

Open Food Facts – Translation Guidelines

The following guidelines can be used as a reference document for translating Open Food Facts strings and documents:

- **Consistency**

For the sake of consistency, use the terminology defined for your language pair. If no glossary is available, feel free to create one, share it in the translation channel of Slack and upload it to Crowdin.

- **Writing Style**

Open Food Facts is written in a fresh and informal way. Translations should keep this colloquial style. For example, if your target language has two different ways to refer to the second person pronoun (formal vs informal “you”), use the informal one. Likewise, translate things like question tags, jokes, puns, and so on.

- **Dependencies**

Bear in mind that some strings are related to each other. That may influence the way the text is translated. The text context can give you a hint.

Example: *XPath: /p* and *XPath: p[2]* belong together.

- **Translation VS localization**

Some of the examples used in off for communes, foods, etc... refer to the French market. To help users from other countries understand the intended message, you may want to use other references that can be easily identified by your target audience. Remember that conveying the right message prevails over word-for-word translations.

- **Text size**

Some languages use more characters than others to express the same idea. Try to keep the translation as short as possible, especially when translating UI elements (no more than 150% of the English text). If you see that the original text contains abbreviated words, that usually means there is a space constraint.

- **Formatting**

Some strings contain code characters such as placeholders, variables or HTML tags. Make sure they are preserved in the target language.

Example: `→<4>Facebook page</4>`

Never change the order of tags.

- **Proper Names and Product Names**

Proper names and product names in general do not need to be translated. Some technical terms must be treated as proper nouns. Do not translate them either.

- **Localisms**

Make sure you don't use slang or localisms. Use the standard language whenever possible.