.1.3 Square Brackets​​ [ ] 36](#_heading=h.4bvk7pj)

[8.1.4 Spaces Between the Ending Square Bracket of the Anchor Text and the Round Bracket of the URL 37](#_heading=h.p6jlhqpqt2xu)

[8.2 UI Items in Product Projects (Smartling) 37](#_heading=h.2r0uhxc)

[8.2.1 Shopify UIs 38](#_heading=h.1664s55)

[8.2.2 3rd Party UIs (e.g., Facebook Business) 39](#_heading=h.3q5sasy)

[8.3 UI Items in Marketing Projects (Phrase) 39](#_heading=h.25b2l0r)

[8.4 Non-Breaking Spaces in Product/Feature Names 39](#_heading=h.kgcv8k)

[8.5 Line Breaks 39](#_heading=h.9ck6puyb9ukj)

[9 Language References 40](#_heading=h.34g0dwd)

​

**Latest Updates**

| Date | Update | By whom |
| --- | --- | --- |
| 10th October 2023 | Document created | LS |
| 8th November 2023 | Section [8.1.4 *Spaces Between the Ending Square Bracket of the Anchor Text and the Round Bracket of the UR*](#_heading=h.p6jlhqpqt2xu)*L* added | Quality Team |
|  |  |  |

# Introduction

## 5.1Purpose of this Style Guide

The aim of this style guide is to help translators, reviewers, and proof-readers to maintain a unified style, avoid ambiguities, and understand expectations.

It addresses general localization issues and specifics for the language in question. It shall not be viewed as a complete list of rules or grammar; it focuses on ambiguities, customization, frequent errors, and problematic issues.

It also contains a language-specific section and a list of references.

## Reference Materials

* **Help Center and marketing pages on website**

Searching Google, you’ll be able to ﬁnd relevant [Shopify Help Center](https://help.shopify.com/en/) content and marketing pages that will help you grasp the meaning of diﬃcult or non-contextual translations. Often, related help articles will also be translated into your target language, so not only it’ll help you get context, but you might also ﬁnd relevant key terms in use.

* **Termbase**

The ‘source of truth’ for terminology. You can access the glossary in the relevant CAT tool (marketing line translators in Phrase, product line translators in Smartling).

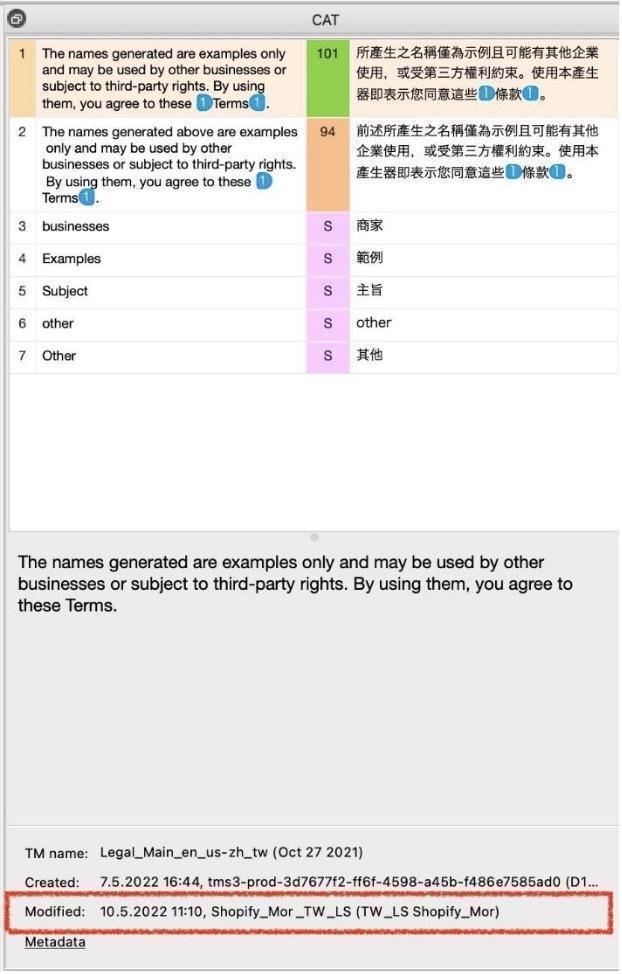
* **Translation Memory (TM)**

TM will help you disambiguate isolated terms or scout for consistency in translating a given expression.

Note on Phrase TM Usage

It can be helpful to determine whether a segment that is suggested as a TM match was reviewed by the Language Specialist. You can check that information as seen in the screenshot below. Refer to the username next to **Modified**. This is the LSs account: Shopify\_Mor\_ZHCN\_LS.

Note: Before reusing any TM match please make sure to consider the context.



## Shopify Resources Hierarchy

If the term appears in the termbase (applicable to the same context), the termbase is the **top priority** reference material (over TM).

If the term doesn't appear in the termbase, then the TM is your best call. However, the TM can contain translations that are incorrect, outdated, or intended for diﬀerent contexts.

Please make sure to proactively report any issues related to the termbase. Create an issue in the JIRA Language Forum so the Language Specialists can investigate and check with the client.

Always use your best judgment: While Shopify wants consistent translations, ﬁrst **they need to make sense and sound natural.**

# Company / Brand Overview

## Shopify Background

Shopify is a commerce platform that allows anyone to set up an online store and sell their products. Merchants can also sell their products in person with Shopify POS.

Shopify started over ten years ago and is now the leading commerce platform designed for businesses of all sizes. Whether merchants sell online, on social media, in stores, or out of the trunk of their car, Shopify has them covered.

## More information on Shopify

* Company website: [www.shopify.com](http://www.shopify.com/)
* Shopify Help Center: <https://help.shopify.com/en/>
* Shopify Brand Foundations
* YouTube Tutorials on the Shopify Help Center, basic set up and other topics: <https://www.youtube.com/@learnwithshopify>
  + [What is Shopify?](https://www.youtube.com/watch?v=X4lXu4TaS-A&list=PL1BMWTNEcBEqwYN7RUkglQTgQ26jl1LRy&index=14)
  + [Top 5 Shopify Apps that will boost sales in 2023](https://www.youtube.com/watch?v=v_TA1zwhJSE&list=PL1BMWTNEcBEqwYN7RUkglQTgQ26jl1LRy&index=4)
* Other useful sources:
  + [Shopify Blog](https://www.shopify.com/ca/blog)
  + [Shopify Learn](https://www.shopify.com/learn)
  + [Shopify Community](https://community.shopify.com/c/shopify-community/ct-p/en?shpxid=6f6297d9-A690-4369-1864-F3FE69378633)
  + [Shopify Podcasts](https://www.shopify.com/ca/blog/topics/podcasts)
  + [Shopify News](https://www.shopify.com/ie/partners/blog/topics/shopify-news)
  + [Shopify Editions](https://www.shopify.com/editions/summer2023?nav=all-editions)
  + [Shopify Changelog](https://changelog.shopify.com/)

## Target Audience

* **Merchants** who want to sell products online, in a store, or in a sales channel such as Facebook, Amazon, Buy Button, Pinterest, Google Shopping, Messenger or Instagram. They need clear information on how to better manage and promote their commerce to generate traffic and increase sales flow. They are interested in comprehensive guides on the legal and tax requirements, and on more technical aspects of setting up certain features of their store and the Shopify platform in general. Those of them who are still considering whether to open their business are looking for ideas, inspiration, case studies that can help them in making a decision.
* **Shopify Partners** and **Shopify Experts**. These are individuals and agencies that help merchants in a variety of ways, from building apps or themes to solving their very particular issues. They are part of the Shopify Partner Program: “The Shopify Partner Program is a diverse group of designers, developers, marketers, and affiliates who use the Shopify platform to build ecommerce websites, themes, and apps.”

For more details: <https://help.shopify.com/en/partners/about>

## Tone of Voice

Shopify’s voice reflects who we are. We should always sound like Shopify. Our tone adapts appropriately to the context and situation. The best way to decide what tone to use is to ask yourself what the merchant is likely feeling when they encounter your message.

We never want to use a negative or frightening tone. **Active voice** is encouraged.

To learn more about the Shopify voice and Shopify’s style, tone and other content-related aspects visit **Polaris** ([polaris.shopify.com](https://polaris.shopify.com/)), an overarching guide for anyone who creates for Shopify.

**Don’t just translate literally.**

Localization is not just translating but also adapting the text to the target language, customs, and standards.

You are encouraged to look for alternatives. While using a general translation may be ok in some cases where an equivalent is impossible to find, we usually end up having "washed down" versions of the original just for ease. This is especially serious when you are translating more "editorial" content, which has been carefully crafted in English and then "neutralized" in the translations. We should aim to achieve the same results in the translation as in the original, not to have an easy way out by neutralizing or omitting.

**Examples:**

| English | Chinese (Simplified) – Correct | Try to avoid |
| --- | --- | --- |
| Happy customers are more likely to buy again. Here's how to prevent customer complaints before they happen. | 满意的客户才更有可能再次购买。请查看以下方法，了解如何预防发生客户投诉。 | 满意的客户才有可能再次购买。以下是在客户投诉之前阻止客户投诉的方法。  (Awkward translation) |
| Because you're getting customers | 推荐理由：您正在获取客户 | 因为您正在获取客户(Ambiguous translation) |
| Make more changes to your store or move on to another tip. | 您可以进一步更改您的商店，或继续查看本卡片中的其他温馨提示。 | 对您的商店进行更多更改或转到另一提示。 (Awkward / ambiguous) |
| How do you find Shopify in {0}? | 您觉得 {0} 版的 Shopify 怎么样？ | 您如何找到使用 {0} 的Shopify？ (Literal and wrong translation) |
| Launch engineers are assigned to every new project and serve as a technical point of contact for migration and replatforming coordination | 商店上线工程师会被分配给每个新项目，并充当协调迁移和更换平台的技术联系人 | 商店上线工程师会参与到每个新项目，并充当协调迁移和更换平台的技术联系人  (Awkward translation: please try to replace “被” with other expression for readability if possible.) |

| Source | Target |
| --- | --- |
| Shop better | 更出色的购物体验 |
| [...] but subtitled versions in French, German, Japanese, Spanish, Simplified Chinese and Brazilian Portuguese will be emailed to registrants on May 21. | 但我们目前可提供简体中文、法语、德语、日语、西班牙语和巴西葡萄牙语的字幕 |

Note: When presented with a list of languages / countries not sorted alphabetically in the source, it’s best to reorder the list items to place the target language first, as that’s more relevant to the target readers.

# Content Types

## Marketing

Marketing is the most difficult material to translate. You have to win over potential advertisers or partners, as well as merchants, so the text has to read like it was written in your language. The level of formality varies from culture to culture. In this type of material, it is most important to distance yourself from the source text.

**What questions to ask yourself**:

* Should the examples be localized?
* What does this really mean? What does it refer to? If you don't understand a concept, your translation is likely to be inappropriate and users will not understand it. If you find yourself in that situation, please do some research and ask for clarification. Proactively raise your queries in the JIRA Language Forum so the Language Specialists can help you to answer them or check with the client if needed.

**What to watch out for during translation**:

* Is the style suitable for the target market?
* Is my translation appealing to the target merchants and partners? Would I want to read it?

### Audience

The level of formality varies from culture to culture and also from audience to audience. To translate marketing materials, it is essential that you understand who the audience is (pre-Shopify users, tech-savvy users, consumers, early-stage merchants, large company merchants, partners).

If you have not been provided with information about the audience and can’t tell from a quick overview of the document at hand, make sure to research it and ask before starting to translate. Then, try to familiarize yourself with the local marketing tone and style for that specific audience.

### Writing for the Web

Writing for the web is completely different from traditional writing, as online readers usually skim through the content instead of reading everything.

The tone and length of texts are usually defined by the original English content, so as a rule, try not to vary too much in length from the original. If something can be said in four words instead of eight, do it.

### Marketing Headings

Marketing pages contain a wide variety of headings. Example of marketing pages: [Shopify POS](https://www.shopify.com/zh/pos).

For an overview of what headings and subheadings should be like at Shopify, check [Polaris](https://polaris.shopify.com/content/actionable-language#navigation). Beyond that, follow these guidelines:

Headings and subheadings should be:

Informative and descriptive:

* Highlight the most important concept or piece of information for merchants
* Help merchants understand what they’ll find in the section below

Concise and scannable:

* Use simple, clear language
* Keep headings to a single sentence
* Avoid using punctuation such as periods, commas, or semicolons

### Home Cards

Home cards are pieces of information that merchants see in the central part of their Shopify admin as soon as they access it. They include tips, new feature announcements or actions required. Follow these guidelines:

| Additional info panel reads... | Target language guideline | Example - Source | Example - Target |
| --- | --- | --- | --- |
| Home cards > title | * Informational * Concise and easy to scan | Streamline shipping tasks | 简化运输任务 |
| Home cards > description / content | * Straightforward and communicates concepts as efficiently as possible. * Able to help merchants understand and take the most important actions. | Share with your clients [...] | 与客户分享 [...] |
| Home cards > CTA / button | Be concise and pay attention to character limitation | Create updates page | 创建更新页面 |

### Marketing Emails

Emails from Shopify are usually written to inform merchants and partners of important information, updates, or changes. While it is still important to maintain a friendly, chatty tone, the emphasis in this type of content is the message itself. The meaning needs to be very clear and informative so that the user understands what is said and why the email is sent to them. Conveying the source intention and tone is critical and deviating from the source is often necessary.

#### Subject Lines

Writing an attractive subject line is essential. Keep it short and concise. The translation should be crisp and appealing to the reader so that the user wants to read the email or newsletter. The subject line is the first thing the reader will see when receiving the email. The recipient decides in a few seconds if the email should be deleted or is worth opening.

**Example**:

| Source | Target | Don’t |
| --- | --- | --- |
| Important notice about your account | 速读！账户使用须知 | 有关您账户的重要通知 |

#### Greetings

**Example:**

| English | Chinese (Simplified) | Note |
| --- | --- | --- |
| Dear [placeholder], | 尊敬的[placeholder]： | This is used for emails to Merchants. Please note that in Chinese, we use ：to address the recipient. |
| Hi / Hello [placeholder], | 您好！[placeholder] | This is often used in forums/conversation |

#### Closings

Sometimes email closings are a bit creative - if you find an equivalent that sounds good in the target, please use it.

**Example:**

Here are some examples of email closings and their localization:

| Source | Target | Usage in Target |
| --- | --- | --- |
| Thanks,  Cheers, | 祝好! | *Informal and neutral* |
| All the best,  Best wishes,  Regards,  Best, | 祝您一切顺利！ | *Informal and neutral* |
| Best regards,  Kind regards,  Regards, | 顺颂  商祺 | *Formal* |
| Best,  Sincerely, | 此致  敬礼 | *Formal* |

## Product

### Shopify Admin

Shopify admin is home to all of the information about merchant’s business on Shopify, and where they complete most of their store management tasks. After logging in to Shopify, they can set up their store, configure their settings, and manage their business using the Shopify admin.

### Shopify Help Center

Projects that involve [Shopify Help Center](https://help.shopify.com/en/) translations for Shopify merchants. Shopify Help Center serves as a comprehensive manual for Shopify’s product. It provides detailed information, instructions, and guidance on using our platform effectively, addressing product-related questions, and facilitating seamless integration with other platforms. Please refer to this additional document for more information about basic considerations on Help Center documentation.

### Shopify Help Center Video

Projects that involve Shopify Help Center Video translations for Shopify merchants. (Example of [French Youtube Channel](https://www.youtube.com/@ShopifyFrancais)) In contrast to the comprehensive nature of the Shopify Help Center, our quick tutorial resources are designed to assist users in completing specific tasks with Shopify's products. Please refer to this additional document for more information about basic considerations on Help Center documentation.

### Shopify Community

Projects that involve Shopify Community translations for Shopify merchants. Shopify Community provides discussion forums for merchants, partners, and experts, as well as those looking to learn more about Shopify. Please refer to this additional document for more information about basic considerations on Help Center documentation.

1. Present tense is preferred. Only use future tense when you're referring to something that'll happen in the future. For example:

Choose an End Date. After this date, the boosted post will revert to a regular post.

1. Use the right tone. An instructional , informal and direct tone is preferred.

Tips: Use contractions.

Do

After you’ve set up your product, click Save.

Don’t

After you have set up your product, click Save.

Address the reader or user as “you.”

Do

You can add products from the Products page in your Shopify admin.

Don’t

Products can be added from the Products page in your Shopify admin.

1. Improve readability by using variable sentence structure and try to avoid long sentences and more than two “的” in one sentence.

## Legal

Projects that involve legal translations for Shopify merchants. For example, terms of service and privacy policy.

Here are some of the key requirements of legal translation:

1. Accuracy: Legal translation must be 100% accurate and faithful to the original text. The legal translator must ensure that the translated document conveys the same meaning as the original document.

1. Specialized terminology: this concept requires knowledge of specialized legal terminology and concepts. The translator must be familiar with the legal systems and terminology of both the source and target languages.
2. Cultural nuances: Legal document translation requires an understanding of the cultural nuances of both the source and target languages. The translator must be able to convey the intended meaning of the legal document in the cultural context of the target language.

## Multimedia

* Multimedia projects are handled in CaptionHub. Please make sure to read through the full subtitling guidelines available on SharePoint - Shopify Multimedia Projects.
* Aim to write shorter translations for captions. Shopify videos tend to be fast paced, so it is especially important to be brief, but always prioritize conveying the original meaning and intent while keeping Shopify’s voice and values in mind (as you would in any text).
* Observe character limit: make sure to refer to the project specific information if available or follow the length limits as stated here.
* Adjust caption length (duration) if needed, i.e., when there’s not enough time to read a caption in the target language. For instance, if the original English caption length is 5” and the video allows it, change the target language caption to last 7” (just drag the edge of the caption in the timeline to where you feel it should be).
* Keep the verb conjugation / way of address as in the original wherever it makes sense.

Contrary to English, Simplified Chinese has no verb conjugation, but we can use different words to express time tenses . Tense must be reflected in the translation.

For instance:

| English | Chinese (Simplified) | Try to avoid |
| --- | --- | --- |
| was |  | It cannot be translated as “是”, but should be translated according to the context, like “曾是 |

* Remember to be consistent.

Example:

| Source | Target | Don’t |
| --- | --- | --- |
| Merchant | 商家 | 商家/商户（In the case of same context） |
| Account | 账户 | 账户/帐户 |

Note:

* Text should match the actions/video displays presented in the video.
* Sometimes, we need to change the sequence of sentences for readability. However, it is suggested to follow the sequence of the source when translating subtitles to keep consistency between text and video displays if possible.
* Avoid ending a sentence and starting a new one in the same subtitle, except for short sentences and instances where it makes sense to do so.
* Use separate subtitles for each sentence, or several subtitles in case of long sentences.
* End subtitles at natural linguistic breakpoints:
* after punctuation marks
* before conjunctions
* before prepositions
* The line break should not separate:
* a noun from an article
* a noun from an adjective
* a first name from a last name
* a verb from a subject pronoun
* a prepositional verb from its preposition
* a verb from an auxiliary, reflexive pronoun, or negation

# Style and Grammar

## Addressing the User

The reader will be addressed with the **informal second person pronoun (“XX”)**. Colloquial expressions are generally inappropriate.

INSERT RELEVANT GUIDELINES FOR YOUR LOCALE HERE

| English | Chinese (Simplified) – Correct | Note |
| --- | --- | --- |
| You | 您/你们 | Translate “you” into “您” as we use it to refer to merchants using our services.  The plural of You is 你们 rather than 您们 |

## Cultural References

Humor and cultural references are something to watch out for, as usually creativity is needed to convey the same intention of the original into the target language and culture.

## Localizing Colloquialisms, Idioms, and Metaphors

At Shopify, we localize, not just translate. The Shopify voice allows for the use of culture-centric colloquialisms, idioms, and metaphors (collectively referred to as "colloquialisms").

Choose from the options below to express the intent of the source text appropriately:

* Don’t attempt to replace the source colloquialism with a target colloquialism that ﬁts the same meaning of the particular context unless it’s a perfect and natural ﬁt for that context.
* Translate the intended meaning of the colloquialism in the source text (not the literal translation of the original colloquialism in the source text), but only if the colloquialism’s meaning is an integral part of the text that can’t be omitted.
* If colloquialism can be omitted without aﬀecting the meaning of the text, omit it.

## US Cultural References

Some texts include examples that are US-speciﬁc and it’s necessary to localize them. Keep your eyes open for cultural references, as a simple word like “baseball” could be a cultural reference.

Depending on the context, if a location in an English-speaking country/region/city is mentioned (e.g., Chicago), you might change it to one in your locale.

Please use your best judgement and ask yourself whether a given US cultural reference is understandable for the target audience or not. If in doubt don’t hesitate to raise a query.

## Acronyms and Abbreviations

An acronym is a word formed from parts of an existing compound term. For example, “rich text editor” could be written as “RTE”. An abbreviation is a shortened form of a written word or phrase used in place of the whole word or phrase. “Amt” is an abbreviation for “amount”.

Shopify stance on acronyms:

* Avoid creating acronyms.
* Acronyms take longer to understand and might reduce adoption of a product, feature, or concept.
* Acronyms are like inside jokes—people who understand the acronym feel included in the meaning, but people who don’t feel left out and confused.
* If you have to use an acronym, spell it out the first time you use it and follow with the acronym in brackets.

| Do | Don’t |
| --- | --- |
| Rich text editor | RTE |
| Multi label pricing | MLP |
| Merchant Success Manager | MSM |

Internationally understood acronyms and abbreviations are acceptable. Some of these include time zone, tax, barcode, weight, and size abbreviations.

| Do | Don’t |
| --- | --- |
| SEO | Search engine optimization |
| NZDT | New Zealand Daylight Time |
| SMS | Short messaging centre |
| QR codes | Quick response codes |

* If an English acronym is to be used throughout a text, the ﬁrst time it occurs, follow this structure:

| English | Chinese (Simplified) | Note |
| --- | --- | --- |
| * Give shoppers flexible BNPL options | * 为购物者提供灵活的“先买后付”(BNPL)选项 | * First occurrence in the document. |
| * BFCM checklist | | * 黑色星期五/网络   星期一 (BFCM) 清单 | | --- | | * First occurrence in the document. |
| * Net KPIs | * 净 KPI | * In Chinese, acronyms and abbreviations should always be in the singular form. |
| * CEO/CFO/CTO | * CEO/CFO/CTO | * Please keep them unlocalized as such kinds of Acronyms are frequently seen and recognized in China now. |

## Capitalization

Generally, capitalization does not apply to Chinese characters. However, when dealing with the capitalized English characters such as proper nouns, please follow the original format.

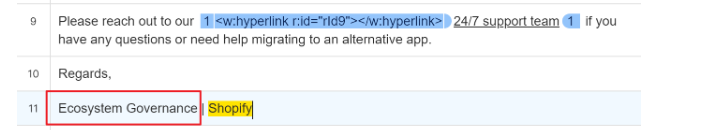
| Source | Target | Don’t |
| --- | --- | --- |
| Connect to Facebook | 连接到 Facebook | 连接到 facebook |
| YouTube Icon | YouTube 图标 | youtube 图标 |

## Common Expressions

| English | Chinese (Simplified) | Note |
| --- | --- | --- |
| Not just ecommerce. ​<br>​All commerce. | 始于电子商务<br>扩展至所有商务 | Be creative in translating such contents. Feel free to offer a better solution here. |
| Stand out. Sell more. | 定制做得好，销量创新高。 | Be creative in translating such contents. Feel free to offer a better solution here. |

4.8 Special Notes about job titles and team names

Translate job titles and team names in running text and do not translate them in signatures. For instance, "Ecosystem Governance" appears in the signature of the email below, which should not be translated.



5 Punctuation and Formatting

## 5.1 Marketing Headings

* Keep headings to a single sentence.
* Avoid using punctuation such as periods, commas, or semicolons.

## 5.2 Bulleted Lists

Generally, bulleted lists fall into three categories. Please follow these examples for capitalization and punctuation in each case:

1. Bulleted lists composed of **full sentences.**

**Example:**

| **Source list** | **Target list** |
| --- | --- |
| Home cards can contain the following types of information:   * Updates on new Shopify features that are relevant to your business. * Advice on how to get the most out of Shopify. * Actionable insights, which provide data-driven information about your store and a related recommended action based on that insight. | 主页卡片可以包含以下类型的信息：   * 与您业务相关的新 Shopify 功能的更新。 * 有关如何充分利用 Shopify 的建议。 * 切实可行的洞察，提供有关商店的数据驱动信息以及基于该洞察的相关建议操作。 |

* + Please pay attention to the correct capitalization of terms left in English.
  + Follow the source punctuation, i.e., in this case add a full stop

1. Bulleted list of elements that form part of the same sentence (incomplete sentences):

**Example:**

| **Source list** | **Target list** |
| --- | --- |
| After you buy your domain through Shopify, you can do the following tasks on the [Domains](https://admin.shopify.com/settings/domains) in your Shopify admin:   * edit your domain settings * create subdomains * set up forwarding email addresses * pay for your domain * renew your domain | 通过 Shopify 购买域名后，您可以在 Shopify 后台的[域名](https://admin.shopify.com/settings/domains)页面执行以下任务：  编辑域名设置  创建子域名   * 设置转发电子邮件地址 * 为域名付款 * 续订域名 |

* + Please pay attention to the correct capitalization of terms left in English.
  + Follow the source punctuation, i.e., in this case do not add punctuation.

1. Bulleted list of items that are not full sentences, nor are they continuations of sentences.

**Example:**

| **Source list** | **Target list** |
| --- | --- |
| In this section   * Log in to the Shopify POS app * Inventory management * Customer management * Payment methods | 与本节相关的主题   * 登录 Shopify POS 应用 * 库存管理 * 客户管理 * 收款方式 |

* + Please pay attention to the correct capitalization of terms left in English.
  + If the bullet list is composed of items with a single word or a noun phrase, please do not add a period after them in the translation, even if the English source might have the period.

## 5.3 End of Sentence Punctuation

Note：The full stop (period) is used at the end of a complete sentence.

At the end of a sentence, even when it ends with an English word, a numeral or a URL, a Chinese full stop should be used, because the whole sentence is still a Chinese sentence. The same rule applies to using Chinese punctuation in the middle of a sentence with an English word or a numeral.

For headlines and subheads in marketing copy for China, avoid using a full stop at the end of the line. However, in some creative advertising it may be acceptable to add a full stop at the end as a graphic treatment or based on artistic consideration. Please be prudent when you want to break the general rule.

## 5.4 Quotations Marks

In general, please use double-byte quotation marks.

Examples:

| Source | Target |
| --- | --- |
| Supercharge sales with buy now, pay later: | 使用“先买后付”服务来提升销量： |

## 5.5 Exclamation Marks

In general, please double byte exclamatory marks.

Example:

| English | Simplified Chinese | Don’t |
| --- | --- | --- |
| ! | ！ | ! |

## 5.6 Parentheses

In general, please double byte parentheses.

Example:

| English | Simplified Chinese | Don’t |
| --- | --- | --- |
| Build a custom workflow (2 min) | 构建自定义工作流（2 分钟） |  |

## 5.7 Slashes

There is no space before and after the slashes in Chinese translation, no matter whether they separate Chinese or English words. A single-byte slash is used.

Example:

| English | Simplified Chinese |
| --- | --- |
| CD/DVD | CD/DVD |

## 5.8 Commas

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

If commas are used to separate keywords, always use single-byte commas because they function as operators.

Example:

| English | Simplified Chinese | Don’t |
| --- | --- | --- |
| , | 、 | please do not use “、” before the words like 和/或/及/以及. |

## 5.9  Colons

In general, please double byte colon.

Example:

| English | Simplified Chinese |
| --- | --- |
| : | ： |

## 5.10 Dashes and Hyphens

Typically, there are two types of dashes: an n-dash and an m-dash. They are diﬀerent from a hyphen, which is shorter.

### 5.10.1 En-dash and Em-dash

The en dash (–) is used as a minus sign, usually with spaces before and after. In Simplified Chinese, keep it the same as English.

Example:

| **English** | **Simplified Chinese** |
| --- | --- |
| Pages 8–10 | 第 8–10 页 |

The em dash (—) is used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. In Chinese, it should not be used as it looks the same as the Chinese character for "one" (一). Often, there is no need for such punctuation through rephrasing. If punctuation is needed, you may want to use **( )**, ：or **en dash** to emphasize the element.

Standard Chinese dash “——” is in fact four bytes, equal to two Chinese characters in computer memory. Most of the time it damages the webpage layout. Its major functions can be taken over by the Chinese comma or colon.

As for the standard Chinese dash “——”, no space is needed. If it comes to the single byte English dash which is in fact a hyphen in Chinese, it depends.

Example:

| English | Simplified Chinese |
| --- | --- |
| It is easy to customize the interface—just choose the style you want. | 自定义界面很轻松，只要选择想要的样式即可。 |

## Hyphen

The Chinese hyphen has three forms: “-“(sing byte), “—”(double byte) and “——” (double byte), each has its specific usage. Please refer to the official Chinese Punctuation Standard GB\_T 15834-2011 for your best and complete reference. Please follow the official standard. Here is a brief description for your quick reference. Only use hyphens on the following occasions:

1. To connect two nouns as a compound word (similar to English).
2. To connect relevant time, numbers and venues.
3. To connect relevant letters, numbers for special terms or product models.

Example:

2007-2010 年, 纽约-上海, 0.15-0.68 厘米, 款式717076-004

## Emojis and Emoticons

Translating emojis involves some specific considerations to ensure that the intended meaning and emotion are accurately conveyed in the target language. Here are some things to consider when translating emojis:

1. Emojis may have different cultural interpretations. It's essential to understand the cultural context of both the source and target audiences to avoid misunderstandings or potential offense.
2. Emojis often rely on context and tone to convey emotions. When translating, consider the surrounding text to ensure the translated emoji fits appropriately.
3. Emojis are used to express emotions. When translating, strive to preserve the emotional intent of the original emoji.
4. Different languages have unique ways of expressing emotions and concepts. Use the most appropriate expressions in the target language to convey the intended meaning effectively.

# 6 Country/Region Standards

## Date and Time

The date format is 'dd/mm/yy':

The date shall be rewritten according to the Chinese style. When formatting the date, please use YYYY 年 MM 月 DD 日 or YYYY 年 M 月 D 日．

| Source | Target | Don’t |
| --- | --- | --- |
| May 9th, 2019 | 2019 年 5 月 9 日 | Please do not translate it as 2019 年 05 月 09 日 |

| Source | Target |
| --- | --- |
| April 18, 2018 | 2018 年 4 月 18 日 |
| 12/25/2018 |  |

The time format is 'XXhXX' (24-hour clock format):

Both 12 & 24-hour clock formats are used in China, a.m. and p.m. should be translated to 上午 and 下午 respectively. Use single-byte colon (:) as the time separator.

Examples:

| Source | Target |
| --- | --- |
| 8:30 A.M. | 上午 8:30 |
| 2:00 P.M | 下午 2:00 |

Regarding time zones, please place the acronym as is in parentheses:

Examples:

| Source | Target |
| --- | --- |
| Monday to Friday, 9am - 4pm EST | 星期一至星期五，上午 9:00 - 下午 4:00 (EST) |
| Coverage begins Thursday, November 28 at 12:01am EST | | 新闻报导将于 11 月 28 日星期四凌晨 12:01 (EST) 开始 | | --- | |
| Saturday - Sunday 10:00 AM - 5:30 PM EST | 星期六 - 星期日，上午 10:00 - 下午 5:00 (EST) |

## Units of Measurement

The general rule is that if there are imperial units in the source text, they need to be present also in the target.

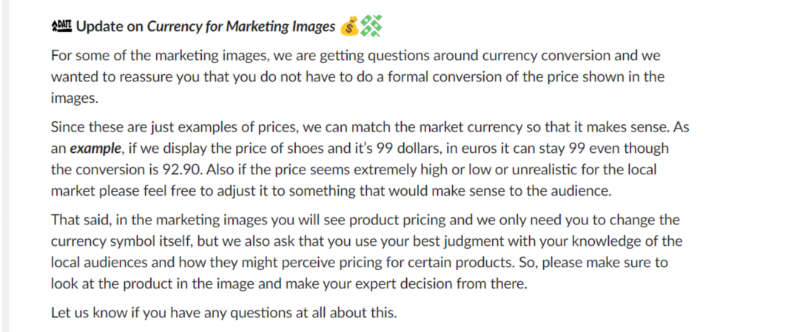
| Instructions | Source | Target |
| --- | --- | --- |
| If the name of the measurement is mentioned, please translate it. | Ounces (oz) - Imperial system | 盎司 (oz) - 英制 |
| When a placeholder is used, keep the source unit. | {0} lbs of CO₂ Emissions | {0} lb 二氧化碳排放量 |
| If there are character limitations, keep imperial units only. | 5-6 lb | 5-6 lb |
| If there are no character limitations, convert imperial units to metric units and provide imperial units in parentheses. | Length over 48 inches, width over 30 inches, or weight over 70 lb | 长度超过 1,2 m (48")，宽度超过 0,8 m (30")，或重量超过 32 kg (70 lb) |
| Light (1 lb) | 重量 (454 g/ 1 lb) |
|
| If the measurements are mentioned as part of an example, localize them to metric units and do not provide the imperial unit counterparts. | Alternatively, if you wanted to offer free shipping for orders that contained four or more products, you can make each product weight 1 lb and then create a free shipping rate with the ​<strong>​Minimum order weight​</strong>​ set to 4 lbs. | 另外，如果您想为包含四个或更多产品的订单提供免费送货服务，您可以将每个产品的重量设为 1 lb，然后创建一个免费送货费率，并将​<strong>​最小订单重量</strong>​设为 4 lb。 |

## Currency

Please always make sure to check project specific instructions whether prices in US or Canadian Dollars should be converted, rounded, left as is or left as is with an approximate value in the currency for your country/locale.

Generally, the currency symbols, values (roughly convert if it is not 1 to 1 with USD$) and currency code (USD, CAD etc) need to be localized.

Below is an updated instruction on the Currency for Marketing images that we received from the Shopify team.



## Telephone Numbers

Generally, follow the English source for the telephone/fax numbers.

Examples:

+86-10-1234 5678

+1 (925) 951 9000

## Zip Codes and Addresses

Example Address:

518000[Postal Code]

广东省[Province]深圳市[City]龙岗区龙翔大道 2 号珠江广场F 座 3601 室[Detailed Address]

某某有限公司[Company Name]

王[Last Name]小明[First Name]先生[Title/Honorific]

# 7 Terminology

During your translation, review, or creative work, please:

* Refer to the approved terminology available in the termbase. Make sure to always assess the context at hand against the definition.
* If a term is used in a different context than in the termbase and therefore a different translation must be used, please always use common sense and do not follow the termbase blindly.
* Use industry-standard terminology. Shopify may coin neologisms or use existing terms in new ways.
* Follow spelling and capitalization of Shopify brand names as well as third-party brand names.
* Shopify prefers descriptive names for its products. Verify there is no confusion with the corresponding common noun, especially when the term is capitalized.
* Shopify distinguishes between product names (often apps) and feature names (often bundled products). Product names are usually not translated, while feature names are.
* For the rendering of proper nouns, refer to the Terminology guidelines for the localization of proper nouns.

**Translators & reviewers,** please make sure to proactively raise your terminology related queries in the JIRA Language Forum so the Language Specialists can investigate and check with the client.

**Language Specialists**, please make sure to use QuickTerm and the Query Sheet respectively to raise the terminology queries from translators and yourself with the client.

Enter a new term request in the Query Sheet and directly in QuickTerm whenever a new term or a deviation from the standard language is used in the source text. Provide the corresponding linguistic metadata to allow for correct research.

When a new or challenging term is solved in a language, take the time to share the outcome with all other languages. Ensure proactive networking and collaboration so that findings are communicated to all Language Specialists and linguists.

IMPORTANT: Terminology in the QuickTerm termbase was for the most part imported from the legacy termbase originally maintained in Smartling. As a rule of thumb, double-check terms marked as Legacy, in particular: product, plan, and program names.

## DNTs

Most Shopify product names are not translated – they are Do Not Translate (DNT) terms. They are usually included in the termbase. If in doubt, please raise a query.

Do not translate the name portion of an API, for instance: Storefront in Storefront API or Admin in Admin API. Move around API, the part of the name indicating the category so as to conform to each target language’s grammatical rules.

For product name and other proper noun translation, refer to the Terminology guidelines for the localization of proper nouns.

Note: Shopify’s Legal department has confirmed that occasionally Shopify can be omitted from the product name. Adjust the translation to the source text by adopting the same full form or short form pattern.

Note: Please always remember to check Shopify’s latest TB. Here are some DNTs newly added:

| English | Simplified Chinese |
| --- | --- |
| Shopify App Store | Shopify App Store |
| Shopify Plus Certified App | Shopify Plus Certified App |
| Shopify Fulfillment Network | Shopify Fulfillment Network |

## Third-party Terminology

For third-party terminology, replicate exactly what the third-party company does with their product names (check oﬃcial website and/or its localized instances to verify the approach).

Do not translate third-party product names unless they are specified by Shopify.

Examples:

| Source | Target |
| --- | --- |
| Apple Pay | Apple Pay |
| We recommend the latest version of Chrome, Safari, Firefox, or Microsoft Edge. | 我们建议您使用最新版本的 Chrome、Safari、Firefox 或 Microsoft Edge。 |

## Trademarks

Trademarked names and registered trademarks should not be localized unless local laws require translation, and an approved translated form of the trademark is available.

For third-party trademarks, verify how the names are treated on the third party’s website. Ask the question to the query sheet in case of doubt.

## Special Cases

Note: Sensitive words

* + 1. "For Mainland China/a Simplified Chinese site, usually "country" should be translated as "国家/地区" to be politically correct, for example, for Chinese government, Taiwan is not regarded as a country, instead it is regarded as one part of China.

For example:

| **English** | **Chinese (Simplified) – Correct** | **Wrong** |
| --- | --- | --- |
| Select a country for your shipping address | 选择邮寄地址所在的国家/地区 | **为邮寄地址选择一个国家** |

7.4.2 We should also be very cautious when it comes to ethnicity. Please flag such issue with the client .

| **English** | **Wrong** | **Resolution** |
| --- | --- | --- |
| East Asian or East Asian descent (including Chinese, Japanese, Korean, Mongolian, Tibetan, and Taiwanese) | 东亚人或东亚人后裔（包括中国人、日本人、韩国人、**蒙古人、藏族和台湾人**） |  |

7.4.3 Due to legal, political and cultural context, some words need to be treated with great care and shall not be used in the Simplified Chinese translation.

There are several references that translators and reviewers should use, including but not limited to the instruction from Xinhua agency of what words should be avoided in publications (《新华社新闻报道中的禁用词》) and the newly amended Chinese Advertisement Law (effective since September 1, 2015). Generally, please don't use “最好”, “最强”, “唯一”, etc.

# 8 Localization Considerations

## Placeholders and Tags

### Curly Brackets { }

Text in curly brackets should not be translated unless otherwise instructed. Please make sure to check any project specific information. It is OK to move the placeholder around.

**Example:**

* In strings with placeholders, like:

“No orders found at {location}” or “No products found at {location}”

​​​

The preposition can cause issues because it’s hard to know what the placeholder will be replaced with, as in French, for example, it could be translated as: “Pas de commandes trouvées au 234 Laurier” or “Pas de commandes trouvées dans l'entrepôt”

*Solution:*If there is a var​iable in the sentence, feel free to change the structure if the concordance doesn’t work, and implement a solution like for example: “Pas de commandes trouvées - {location}” or even: “{location} : pas de commandes trouvées”

### Angle Brackets < >

Text in angle brackets should not be translated unless otherwise instructed. Please make sure to check any project specific information.

| Source | Target |
| --- | --- |
| Since <INSERT MERCHANT NAME> has enabled <INSERT Shopify Payments OR Stripe>, <INSERT MERCHANT NAME> will be compliant in time for the deadline automatically. | Da <INSERT MERCHANT NAME> har aktiveret <INSERT Shopify Payments OR Stripe>, vil <INSERT MERCHANT NAME> automatisk overholde betingelserne inden deadline. |

### Square Brackets​​ [ ]

Text in square brackets is generally left untranslated but there might be cases when it’s OK to translate. Please make sure to check any project specific information and consider the context.

| Source | Target |
| --- | --- |
| We're reaching out about an issue affecting your store, ​</span>​​<span style="​​{1}​​">​​​</span>​​<span style="​​{2}​​">​[.myshopify URL]​</span>​​<span style="​​{3}​​">​​​</span>​​<span style="​​{4}​​">​. On March 15, 2021, the following apps from the developer Upside will be removed from the Shopify App store | Nous vous contactons au sujet d'un problème concernant votre boutique,​</span>​​<span style="​​{1}​​">​​​</span>​​<span style="​​{2}​​">​**[.myshopify URL]**​</span>​​<span style="​​{3}​​">​​​</span>​​<span style="​​{4}​​">​.Le 15 mars 2021, les applications Upside suivantes seront supprimées de notre Shopify App Store |
| Online store conversion rate = [ converted sessions / all sessions ] \* 100 | Taux de conversion de la boutique en ligne•= [visites converties : toutes les visites]•x•100 |

### Spaces Between the Ending Square Bracket of the Anchor Text and the Round Bracket of the URL

Please be mindful of this potential issue. Spaces should not be added between the ending square bracket of the anchor text and the round bracket of the URL as this breaks the code and doesn't show the hyperlink correctly.

See the below example:

It is important that [what is dropshipping] is enclosed in square brackets (as per the English) and there shouldn't be any space between the square bracket and the round bracket, see below the examples of what is correct and what is not.

**CORRECT:**

Discover our [what is dropshipping]({{blog, url(path: '/what-is-dropshipping')}})

**WRONG:**

Discover our what is dropshipping ({{blog, url(path: '/what-is-dropshipping')}})  
**WRONG:**

Discover our [what is dropshipping] ({{blog, url(path: '/what-is-dropshipping')}})

## UI Items in Product Projects (Smartling)

The UI (User Interface) is what the user (merchant, partner, or customer) sees and interacts with. UI texts should be clear, concise, and consistent.

When you encounter a UI (user interface) item, make sure to check if it has been already translated to keep consistency.

| 💡 The UI includes the following items related to navigation, input, and information: buttons, checkboxes, radio buttons, dropdown lists, list boxes, toggles, text fields, date, fields, breadcrumb, slider, search fields, pagination, tags, icons, tooltips, icons, progress bar, notifications, message boxes, modal windows. |
| --- |

### Shopify UIs

Search in the Admin TM – if a UI had been already localized, then it should be available in the TM and that translation can be used.

If you do not find the UI item in the Admin TM, then it hasn't been localized yet (it might belong to an app or software that has not been localized). It can be localized in the future, but it might be translated differently, therefore it is suggested that in Help projects you use the bilingual format <possible tag>English<\possible tag> (Translation) to refer to the correct English UI, but also to explain to the user what it means.

Articles and Pronouns in UI

When translating UI options, we will distinguish buttons from CTA links.

* Buttons: Omit articles and unnecessary pronouns to reduce characters in the button text.
* CTA links: Use articles in order to improve the readability and naturalness of the sentence. We will omit articles only when we need to reduce the length of the string.

Use of Quotes and Capitalization with UI Options

As a general rule, we don’t use quotation marks to refer to a UI option.

Capitalization is not relevant for Simplified Chinese. However, please pay attention to the correct capitalization of terms left in English.

Verbs in UI

As a rule, buttons and UI options are written in the infinitive form (command actions, button names and links). You can think of it as when the user "talks” to the computer —it's the user who clicks the button, but the text is an order addressed to the machine.

### 3rd Party UIs (e.g., Facebook Business)

If you can find the localized UI then use only the localized version, if not then use the bilingual approach <possible tag>English<\possible tag> (Translation).

## UI Items in Marketing Projects (Phrase)

Generally speaking, UI items do not appear in marketing projects as often as in product projects. However, you can occasionally encounter them as well.

If you can find the localized UI then use the localized version, if not then use the bilingual approach <possible tag>English<\possible tag> (Translation).

Please refer to the [Shopify Help Center](https://help.shopify.com/en/) as most UI items can be found there. If in doubt, create an issue in the JIRA Language Forum and the LS will help you to answer your question.

## Non-Breaking Spaces in Product/Feature Names

Please follow the source.

## Line Breaks

Do not insert additional line breaks into translation (in Smartling displayed as ⏎).

If there is a line break in the suggestion from the TM and there are no line breaks in the source, delete that additional line break.

#### Double line breaks (⏎⏎)

Please preserve the double line breaks (⏎⏎) while single line breaks can be ignored. Keep double line breaks in the same position, usually they stand at the end of a sentence or a paragraph.

**Attention!**

Do not substitute the line break symbol which is represented by the character ⏎. in Smartling.  
Line break symbol has Unicode U+000A, while the character ⏎ has Unicode U+23CE. The easiest way not to break the code is to copy the character from the source to the target.​ ​

# Language References

Microsoft terminology: https://termic.me/ - the portal that has the reference Microsoft Terminology (since the official MS term portal was discontinued)