Russian Style Guide

Contents

What's New?

Last Updated: May 2011

The structure of the Style Guide was significantly changed to simplify it and provide only the necessary information in a more logical way. Some major changes to content were also introduced, so it is highly recommended to thoroughly review the complete document before localization.

You will find that the current Style Guide is very different from the previous versions in that it encourages more natural, friendly and direct translation. We understand that it may be difficult to get used to this new approach or implement these changes in legacy translations, so many of new rules should be treated as recommendations.

New Topics

The following topics were added:

- [Percentages](#)
- [Referring to UI items](#)

Updated Topics

The following topics were updated:

- [Dashes and Hyphens](#)
- [Using forms "ваш", "вашего", etc.](#)
- [Verbs](#)

Introduction

This Style Guide went through major revision in February 2011 in order to remove outdated and unnecessary content. It contains information pertaining to all Microsoft products and services.

About This Style Guide

The purpose of this Style Guide is to provide everybody involved in the localization of Russian Microsoft products with Microsoft-specific linguistic guidelines and standard conventions that differ from or are more prescriptive than those found in language reference materials. These conventions have been adopted after considering context based on various needs, but above all, they are easy to follow and applicable for all types of software to be localized.

The Style Guide covers the areas of formatting, grammatical conventions, as well as stylistic criteria. It also presents the reader with a general idea of the reasoning behind the conventions. The present Style Guide is a revision of our previous Style Guide version with the intention of making it more standardized, more structured, and easier to use as a reference.

The guidelines and conventions presented in this Style Guide are intended to help you localize Microsoft products and materials. We welcome your feedback, questions and concerns regarding the Style Guide. Please use the feedback form here: http://www.microsoft.com/Language/ru-RU/Feedback.aspx/.

Scope of This Document

This Style Guide is intended for the localization professional working on Microsoft products. It is not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has preference or deviates from standard practices for Russian localization.

Style Guide Conventions

In this document, a plus sign (+) before a translation example means that this is the recommended correct translation. A minus sign (-) is used for incorrect translation examples.

In Microsoft localization context, the word *term* is used in a slightly untraditional sense, meaning the same as e.g. a segment in Trados. The distinguishing feature of a term here is that it is translated as one unit; it may be a traditional term (as used in terminology), a phrase, a sentence, or a paragraph.

References to interface elements really only refer to translatable texts associated with those interface elements.

Example translations in this document are only intended to illustrate the point in question. They are not a source of approved terminology. Always check for approved translation in the Microsoft terminology database.

Sample Text

Активация продукта представляет собой простой программный процесс, не требующий использования дополнительного оборудования или вспомогательных средств. В большинстве случаев единственное, что необходимо для активации продукта, — это идентификатор установки, который создается самой программой. Сведения, которые собираются в ходе активации, не используются для установления личности пользователя.

Активация продукта через Интернет занимает менее минуты. При этом основная часть процесса выполняется самим продуктом, а вмешательства пользователя практически не требуется. Если необходимо активировать продукт по телефону, свяжитесь с местным центром активации продуктов Майкрософт.

Активации подлежит программное обеспечение, приобретаемое в магазинах или поставляемое ПВТ вместе с новым компьютером. Как уже было сказано выше, активация продукта проста и чаще всего выполняется один раз за все время работы с продуктом. Однако в случае переноса на другой компьютер или внесения значительных изменений в конфигурацию компьютера, на который установлен продукт, некоторые программные продукты необходимо активировать повторно.

Примечание. Поставщики вычислительной техники могут активировать программное обеспечение перед доставкой компьютера покупателю.

Удобство активации продуктов Майкрософт состоит в том, что их необязательно активировать сразу после установки. Можно запускать программы Microsoft Office до 50 раз перед активацией. Систему Microsoft Windows можно активировать в течение 30 дней с момента начала использования.

Для получения дополнительных сведений обращайтесь по адресу:

ООО «Майкрософт Рус»

ул. Крылатская, д. 17

г. Москва

Россия

121614

Телефоны для справок:

+7 (495) 916-71-71, +7 (800) 200-80-01

Создано в пятницу, 21 января 2010 г., в 23:43:12.

Recommended Reference Material

Use the Russian language and terminology as described and used in the following publications.

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is allowed in these sources, look for the recommended one in other parts of the Style Guide.

1. Правила русской орфографии и пунктуации. Полный академический справочник. – М.: Эксмо, 2007.
2. Толковый словарь русского языка. Например, Ожегов С. И., Шведова Н. Ю. Толковый словарь русского языка / Российская академия наук. Институт русского языка им. В. В. Виноградова. — М.: ООО «ИТИ ТЕХНОЛОГИИ», 2003.
3. Орфографический словарь. Например, Русский орфографический словарь / Российская академия наук. Институт русского языка им. В. В. Виноградова / О. Е. Иванова, В. В. Лопатин (отв. ред.), И. В. Нечаева, Л. К. Чельцова. — Москва, 2005.
4. Справочник по правописанию и литературной правке / Д. Э. Розенталь; под ред. И. Б. Голуб. — М.: Айрис-пресс, 2005.

Informative References

These sources are meant to provide supplementary information, background, comparison, etc.

1. www.gramota.ru (please be careful when using spravka.gramota.ru as there can be some mistakes there)
2. А. Э. Мильчин, Л. К. Чельцова. Справочник издателя и автора. Редакционно-издательское оформление издания. 2-е издание, исправленное и дополненное. М.: ОЛМА-Пресс, 2003. — 800 с.
3. Русская грамматика / АН СССР. Ин-т русского языка. Т. I-II. – М.: Наука, 1980.

Language Specific Conventions

This part of the style guide contains information about standards specific to the Russian language.

Country/Region Standards

Characters

Country/region	Russia
Lower-case characters	а, б, в, г, д, е, ё, ж, з, и, й, к, л, м, н, о, п, р, с, т, у, ф, х, ц, ч, ш, щ, ъ, ы, ь, э, ю, я
Upper-case characters	А, Б, В, Г, Д, Е, Ё, Ж, З, И, Й, К, Л, М, Н, О, П, Р, С, Т, У, Ф, Х, Ц, Ч, Ш, Щ, Ъ, Ы, Ь, Э, Ю, Я
Characters in caseless scripts	n/a
Extended Latin characters	n/a
Note on alphabetical order	Alphabetical order is not necessarily indicative of sorting order. For example, the letters е and ё are regarded as the same while sorting.
Total number of characters	33
Unicode codes	The Unicode hexadecimal codes of the Russian letters occupy the range from 0410 to 044F (plus 0401 and 0451 for letters Ё,ё).
Notes	In Microsoft Russian translations, Russian letter "ё" is used only when it is required by rules of Russian language ("Правила русской орфографии и пунктуации", paragraphs 4-5): 1) When it is necessary to distinguish one word from another: совершённый (причастие) vs. совершенный (прилагательное) 2) To clarify the reading of rare words: река Олёкма 3) In materials targeted at primary/secondary school students and reference materials, such as dictionaries. Thus, "ё" should be used in Class Server, eLearning and other Microsoft products/materials that are targeted to/may be used in schools. According to the recommendation issued by the Ministry of Education and Science in 2007, letter "ё" should be considered as distinguishing in proper names; hence it is recommended to use letter "ё" when appropriate in proper names in all Microsoft Russian translations.

Date

Country/region	Russia
Calendar/Era	Gregorian
First Day of the Week	Monday
First Week of the Year	The week that contains January 1
Separator	. (a period)
Default Short Date Format	dd.MM.yy
Example	17.03.11
Default Long Date Format	d MMMM yyyy г. where 'г.' is the abbreviation for "year" in Russian ("год"). It should follow the year number after a space.
Example	17 марта 2011 г.
Additional Short Date Format 1	d-MMM-yy - medium data format - Excel, Access
Example	17-мар-11
Additional Short Date Format 2	n/a
Example	n/a
Additional Long Date Format 1	n/a
Example	n/a
Additional Long Date Format 2	n/a
Example	n/a
Leading Zero in Day Field for Short Date Format	yes
Leading Zero in Month Field for Short Date Format	yes
No. of digits for year for	2

Country/region	Russia
Short Day Format	
Leading Zero in Day Field for Long Date Format	no
Leading Zero in Month Field for Long Date Format	n/a
Number of digits for year for Long Day Format	4
Date Format for Correspondence	dd.MM.yyyy
Example	17.03.2011
Notes	- Note that names of months are not capitalized. - If the weekday must be mentioned, the following format is used: [weekday], d mmmm yyyy г. - The weekdays are not capitalized unless it is the first word of the sentence. - Additional date formats might be used (e.g. in case of technical restrictions). Nevertheless the date should always be in the format of day.month.year and use periods (.) or hyphens (-) as separators.
Abbreviations in Format Codes	**d** is for day, number of d's indicates the format (d = digits without leading zero, dd = digits with leading zero, ddd = the abbreviated day name, dddd = full day name) **M** is for month, number of M's gives number of digits. (M = digits without leading zero, MM = digits with leading zero, MMM = the abbreviated name, MMMM = full name) **y** is for year, number of y's gives number of digits (yy = two digits, yyyy = four digits)

Time

Country/region	Russia
24 hour format	yes
Standard time format	HH:mm:ss
Standard time format example	03:24:12
Time separator	colon (:)
Time separator examples	03:24:12
Hours leading zero	yes
Hours leading zero example	03:24:12
String for AM designator	n/a
String for PM designator	n/a
Notes	Milliseconds are separated by a comma: 03:24:12,09

Days

Country/region: Russia

Day	Normal Form	Abbreviation
Monday	понедельник	пн
Tuesday	вторник	вт
Wednesday	среда	ср
Thursday	четверг	чт
Friday	пятница	пт
Saturday	суббота	сб
Sunday	воскресенье	вс

First Day of Week: понедельник (Monday)

Is first letter capitalized?: No

Notes: n/a

Months

Country/region: Russia

Month	Full Form	Abbreviated Form	Long Date Form
January	январь	янв	января
February	февраль	фев	февраля
March	март	мар	марта
April	апрель	апр	апреля
May	май	май	мая
June	июнь	июн	июня
July	июль	июл	июля
August	август	авг	августа
September	сентябрь	сен	сентября
October	октябрь	окт	октября
November	ноябрь	ноя	ноября
December	декабрь	дек	декабря

Is first letter capitalized?: No

Notes:

- Abbreviated form might be used without trailing period: 17-мар-04, or with trailing period 17 мар. 2004 г.
- Abbreviated forms are NOT recommended to be used - abbreviations for June and July are understandable, but are not used in language (look strange like an error/misspelled month).
- Month names in the Long Date Format list are listed in the form that should be used together with the date: January, 12 should be 12 января. Full month name would be январь though (observe different ending) - listed in the Full Form list.

Numbers

Phone Numbers

Country/region	International Dialing Code	Area Codes Used?	Number of Digits – Area Codes	Separator	Number of Digits – Domestic	Digit Groupings – Domestic
Russia	7	yes	3, 4, 5	hyphen	10	(###) ###-##-## (####) ##-##-## (#####) #-##-##

Country/region	Number of Digits – Local	Digit Groupings – Local	Number of Digits – Mobile	Digit Groupings – Mobile	Number of Digits – International	Digit Groupings – International
Russia	5, 6, 7	###-##-## ##-##-## #-##-##	11	+7 (###) ###-##-##	11	+7 (###) ###-##-## +7 (####) ##-##-## +7 (#####) #-##-##

Notes:

- The maximum length of a local phone number (used within the city) is 7 digits; depending on the size of the city it can be of 6 or 5 digits (the smaller is the city, the less digits has the phone number). The minimum length of area code is 3 digits, depending on the size of the city it can be of 4 or 5 digits (the smaller is the city, the longer is the area code).
- Mobile phone numbers always have so called 'federal format' number which is always in +7 (###) ###-##-## format. When dialed from within Russia +7 might be replaced with 8. That is why sometimes +7 (###) ###-##-## numbers are written as 8 (###) ###-##-##. Mobile phone numbers also might or might not have associated number in 'domestic format' (e.g. the same format of numbers as fixed phones have); in that case mobile phone number will have the same format (and dialing rules) as fixed phone numbers.

Addresses

Country/region: Russia

Disclaimer: Please note that the information in this entry should under no circumstances be used in examples as fictitious information.

Address Format:

1. [Company]

2. [Title/Honorific] Last name First name [Middle name]

3. Address: name of the street, house number, apartment number

4. City

5. [State/region]

6. [Country]

7. Postal code

Example Address:

Сидорову А. И.

ул. Строителей, д. 35, кв. 70

г. Синегорск

654321

Local Postal Code Format: xxxxxx

Notes:

- First name and Middle name are usually abbreviated when used, e.g. Сидорову А. И. instead of writing Сидорову Алексею Игнатьевичу in full
- The words "город" (city), "дом" (house), "квартира" (apartment), "корпус" (building), "строение" (building), etc. are always abbreviated (г., д., кв., к. and стр. respectively)
- Items in brackets are optional
- "Street" might be улица, проспект, проезд, переулок, шоссе or тупик, etc.
- "City" might be город, поселок, деревня, etc.
- "State/region" might be республика, край, область, автономный округ, автономная область
- Country should be included in international addresses only
- This address format is the official one approved and used by the Russian Post (Почта России); see http://www.russianpost.ru/rp/servise/ru/home/postuslug/rule_adress for more information (link verified on 24th of January, 2011)

Currency

Country/region	Russia
Currency Name	ruble - рубль
Currency Symbol	р.
Currency Symbol Position	The currency is always displayed after the amount; there is always a space between amount and currency
Positive Currency Format	123 456,15 р.
Negative Sign Symbol	- (minus symbol) there should be no space between a minus symbol and amount
Negative Currency Format	-123 456,15 р.
Decimal Symbol	, (comma)
Number of Digits after Decimal	2
Digit Grouping Symbol	space
Number of Digits in Digit Grouping	3
Positive Currency Example	123 456 789,00 р.
Negative Currency Example	- 123 456 789,00 р.
ISO Currency Code	RUB
Currency Subunit Name	kopeck - копейка
Currency Subunit Symbol	коп.
Currency Subunit Example	17 коп.

Digit Groups

Country/region: Russia

Decimal Separator: ,

Decimal Separator Description: comma

Decimal Separator Example: 3,14

Thousand Separator: space

Thousand Separator Description: space

Thousand Separator Example: 1 234 567

Notes:

- Period is used in product versions only. Example: MS-DOS 6.22; Windows 3.11.
- It is acceptable to omit thousand separator (space) for numbers with 4 digits in their integer part.
- Numbers not in regular text may or may not have thousand separators. For examples, values in Excel do not have thousand separators.

Measurement Units

Metric System Commonly Used?: Yes

Temperature: Celsius

Category	English	Translation	Abbreviation
Linear Measure	Kilometer	километр	км
	Meter	метр	м
	Decimeter	дециметр	дм
	Centimeter	сантиметр	см
	Millimeter	миллиметр	мм
Capacity	Hectoliter	гектолитр	гл
	Liter	литр	л
	Deciliter	децилитр	дл
	Centiliter	сантилитр	сл
	Milliliter	миллилитр	мл
Mass	Ton	тонна	т
	Kilogram	килограмм	кг

Category	English	Translation	Abbreviation
	Gram	грамм	г
	Decigram	дециграмм	дг
	Centigram	сантиграмм	сг
	Milligram	миллиграмм	мг
English Units of Measurement	Inch	дюйм	"
	Feet	фут	фт.
	Mile	миля	n/a
	Gallon	галлон	n/a
	Pound	фунт	n/a

Notes:

- Please use the quotation mark instead of the word дюйм for inches only when it is technically impossible to use the full variant (for example, when there are length restrictions or the English source string with the " sign to denote inches is locked).

Percentages

The percent sign (%) in documentation (including online documents) should be separated from the number with a non-breaking space: 10 %. The space is not used in adjectives that are derived from the word процентный: 100%-ный масштаб.

The space before the percent sign is not used in software and in references to the user interface in documentation.

Sorting

Sorting rules	1. The order of sorting Russian characters is as follows: special characters, digits, Russian letters, English letters. International characters are alphabetized with the English equivalent. 2. Capital letters and lowercase letters are equal. No distinction is made between them. If two words are the same except that one of them starts with a capital letter and the other with a lowercase one, the word with the capital letter comes first (e.g. Орел — the name of the city — will precede the word орел — eagle). 3. The letters Е (е) and Ё (ё) are regarded as the same while sorting; for example: ельник ёмкость

	енот If the words differ only with respect to the е/ё letters, the one with е goes first; e.g. лет лёт 4. Non-alphabetical characters (i.e. symbols like @ ! #) sort before the letters of the alphabet. 5. Digits sort after the non-alphabetical characters and before the letters of the alphabet.
Character sorting order	А (1040) а (1072) Б (1041) б (1073) В (1042) в (1074) Г (1043) г (1075) Д (1044) д (1076) Е (1045) е (1077) Ё (1025) ё (1105) Ж (1046) ж (1078) З (1047) з (1079) И (1048) и (1080) Й (1049) й (1081) К (1050) к (1082) Л (1051) л (1083) М (1052) м (1084) Н (1053) н (1085) О (1054) о (1086) П (1055) п (1087) Р (1056) р (1088) С (1057) с (1089) Т (1058) т (1090) У (1059) у (1091) Ф (1060) ф (1092) Х (1061) х (1093) Ц (1062) ц (1094) Ч (1063) ч (1095) Ш (1064) ш (1096) Щ (1065) щ (1097) Ъ (1066) ъ (1098) Ы (1067) ы (1099) Ь (1068) ь (1100) Э (1069) э (1101) Ю (1070) ю (1102) Я (1071) я (1103)
Examples of sorted words	@ 2-сторонний алгебра алгоритм Америка вектор векторный график единица ёмкость енот зеркало зеркальный иллюстрация йод карантин Киев Орел орел ползунок размер уведомление

	шрифт
	эврика
	Юлия
	яблоко

Geopolitical Concerns

Part of the cultural adaptation of the US-product to a specific market is the resolving of geopolitical issues. While the US-product should have been 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 may occur

Some of these issues are relatively easy to verify and resolve: the objective should be for the localizer to always have the most current information available. Maps and other graphic representations of countries/regions and regions should be checked for accuracy and existing political restrictions. Country/region, city and language names change on a regular basis and need to 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, body and hand gestures.

Guideline

As country/region and city names can change, please use the most up-to-date Russian list for every release of your product.

Grammar, Syntax & Orthographic Conventions

This section includes information on how to apply the general rules of the Russian language to Microsoft products and documentation.

Adjectives

This section does not apply to Russian.

Articles

This section does not apply to Russian.

Capitalization

In Russian, capitalization is used very sparingly therefore capitalize only when you have to.

What to capitalize?

Names of user interface elements (commands, menus, dialog box titles), program names, etc. Only the first word is capitalized, e.g. **Высота и ширина ячейки**

When referred to, names of UI elements should always have bold or italic formatting or, if that is not possible, enclosed in quotes with an appropriate preceding descriptor.

Do not capitalize

Names of week days, months, nationalities, languages, etc. are not capitalized.

Note: Capitalization of source term doesn't necessarily mean that this term have to be capitalized in Russian.

Here are some frequently occurring cases when you will not capitalize in Russian:

Rule	Example
Term "web" is not capitalized	(+) используйте веб-страницу (–) используйте Веб-страницу
Names of modes, wizards, etc. are not capitalized when referred to descriptively	(+) выход из режима конструктора (–) выход из режима Конструктора
Contrary to English names of days, months, languages, nationalities, also adjectives derived from country names are not capitalized	(+) вторник, май, испанцы, нидерландский язык, японский компьютер (–) Вторник, Май, Испанцы, Нидерландский язык, Японский компьютер

In names consisting of several word only the first one is capitalized	(+) Диспетчер контактов
	(−) Диспетчер Контактов
Word "chapter" (and other structure units) is not capitalized	(+) Дополнительные сведения см. в главе 25.
	(−) Дополнительные сведения см. в Главе 25.
The word "Internet" in compound words is not capitalized, it is capitalized when it's an independent word	(+) интернет-сообщество, интернет-магазин
	(−) Интернет-сообщество, Интернет-магазин

Note: The word веб can only be used in compound words. In simple words substitute it with Интернет:
(+) Поиск в Интернете
(−) Поиск в Вебе

Compounds

This section does not apply to Russian.

Gender

Avoid using masculine or feminine gender when referring to the user. Use neutral structures and select verbs which do NOT discriminate any of the sexes.

English example	Russian example
I accept the terms of the license agreement	(+) Я принимаю условия лицензионного соглашения.
	(−) Я согласен с условиями лицензионного соглашения.

Genitive

This section does not apply to Russian.

Modifiers

This section does not apply to Russian.

Nouns

Grammatical animation of program components

All program components and applications such as wizards, agents, clients, browsers, etc. should be treated as unanimated nouns in all Russian Microsoft materials.

Example:

(+) использовать (что?) мастер, установить (что?) клиент

(–) использовать (кого?) мастера, установить (кого?) клиента

Plural formation

Please use the following standardized plural forms:

English	Russian, singular	Russian, plural
computer, machine	(+) компьютер	(+) компьютеры
driver	(+) драйвер	(+) драйверы
server	(+) сервер	(+) серверы
wizard	(+) мастер	(+) мастера

Nouns in genitive case

Avoid using three or more nouns in genitive case in a row:

(+) Чтобы активировать учетную запись пользователя, позвоните в службу поддержки.

(–) Для активации учетной записи пользователя позвоните в службу поддержки.

Prepositions

Pay attention to the correct use of prepositions in translations. Influenced by the English language, many translators omit them or change the word order.

English example	Russian example	Comment
service request	(+) запрос на обслуживание (–) запрос обслуживания	The literal translation without the preposition "запрос обслуживания" sounds awkward and is not correct

Pronouns

Capitalization of pronouns "ваш", "вашего", etc.

Pronouns "ваш", "вашего" are usually not capitalized. For example, they should not be capitalized in documentation, software or materials addressed to users in general. They are capitalized in private and business letters addressed to specific people.

Using forms "ваш", "вашего", etc.

In previous versions of Style Guide there were strict rules prohibiting the usage of personal pronouns "вы", "ваш", "вашего", "вам" etc. These rules are outdated, as Microsoft now strives to address users in a more personal, warm and friendly way. From now on the usage of prepositions should be more natural and close to informal, not scientific style. Nevertheless it does not mean that you should use personal pronouns whenever they are used in English, because in Russian they are generally less common:

English example	Russian example
Use your mouse to draw circles on the page.	(+) Для рисования кругов на странице используйте мышь.
	(–) Для рисования кругов на странице используйте вашу мышь.

When "you/your" is necessary to indicate the direction, to address the user in a personal way or to differentiate user's account, data, rights etc from those of other people, you should use вы, ваш etc in your translation. Please also use these personal pronouns when the translation without them sounds clumsy or unnatural.

English example	Russian example	Comment
You are about to join a new meeting. You will lose the messages that are currently displayed. Do you want to save the current messages?	(+) Вы присоединяетесь к новому собранию. Все текущие сообщения будут потеряны. Сохранить текущие сообщения? (–) Выполняется попытка присоединения к новому собранию. Все текущие сообщения будут потеряны. Сохранить текущие сообщения?	Вы is necessary because otherwise it would not be clear who is joining the meeting. The translation without вы also sounds awkward.
The settings you changed will not take effect until you restart Microsoft NetMeeting.	(+) Внесенные вами изменения вступят в силу только после перезапуска Microsoft NetMeeting. (–) Изменения вступят в силу только	внесенные вами makes sentence clearer and shows that the changes were made by the user and not by some other

	после перезапуска Microsoft NetMeeting.	person.
This tool does not collect your personal information.	(+) Это средство не собирает ваши личные сведения. (–) Это средство не собирает личные сведения пользователей.	In this sentence we should address the user personally and emphasize that his (not some arbitrary user's) information is safe.
Your account will be deleted.	(+) Ваша учетная запись будет удалена. (–) Учетная запись будет удалена.	Ваша is necessary to show to the user that it is his/her own account that is going to be deleted.
You cannot connect to the server now.	(+) В данный момент вы не можете подключиться к серверу. (–) В данный момент подключиться к серверу невозможно.	We should address the user in a personal way and avoid inaccurate translation (the second sentence is too general, it says that connection is not available to anybody, which may not be true).
Select this option if the application that you plan to install creates an application directory upon installation, or if you plan to create one later.	(+) Выберите этот вариант, если приложение, которое вы собираетесь установить, создает каталог приложения при установке или если вы планируете создать каталог приложения позже. (-) Выберите этот вариант, если приложение, которое требуется установить, создает каталог приложения при установке или если планируется создать каталог приложения позже.	The second variant is slightly incorrect (которое требуется установить is not exactly the same as «you plan to install»). Moreover, omitting the pronoun in the second phrase and using a passive structure makes it less natural.

Punctuation

Commas with например

The word например should be used with commas before and after it:

(+) Например, это может произойти, если ячейка уже удалена с листа.

(+) Сжатие не удается выполнить, например, при пересылке сжатых файлов.

If например is used at the beginning or at the end of an unattached clause (обособленный оборот), it is not separated with a comma:

(+) Задайте допустимые единицы, например дюймы или сантиметры.

If например is used within a parenthetic construction (вставная конструкция со скобками), commas are used as usual:

(+) Некоторые элементы (например, списки рассылки) не удается экспортировать в vCard.

Commas with по умолчанию

The phrase по умолчанию should not be used with commas.

Example:

(+) По умолчанию значение считается равным REG_SZ.

(–) По умолчанию, значение считается равным REG_SZ.

Commas with благодаря

There should be no comma after a phrase with благодаря at the beginning of a sentence.

Example:

(+) Благодаря такой архитектуре сети устойчивы к атакам извне.

(–) Благодаря такой архитектуре, сети устойчивы к атакам извне.

Colon

A colon after alerting words like "Attention", "Warning", "Caution" should be replaced with an exclamation mark.

English example	Russian example
Warning:	(+) Внимание!
	(–) Внимание:

Remember that regular text may not be capitalized after a colon in Russian. Such capitalization is considered to be a language error. It does not apply to lists and direct speech. If a colon is followed by a new paragraph, it can start with a capital letter.

Dashes and Hyphens

Three different dash characters are used in English and in Russian:

Hyphen

The hyphen is used to divide words between syllables and to link parts of a compound word. In Russian a hyphen has no spaces before or after and should not be used instead of a dash.

Example:

(+) интернет-магазин

En Dash

The en dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative.

Example:

(+) $1 - 2 = -1$

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example:

(+) См. стр. 10–20.

Em Dash

The em dash should be used for dashes wherever technically possible. It separates words in a sentence and has a grammatical function. Dashes should not be substituted with hyphens.

Notes and examples formatting

Single in-text notes/examples are introduced by "Примечание", "Пример" followed by a full stop. The full stop should have the same formatting as the preceding word.

English example	Russian example
Note: For more information, see Chapter 1.	(+) **Примечание.** Дополнительные сведения см. в главе 1.

Slash

Avoid using slashes whenever possible. For example, in many cases you can substitute them with conjunctions или or и:

English example	Russian example
You will need an installation disk to reinstall or modify the program.	(+) Для переустановки или изменения программы требуется установочный диск**.** (–) Для переустановки/изменения программы требуется установочный диск**.**

Slashes can be used when there are length restrictions (for example, in UI).

Quotation Marks

Quotation marks are used when referring to UI items, such as menus and commands, if they do not have special formatting (bold, italic etc).

In the software, in product help and on web-pages use straight quotation marks (same as in English.) DO NOT use single quotation marks.

In the documentation normally chevrons are used, inside chevrons straight quotation marks are used, e.g. «кнопка "Готово"».

Note: Period stands outside the chevrons in Russian text.

Whenever double quotation marks cannot not be used due to technical reasons, workarounds should be found and used to display double quotation marks ("…" or «») in Russian version. Examples of such workarounds: using two sequenced single quote characters (''); using code (such as " in HTML) instead of characters.

Parentheses

In Russian there is no space between the parentheses and the text inside them. The placement of a full stop with the parentheses depends on what they refer to: if they enclose a part of the sentence, the full stop is placed after the closing bracket; if they enclose the full sentence, the full stop is placed inside the parentheses.

Example:

(+) Чтобы продолжить, нажмите кнопку «Далее» (может потребоваться ключ продукта).

(+) Чтобы продолжить, нажмите кнопку «Далее». (Может потребоваться ключ продукта.)

Singular & Plural

Please note that in many English compound nouns and noun phrases the first noun has a singular form, though the plural is meant. Such nouns should be translated using plural forms.

English example	Russian example
Template wizard	(+) Мастер шаблонов (–) Мастер шаблона

If there is a choice between singular and plural in English, please use plural in translation (unless singular is more likely). Do not add the plural ending in brackets.

English example	Russian example
Browse to the driver(s), and then click OK	(+) Выберите драйверы и нажмите кнопку "OK" (–) Выберите драйвер(ы) и нажмите кнопку "OK"

Split Infinitive

This section does not apply to Russian.

Subjunctive

This section does not apply to Russian.

Symbols & Non-Breaking Spaces

This section does not apply to Russian.

Syntax

This section does not apply to Russian.

Verbs

When describing actions performed by programs, features, functions etc. you can use both passive and active constructions depending on what sounds more natural. In general, active voice should be used for programs, wizards, installers etc.

Example:

(+) Мастер завершил настройку программы.

(–) Настройка программы с помощью мастера завершена.

(+) На этом мониторе в заставке может использоваться аппаратная трехмерная отрисовка.

(–) Заставка может использовать аппаратную трехмерную отрисовку на этом мониторе.

Please try to use verbs in active, not passive form to sound more direct and make translation clearer. This applies not only to software components (see above), but also to user's actions.

Example:

(+) Вы подключились к Интернету.

(–) Установлено подключение к Интернету.

It's recommended to use verbs, not nouns, in the clauses of purpose. An exception is the standard phrase Для получения дополнительных сведений and similar phrases. Nevertheless, this rule should not be applied mechanically – in some cases the structures with nouns are more fluent than those ones with verbs.

(+) Чтобы переместить ячейки между листами, перетащите выделенный диапазон на язычок в нижней части листа.

(–) Для перемещения ячеек между листами перетащите выделенный диапазон на язычок в нижней части листа.

Word Order

This section does not apply to Russian.

Style and Tone Considerations

This section focuses on higher-level considerations for audience, style, tone, and voice.

Audience

Please take the target audience into account when translating Microsoft products. For example, translation of learning materials targeted at new users should be more direct and friendly than that of IT Pro materials, which should be more formal.

Style

Do not use colloquial, slang, local, poetic, rare words and expressions or other words and expressions, which do not belong to standard literary language.

Tone

In general please use formal or semi-formal tone, though in online materials the tone can be more informal. Respect users, but treat them in a friendly open way. Address users personally and directly.

Voice

In general please use active voice rather than passive voice. This rule should not be applied mechanically: use passive structures if they sound better in the context and do not lead to a loss of meaning.

English example	Russian example
You have chosen to install the program from the disk.	(+) Вы выбрали установку программы с диска. (–) Выбрана установка программы с диска.

Localization Guidelines

This section contains guidelines for localization into Russian.

General Considerations

The localized text should be as if it was originally written in Russian. It has to be accurate, correct and clear. To achieve that try to avoid wordiness and word-by-word translation.

Accuracy: As a rule all English text needs to be translated. In some cases though, text can be omitted or added; there should be a specific reason for that and you might need to check it with project team. The translated text will correctly reflect product functionality.

Localization: Localization means that the translated text needs to be adapted to the to the local language, customs and localization standards. For example, in many cases you would need to use Russian names rather than English, e.g. Edward — Владимир, New York — Владивосток. Do not translate every word, but use the style that is natural for Russian.

Example:

In the message "No line, thank you" not every word needs to be translated:

(+) Без линии

(–) Без линии, спасибо

Consistency: Please ensure that all terminology is used consistently both within one component and across different components (software, help, documentation). In most cases terminology needs to be consistent also across different products. Moreover please use consistent style and register and translate similar phrases consistently.

Abbreviations

Common Abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space or other reasons (such as avoiding grammatically wrong structures). Do not abbreviate words arbitrarily; use only the commonly accepted abbreviations listed below.

List of common abbreviations:

Expression	Acceptable Abbreviation
страница	(+) стр.
рисунок	(+) рис.
смотрите	(+) см.

Expression	Acceptable Abbreviation
и так далее	(+) и т. д.
и тому подобное	(+) и т. п.
час	(+) ч
минута	(+) мин
секунда	(+) с
год	(+) г.
месяц	(+) мес.
неделя	(+) нед.
день	(+) дн.
килобайт	(+) КБ
мегабайт	(+) МБ
килобит	(+) кбит

Don't abbreviate such words as например.

Accessibility

Microsoft provides people with disabilities (single-handed or with hearing or motion disabilities) with more accessible products and services. These may not be available in Russia. Please check with your Microsoft contact and remove these references from Russian text if necessary.

Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), or ОЗУ (оперативное запоминающее устройство) or RAM (Random Access Memory).

Localized Acronyms

English acronyms with a well-known Russian translation should be translated. No ending is added to the acronyms.

Here are examples of some established Russian abbreviations (they can be used without full forms):

English	Russian	Full translation
RAM	(+) ОЗУ	оперативное запоминающее устройство
ROM	(+) ПЗУ	постоянное запоминающее устройство
OS	(+) ОС	операционная система
PC	(+) ПК	персональный компьютер

Unlocalized Acronyms

Acronyms that do not have an established translation will be used as they are in English. The following general rules apply:

- No ending is added to the acronyms.
- The gender of the acronym is determined by the main word in the full translation. When using in text normally use a descriptor word (usually the main word from the translation) to provide for the declination, or otherwise use neutral constructions. Descriptors can be omitted if there are length restrictions (for example in UI) or if the translated text sounds awkward. The descriptor should not be omitted if it is impossible to determine the grammatical form of the acronym (for example, its case) without it.
- There used to be a general tendency to expand English acronyms, translating them as descriptive phrases in Russian. That led to expansion of text and sometimes resulted in truncations. Please try to avoid this problem in the future and use common English acronyms without a descriptive Russian translation.

Post- and Preposition in Complex Words with English Acronyms

Please refer to the following table when translating word combinations that include English acronyms. Translation of such complex words (the position of the acronym before or after the noun, and the presence of a dash) depends on the noun.

Noun	Rule	Example
адрес	with a dash, after the acronym	(+) IP-адрес (+) IPv4-адрес
запись	with a dash, after the acronym	(+) WINS-запись
запрос	with a dash, after the acronym	(+) DHCP-запрос
зона	without a dash, before the acronym	(+) зона DNS
имя	with a dash, after the acronym	(+) DNS-имя, NetBIOS-имя
клиент (except when used with product names)	with a dash, after the acronym	(+) RAS-клиент, COM-клиент

Noun	Rule	Example
		Exception: клиент COM+
клиент (when used with product names)	without a dash, before the acronym	(+) клиент UNIX
маршрут	with a dash, after the acronym	(+) OSPF-маршрут
маршрутизация	with a dash, after the acronym	(+) IP-маршрутизация
модель	without a dash, before the acronym	(+) модель COM
пакет	with a dash, after the acronym	(+) IP-пакет, UDP-пакет
протокол	without a dash, before the acronym	(+) протокол IP, протокол DHCP
репликация	without a dash, before the acronym	(+) WINS-репликация, DNS-репликация
сервер (except when used with product names)	with a dash, after the acronym	(+) DHCP-сервер, RAS-сервер, OLE-сервер
сервер (when used with product names)	without a dash, before the acronym	(+) сервер UNIX, сервер Windows
служба	without a dash, before the acronym	(+) служба RAS, служба SNMP
том	without a dash, before the acronym	(+) том NTFS
файл	with a dash, after the acronym	(+) DOC-файл, OSDX-файл

Applications, Products, and Features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way.

Those product names that are very well localizable or contain a well localizable part are usually localized.

Preposition "for" is always translated in product names, unless the whole product name (including "for") is trademarked or copyrighted. Example: "Word for Windows" is "Word для Windows".

If the product edition names are localized, they should not be declined:

(+) Чтобы активировать Windows Стандартная:

If possible, please use descriptive translation of edition names:

(+) Чтобы активировать стандартный выпуск Windows:

Frequent Errors

This section does not apply to Russian.

Glossaries

You can find the translations of terms and UI elements of Microsoft products at Microsoft Language Portal (http://www.microsoft.com/Language/ru-ru/Default.aspx).

Recurring Patterns

This section does not apply to Russian.

Standardized Translations

There are a number of standardized translations mentioned in all sections of this Style Guide. In order to find them more easily, the most relevant topics and sections are compiled here for you reference.

- The importance of standardization
- Standard Phrases in Error Messages
- Standard Phrases in Documentation
- Copyright notice

Unlocalized Items

Trademarked names shouldn't be localized. A list of Microsoft trademarks is available for your reference at the following location: http://www.microsoft.com/trademarks/t-mark/names.htm.

English acronyms that do not have commonly accepted Russian translations should not be translated.

Using the Word Microsoft

Both in English and in Russian, it is prohibited to use MS as an abbreviation for Microsoft.

Unlocalized product names: The word "Microsoft" is not transliterated in unlocalized product names.

Example: Microsoft Word

Localized product names: In localized product names we translate the word "Microsoft" using the following pattern: <Translated product name in Russian> (Майкрософт).

Example: Microsoft Wallet — Бумажник (Майкрософт)

Referencing Microsoft Corporation in text: The word "Microsoft" is translated as Майкрософт or корпорация Майкрософт when referring to Microsoft Corporation or its products descriptively in text. In this case the descriptor корпорация can be omitted for the sake of fluency.

Example: Microsoft Knowledge Base — база знаний Майкрософт; Microsoft products — продукты Майкрософт or поставляемые корпорацией Майкрософт продукты; Microsoft software — программное обеспечение Майкрософт.

Legal documents: In the definition section include the following note: Microsoft Corporation (далее «корпорация Майкрософт») and use "корпорация Майкрософт" in the body of the document.

Copyright notice: See an example of using the word Microsoft in a copyright notice here.

Software Considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

Refer to http://msdn.microsoft.com/library/aa511258.aspx for a detailed explanation of the Windows user interface guidelines (English).

User Interface

Menus and Ribbon

Menu names and Ribbon tabs names should be consistently translated in all localized products; the same US term should have identical translation in all localized applications. If an exception to the rule is necessary, please approve the new translation with the Russian Terminologist.

In general, you should always try to translate menu items and Ribbon tabs using nouns in nominative case:
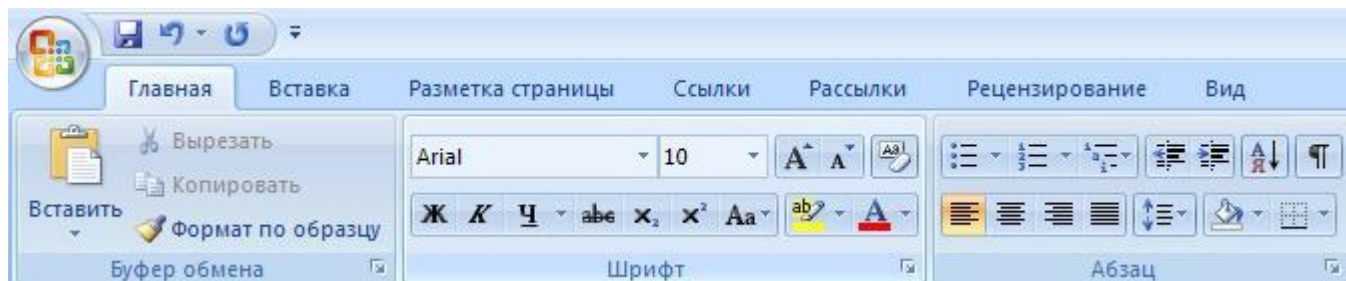
Where it is not possible to use a noun, use verb in the infinitive, or other parts of speech.

Commands

Command names should be consistently translated in all localized products, the same US term should have identical translation in all localized applications. If an exception to the rule is necessary, please approve the new translation with the Russian Terminologist.

Command names translated as verbs, e.g. **Save** (**Сохранить**), **Cut** (**Вырезать**), **Paste** (**Вставить**), always in the infinitive. Many command names are translated as nouns, always in the nominative case, e.g. **List** (**Список**), **Break** (**Разрыв**). There are some exceptions: **About** <program name> (**О программе**), **What is it?** (**Что это такое?**)
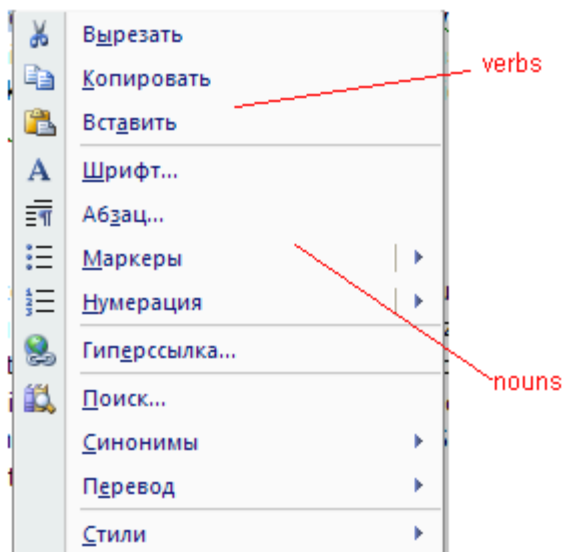
Dialog Box Components

When translating dialog box interface you should remember that you are expected to use consistent terminology and language style in all dialog boxes not only within currently localized application. You also need to ensure that your translations are consistent with translations in other localized applications. This is particularly important when localizing common (identical) dialog boxes found in several applications. An example of such common dialog boxes that often contain the same terminology are dialog boxes **Spelling** (**Правописание**) or **Insert hyperlink** (**Вставка гиперссылки**).
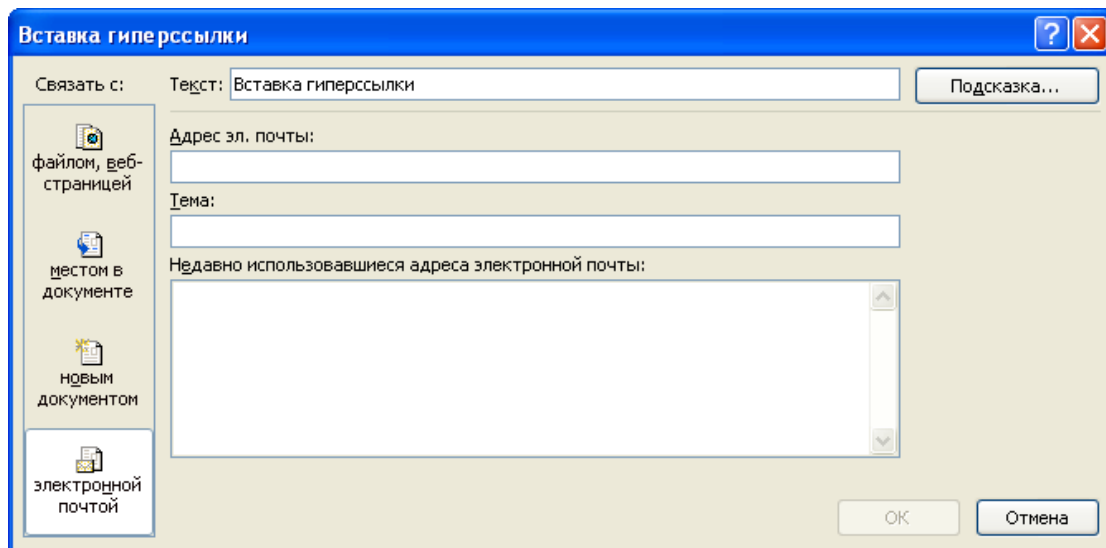
Insert hyperlink dialog box in Word
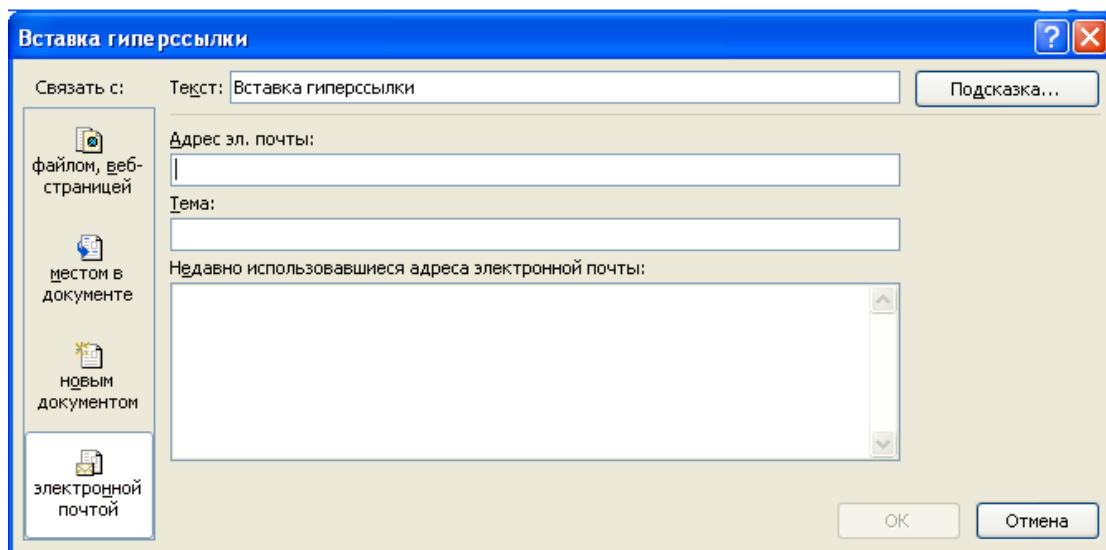

Insert hyperlink dialog box in Excel

Dialog Box Titles

Whenever possible, the main titles of the dialog boxes should be translated as nouns, e.g. **Создание документа**, **Формат рисунка**, **Добавление сетевых соединений** (not **Создать документ**, **Форматировать рисунок**, **Добавить сетевые соединения**).

**Note**: Well-known legacy exception is **Найти и заменить**.

Dialog Box Options Group Headings

The dialog box options group headings can be grammatically connected to the options they represent (e.g. **Различать колонтитулы** | **четных и нечетных страниц** | **первой страницы**) or not (e.g **Раздел** | **Начать раздел**) depending on what is appropriate (e.g. to save space or for more clarity).
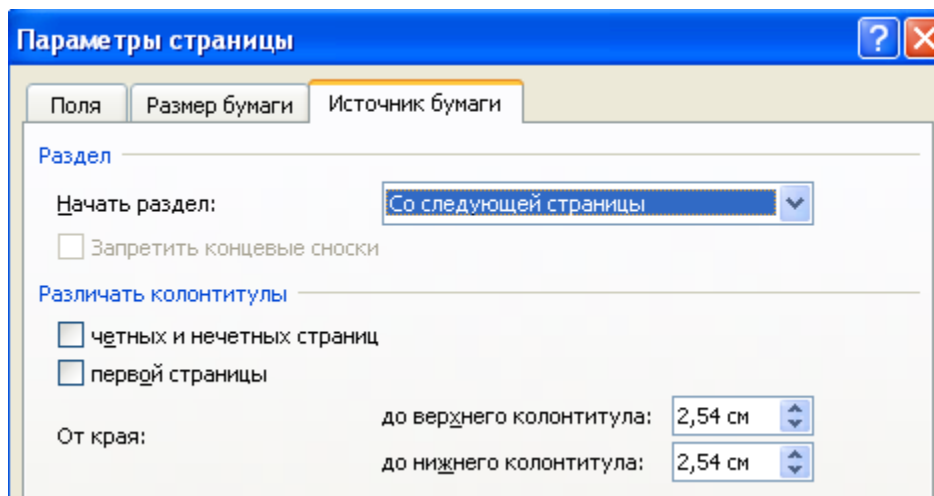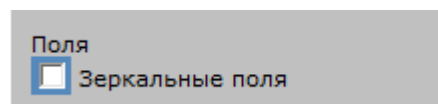

Check Boxes And Radio Buttons

In the case check boxes or radio button names form a list, they should not be capitalized. For instance:
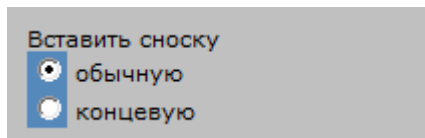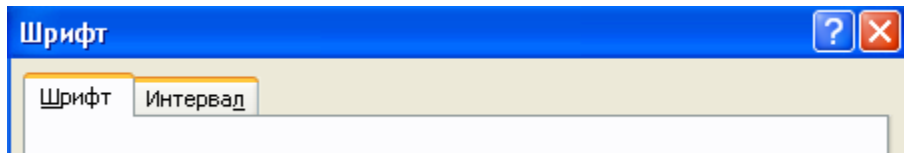

In some cases check boxes names cannot be forming a list, in this case they can start with a capital letter. For example:
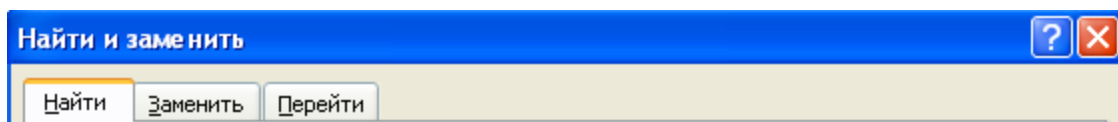
Dialog Box Tabs

The dialog box tabs are usually nouns, always in the nominative case:

Verb infinitives can also be used:

In rare cases they can also be translated with adjectives, e.g. **Общие**.

Buttons

The general rule for button names is that verbs are translated as verbs, e.g. **Cut** (**Вырезать**), **Remove** (**Удалить**); and nouns are translated as nouns, e.g. **Help** (**Справка**), **Keyboard** (**Клавиатура**); the same applies to other parts of speech, e.g. **General** (**Общие**).

There are several exceptions though, like **Cancel** (**Отмена**), **New** (**Создать**).

Note: The standard button "OK" must be translated with Russian letters: ОК. When it is not and there is an access key (usually assigned to "К" –О&К), it is a style error.

Drop Down Lists/Tables In Dialog Boxes

The list titles and list elements cannot be grammatically connected and they do not take any inflection to reflect connection between the list title and the elements of that list. Nevertheless try to make them as grammatically connected as possible, for example, adjectives should have the same gender (feminine, neutral or masculine) as
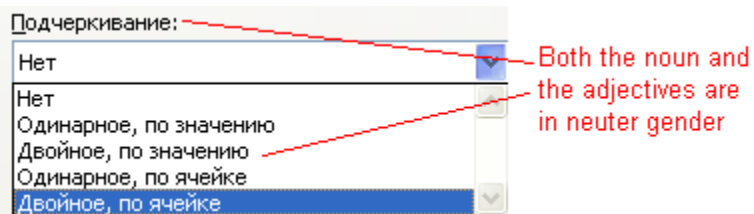
the nouns they modify**:**

Column and row titles in tables start with capital letters and do not end with any punctuation marks.

When the table items are complete sentences, each of them starts with a capital letter and ends with a period. When the table items are not complete sentences, they normally start with small letters and do not end with a period. However the whole column must be consistent, i.e. start with either small or capital letter.

Verb Forms

English verbs can be translated either with an imperfective or perfective form of a Russian verb depending on whether it is a repetitive or a single action. For example, **Update links** should be translated as **обновлять связи**, whereas a message **Would you like to update links now?** should be translated as **Обновить связи?**

Messages

Avoiding wordiness

Do not use extra words if they do not add to sentence/string meaning and are not needed to complete grammatical structure of a string.

English example	Russian example
Do you want to save the current list of messages?	(+) Сохранить текущий список сообщений?
	(–) Нужно ли сохранить текущий список сообщений?

Continuous operations

Continuous operations are usually expressed in English with a gerund which should be translated into Russian by either a reflexive verb (возвратный глагол) or a construction with the word "идет":

English example	Russian example
Printing document	(+) Печатается документ
Downloading page	(+) Загружается страница
Converting file	(+) Идет преобразование файла

Please

The word "please" is often used in English sentences. In Russian equivalents the literate translation "пожалуйста" is out of place. Do not overuse it.

Messages like "Please wait a minute…" often appear on the screen. They should be translated as "Подождите…" or "Подождите, пожалуйста…" if it is appropriate.

Welcome to…

Translate as "Вас приветствует <application name>" or omit and leave only the product name as this string is usually a concatenated one and there might be a problem with grammar. For example: "Серверные расширения Microsoft Office" will become incorrect in a concatenated string "Вас приветствует Серверные расширения Microsoft Office".

Status Messages

What is a Status Bar Message?

A status bar message is an informational message about the active document or a selected command as well as about any active or selected interface item. Messages are shown in the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete (for example in Microsoft Word below).
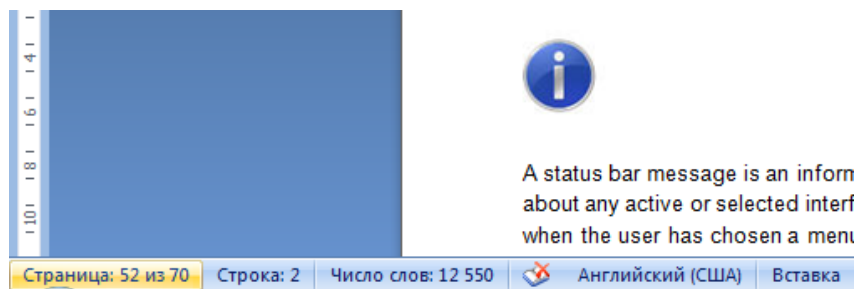
Russian Style in Status bar Messages

In English, the status bar messages have different forms dependent on the information they must convey. In Russian, the majority of menu and commands status bar messages should be translated using nouns. If it is not possible/inappropriate to use a structure with noun, use alternative structures with verbs. In rare cases (such as "Done" - Готово) other parts of speech can be used.

Name	Russian Name	Category	English Status Bar message	Russian Status Bar message
Edit	(+) Правка	menu	Contains editing commands	(+) Команды для редактирования
Copy to Folder…	(+) Копировать в папку…	menu	Copies the selected items to a new location	(+) Копирование выделенных элементов в другую папку
New	(+) Создать	command	Creates a new document	(+) Создание нового документа

Name	Russian Name	Category	English Status Bar message	Russian Status Bar message
			Make object visible?	(+) Отображение объекта на экране
			Word is converting the document. Press Esc to stop.	(+) Идет преобразование документа. Чтобы остановить преобразование, нажмите клавишу ESC.
			Datasheet View	(+) Режим таблицы
			Done	(+) Готово
			Determines whether the debugger should attach to the server to enable debugging of Active Server Pages (ASP) pages.	(+) Указывает, должен ли отладчик подключиться к серверу для отладки страниц Active Server Pages (ASP).

The importance of standardization

In the US product you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized Russian version. Use one standard translation as in the examples below:

English term	Correct Russian translation
Press F1 to get Help	(+) Для получения справки нажмите клавишу F1.
If you want Help press F1	
To get Help press F1	
Not enough memory	(+) Недостаточно памяти.
Insufficient memory	
There is not enough memory	
Out of memory detected	
There is not enough memory available	

Save changes to %1?	(+) Сохранить изменения в %1?
Do you want to save changes to %1?	

Error Messages

What Is An Error Message?

Here is an example:
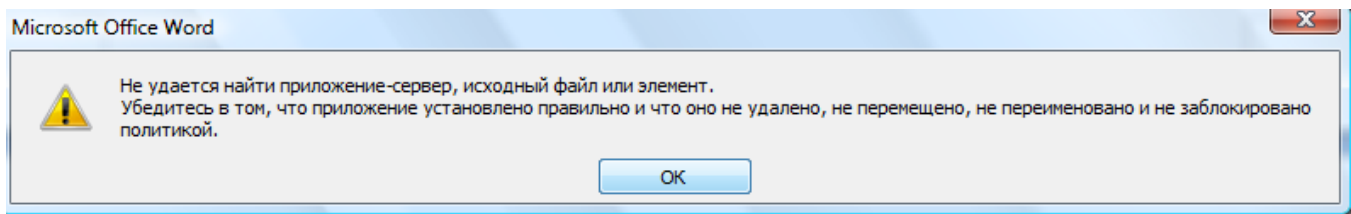
Error messages are messages sent by the system or a program, informing the user that there is an error that must be corrected in order for the program to keep running. For example, the messages can prompt the user to take an action or inform the user of an error that requires rebooting the computer.

Russian Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate as they appear in the US product. Try to standardize similar error messages.

Many error messages in English end with exclamation marks, but usually they should not be used in Russian. Exercise your discretion to decide whether exclamation mark is appropriate in Russian translation in each particular case.

Standard Phrases in Error Messages

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

In the table below you will find the most common constructions used in the error messages and the recommended translations. These translations should be used in all new Microsoft translations and fixed in legacy strings if such strings review is a part of the current translation/review project. There is no need to request special/separate review to use the below translation in legacy materials as long as legacy translation is correct.

English	Translation	English Example	Russian Example
An error occurred while…	Произошла ошибка при…	An error occurred while formatting the media.	(+) Произошла ошибка при форматировании носителя.
An error was detected…	Обнаружена ошибка при…	An error was detected while accessing the program configuration.	(+) Обнаружена ошибка при доступе к конфигурации программы.
Are you sure you want to …	Вы действительно хотите…	Are you sure you want to delete…	(+) Вы действительно хотите удалить…
Cannot …	Не удается…	Cannot configure… Cannot determine… Cannot load…	(+) Не удается настроить… (+) Не удается определить… (+) Не удается загрузить…
Cannot (exceptions)	невозможно… не может не можете	Cannot divide by 0. The password cannot be blank. You cannot add another account.	(+) Деление на ноль невозможно. (+) Пароль не может быть пустым. (+) Вы не можете добавить еще одну учетную запись.
Could not … Unable to… …was not able to…	Не удалось…	Could not activate help. Unable to configure… The system was unable to install your device.	(+) Не удалось вызвать справку. (+) Не удалось настроить… (+) Не удалось выполнить установку данного устройства.
Congratulations!	*Omitted in translation*	Congratulations! You have successfully installed the selected device!	(+) Установка выбранного устройства успешно завершена.
Do you want to…	*Omitted in translation*	Do you want to convert	(+) Преобразовать этот

English	Translation	English Example	Russian Example
		this font to TrueType during installation?	шрифт в формат TrueType при установке?
Failed to … Failure of …	Не удалось…	Failed to create directory for default service providers. Failure of opening MAPI Forms Manager	(+) Не удалось создать каталог для использующихся по умолчанию систем доступа к службам. (+) Не удалось открыть диспетчер форм MAPI
… failed.	Сбой…	Remove operation failed.	(+) Сбой удаления.
In progress	идет	Search in progress There is a remote mail session in progress. To start a new session, first disconnect the current session.	(+) Идет поиск (+) Идет сеанс удаленной почты. Чтобы начать новый сеанс, сначала завершите текущий.
Make sure	убедитесь	Now make sure nothing is on the copyboard	(+) Убедитесь, что на стекле ничего не лежит
… is not available … is unavailable	недоступен	The requested resources were not available.	(+) Запрошенные ресурсы недоступны.
There is not enough… Not enough…	недостаточно…	There is not enough memory available to perform this task.	(+) Недостаточно памяти для выполнения задачи.

Error Messages Containing Placeholders

When localizing error messages containing placeholders, try to find out 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, see examples below:

%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".

Please take the meaning of the placeholder into the account when translating strings; treat it as a usual noun, numeral etc. and move it into the relevant position to comply with the grammar rules:

English example	Russian example
%I64d%% CPU Usage	(+) Использование ЦП: %I64d%% (for example: Использование ЦП: 100%) (–) %I64d%% - использование ЦП (for example: 70% - использование ЦП)

Strings with number placeholders may require different grammatical forms of words in this string with different values of the placeholder. One of the following two options should be used:

1. Change sentence structure so that it is grammatically correct with all possible values.

English example	Russian example
%1 folders are detected.	(+) Обнаружено папок: %1.

2. Use abbreviation.

English example	Russian example
%1 days left for activation.	(+) На выполнение активации осталось %1 дн.

- Do not use forms like "Найдено %1 файл(-а, -ов)".
- Do not use structures that will become grammatically incorrect with any possible variable values:
  (–) Найдено %1 файлов.

Exception: For "years", translators should first try to find a grammatical structure that will always be valid. If it is not possible, "years" may be translated as "года" or "лет" - translators are encouraged to use most probable translation in each particular case.

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). In Russian all such references should be capitalized. When referring to a key always use a descriptor "клавиша".

Examples:

(+) нажмите клавишу ВВОД

(–) нажмите ВВОД

(+) нажмите клавиши ALT+F3

(–) нажмите сочетание клавиш ALT+F3

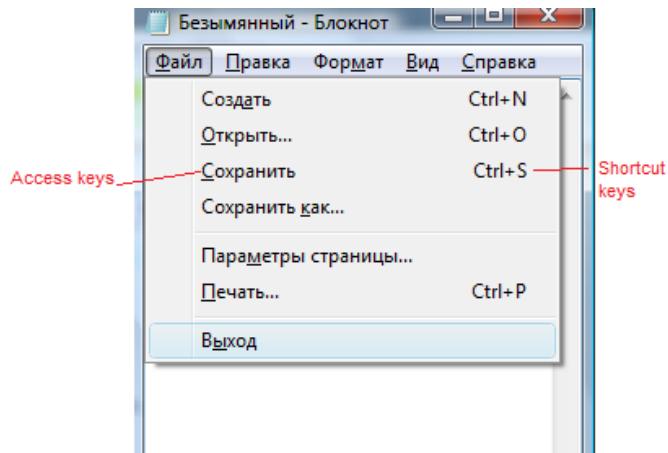
(+) нажмите левую клавишу ALT or нажмите ALT слева

(–) нажмите левый ALT.

Below is the list of key names that should be translated into Russian. All other key names are not localized.

English name	Russian name
Enter	(+) ВВОД
Space bar	(+) ПРОБЕЛ
Up	(+) СТРЕЛКА ВВЕРХ
Down	(+) СТРЕЛКА ВНИЗ
Left	(+) СТРЕЛКА ВЛЕВО
Right	(+) СТРЕЛКА ВПРАВО

Access Keys/Hot keys

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to access keys (also known as hot keys) that allow you to run commands, perform tasks, etc. more quickly.

Whenever possible access keys should be assigned to Cyrillic letters or numbers not to Latin letters (so that users don't need to switch to non-Russian keyboard layout.)

Currently access keys are often assigned automatically by a special tool, so please be sure to ask your manager whether you need to pay attention to access keys or not.

Hot Key Special Options	Usage: Is It Allowed?	Notes
"Slim characters", such as I, l, t, r, f can be used as hot key	n/a	Not applicable to Russian
Characters with downstrokes, such as д, р, у, ф, ц, щ, Д, Ц, Щ can be used as hotkeys	no	A hotkey can be assigned to a character with a downstroke if there are no other options (i.e. all other character have hotkeys assigned to them)
Extended characters can be used as hotkeys	n/a	Not applicable to Russian
An additional letter, appearing between brackets after item name, can be used as hotkeys	no	
A number, appearing before the item name, can be used as hotkey	yes	This workaround should be used when only English words are available for an access key, like in protocol names:

Hot Key Special Options	Usage: Is It Allowed?	Notes
A punctuation sign, appearing between brackets after item name, can be used as hotkey	no	
Duplicate hotkeys are allowed when no other character is available	no	
No hotkey is assigned when no more characters are available (minor options only)	yes	

Additional notes: n/a

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.

All arrow key names should be localized and capitalized, as described above.

Numeric Keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. In case which keys to be pressed is not obvious, provide necessary explanations.

Shortcut Keys

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

When referring to shortcuts please use нажмите клавиши, not нажмите сочетание клавиш. Key names in shortcuts should be separated with a plus sign without spaces (even if they have a different format in the source).

Standard Shortcut Keys

US Command	US English Shortcut Key	Russian Command	Russian Shortcut key
General Windows Shortcut keys			
Help window	F1	Окно справки	F1
Context-sensitive Help	Shift+F1	Контекстная справка	SHIFT+F1
Display pop-up menu	Shift+F10	Вывод всплывающего меню	SHIFT+F10
Cancel	Esc	Отмена	ESC
Activate\Deactivate menu bar mode	F10	Включение и отключение строки меню	F10
Switch to the next primary application	Alt+Tab	Переход к следующему основному приложению	ALT+TAB
Display next window	Alt+Esc	Вывод следующего окна	ALT+ESC
Display pop-up menu for the window	Alt+Spacebar	Вывод всплывающего меню для окна	ALT+ПРОБЕЛ
Display pop-up menu for the active child window	Alt+-	Вывод всплывающего меню для активного дочернего окна	ALT+-
Display property sheet for current selection	Alt+Enter	Вывод страницы свойств для выбранного объекта	ALT+ВВОД
Close active application window	Alt+F4	Закрытие активного окна приложения	ALT+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Переход к следующему немодальному окну	ALT+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Помещение изображения активного окна в буфер обмена	ALT+PRNT SCRN
Capture desktop image to the Clipboard	Prnt Scrn	Помещение изображения рабочего стола в буфер обмена	PRNT SCRN
Access Start button in taskbar	Ctrl+Esc	Доступ к кнопке «Пуск» на панели задач	CTRL+ESC

US Command	US English Shortcut Key	Russian Command	Russian Shortcut key
Display next child window	Ctrl+F6	Вывод следующего дочернего окна	CTRL+F6
Display next tabbed pane	Ctrl+Tab	Переход к следующей области с вкладками	CTRL+TAB
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Запуск диспетчера задач и инициализация системы	CTRL+SHIFT+ESC
File Menu			
File New	Ctrl+N	«Файл», «Создать»	CTRL+N
File Open	Ctrl+O	«Файл», «Открыть»	CTRL+O
File Close	Ctrl+F4	«Файл», «Закрыть»	CTRL+F4
File Save	Ctrl+S	«Файл», «Сохранить»	CTRL+S
File Save as	F12	«Файл», «Сохранить как»	F12
File Print Preview	Ctrl+F2	«Файл», «Предварительный просмотр»	CTRL+F2
File Print	Ctrl+P	«Файл», «Печать»	CTRL+P
File Exit	Alt+F4	«Файл», «Выход»	ALT+F4
Edit Menu			
Edit Undo	Ctrl+Z	«Правка», «Отменить»	CTRL+Z
Edit Repeat	Ctrl+Y	«Правка», «Повторить»	CTRL+Y
Edit Cut	Ctrl+X	«Правка», «Вырезать»	CTRL+X
Edit Copy	Ctrl+C	«Правка», «Копировать»	CTRL+C
Edit Paste	Ctrl+V	«Правка», «Вставить»	CTRL+V
Edit Delete	Ctrl+Backspace	«Правка», «Удалить»	CTRL+BACKSPACE
Edit Select All	Ctrl+A	«Правка», «Выделить все»	CTRL+A
Edit Find	Ctrl+F	«Правка», «Найти»	CTRL+F
Edit Replace	Ctrl+H	«Правка», «Заменить»	CTRL+H
Edit Go To	Ctrl+B	«Правка», «Перейти»	CTRL+B

US Command	US English Shortcut Key	Russian Command	Russian Shortcut key
Help Menu			
Help	F1	Справка	F1
Font Format			
Italic	Ctrl+I	Курсив	CTRL+I
Bold	Ctrl+G	Полужирный	CTRL+G
Underlined/Word underline	Ctrl+U	Подчеркивание/подчеркивание слов	CTRL+U
Large caps	Ctrl+Shift+A	Прописные	CTRL+SHIFT+A
Small caps	Ctrl+Shift+K	Малые прописные	CTRL+SHIFT+K
Paragraph Format			
Centered	Ctrl+E	По центру	CTRL+E
Left aligned	Ctrl+L	По левому краю	CTRL+L
Right aligned	Ctrl+R	По правому краю	CTRL+R
Justified	Ctrl+J	По ширине	CTRL+J

Document Translation Considerations

Document localization may require some specific considerations that are different from software localization. This section covers a few of these areas.

Titles

In English the titles for chapters usually begin with "How to …" or with phrases such as "Working with …" or "Using …". In the Russian version of Microsoft documentation, try to use nouns whenever possible.

English example	Russian example
How to create…	(+) Создание… (–) Как создать…

Headings for topics in Troubleshooting Help are often constructed after the pattern "I have done so and so, but this or that does not happen". Keep the same grammatical structure in Russian.

Copyright

Copyright protection is granted to any original work of authorship fixed in any tangible medium of expression from which it can be perceived, reproduced, or communicated.

Translation of copyright text should be consistent both within the product being localized and across Russian versions of Microsoft products. Important things to remember:

- No changes in copyright text are allowed until English text is different. Different Russian translation should be treated as a minor style error unless meaning is the same (if meaning was changed, it would be an accuracy error).
- "эмблема" word position: all "эмблемы" occurrences should be at the end of Russian trademarks enumeration regardless of where the <name> logo part is placed in the English text. It is required to make sure "эмблема" in Russian is associated only with the following product/technology name (not with the subsequent names too).

English example	Russian example
© 2011 Microsoft Corporation. All rights reserved. The example companies, organizations, products, people, and events depicted herein are fictitious. No association with any real company, organization, product, person, or event is intended or should be inferred. Microsoft, the Office logo, Outlook, PowerPoint,	(+) © Корпорация Майкрософт (Microsoft Corporation), 2011. Все права защищены. Названия организаций, предприятий и изделий, а также имена и события, используемые в качестве примеров, являются вымышленными. Возможное сходство с реально существующими организациями, предприятиями, изделиями, лицами

SharePoint, Windows, the Windows logo, and Windows Server are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.	и событиями следует рассматривать как случайное. Microsoft, Outlook, PowerPoint, SharePoint, Windows, Windows Server, эмблема Windows и эмблема Office являются охраняемыми товарными знаками корпорации Майкрософт в США и других странах.

Describing Actions with UI items

The English verb "click" is translated as щелкнуть with a noun in objective case (щелкнуть что?).

Example:

(+) щелкнуть значок

There are exceptions to that rule: for example, you should use the verb нажать for buttons. Please see the table below:

Object	Action
кнопка (button)	нажать
флажок (checkbox)	установить снять
ссылка (link)	щелкнуть, выбрать
значок (icon)	щелкнуть
команда (command)	выбрать
файл (file)	выбрать

Referring to UI items

Do not use quotation marks when referring to UI items, such as menus and commands, if they have special formatting (bold, italic etc). In case they do not have such formatting please enclose them in quotation marks.

Example:

(+) Нажмите кнопку **Пуск**.

(+) Нажмите кнопку «Пуск».

(–) Нажмите кнопку **«Пуск»**.

(–) Нажмите кнопку Пуск.

If the UI item is not localized, you should add generic Russian translation in parenthesis. The first word of the translation should be capitalized. The translation and parentheses themselves should not have the same format as UI reference does (i.e. they should not be bold, italic, etc.)

Example:

(+) Нажмите кнопку **Start** (Пуск).

(–) Нажмите кнопку **Start (Пуск)**.

(–) Нажмите кнопку **Start** (пуск).

Standard Phrases in Documentation

Use the following standard translations for typical phrases:

English example	Russian example
What do you want to do?	(+) В этой статье: or (+) В этой главе:
To … Press | Do this	(+) Чтобы …, нажмите (сделайте)
See also	(+) См. также
For more information click [>>]	(+) Для получения дополнительных сведений нажмите кнопку [>>] (+) Для получения дополнительных сведений выберите ссылку [>>]
For more information please refer to…	(+) Дополнительные сведения см. в…