Style Guide:

A translation style guide is a great tool for translators. It provides brand identity and company information to the translators in order to help them understand the company tone and voice that you prefer for your products. It also helps to create consistency in terminology, grammar, style, spelling, etc.

This is a generic piece written to aid in the development of a custom style guide for each language/market for your company or specific product launch.

Brand Identity Overview:

Please summarize the look and feel of the company or product. Who are you as a company? Who are your customers? How do you want your customers to think of you? What are your company values?

Tone of Voice:

Define the company's personality and how that should come across in its copy. This is your chance to make your tone consistent and on-brand. This may differ per country/market so this needs to be customized per language. For example, is your tone light and fun? Is it serious and important? Is it posh and sophisticated?

Copy-Writing Guide:

This is your chance to document certain company specifics when writing on a per language basis. For example:

- ❏ Punctuation (spacing, type of quote marks used)
- ❏ Formatting (bolding, italicizing, trademarks, capitalization)
- ❏ Localization (how to deal w/currencies, addresses, phone numbers, dates, opening hours, measurements)
- ❏ Do you use the informal or formal case (certain languages only)?
- ❏ How are titles or product names handled? Are they left in English or translated? How do you handle upper case vs. lower case in a product name or title?

Specific Instructions for Translators:

This is your chance to speak directly with the translators about any specifics you want to include not covered before. Examples include:

- ❏ How far can the translators stray from the source copy? Should they be translating literally or trans-adapting to match the look and feel of the original writing?
- ❏ Do the translators need to be wary of any length limitations?