

# Bulgarian Style Guide

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## Contents

1	About this style guide .....	4
1.1	Recommended style references .....	4
2	Microsoft voice .....	5
2.1	Choices that reflect Microsoft voice .....	6
2.1.1	Flexibility .....	6
2.1.2	Word choice .....	6
2.1.3	Word-to-word translation .....	8
2.1.4	Words and phrases to avoid .....	9
2.2	Sample Microsoft voice text .....	11
2.2.1	Address the user to take action .....	11
2.2.2	Promote a feature .....	12
2.2.3	Provide how-to guidelines .....	12
2.2.4	Explanatory text and support .....	13
3	Language-specific standards .....	13
3.1	Grammar, syntax and orthographic standards .....	13
3.1.1	Abbreviations .....	14
3.1.2	Acronyms .....	14
3.1.3	Adjectives .....	15
3.1.4	Articles .....	16
3.1.5	Capitalization .....	18
3.1.6	Compounds .....	18
3.1.7	Conjunctions .....	20
3.1.8	Gender .....	21
3.1.9	Localizing colloquialism, idioms, and metaphors .....	21
3.1.10	Modifiers .....	21
3.1.11	Prepositions .....	22
3.1.12	Pronouns .....	22
3.1.13	Punctuation .....	22
3.1.14	Symbols & nonbreaking spaces .....	24

3.1.15	Verbs.....	24
4	Localization considerations.....	25
4.1	Accessibility .....	25
4.2	Applications, products, and features.....	26
4.3	Trademarks .....	26
4.4	Geopolitical concerns.....	26
4.5	Software considerations.....	27
4.5.1	Error messages.....	27
4.5.2	Keys .....	32
4.5.3	Keyboard shortcuts/access keys.....	32
4.5.4	Arrow keys .....	32
4.5.5	Numeric keypad .....	34
4.5.6	Shortcut keys .....	34
4.5.7	English pronunciation.....	37

# 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 localization in Bulgarian.

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 Bulgarian during the localization of your products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Bulgarian 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 [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. Мурдаров В. и др. Официален правописен речник на българския език, Просвета, 2012
2. Мурдаров В. Речник на слятото, полуслятото и разделното писане за 21-ви век, Просвета, 2003
3. Нов правописен речник на българския език, Просвета, 2012
4. Пашов П. Практическа българска граматика, Просвета, 1994
5. Попов Д. и др. Речник за правоговор, правопис и пунктуация, Атлантис, 1998
6. Правопис и пунктуация на българския език, Хейзъл, 2000
7. Тълковен речник на българския език, БАН, Институт за български език, 1995
8. Ръководство по езикова култура, НБУ, 2007

## 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 in Bulgarian 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 to Bulgarian customers. 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 Bulgarian users. Sometimes, you may need to remove any unnecessary content.

English example	Bulgarian example
What learning curve?	Без допълнително време за свикване.
An Ultrabook unlike any other	Един различен ултрабук

### 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 "app" instead of "application" or "program".
Pick, choose	Use "pick" in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and "choose" for more formal situations (don't use "select" 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 <i>obtain</i> or <i>come into possession of</i> 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 <i>you</i> . Avoid third-person references, such as <i>user</i> , as they sound formal and impersonal.  For information on localizing <i>you</i> , see the section <a href="#">Pronouns</a> .

In some cases, short words and everyday words may convey the Microsoft voice in Bulgarian, though this is not mandatory. Depending on the context, the most suitable translation should be used. Note that Bulgarian contains a lot of long words, which are easily recognized by users, and are the only possible words to convey a particular meaning. Also, many short words are part of the slang, and as such should not be used.

en-US source term	Bulgarian word	Bulgarian word usage
Play	Възпроизвеждам	Изпълнявам, пускам—OK to be used since these are easily recognized
Layout	Оформление	Дизайн—very well recognized everyday word

**Use everyday words** when you can, and avoid words you wouldn't use in everyday conversation. Imagine you're looking over a friend's shoulder and explaining how to accomplish the task.

Source	Do	Don't
Follow these steps to change your password.	За да смените паролата си, изпълнете следващите стъпки.	Използвайте следващата процедура, за да смените паролата си.
Word can't complete this action because too many files are open.	Word не може да изпълни това действие, защото има твърде много отворени файлове.	Операцията не може да бъде изпълнена.

### 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 Bulgarian translation	Incorrect Bulgarian translation
Clarity anywhere	Винаги ясна картина	Чистота навсякъде
Graphics	Графична карта	Графика
Movie-d memories	Вашите спомени на кинолента	Спомени в размер на филми
Visualize it	Чиста и ясна картина	Визуализирайте го



## 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>

en-US word/phrase to avoid	Preferred en-US word/phrase
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>

The Bulgarian Microsoft voice does not use old-fashioned, too formal or archaic words and expressions that make the text unfriendly and sometimes incomprehensible to the target audience.

The following table lists US English words, words or phrases to avoid in Bulgarian, and recommended equivalent words or phrases that convey the Bulgarian Microsoft voice.

en-US source	Bulgarian word to avoid	Bulgarian word/phrase
Help	Оказвам съдействие	Помагам
Next	Последващ	Следващ
See	Направете справка с	Вижте
Slideshow	Диапозитивно шоу	Слайдшоу

The Bulgarian Microsoft voice uses brief phrases with simplified syntax to the best possible extent. Any words or verbs that make the syntax of the phrase unnecessarily complicated, formal or wordy must be avoided. Effort must be made by the translators to ensure that the resulting phrase is brief, yet complete and accurate and without any grammatical or syntactical deficiencies.

In general, use the active voice, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice which can be confusing or sound formal. Use present tense.

Use the passive voice to avoid a wordy or awkward construction, when the action rather than the doer is the focus of the sentence, when the subject is unknown, in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

## 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	Bulgarian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Паролата е неправилна, затова опитайте отново. При изписването на паролите се различават малките и главните букви.	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.	Продуктовият ключ не работи. Проверете го и опитайте отново.	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	Всичко е готово	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Искате ли да продължите?	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.	Дайте име на компютъра си – всяко име, което искате. Ако искате да промените цвета на фона, изключете високия контраст от настройките на компютъра.	Address the user directly using second person pronoun to take the necessary action.

### 2.2.2 Promote a feature

US English	Bulgarian 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.	Използването на парола с изображение е нов начин да защитите своя компютър със сензорен екран. Вие избирате изображението, както и жестовите, които да използвате с него, за да създадете парола, която да е единствено ваша.	Promoting a specific feature with the use of em-dash to emphasis 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 location, name, account picture, and other domain info.	Позволете на приложенията да ви предоставят персонализирано съдържание, базирано на местоположението, името, изображението на акаунта и друга информация за домейна на вашия компютър.	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.

### 2.2.3 Provide how-to guidelines

US English	Bulgarian target	Explanation
To go back and save your work, select Cancel and finish what you need to.	За да се върнете и да запишете работата си, щракнете върху „Отказ“ и завършете каквото е необходимо.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	За да потвърдите текущата парола с изображение, просто гледайте повторението и проследете примерните жестове, показани на вашето изображение.	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	Bulgarian 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.	Актуализациите са инсталирани, но за да работят, трябва да се рестартира инсталиращата програма на Windows 10. След като тя се рестартира, ще продължим от там, където спряхме.	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.	Ако рестартирате компютъра сега, вие и останалите потребители, използващи компютъра, може да загубите незаписаните си данни.	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.	Документът автоматично ще се премести в правилната библиотека и папка, след като коригирате невалидните или липсващите свойства.	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.	Възникна проблем! Не може да се открият изтеглените файлове, за да се създаде USB флаш устройството за зареждане.	Without complexity and using short sentences inform the user what has happened.

## 3 Language-specific standards

Information about Bulgarian-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:

- Truncation with a period
- Initial capitals
- Slash

List of common abbreviations:

Expression	Acceptable abbreviation
Виж, вижте	(+) Вж.
Например	(+) Напр.
Включено/изключено	(+) Вкл./изкл.

Don't abbreviate product names and UI strings (unless otherwise approved).

### 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).

Generally, in the Bulgarian text acronyms may be used, though it's good if their translation exists at the first instance of the text, following the full original form of the respective compounds in English (in brackets).

Example:

English	Translation
You may need the International Mobile Equipment Identity (IMEI) number...	(+) Възможно е да се нуждаете от IMEI (International Mobile Equipment Identity; Международна идентификация на мобилното оборудване) номера...

## Localized acronyms

Most of the acronyms are not localized, though there are some exceptions in cases where the acronym is not a part of product name.

Examples:

en-US source	Bulgarian target
OS	(+) ОС (операционна система)
PC	(+) компютър

## Unlocalized acronyms

There are some acronyms which are widely used in Bulgarian language in their original form. They should be used as common words.

Examples:

en-US source	Bulgarian target
USB	USB
DNS	DNS
LAN	LAN

### 3.1.3 Adjectives

In Bulgarian, handle adjectives in the following manner.

Bulgarian adjectives, unlike the English ones, have gender and number and it's impossible to localize single adjective correctly without having a context or when the context requires the adjective to be in masculine, feminine or neuter at the same time (this often happens in menus). In these cases, try to localize the adjective with verb or noun.

en-US source	Bulgarian target
New	(+) Създай (+) Създаване
Unknown	(+) Няма информация

About **word order and phrasing**: very often, there's a discrepancy in the word order between English and Bulgarian and especially so in the compound noun-adjective phrases. It's a common occurrence in English language to use a noun as an adjective, often more than one next to each other. Also, it's fine to put the exact (undeclensed) name/brand/model in place of the adjective. The Bulgarian equivalent called "сложни притежателни прилагателни", however, doesn't allow this. Bulgarian grammar needs them to be in agreement as per the noun gender and number by adding the respective adjective endings. All this can pose challenges to the BG linguist.

The general consensus is that mirroring the EN structure results in a "foreign", awkward sounding syntax which is not desirable and should be avoided whenever possible by rephrasing. This is usually done by reversing the position of the words in the phrase and/or adding a preposition.

Exception: It's generally acceptable to mirror the EN syntax only for abbreviations and acronyms that have become common in the Bulgarian language and are widely used. Some notable exceptions in this category are: SIM card (SIM карта), PIN code (ПИН код), PC card (PC карта), GPS setting (GPS настройка), etc.

### **Possessive adjectives**

The frequent use of possessives is a feature of English language. However, possessive adjectives are handled in the following way in Bulgarian.

The specific rule for the possessive adjective is as follows:

Small letter for adjectives ending with "ски": иванвазовски (патриотизъм), йорданрадичковски (подход), etc.

Capital letters and a dash in-between for possessive adjectives containing the first and the family name of the possessor: Елин-Пелинов (разказ), Димитър-Димова (творба).

#### 3.1.4 Articles

### **General considerations**

#### **Unlocalized feature names**

Microsoft product names and non-translated feature names are used without definite or indefinite articles in English as well as in Bulgarian. Example:



en-US source	Bulgarian target
Open Internet Explorer.	(+) Отворете Internet Explorer.

### Localized feature names

Translated feature names are handled as regular words. Sometimes an additional word can be added in front in order to determine the gender of the feature.

Example:

en-US source	Bulgarian target
Use Parental Controls.	(+) Използвайте функцията за родителски контрол.

### 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 the Bulgarian language?
- Analogy: Is there an equivalent Bulgarian 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.

Examples:

en-US source	Bulgarian target
Hacker	(+) Хакер
Router	(+) Машрутизатор (-) Рутер

### 3.1.5 Capitalization

In English, it's a general practice to capitalize all first characters of the words in titles, names, etc., and sometimes middle characters in words too. Bear in mind that this is an error for the Bulgarian texts.

English	Bulgarian
Move Down...	(+) Премествам надолу... (-) Премествам Надолу...
AutoArchive	(+) Автоархивиране (-) АвтоАрхивиране

Capitalize only the first letter of the first word in titles, headings, captions, commands, menu names, dialog boxes, buttons, names of geographical and space objects (countries, towns/villages, seas, regions, lakes, rivers, mountains, stars, planets, etc.), major historical events, etc. (find more detailed rules at [http://slovo.uni-plovdiv.bg/ma/praw\\_rechnik.htm](http://slovo.uni-plovdiv.bg/ma/praw_rechnik.htm)).

The exceptions to this rule include proper nouns:

- Always capitalize a person's first name, last name, middle name, etc.
- Capitalize words connected to proper nouns

Examples: гр. Нью Йорк, с. Горни Богров

When the proper noun contains an adjective northern, western, southern, etc., both parts of this name are capitalized.

### 3.1.6 Compounds

Compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that unintuitive compounds can cause intelligibility and usability issues.

According to the latest Bulgarian dictionaries, words like Internet, web, e-mail and similar foreign (for Bulgarian) words should be written in Cyrillic. The compound expressions (words) where these words take part can be written either together or separately. In fact, for some of the compound words (such as уебстраница) dictionaries recommend to write them together but also admit their separate writing, while for other

words (such as Интернет страница, онлайн режим, имейл съобщение) they only allow to write them separately. For not wondering which one to write separately and which not and for consistency reasons, write separately all similar compound expressions containing foreign words (see the table below).

Compound words which contain acronyms are also written separately. In most of the cases we leave the acronym unchanged (not localized) and we don't put a dash after it.

**Note:** Note that the approved terminology database may not be updated according to these new instructions yet!

Examples:

English	Bulgarian
E-mail E-mail message	(+) Имейл (-) Е-майл (-) E-mail (+) Имейл съобщение
Internet Internet connection Internet page	(+) Интернет (-) Internet (+) Интернет връзка (-) Интернет-връзка (+) Интернет страница
Web Web page Web site Web server	(+) Уеб (-) Web (+) Уеб страница (-) Уебстраница (-) Уеб-страница (-) Web страница (+) Уеб сайт (+) Уеб сървър
Online Online mode	(+) Онлайн (-) Online (-) Он-лайн Онлайн режим

English	Bulgarian
DNS server	(+) DNS сървър
JPG file	(-) DNS-сървър
RAM memory	(-) ДНС сървър
	(+) JPG файл
	(+) RAM памет

### 3.1.7 Conjunctions

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.

In Bulgarian, the translator should try to simplify the sentences, which can be achieved by using short and simple sentences, instead of long sentences with lots of conjunctions.

en-US source text	Bulgarian old use of conjunctions	Bulgarian new use of conjunctions
As product gains features, there is a risk that older content may not display correctly.	Тъй като продуктът разполага с все повече функции, има вероятност по-старото съдържание да не се показва правилно.	Поради новите функции на продукта по-старото съдържание може да не се показва правилно.
In order to get more details about page content, please refer the indicated link.	За да получите повече подробности за съдържанието на страницата, направете справка на посочената връзка.	За подробна информация за страницата вж. посочената връзка.
When you select the icon, a message will display, indicating the status.	Когато щракнете върху иконата, ще се покаже съобщение, указващо състоянието.	При щракване върху иконата ще се покаже съобщение за състоянието.

You can **begin sentences with conjunctions** (and, but, or) if it helps readability

en-US source text	Bulgarian use of conjunctions
Finally, if you have any questions about your installation, please click on the Contact Us link below.	И накрая, ако имате въпроси относно инсталирането, щракнете върху връзката „Свържете се с нас“ по-долу.

### 3.1.8 Gender

The only possible problem is when determining the gender of feature and product names. Usually, an additional definitive word has to be placed in front of the feature. Still, this is not a must in marketing texts.

Example:

English	Bulgarian
Windows Media Player is very good for...	(+) Приложението Windows Media Player е много добро за... (-) Windows Media Player е много добро за...

### 3.1.9 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.

- Replace the source colloquialism with a Bulgarian colloquialism that fits the same meaning of the particular context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of the original colloquialism in the source text),
- Translate everything in the source text except the colloquialism. Omit any references to colloquialism in the translation. This can be done only in rare cases when it's really impossible to transfer the actual meaning.

Avoid colloquialisms and idioms that might be offensive or too expressive. Be mindful of cultural consideration and globalization.

### 3.1.10 Modifiers

In Bulgarian localized text you often need to add modifiers before names of objects, menus, commands, dialog box elements, icons, etc. (descriptions of the object the name refers to). In general, English text doesn't have these modifiers.

Modifiers are especially necessary when the whole phrase needs to be declined. In this case decline only the modifier and leave the name in the form that it has in the user interface but put it in quotation marks (In the menu itself don't put quotation marks).

Sometimes you can omit a modifier but do it very carefully, only when it's possible and when the space for the translation is limited.

English	Bulgarian
Select Save	(+) Щракнете върху командата „Запиши“
Select Save from the File menu	(+) Изберете командата „Запиши“ от менюто „Файл“ (+) Изберете „Запиши“ от менюто „Файл“ (-) Изберете Запиши от Файл

### 3.1.11 Prepositions

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

English example	Bulgarian expression	Comment
Customer Support	(+) Обслужване на клиенти (-) Обслужване клиенти	Though in the "street" language many people use the second suggestion, it's not correct and shouldn't be used.

### 3.1.12 Pronouns

In all texts, except legal and formal ones, avoid using the pronouns "вас," "вашия," etc.

Example:

English	Bulgarian
Your computer is found in your home group.	(+) Компютърът е открит в домашната група. (-) Вашият компютър е открит във вашата домашна група.

### 3.1.13 Punctuation

#### Comma

Follow general Bulgarian language grammatical rules on using comma.

#### Colon

Follow general Bulgarian language grammatical rules on using colon. Example:

US English	Bulgarian target
The system provides the following features: speed and high performance.	(+) Системата предоставя следните функции: скорост и висока производителност.

## Dashes and hyphens

In Bulgarian two types of hyphens are used: the n-dash (U+2013) (ALT+0150) (–) and the regular hyphen (-). The regular hyphen is used to divide words at the end of a line, or to add suffixes to abbreviations, special characters, dates or times, acronyms, with certain foreign words, names, etc. In those cases, there should be no space around the hyphen. The m-dash (—) (U+2014) (ALT+0151) is not used in Bulgarian.

Regular hyphen should be used also in compounds if the grammar rules require it, for example, multiple compound words above 6 syllables have to be hyphenated at the border of the compounds.

## Period

Usually, the standard rules apply. Though, don't use period when the Bulgarian sentence contains "следното," "следните," etc. In most of these cases a list with items follows.

Example:

US English	Bulgarian target
Your computer has the following features.	(+) Компютърът разполага с функциите по-долу. (+) Компютърът разполага със следните функции: (-) Компютърът разполага със следните функции.

## Quotation marks

The official double quotes for Bulgarian are „ (U+201E; Alt+0132 on Windows) and ” (U+201F; Alt+0147 on Windows), straight quotes should only be in UI if it's proven that using typographic quotes could lead to issues and bugs with the software afterwards.

UI item names (buttons, menu items and etc.) and localized names of software components should be placed in quotation marks when they are mentioned in a phrase.

If the quotation marks contain a complete sentence, the final period should go within the last quotation mark. If it's an incomplete sentence, the period should go outside the quotation mark.

Example:

US English	Bulgarian target
To see a document as it will print, click the Print Preview button.	(+) За да видите документа както ще бъде отпечатан, изберете бутона „Визуализация и печат“.

## Parentheses

Parentheses normally contain additional information or embedded remarks. If the parentheses include a complete sentence, the final period goes inside the parentheses. However, if it's a phrase (incomplete sentence), the final period goes outside of the parentheses. Note that using parentheses too often makes it difficult to follow the text.

### 3.1.14 Symbols & nonbreaking spaces

In Bulgarian, there is always a nonbreaking space between a number and the associated unit symbol. The only exceptions are the unit symbols for degree (°) and percent (%), which should not be separated by a space from the number.

Example:

US English	Bulgarian target
The speed is 45 km/h.	(+) Скоростта е 45 км/ч. (-) Скоростта е 45км/ч.

### 3.1.15 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 the one 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.

Pay attention to perfect or imperfect form of translated verbs. English verbs can be translated in either forms in Bulgarian depending on whether it's a repeated or a single action.



English	Bulgarian
Read	(+) чета, прочитам
Print	(+) печатам, напечатвам

Continuous operations are usually expressed in English with a gerund, which should be translated into Bulgarian either by deverbative noun or by reflexive or imperfect verb.

English	Bulgarian
Printing document	(+) Печатане на документ (+) Документът се печата (?) Печата се документ (-) Печат документ
Loading page	(+) Зареждане на страница (+) Страницата се зарежда (-) Зарежда страница

## 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 Bulgarian, 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.

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](#).

In Bulgarian, the best practice is to check with [Language portal](#) if the particular name should be translated or not.

### Version numbers

Version numbers always contain a period (for example, Version 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.

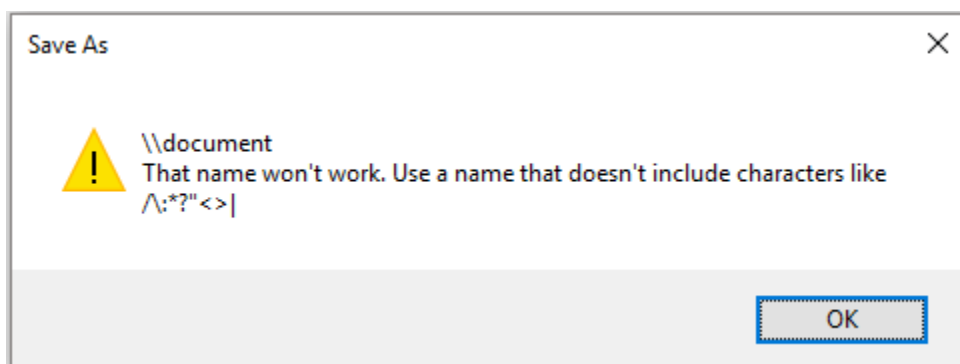
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

## 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 Bulgarian translation
Oops, that can't be blank...	За съжаление, полето не може да е празно...
Not enough memory to process this command.	Няма достатъчно памет за обработване на командата.

## Bulgarian style in error messages

Use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

### Abbreviated sentences

The US messages sometimes contain abbreviated sentences using an imperative verb. Translate the question starting with "Желаете ли да..." or "Да... ли...", or "...ли..." Avoid starting with a noun—"Потвърждаване на операцията?," etc.

Example:

English	Bulgarian
Continue without Undo?	(+) Желаете ли да продължите без „Отмяна“? (+) Продължавате ли без „Отмяна“? (-) Продължаване без „Отмяна“?

### Punctuation after error messages

Generally, Bulgarian error messages finish with a period. Exclamation marks are seldom used. Use exclamation marks in Bulgarian error messages in similar manner as they are used in the US version. You should remember that not every English sentence ending with an exclamation mark, should have one in Bulgarian but the colon after alerting words like **attention**, **warning**, **caution** should be substituted by an exclamation mark.

English	Bulgarian
Caution:	(+) Внимание!

Question marks are used for questions.

### Personification

Generally, use the polite form (2nd person plural) in the computer messages.

Don't use the first person (except for creatures like the Office Assistant). If possible, use nouns, otherwise use passive voice.

If the agent is mentioned in US text, use it in the translation as well.

Example:

English	Bulgarian
Word is deleting file [2]	(+) Word изтрива файл [2]

### Avoiding pronouns

In Bulgarian, the pronouns are often omitted. If it's not necessary, don't use them in the error messages either.

Examples:

English	Bulgarian
Do you want to...	(+) Искате ли да... (-) Вие искате ли да...
Verify that you have access to the folder.	(+) Проверете дали имате достъп до папката. (-) Проверете дали вие имате достъп до папката.

### Use of tenses in error messages

Use the present simple tense with or without passive voice, except when the message refers specifically to an event in the past.

Examples:

English	Bulgarian
The product has been removed from your computer.	(+) Продуктът е премахнат от вашия компютър.
Word was unable to open the file.	(+) Word не успя да отвори файла. (+) Word не може да отвори файла. (-) Word не може да отвори файла.

Pay special attention to translation of Present Perfect tense, which very often is translated wrongly with indefinite past in Bulgarian.

English	Bulgarian
An error has occurred in this dialog	(+) В този диалогов прозорец възникна грешка (-) В този диалогов прозорец е възникнала грешка
Setup has finished	(+) Инсталиращата програма завърши (-) Инсталиращата програма е завършила

## Standard phrases in error messages

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

Examples:

English	Translation	Example	Translation
Can't... Could not...	(+) Не може (+) Неуспешно	Can't configure... Can't determine... Can't load... Internet Explorer can't find DLL for Security Protocol Module. Can't open files from later versions of Microsoft Graph Can't save User-defined Autoformats.	Не може да се настрои... Не може да се определи... Не може да зареди... IE не може да намери DLL на модула за протокола за безопасност. Не може да се отворят файловете, създадени с последната версия на Microsoft Graph. Не може да се запишат дефинираните от потребителя автом. формати.
Failed to ... Failure of ...	(+) Не може... (+) Неуспешно...	Failed to create directory... Failed to find device driver... Failed to open...	Не може да се създаде директория... Не може да се намери драйверът на устройство... Не може да се отвори...
Can't find ...	(+) Не може да открие...	Can't find device driver...	Не може да се намери драйверът на устройство...

Could not find ... Unable to find ... Unable to locate ...	(+) Неуспешно откриване...		
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) Недостатъчно памет	There is not enough memory to process this operation	Недостатъчна памет за изпълнението на тази операция
... is not available ... is unavailable	(+) ...не е наличен (+) ...не е достъпен	The optical drive is not available	Оптичното устройство не е достъпно

### 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>

English	Bulgarian
Can't open %s	(+) Не може да се отвори файлът %s

Sometimes you will have to put options in parenthesis

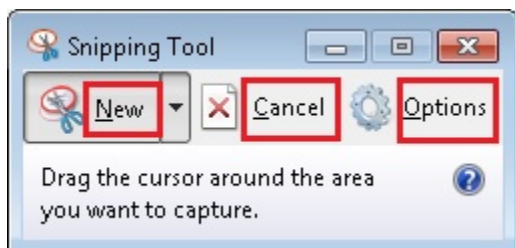
English	Bulgarian
After %s month(s)	(+) След %s месец(а)

## 4.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). For Bulgarian it's the same.

## 4.5.3 Keyboard shortcuts

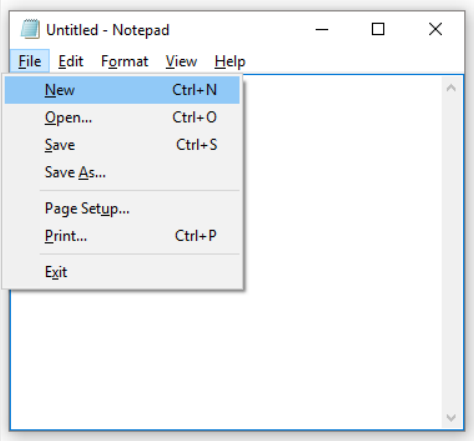
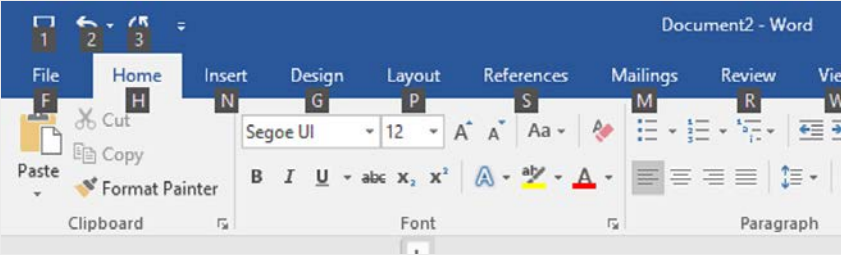
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.



Keyboard shortcuts special options	Usage: is it allowed?
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	<no>
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	<no>
Extended characters can be used as keyboard shortcuts	<yes>
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	<yes>
A number, appearing between brackets after item name, can be used as a keyboard shortcut	<yes>
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	<yes>
Duplicate keyboard shortcuts are allowed when no other character is available	<no>
No keyboard shortcuts assigned when no more characters are available (minor options only)	<yes>

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&amp;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 "&amp;" 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.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

#### 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.

Example:

(+) Клавиш Ins от цифровата клавиатура

#### 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.

In Bulgarian, the same shortcut keys are used.

#### Standard shortcut keys

US command	US English shortcut key	Bulgarian command	Bulgarian shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	Прозорец на помощта	F1
Context-sensitive Help	Shift+F1	Помощ според контекста	Shift+F1
Display pop-up menu	Shift+F10	Показване на изскачащо меню	Shift+F10
Cancel	Esc	Отказ	Esc

US command	US English shortcut key	Bulgarian command	Bulgarian shortcut key
Activate\Deactivate menu bar mode	F10	Активиране/дезактивиране на режима на лента на меню	F10
Switch to the next primary application	Alt+Tab	Превключване към следващо основно приложение	Alt+Tab
Display next window	Alt+Esc	Показване на следващия прозорец	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Показване на изскачащо меню за прозореца	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Показване на изскачащо меню за активния дъщерен прозорец	Alt+-
Display property sheet for current selection	Alt+Enter	Показване на лист със свойства за текущо избраната област	Alt+Enter
Close active application window	Alt+F4	Затваряне на прозореца на активното приложение	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Превключване към следващия прозорец в приложението	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Създаване на изображение на активния прозорец в клипборда	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Създаване на изображение на работния плот в клипборда	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Достъп до бутона „Старт“ в лентата на задачите	Ctrl+Esc

US command	US English shortcut key	Bulgarian command	Bulgarian shortcut key
Display next child window	Ctrl+F6	Показване на следващия дъщерен прозорец	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Показване на следващия панел в раздел	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Стартиране на диспечера на задачите и системното инициализиране	Ctrl+Shift+Esc
<b>Text editing commands</b>			
File New	Ctrl+N	Нов	Ctrl+N
File Open	Ctrl+O	Отваряне	Ctrl+O
File Close	Ctrl+F4	Затваряне	Ctrl+F4
File Save	Ctrl+S	Записване	Ctrl+S
File Save as	F12	Записване като	F12
File Print Preview	Ctrl+F2	Визуализация на печата	Ctrl+F2
File Print	Ctrl+P	Печат	Ctrl+P
File Exit	Alt+F4	Изход	Alt+F4
Edit Undo	Ctrl+Z	Отмяна	Ctrl+Z
Edit Repeat	Ctrl+Y	Повторение	Ctrl+Y
Edit Cut	Ctrl+X	Изрязване	Ctrl+X
Edit Copy	Ctrl+C	Копиране	Ctrl+C
Edit Paste	Ctrl+V	Поставяне	Ctrl+V
Edit Delete	Ctrl+Backspace	Изтриване	Ctrl+Backspace
Edit Select All	Ctrl+A	Избор на всички	Ctrl+A

US command	US English shortcut key	Bulgarian command	Bulgarian shortcut key
Edit Find	Ctrl+F	Търсене	Ctrl+F
Edit Replace	Ctrl+H	Замяна	Ctrl+H
Edit Go To	Ctrl+B	Отиване на	Ctrl+B
<b>Help menu</b>			
Help	F1	Помощ	F1
<b>Font format</b>			
Italic	Ctrl+I	Курсив	Ctrl+I
Bold	Ctrl+G	Получер	Ctrl+G
Underlined\Word underline	Ctrl+U	Подчертан	Ctrl+U
Large caps	Ctrl+Shift+A	Главни букви	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Малки букви	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	Центриран	Ctrl+E
Left aligned	Ctrl+L	Подравнен отляво	Ctrl+L
Right aligned	Ctrl+R	Подравнен отдясно	Ctrl+R
Justified	Ctrl+J	Двустранно подравнен	Ctrl+J

#### 4.5.7 English pronunciation

##### General rules

- Generally speaking, English terms and product names left unlocalized should be pronounced the English way, with a slight Bulgarian accent, for example:
  - "r" is always pronounced the Bulgarian way, for example, proxy is pronounced like produit

- "th," which sounds [ð] or [θ], is pronounced the Bulgarian way as "д" or "тф," for example, Northwind Traders should be pronounced "нордуинд трейдърс."
  - initial "h" is always pronounced (not mute), for example, hardware is pronounced "хардуер."
- Microsoft must be pronounced the Bulgarian way.
- If numbers are involved, pronounce them in Bulgarian.

Example	Pronunciation	Comment
Service Pack	[сървис пак]	Bulgarian "r"
Digest	[дайджест]	
Microsoft Windows Server 2016	[майкрософт уиндоус сървър]	Numbers are pronounced the Bulgarian way. Microsoft is pronounced the Bulgarian way.
Outlook Web Access	[аутлук уеб аксес]	
InfoPath	[инфо патф]	
Exchange Server	[ексчейндж сървър]	
Program Files	[програм файлс]	
SecurNAT	[секюър нат]	
ECHO_REQUEST	[еко риквест]	
proxy	[прокси]	Bulgarian "r"
.NET	[дот нет]	Don't say "точка нет"; this is considered a product name
Skype	[skaip]	Product names are always pronounced the way they are pronounced in the source language.

## Acronyms and abbreviations

- Strict acronyms are pronounced like real words, generally when the consonant and vowel combination of the acronym enables it. They should be pronounced the Bulgarian way.

Example	Pronunciation	Comment
RADIUS	[радиус]	
RAS	[рас]	
ISA	[иса]	Don't say "айса"
LAN	[лан]	
WAN	[уан]	
WAP	[уап]	
MAPI	[мапи]	
POP	[поп]	

- Other abbreviations are pronounced letter by letter. They should be pronounced following the English spelling rules.

Example	Pronunciation	Comment
URL	[ю ар ел]	
HTTP	[ейч ти ти пи]	
Rqc.exe	[ар кю си дот екзе]	
XML	[екс ем ел]	
HTML	[ейч ти ем ел]	
SQL	[ес кю ел]	
ICMP	[ай си ем пи]	
OWA	[оу дабъл ю ей]	

## URLs

- "http://" and "www" can be omitted. The rest of the URL should be read entirely, following the English spelling rules.

Example	Pronunciation
<a href="http://www.microsoft.com/help">http://www.microsoft.com/help</a>	[майкрософт дот ком слаш хелп]

## Punctuation marks

- Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,
- En Dash (–) is used to emphasize an isolated element or introduce an element that's not essential to the meaning conveyed by the sentence. It should be pronounced as a comma, i.e. as a short pause.

## Special characters

- Pronounce special characters such as / \ ¢ < > + - using the Bulgarian approved translations. For example, > will be pronounced "по-голямо от" or "знак за по-голямо."



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