

Chinese (Simplified) Style Guide

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1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Simplified Chinese localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Simplified Chinese during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Simplified Chinese including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

Normative references

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. [Microsoft Language Portal](#)

Microsoft User interface reference

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed:** We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear:** We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand:** We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English as well as many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

2.1 Choices that reflect Microsoft voice

Translating Simplified Chinese in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that's often used for technical and commercial content.

When you're localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are more appropriate and natural for Simplified Chinese. Try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite as if you are writing the content yourself. It will make the content more perfect for Chinese users. Sometimes, you may need to remove any unnecessary content.

English example	zh-CN example	Comments
Drum roll, please...	请稍等...	This string appears when finishing a set-up. Fun way to keep users waiting and build anticipation. We just translate it as "please wait...". This English source phrase "Drum roll" is a little bit odd for Chinese users. 如果实在找不到合适的翻译或者在中文语境中感觉很突兀的话就不翻，切忌弄巧成拙、过犹不及。
All 3 records were created successfully	3 条记录都已创建成功。	都 implies All, so All can be omitted here. If not, 全部 3 条记录都已成功创建。Has low readability.

2.1.2 Word choice

Terminology

Use terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it's important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, CD drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but avoid for other general meanings.
Info	Use in most situations unless " <i>information</i> " better fits the context. Use " <i>info</i> " when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs. Don't switch between <i>PC</i> and <i>computer</i> .
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user", as they sound formal and impersonal. For information on localizing <i>you</i> , see the section Pronouns .

For zh-CN, translators should be aware of that some terms have different translations in different products. Keep in mind that we should check all relevant metadata in [Microsoft Language Portal](#) if you see multiple target terms for a same source term. In technical documents or UI translation, choose formal translation. In marketing documents, choose informal translation.

en-US source	zh-CN word	zh-CN word usage
app	应用	Use 应用 for "app." Use 应用程序 for "application."
PC	电脑	Translate "PC" as 电脑 in general context. But be sure to follow the approved targets in Microsoft Language Portal (if any) for terms containing the word "PC."
computer	计算机	Translate "computer" as 计算机 in general context. But be sure to follow the approved targets in Microsoft Language Portal (if any) for terms containing the word "computer."
pick	选取	Use 选择 for "select." Use 选取 for "pick."
USB drive	U 盘	Use U 盘 in general context and USB 驱动器 in "Windows To Go" context only.
USB flash drive	U 盘	Don't use "USB 闪存驱动器."
maximum [limits]	上限	Use 上限 instead of 最大/最高限制 for English source "maximum" in less formal situations.
minimum [limits]	下限	Use 下限 instead of 最小/最低限制 for English source "minimum" in less formal situations.
xxx name	xxx名	Use "xxx名" instead of "xxx名称." For example: Old usage: 列名称/用户名/文件名称已存在。 New usage: 列名/用户名/文件名已存在。

2.1.3 Word-to-word translation

For a more fluent translation, avoid word-to-word translation. If words are translated directly without overall understanding of the paragraph or the page, the content will not be natural and may even appear ridiculous, and our customers will not come again. Strict word-to-word translation makes the tone stiff and unnatural. Split the text into different sentences, if necessary, to simplify. Omit descriptors to make the text snappier.

English text	Correct zh-CN translation	Incorrect zh-CN translation
Reflect your individuality	彰显你的个性	反映你的个性
Serious. Fun.	张弛有度。	严肃。有趣。

In short, your stuff and your info aren't limited to any single PC or device. Because you're bigger than any box.	总之，你的资料和信息不会受限于任何一台电脑或设备。对你而言，世界再无阻隔。	总之，你的资料和信息不会限制于任何一个电脑或设备。因为你比他们更大。
The best of work and play.	尽善尽美的工作和娱乐体验。	最棒的工作和娱乐。

2.1.4 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>

Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

en-US source	zh-CN old word/phrase	zh-CN new word/phrase
blog	日志	博客/微博
if	倘若/假使/假若	假如/如果
to	至	到
this/these	此	这个/这些
that/those	该	那个/那些
if you want...	若要	要/如果要
only	仅是	只是

2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Address the user to take action

US English	Simplified Chinese target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	密码有误，请再试一次。密码需区分大小写。	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	此产品密钥无效。请核对后再试一次。	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again
All ready to go	一切已准备就绪	Casual and short message to inform user that setup has completed, ready to start using the system
Would you like to continue?	你是否要继续?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	为你的电脑命名（你喜欢的任何名字都行）。若要更改背景色，则应关闭电脑设置中的高对比度。	Address the user directly using the second person pronoun to take the necessary action.

2.2.2 Promote a feature

US English	Simplified Chinese target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	图片密码是一种帮助你保护触摸屏电脑的全新方法。你需要选择图片并在图片上画出各种手势，以此来创建你独一无二的密码。	Promoting a specific feature with the use of em-dash to emphasize the specific requirements to enable the feature which in this situation is picture password.
Let apps give you personalized content based on your PC's	允许应用根据你的电脑位置、姓名、用户头像	Promoting the use of apps. Depending on the context of

location, name, account picture, and other domain info.	及其他域信息为你提供个性化内容。	the string you can add familiarity to the text by using everyday words for example, PC
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2.2.3 Provide how-to guidelines

US English	Simplified Chinese target	Explanation
To go back and save your work, select Cancel and finish what you need to.	如果想返回并保存你所做的工作，可单击“取消”，然后完成你要执行的操作。	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	为了确认你当前的图片密码，请观看手势重播，并描摹出图片上显示的示例手势。	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

2.2.4 Explanatory text and support

US English	Simplified Chinese target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	已安装更新，但需要重启 Windows 10 安装程序才能使这些更新生效。在重启后，我们将从之前中断的地方开始继续安装。	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	如果现在重启，你和其他正在使用这台电脑的人都会可能会丢失尚未保存的工作。	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	在你更正无效或缺失的属性之后，此文档将会自动移动到相应的库和文件夹中。	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	发生错误! 找不到下载的文件，无法创建可启动的 U 盘。	Without complexity and using short sentences inform the user what has happened.

3 Language-specific standards

Information about Chinese (Simplified) specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

3.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

3.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

Simplified Chinese words don't generally use abbreviations. When dealing with English abbreviations, apply the following general rules:

- Use of abbreviation is based on English source text.
- Abbreviation should not contain a space.
- Use a nonbreaking space (Ctrl+Atl+空格键) in any abbreviation to avoid having one letter move to the beginning of the next line.
- English abbreviation of months and days of the week are as follows;

Month: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Days of the week: Mon, Tue, Wed, Thu, Fri, Sat, Sun

List of common abbreviations:

Expression	Acceptable abbreviation
Mon, Tue, Wed, Thu, Fri, Sat, Sun	周一、周二、周三、周四、周五、周六、周日

Measurement	Abbreviation
Gigabyte	GB

Kilobyte	KB
Megabyte	MB
Byte per second	Bps, B/s
Kilobyte per second	KBps, KB/s
Megabyte per second	MBps, MB/s
Kilobit	Kb, Kbit
Megabit	Mb, Mbit
Bit per second	bps, bit/s
Kilobit per second	Kbps, Kbit/s
Megabit per second	Mbps, Mbit/s
Megahertz	MHz * mhz

Don't abbreviate:

- Microsoft as MS when Microsoft is a part of product names.
- Internet Explorer as IE.
- Visual Studio as VS in product names.
- operating system names.

Examples:

Error example	Correct example (+)
Win Server 2016	Windows Server 2016
Win 10	Windows 10

Translating some abbreviations depends on the context.

Examples:

English	Translation (+)
US Dollar	美元
US Product	美国地区的产品

3.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Common examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server), and HTML (Hypertext Markup Language).

When dealing with English acronyms, apply the following general rules:

- Acronym letters should be all uppercased.
- If "s" is added at the end of English acronym, meaning plural, the "s" should be dropped when localizing into Simplified Chinese.

Localized acronyms

Examples:

en-US source	Simplified Chinese target
AM	凌晨/上午
PM	中午/下午/晚上

Unlocalized acronyms

Examples:

en-US source	Simplified Chinese target
CD	CD
DVD	DVD
MB	MB
GB	GB
MB	MB

3.1.3 Adjectives

This section does not apply to Simplified Chinese, as there is no special convention related to adjectives. Generic information on adjectives (stative verbs) can be found in any Chinese grammar book.

Generally, don't use "最好", "最强", "唯一", etc.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Simplified Chinese, avoid translating every possessive adjective, even if it's present in English.

Example:

Source	Preferred target (+)	Avoid (-)
You can publish an existing application to the Web. Not all desktop database features are supported on the Web, so you may have to adjust some features of your application.	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整应用程序的一些功能。	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整你的应用程序的一些功能。

Also, avoid using too many 的 in a sentence. If the meaning is not affected, omit 的 for readability.

Example:

Source	Preferred target (+)	Avoid (-)
Although some desktop database features don't translate to the Web, you can do many of the same things by using new features, such as calculated fields and data macros.	虽然一些桌面数据库功能没有转换到 Web 上，但可以通过使用新功能（例如计算字段和数据宏）来执行许多相同的操作。	虽然一些桌面数据库功能没有转换到 Web 上，但可以通过使用新的功能（例如计算字段和数据宏）来执行许多的相同的操作。

3.1.4 Articles

General considerations

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

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

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. In Simplified Chinese, we use the same names as English.

Localized feature names

Don't contain any article in translated feature names.

Articles for English borrowed terms

When faced with an English loan word previously used in Microsoft products, consider these options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of Simplified Chinese language?
- Analogy: Is there an equivalent Simplified Chinese term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Check the [Microsoft Language Portal](#) to confirm the user of a new loan word and its proper article to avoid inconsistencies.

3.1.5 Conjunctions

Replace with: For en-US Microsoft voice, conjunctions can help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

en-US source text	Simplified Chinese old use of conjunctions	Simplified Chinese new use of conjunctions
to	至	到 English source: add to network Old usage example: 添加至网络 New usage example: 添加到网络 English source: invite to this active Old usage example: 邀请至此活动 New usage example: 邀请参加此活动
if	倘若/假使/假若	假如/如果

In some cases, conjunctions need to be translated with verbs in Chinese to reflect the real meaning.

en-US source text	Simplified Chinese wrong translation	Simplified Chinese correct translation
Create modules from this template	从这个模板创建模块	根据这个模板创建模块

3.1.6 Contractions

For en-US Microsoft voice, contractions help convey a conversational tone and used whenever possible.

en-US long form	en-US contracted form
Do not	Don't

Technically, we don't have such contractions in Chinese. However, there are still some words we can choose to use a short and everyday form. See examples below.

(虽然严格来说中文并没有这种缩写词，但对于一些助词、副词、连词等，还是有日常生活中更常用的简短用词，我们在翻译中应该适当使用这种简洁、口语中较常用的说法)

en-US source text	Simplified Chinese long form	Simplified Chinese contracted form
but, however	但是/不过	但
in conclusion	总而言之	总之

3.1.7 Font localization

During the localization process, please follow the general rules:

- The font must be SimSun or 宋体 and the font size is 9 point for Chinese text.
 - a. Please do NOT use *italic* or **bold** font style for words or sentences that are italic or bold in the source files. The bold and italic tags indicate bold and italic fonts, respectively.
 - b. When localizing UI terms within software messages/descriptions, please enclose UI terms with double byte double quotation marks ("").
 - c. As for UI terms in documentation and online help, move the UI out of the <bold>, <italic> or <ui> tags, and enclose it with double byte double quotation marks ("").
- For UI reference, **Office** would like to retain an exception stated in **UI Options** chapter.

"In order to keep consistency with locked segments (TMs), special attention should be given to Office UI strings. The way to localize UI strings is different from CnE and some other Microsoft products: please keep UI strings inside UI/bold tags and add quotation marks outside tag pairs. By keeping UI strings inside UI/bold tags, we can also avoid many false positives after running QA in Memsource Editor (this tool will report "empty tag pairs" error)."

Examples:

Source	Simplified Chinese	Notes
On the toolbar, click <ui> Edit </ui>, and then click <ui> Replace </ui>.	在工具栏上，单击“编辑”<ui></ui>，再单击“替换”<ui></ui>。	See the position of the UI entries and the tags.
On the toolbar, click <bold>Edit</bold>, and then click <bold>Replace</bold>.	在工具栏上，单击“编辑”<bold></bold>，再单击“替换”<bold></bold>。	See the position of the UI entries and the tags.

Press the <bold>Enter<bold> key.	按下 Enter <bold><bold>键。	When the content within bold tags refer to physical keys on the keyboard or other devices, move such content out of the bold tags and add no quotation marks .
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Exceptions:

- Bold headings

Source	Simplified Chinese	Notes
Activate over the Internet or by phone When you enter your valid Product Key, the Activation Wizard automatically runs and it gives you two choices on how to proceed: Activate by using the Internet The Activation Wizard automatically contacts the Microsoft licensing servers through your Internet connection.	通过Internet 或电话激活 在输入有效的产品密钥之后，激活向导将自动运行，并且提供两种激活方式供您选择： ·使用Internet 激活 激活向导通过 Internet 连接自动与 Microsoft 授权服务器联系。	Bold headings remain in the translation. In this case, please don't add double byte double quotation marks and remove bold font.

- Sometimes, the italic font style indicates a book name, a manual name, a magazine name, a newspaper name, a movie name, a drama name, a TV program name, a poesy name or a song name in source files. Please use book title marks 《》 for a Chinese Book title and remove the italic font style.

Example:

Source Text	Simplified Chinese Text (+)	Notes
For more information, please refer to <i>Office 2010 Migration Guide</i> .	有关详情，请参阅《Office 2010 迁移指南》。	Use book title marks 《》 for the Chinese book title.

For more information, please refer to <i>Office 2010 Migration Guide</i> .	有关详情，请参阅《Office 2010 迁移指南》。	Use book title marks 《》 for the Chinese Book title .
For more information, please refer to Office 2010 Migration Guide . For more information, please refer to <herf...> Office 2010 Migration Guide <herf...>.	有关详情，请参阅《 Office 2010 迁移指南 》。 有关详情，请参阅《<herf...> Office 2010 迁移指南 <herf...>》。	If the book title takes a hyperlink, marks 《》 should be used outside of the hyperlink; if tags are used to indicate a hyperlink, marks 《》 should be used outside of such tags.

3.1.8 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from these options to express the intent of the source text appropriately.

- Don't attempt to replace the source colloquialism with a Simplified Chinese 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 the colloquialism can be omitted without affecting the meaning of the text, omit it.

Samples of acceptable zh-CN colloquialisms: 写手、粉丝、方便快捷、量身打造.

Samples of acceptable zh-CN colloquialisms with specific context: 菜鸟 (use only with gaming context. For example, when refer to the first level of a game).

Unacceptable zh-CN colloquialisms, idioms, and network terms: 给力、山寨、亲、神马、偶、童鞋、酱紫.

3.1.9 Modifiers

In Simplified Chinese localized text, you often need to translate modifiers into different part of speeches, for example, modifiers can be translated as a meaning of verb, subjective complement, adverb, and etc., for better readability.

Examples:

English	Preferred target (+)	Avoid (-)	Comment
Split forms for fast browsing of data	便于快速浏览数据的分割窗体	快速浏览数据的分割窗体	In Simplified Chinese text, "for fast browsing of data" should be adapted for readability.
For more effective troubleshooting, use this error message.	为了更有效地进行疑难解答，请使用此错误消息。	为获得更有效率的疑难解答，请使用此错误消息。	In Simplified Chinese text, "for more effective troubleshooting" should be adapted for readability.

Also pay special attention when it comes to translating relative clauses. In Chinese, the modified element always follows the modifier, no matter what kind of modifier it's and how long the modifier is. However, readers might get lost when the modifier is too long.

With this in mind, avoid literal word-for-word translation or run-on sentences with stacked modifiers. The goal is to make the translated text sound natural.

Examples:

English	Preferred target(+)	Avoid(-)	Comment
There is another type of page called a publishing page that's frequently used on publishing sites in Microsoft SharePoint Server 2016.	在 Microsoft SharePoint Server 2016 中，还有一种主要在发布网站上使用的称作发布页的页类型。	在 Microsoft SharePoint Server 2010 中有另一种页类型，称作发布页，是主要在发布网站上使用的。	When translating strings that consist of relative clauses, don't simply use a comma to separate the modified and the modifier.
Additionally, creating a new site page this way results in an unghosted page on your site, which you may not want for performance issues.	此外，采用此方法新建网站页面将在网站上生成非幻像页，因为性能问题你可能不希望生成非幻像页。	此外，新建网站页面这种方法导致在网站上生成非幻像页，你可能不希望生成非幻像页，因为性能问题。	Avoid word-for-word translation.

3.1.10 Nouns

In Simplified Chinese, no specific considerations are given to nouns since we don't have noun inflection and also don't distinguish singular/plural formation.

3.1.11 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. for example, 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

- When numeral is used with measurement units, it should be written in number.
- When used in data format, like MM-YY-DD, it should be written in number.
- When used in equation or function, it should be written in number.
- In other cases, if numeral is used in source, then same for target. If letter is used in source, usually, Chinese character is used.

The measurement units used with numbers are based on following noun. Don't always use the general 个 and try to use specific ones to improve readability.

English	Preferred target	Avoid
2 researchers	两位研究人员	2 个研究人员

3.1.12 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

Source text Expression	Simplified Chinese expression	Comment
Microsoft Office Compatibility Pack for Word, Excel, and PowerPoint 2016 file formats	适用于 Word、Excel 和 PowerPoint 2016 文件格式的 Microsoft Office 兼容包	In this case, "for" is not translated into "针对."

3.1.13 Pronouns

In general, you don't have to translate every pronoun into Simplified Chinese. As long as the meaning is not affected, omit the pronouns for fluent flow of the text. If it's needed, use "你" instead of "您."

Example:

en-US source	Simplified Chinese target
You can publish an existing application to the Web. Not all desktop database features are supported on the Web, so you may have to adjust some features of your application.	你可以将现有的应用程序发布到 Web 上，但并非所有桌面数据库功能都受 Web 支持，因此你可能必须调整应用程序的一些功能。

3.1.14 Punctuation

In Simplified Chinese, there are two sets of conventions for localization of **Software** and **Documentation**.

See the following tables and use the correct set of punctuations: Half-width punctuations or Full-width punctuations.

For **Software**, the convention is as follows:

Half-width	Full-width
:	
!	
?	,
()	;
< >	。
[]	、
...	《 》
-	

For **Documentation**, the convention is as follows:

Half-width	Full-width
[]	,
/	。
\	、
-	《 》
...	" "

Half-width	Full-width
	:
	;
	!
	?

Detailed usage for some of these punctuations can be found in the following sections.

Comma

Chinese comma (、) is used in both software and document localization. Note comma is used when enumerating several items in English while pause symbol (、) is used in Simplified Chinese.

Example:

English text	Simplified Chinese text (+)	Comment
Microsoft has added new file formats to Microsoft Office Word, Excel, and PowerPoint 2016 to reduce file, improve security and reliability, and enhance integration with external sources.	Microsoft 在 Microsoft Office Word、Excel 和 PowerPoint 2016 中增加了新的文件格式, 目的是减小文件大小、提高安全性和可靠性以及更好地与外部源集成。	Note that the pause symbol (、) is used between the parallel elements "Word" and "Excel" in the translation.

Colon

Software localization: Use English colon (:) in Software localization. A single byte space should be left between the English colon and the subsequent characters (Chinese full-width punctuation marks are excluded).

Examples:

US English	Simplified Chinese target	Comment
Error: %1	错误:%1	Used in Software localization. A single byte space should be left between the English colon and the subsequent characters, for example, "%1."

Error: "%2"	错误: "%2"	Used in Software localization. There is no space between the English colon and the double byte quotation marks.
-------------	----------	---

Document localization: Use double byte colon (:) in Document localization. There is no space between the double byte colon and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Windows users, Office 2000 and Office 2003 users: Download the Compatibility Pack.	Windows 用户、Office 2000 和 Office 2003 用户：下载兼容包。	Used in Document localization. There is no space between the double byte colon and subsequent characters, for example, 《下载》.

Dashes and hyphens

Three different dash characters are used in Chinese:

Wave dash

The wave dash is used to separate alternatives or approximates.

Examples:

US English	Simplified Chinese target	Comment
10 ~ 20% 1 ~ 10MB	10 ~ 20% 1 ~ 10MB	It represents numbers. When the two numbers use the same unit, the second number should be followed by a unit.
1KB ~ 10MB	1KB ~ 10MB	It represents numbers. When the two numbers use different units, both numbers should be followed by a unit.

Note: The wave dash sometimes can also be used in index. In this case, it indicates an intentional omission of some words.

Examples:

~ 的移动

~ 的切换

En dash

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

Example:

US English	Simplified Chinese target	Comment
1 – 21	1 – 21	Keep it as is. Mostly seen in software localization.

Em dash

The em dash (—) is used to emphasize an isolated element or introduce an element that's 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). Oftentimes, 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.

Ellipses (suspension points)

English (...) is used in both software and document localization.

Some software projects such as Windows Phone might require to use double-byte dots (….) to make the ellipsis more visible.

Example:

US English	Simplified Chinese target	Comment
Uploading...	正在上载...	English (...) is used in Simplified Chinese text.

Period

Chinese period (。) is used in both software and document localization.

Example:

US English	Simplified Chinese target	Comment
Double-click the template that you want.	双击所需的模板。	Chinese period (。) is used in Simplified Chinese text.

Exceptions:

- English period (.) is used in the English abbreviation, trade mark, product name, company name.

Examples:

const., U.S.A., Hitachi Ltd.

- English period (.) is used as a separator in digit group or file name.

Examples:

123.45

CONFIG.SYS

Quotation marks

In Simplified Chinese, follow the rules as follows:

Software localization: Double byte quotation marks should be used if the texts surrounded by the quotation marks include double byte characters and/or tag(s); Single byte quotation marks should be used if the texts surrounded by the quotation marks are Single byte characters, and a single byte space should be left between the single byte quotation marks and the text (Chinese full-width punctuation marks are excluded) outside of them.

Examples:

US English	Simplified Chinese target	Comment
Expecting "Person" item type.	应为“人员”项目类型。	Double byte quotation marks are used because the texts surrounded by the quotation marks include double byte characters.

Assembly "{0}" is not found.	未找到程序集 "{0}"。	Double byte quotation marks are used because the texts surrounded by the quotation marks include tag, i.e. "{0}."
It can't be mapped to another data contract namespace "{1}."	无法将其映射到另一个数据协定命名空间 "{1}"。	Double byte quotation marks are used because the texts surrounded by the quotation marks include tag, i.e. "{1}."
A pass-by-value parameter is marked with the "out" parameter mode.	按值传递的参数使用 "out" 参数模式标记。	Single byte quotation marks are used because the texts surrounded by the quotation marks are Single byte characters, and a single byte space should be left between the single byte quotation marks and the text (Chinese full-width punctuation marks are excluded) outside of them.
Can't be generic Type.	不能是泛型 "Type"。	Single byte quotation marks are used because the texts surrounded by the quotation marks are Single byte characters, but there is no space between the single byte quotation marks and the Chinese full-width punctuation mark—full stop.

Document localization: Double byte quotation marks should be used in Document localization.

Examples:

US English	Simplified Chinese target	Comment
Click the Word icon. Click the File tab.	单击“Word”图标。 单击“文件”选项卡。	Double byte quotation marks should be used in Document localization.

Note: Single quotation marks should be used within double quotation marks.

Example:

请查阅第一章的“运行 Setup 出问题时查阅‘诊断和解决问题’一章”的内容。

Question mark

Software localization: Use English question mark (?) in Software localization. A single byte space should be left between the English question mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Are you missing an assembly reference? Yes.	是否缺少程序集引用? 是。	Used in Software localization. A single byte space should be left between the English Question Mark and the subsequent characters, for example, "是."

Document localization: Use double byte question mark (?) in Document localization. There is no space between the double byte question mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
What is the Microsoft Office 2016 Upload Center? Microsoft Office 2016 Upload Center now gives you a way to see the state of files you're uploading to a server, in one location.	什么是 Microsoft Office 2016 上载中心? Microsoft Office 2016 上载中心现在为你提供了一种方法，使你可以在一个位置查看要上载到服务器的文件的状态。	Use double byte Question Mark (?) in Document localization. There is no space between the double byte Question Mark and the subsequent characters.

Parentheses

In Simplified Chinese, follow the rules as follows:

Software localization: Use English parentheses () in Software localization. There is no space between the parentheses and the Simplified Chinese characters outside of them. A single byte space should be left between the parentheses and the English characters/number outside of them.

Examples:

US English	Simplified Chinese target	Comment
Add additional metadata such as validation. My outgoing server (SMTP) requires authentication.	添加其他元数据 (如验证)。 我的发送服务器 (SMTP) 要求验证。	Use English parentheses () in Software localization. There is no space between the parentheses and the Simplified Chinese characters outside of them.

Can't be a simple Type like string or Guid.	不能是简单 Type (如 string 或 Guid)。	Use English parentheses () in Software localization. A single byte space should be left between the parentheses and the English characters outside of them for example, "Type."
---	-------------------------------	--

Document localization: Use double byte parentheses () if the texts surrounded by the parentheses include double byte characters. There is no space between the double byte parentheses and the text outside of them. Single byte parentheses () should be used if the texts surrounded by the parentheses are single byte characters and/or number. A single byte space should be left between the single byte parentheses and the text outside of them.

Examples:

US English	Simplified Chinese target	Comment
The following features change when you open your Microsoft PowerPoint 2010 presentation in an earlier version of PowerPoint (with the installed).	在早期版本的 PowerPoint (已安装) 中打开 Microsoft PowerPoint 2010 演示文稿时, 下列功能会发生变化。	Use double byte parentheses () if the texts surrounded by the parentheses include double byte characters. There is no space between the double byte parentheses and the text outside of them.
Reduce the of an Outlook Data File (.pst). Adds 3 and 2 (5).	减小 Outlook 数据文件 (.pst) 的大小。 将 3 和 2 相加 (5)。	Single byte parentheses () should be used if the texts surrounded by the parentheses are single byte characters and/or number. A single byte space should be left between the single byte parentheses and the text outside of them.

Square brackets

In Simplified Chinese, follow the rules as follows:

Single byte square brackets should be used in Software localization and Document localization.

Examples:

使用 [common] 块的方法：

```
[menu]
menuitem=Steve
menuitem=Lisa
[common]
dos=high...
DEVICE=C:\DOS\HIMEM.SYS [Y,N]?
```

Note: When nested parentheses are needed, square brackets are used as a substitute for the inner pair of parentheses within the outer pair.

Example:

(不能是简单 Type [如 string 或 Guid])

Slash

Forward slash /

Use single byte forward slash in software localization and document localization. There are usually no spaces either before or after a forward slash.

Use a forward slash when:

1. Denotes (often mutually exclusive) alternatives. For example, 显示/不显示.
2. Appears in the command line. For example, 在命令行下键入: a:setup/u
3. Indicates fractions. For example, 1 磅等于 1/72 英寸。
4. Indicates dates. For example, 1994/1/1

Back slash \

Use single byte back slash in software localization and document localization. There are usually no spaces either before or after a back slash.

Use a back slash in path name. For example, c:\fruit> cd\

Exclamatory mark !

Software localization: Use English exclamatory mark (!) in software localization. A single byte space should be left between the English exclamatory mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Assembly "{0}" is not found! Please go to Step 3.	未找到程序集"{0}"! 请转至第 3 步。	Used in Software localization. A single byte space should be left between the English Exclamatory mark and the subsequent characters.

Document localization: Use double byte exclamatory mark (!) in Document localization. There is no space between the double byte exclamatory mark and the subsequent characters.

Example:

US English	Simplified Chinese target	Comment
Select one or more Cookies! Please wait for a moment.	选择一个或多个 Cookie ! 请稍候片刻。	Use double byte exclamatory mark (!) in Document localization. There is no space between the double byte exclamatory mark and the subsequent characters.

Book title marks 《》

Use book title marks 《》 for a Chinese Book title.

Example:

US English	Simplified Chinese target	Comment
For more information, please refer to Office 2016 Migration Guide.	有关详情，请参阅《Office 2016 迁移指南》。	Use book title marks 《》 for the Chinese Book title.

3.1.15 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

US English source text	Simplified Chinese long form	Simplified Chinese sentence fragment
Use the following steps:	请执行以下步骤：	步骤如下：

See the picture below:	请参阅下面的图像：	如图所示：
If you want to continue, please select...	如果希望继续进行，请单击...	如要继续，请单击...

3.1.16 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you're describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Continuous operations are usually expressed in English with a gerund, which should be translated into Simplified Chinese with the pattern 正在...

Example:

US English source text	Simplified Chinese use of verb tense	Comments
Uploading...	正在上载...	Though "中" could be used, it's less fluent and might cause confusion in some cases.

In English, the titles for chapters usually begin with phrases such as "Working with ..." or "Using ...". Don't apply the pattern 正在... as these titles have nothing to do with continuous operations.

Example:

US English source text	Simplified Chinese use of verb tense	Comments
Using Collaboration Features	使用协作功能	In this case, "Using ..." is the title for a chapter. Don't apply the pattern "正在..." as the title has nothing to do with continuous operations.

4 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Simplified Chinese, using idiomatic syntax and terminology, while at

the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

4.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Chinese-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

4.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can be obtained [here](#).

Sometimes, product names are often confused with applets or built-in component names. For example, "Microsoft Notepad (Microsoft 记事本)" is not a separate product but one of the built-in components in Windows. So it can be localized.

There are some cases where product names are translated in unavoidable circumstances. Such examples are packages, marketing materials and press releases. In such cases, follow the translations approved by the product teams.

Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation example of "Version x.x:"

US English	Simplified Chinese target
Version 4.2	版本 4.2

Version numbers are usually also a part of version strings, but technically they are not the same.

4.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is [here](#).

4.4 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some issues are easy to verify and resolve. The localizer should have the most current information available. Maps and other graphical representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city, and language names change on a regular basis and should be checked, even if previously approved.

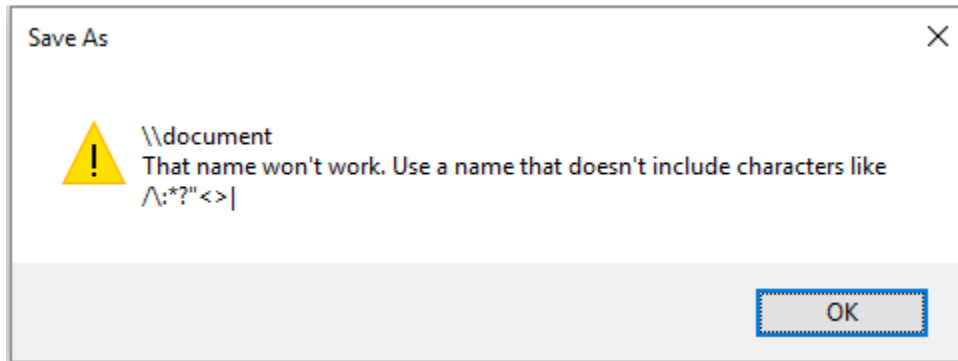
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

4.5 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, and other UI elements that should be consistently translated in the localized product.

4.5.1 Error messages

Here is an example:



Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires restarting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Simplified Chinese translation
Oops, that can't be blank.	抱歉，该值不能为空白。
Not enough memory to process this command.	内存不足，无法处理这个命令。

Simplified Chinese style in error messages

It's important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

Standard phrases in error messages

When translating usual phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

These phrases commonly occur in error messages. When you translate them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example	Comment
Can't find ... Could not find ... Unable to find ... Unable to locate ...	无法...	Source: Can't delete the file. Target: 无法删除文件。	n/a
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	内存不足	Source: There is not enough memory available to perform the operation. Target: 内存不足, 无法执行此操作。	If another phrase is attached to this type of strings, use "无法+Verb"
... is not available ... is unavailable	无法使用...	Source: Internet access is not available. Target: 无法使用 Internet。	If the subject is a person, then this might be 无法接通 or 没有空, depending on the context.

Error messages containing placeholders

When localizing error messages containing placeholders, try to anticipate what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning.

Examples:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

1. "Measure word", such as 位, 部, 本, 个, is needed if the placeholder means <number>.

Example:

English	Translation	Comment
%d users are online.	%d 位用户在线。	Add appropriate measure words according to the nouns.

2. For placeholders, if it's to be replaced with a localized string, Leave or remove space according to the specific string. If uncertain with the string, remove space.

Example:

English	Translation
Click the Finish button to exit the [Wizard].	单击"完成"按钮以退出[Wizard]。

4.5.2 Keys

The keyboard is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). If a key name doesn't need to be translated into Chinese, just leave it as it's.

Key names

English key name	Simplified Chinese key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete

Down Arrow	向下 键
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	向左 键
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	向右 键
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	空格 键
Tab	Tab
Up Arrow	向上 键
Windows key	Windows 键
Print Screen	Print Screen
menu	菜单 键

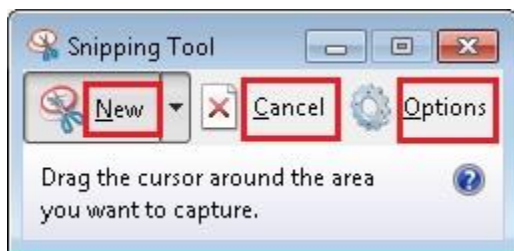
Note: Don't add "键" or "组合键."

Examples:

English key name	Simplified Chinese key name
Press Ctrl	按 Ctrl
Press Ctrl+Alt+Del	按 Ctrl+Atl+Del

4.5.3 Keyboard shortcuts

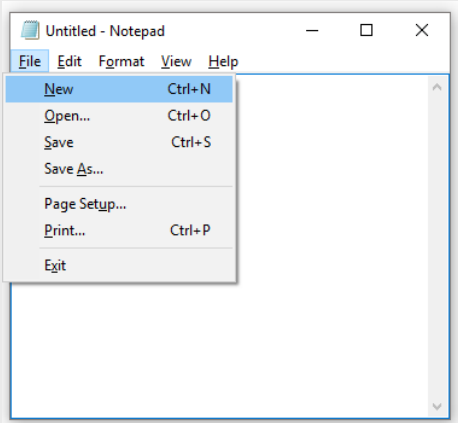
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

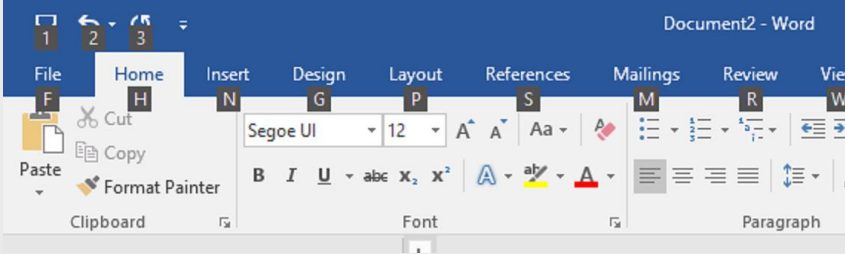


Keyboard shortcuts special options	Usage: ss it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	Always convert the lowercase letter to the uppercase one. Example: Source: Exit Target: 退出(&T)
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Always convert the lowercase letter to the uppercase one. Example: Source: Replay Target: 重播(&P)
Extended characters can be used as keyboard shortcuts	n/a	n/a
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	n/a

A number, appearing between brackets after item name, can be used as keyboard shortcuts	yes	n/a
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcuts	yes	n/a
Duplicate keyboard shortcuts are allowed when no other character is available	no	n/a
No keyboard shortcuts are assigned when no more characters are available (minor options only)	n/a	n/a

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p>  <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the “~” character.</p>

	<p>Example: In UI localization Home`H</p> 
shortcut key	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

For Simplified Chinese, the convention of translating strings with keyboard shortcuts is

"translated text (&Uppercase letter)"

No space is needed between the translated text and ().

Examples:

Source	Correct example (+)	Incorrect example (-)
Exit	退出(&E)	退出(E)
Print	打印(&I)	打印(&i)
Replay	重播(&P)	重播 (&P)
Condition 1	条件 1(&1)	条件 1(&C)

However, there are some other scenarios to be noticed:

1. Put keyboard shortcuts before punctuation.

Examples:

Source	Correct example(+)	Incorrect example(-)
Search:	搜索(&S):	搜索:(&S)
About...	关于(&B)...	关于...(&B)



2. If a sentence is too long, it's also acceptable to adjust accordingly.

Example:

Source	Target (+)	Comment
&l agree that I have read and will be bound by the license agreements for this product.	我同意(&l)。我已阅读本产品的许可协议，并愿意遵守有关规定。	You can put the keyboard shortcuts before the first full stop.

3. On rare occasions, a source string could only consist of numbers, a single letter or a punctuation mark. In this case, keep it as is.

Examples:

Source	Correct example (+)	Incorrect example (-)
<u>1</u>	<u>1</u>	1(&1)
<u>100%</u>	<u>100%</u>	100%(&1)
<u>800 x 600</u>	<u>800 x 600</u>	800 x 600(&8)
<u>S</u>	<u>S</u>	S(&S)
...		...(&.) 

4.5.4 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

4.5.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

4.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

US command	US English shortcut key	Simplified Chinese command	Simplified Chinese shortcut key
General Windows shortcut keys			
Help window	F1	帮助窗口	F1
Context-sensitive Help	Shift+F1	上下文相关帮助	Shift+F1
Display pop-up menu	Shift+F10	显示弹出菜单	Shift+F10
Cancel	Esc	取消	Esc
Activate\Deactivate menu bar mode	F10	启用/停用菜单栏模式	F10
Switch to the next primary application	Alt+Tab	切换至下一个主要应用程序	Alt+Tab
Display next window	Alt+Esc	显示下一个窗口	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	显示该窗口的弹出菜单	Alt+空格键
Display pop-up menu for the active child window	Alt+-	显示目前子窗口的弹出菜单	Alt+-

US command	US English shortcut key	Simplified Chinese command	Simplified Chinese shortcut key
Display property sheet for current selection	Alt+Enter	显示目前选项的属性表	Alt+Enter
Close active application window	Alt+F4	关闭使用中应用程序的窗口	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	切换至非强制响应的应用程序内的下一个窗口	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	将活动窗口的图像捕获到剪贴板	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	将桌面图像捕获到剪贴板	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	访问任务栏上的“开始”按钮	Ctrl+Esc
Display next child window	Ctrl+F6	显示下一个子窗口	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	显示下一个选项卡式窗格	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	启动任务管理器和系统初始化	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	文件 > 新建	Ctrl+N
File Open	Ctrl+O	文件 > 打开	Ctrl+O
File Close	Ctrl+F4	文件 > 关闭	Ctrl+F4
File Save	Ctrl+S	文件 > 保存	Ctrl+S
File Save as	F12	文件 > 另存为	F12
File Print Preview	Ctrl+F2	文件 > 打印预览	Ctrl+F2

US command	US English shortcut key	Simplified Chinese command	Simplified Chinese shortcut key
File Print	Ctrl+P	文件 > 打印	Ctrl+P
File Exit	Alt+F4	文件 > 退出	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	编辑 > 撤消	Ctrl+Z
Edit Repeat	Ctrl+Y	编辑 > 恢复/重复	Ctrl+Y
Edit Cut	Ctrl+X	编辑 > 剪切	Ctrl+X
Edit Copy	Ctrl+C	编辑 > 复制	Ctrl+C
Edit Paste	Ctrl+V	编辑 > 粘贴	Ctrl+V
Edit Delete	Ctrl+Backspace	编辑 > 删除	Ctrl+Backspace
Edit Select All	Ctrl+A	编辑 > 全选	Ctrl+A
Edit Find	Ctrl+F	编辑 > 查找	Ctrl+F
Edit Replace	Ctrl+H	编辑 > 替换	Ctrl+H
Edit Go To	Ctrl+G	编辑 > 转至	Ctrl+G
Help menu			
Help	F1	帮助	F1
Font format			
Italic	Ctrl+I	倾斜	Ctrl+I
Bold	Ctrl+B	加粗	Ctrl+B
Underlined\Word underline	Ctrl+U	下划线	Ctrl+U
Large caps	Ctrl+Shift+A	大写	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	小写	Ctrl+Shift+K

US command	US English shortcut key	Simplified Chinese command	Simplified Chinese shortcut key
Paragraph format			
Centered	Ctrl+E	居中	Ctrl+E
Left aligned	Ctrl+L	左对齐	Ctrl+L
Right aligned	Ctrl+R	右对齐	Ctrl+R
Justified	Ctrl+J	两端对齐	Ctrl+J

4.5.7 English pronunciation

General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, “Microsoft” must be pronounced the English way. However, if your language has an established pronunciation for a common term (such as “server”), use the local pronunciation. Moreover, pronunciation can be adapted to the Simplified Chinese phonetic system if the original pronunciation sounds very awkward in Simplified Chinese.

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	按英文读
.NET	[dot net]	.reads as dot
Skype	[skaɪp]	Product names are always pronounced the way they are pronounced in the source language.

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation.

Be careful only to use approved acronyms and abbreviations of terms.

Don't use abbreviated forms of fictitious names that appear elsewhere in the documentation in their full form.

Example	Phonetics	Comment
RADIUS	[reɪdɪəs]	按英文读
RAS	[ra:s]	如上
ISA	爱撒	如上
LAN	兰	如上
WAN	万	如上
WAP	外普	如上
MAPI	麦僻	如上
POP	泡普	如上
URL	URL	如上

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	ICMP	n/a
IP	IP	n/a
TCP/IP	TCP/IP	/ 读成斜线
XML	XML	XML
HTML	HTML	HTML
SQL	SQL	SQL

URLS

"http://" should be omitted; the rest of the URL should be read entirely.

"www" should be pronounced as "3 w".

The "dot" should be omitted, but can also be read out. If you read it out, then it must be pronounced the Simplified Chinese way, as "点".

Narrator should confirm with PM whether or not URL should be read and how to read.

Example	Phonetics	Comment
http://www.microsoft.com	3 w 点 Microsoft 点 com	英文词直接按英文方式读

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

En dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Special characters such as / \ + - can be read with their Chinese names.

Special characters

Pronounce special characters such as / \ ~ < > + - using the Simplified Chinese approved translations.

- Special characters such as / \ + - can be read with their Chinese names.

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