

Croatian Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Croatian. This guide will help you understand how to localize Croatian content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Croatian.

1.1 Reference material

Unless this style guide or the Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. <http://pravopis.hr/> – ortographical rules
2. Skupina autora. Hrvatski pravopis. Zagreb: Institut za hrvatski jezik i jezikoslovlje, 2013.
3. <http://www.enciklopedija.hr/> - Croatian online encyclopaedia
4. <http://nazivlje.hr/> - Croatian online terminology portal
5. Rječnik hrvatskoga jezika (ur. Šonje, J.). Zagreb: Leksikografski zavod Miroslav Krleža; Školska knjiga, 2000.
6. Anić, Vladimir. Rječnik hrvatskoga jezika (4. prošireno izd.). Zagreb: Novi Liber, 2003.
7. Hrvatski enciklopedijski rječnik (ur. Matasović, R.). Zagreb: Novi Liber, 2002.
8. Klaić, B. Rječnik stranih riječi. Zagreb: NZMH, 2002.
9. Anić, V.; Goldstein, I. **Rječnik stranih riječi**. Zagreb: Novi Liber, 1999.
10. Barić, Eugenija [et al.]. Hrvatska gramatika 2. promijenjeno izdanje. Zagreb: Školska knjiga, 1997.

Informative references

These sources are meant to provide supplementary and background information.

1. <http://hjp.znanje.hr/> – Croatian online dictionary
2. Hrvatski nacionalni korpus (Zavod za lingvistiku Filozofskog fakulteta u Zagrebu): <http://riznica.ihj.hr/>
3. Hrvatska jezična riznica (Institut za hrvatski jezik i jezikoslovlje): <http://riznica.ihj.hr/index.hr.html>
4. Batnožić, D.; Ranilović, S.; Silić, J. Hrvatski računalni pravopis. Zagreb: Matica hrvatska; SYS, 1996.
5. Moguš, M.; Bratanić, M.; Tadić, M. Hrvatski čestotni rječnik. Zagreb: Zavod za lingvistiku i Školska knjiga, 1999.
6. Brodnjak, Vladimir. Razlikovni rječnik srpskog i hrvatskog jezika (4. nepromijenjeno izd.). Zagreb: Školske novine, 1998.
7. Drvodelić, Milan. Hrvatsko-engleski rječnik (7. prerađeno i dopunjeno izd.). Zagreb: Školska knjiga, 1996.
8. Čengiđ, N.; Pavlović, S.; Micak, N. Englesko-hrvatski i hrvatsko-engleski moderni rječnik (4. izd.). Zagreb: Naklada C, 2003.
9. Kiš, Miroslav. Englesko-hrvatski i hrvatsko-engleski informatički rječnik (2. izd.). Zagreb: Naklada Ljevak, 2002.
10. Filipović, R. [et al.]. Englesko-hrvatski rječnik (24. izd.). Zagreb: Školska knjiga, 1999.
11. Bujas, Željko. Veliki englesko-hrvatski rječnik (4. izd.). Zagreb: Nakladni zavod Globus, 2005.

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used across 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

2.1 Choices that reflect Microsoft voice

Translating Croatian in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you localize source text written in the 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. However, use standard Croatian language; avoid using words from local dialects that may not be understood by all Croatian audiences.

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

2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Croatian customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

English example	Croatian example
Drum roll...	A sada, samo za vas...
Yay! The wait is over.	Hura! Gotovo je s čekanjem!
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Loše vijesti! Ne možemo pronaći preuzete datoteke za stvaranje USB pogona za pokretanje.

2.1.2 Word choice

Terminology

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

Short word forms and everyday words

Writing US English text in the Microsoft voice means choosing the short, simple words spoken in everyday conversations. In English, shorter words are generally 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 use the everyday words that customers are accustomed to.

This applies to writing in Croatian somewhat, too, except that Croatian doesn't lend itself to the shortening of words as well as English does. (For example, "app," the English shorter form of "application," doesn't work in Croatian, so both are translated as

“aplikacija.”) However, some expressions can be shortened by omitting one word (such as using "računalo" whereas "osobno računalo" would be used in more formal writing), and some more common words can be used instead of overly professional or formal terms (such as using "disk" instead of "pogon" when "drive" refers to "disk.")

en-US source term	Croatian word	Croatian word usage
video	video	Use „video” instead of „videozapis” when no inflection (change of case) is needed.
tablet	tablet	Use “tablet” instead of „tablet računalo” or „tablet PC” in informal explanations.
drive	disk	You can use „disk” instead of „pogon” when drive actually refers to a disk; it's a more common term.

2.1.3 Word-for-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural and the result may even be ridiculous. That's why it's paramount to check the source text in the live pages so that you don't just translate a list of strings without context. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

English text	Correct Croatian translation	Incorrect Croatian translation
Use your email address (instead of a user name) to sign in to your PC. It's one less thing to have to remember.	Poslužite se svojom adresom e-pošte umjesto korisničkim imenom za prijavu na računalo. Tako ćete morati pamtiti manje podataka.	Koristite vašu adresu e-pošte (umjesto korisničkog imena) za prijavu na računalo. To je jedna stvar manje koju morate pamtiti.
Make sure that the printer is on.	Provjerite je li pisač uključen.	Pobrinite se da je pisač uključen.

Adding some more info to your account helps you sync your shared settings and improves account security.	Uz dodatne podatke na računu lakše ćete sinkronizirati zajedničke postavke i ostvariti bolju sigurnost računa.	Dodavanje podataka na račun pomaže vam u sinkronizaciji dijeljenih postavki i poboljšanju sigurnosti računa.
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2.1.4 Words and phrases to avoid

The Microsoft voice in Croatian avoids an unnecessarily formal tone.

en-US source	Croatian classic word/phrase	Croatian modern word/phrase
File is missing	Datoteka nedostaje	Nema datoteke
Data is missing	Podaci nedostaju	Nema podataka / Niste unijeli podatke (when "data missing" prompt appears in forms or similar formats)
Program (or something else) includes the following	Program (or something else) uključuje sljedeće...	Program (or something else) sadrži/ima...
Make sure that (the printer is online/program is updated, etc.)	Pobrinite se da je (pisač uključen/program ažuriran itd.)	Provjerite je li (pisač uključen, program ažuriran itd.)
Make changes	Izvršiti promjene/izmjene	Unijeti izmjene / izmijeniti
Be able to/can	Imati mogućnosti / biti u mogućnosti / biti u stanju	moći
Let (someone) know	Dati do znanja	Upozoriti, pokazati, reći
Provide help	Ukazati pomoć	Pomoći
For (the purpose of)	S ciljem..., u svrhu...	Radi...

2.2 Sample Microsoft voice text

The following sections have examples of source and target phrases that illustrate the intent of the Microsoft voice.

2.2.1 Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

US English	Croatian target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Lozinka nije točna pa pokušajte ponovno. U lozinkama je važna razlika između velikih i malih slova.	The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.
This product key didn't work. Check it and try again.	Taj ključ proizvoda ne valja. Provjerite ga i pokušajte ponovno.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Sve je spremno za pokret.	A casual and short message informs the user that setup has completed and the system is ready to be used.
Would you like to continue?	Želite li nastaviti?	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.	Nazovite PC kojim god imenom ili nazivom želite. Ako želite promijeniti boju pozadine, isključite visoki kontrast u postavkama PC-ja.	Address the user directly, using the second person, to help the user take the necessary action.

2.2.2 Explanatory text and providing support

US English	Croatian target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Ažuriranja su instalirana, ali da bi imala učinka, program za instalaciju sustava Windows 11 mora se ponovno pokrenuti. Nakon ponovnog pokretanja nastavit ćemo tamo gdje smo stali.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" gives the text a personal, human tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Ako sada ponovno pokrenete sustav, i vi i druge osobe koje koriste ovaj PC mogli biste izgubiti podatke koje niste spremili.	The tone 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.	Ovaj će dokument biti automatski premješten u odgovarajuću biblioteku i mapu kada popravite svojstva koja nisu valjana ili ih nema.	The text is informative and clearly and directly tells the user what action will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Loše vijesti! Ne možemo pronaći preuzete datoteke za stvaranje USB pogona za pokretanje.	Short, simple sentences tell the user what happened.

2.2.3 Promoting a feature

US English	Croatian target	Explanation
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Ako to dopustite, u aplikacijama će vam se nuditi personalizirani sadržaji na temelju lokacije vašega PC-ja, na temelju vašeg imena, profilne slike i drugih podataka o domeni.	Depending on the context, commonly used abbreviations (such as "PC") can help make the text sound familiar and friendly.

2.2.4 Providing how-to guidelines

US English	Croatian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Da biste se vratili i spremili ono na čemu radite, kliknite Odustani i završite ono što ste započeli.	The second-person pronoun and short, clear direction help the user understand what to do next.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Da biste potvrdili postojeću slikovnu lozinku, pogledajte ponovnu reprodukciju i ponovite pokazne geste sa slike.	The tone is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. It should be on the box that the Windows DVD came in or in an email that shows you bought Windows. When you connect to the internet, we'll activate Windows for you.	Sada unesite ključ proizvoda. Pronaći ćete ga na kutiji u kojoj ste dobili DVD sa sustavom Windows ili u poruci e-pošte kojom se potvrđuje kupnja sustava. Kada se povežete s internetom, aktivirat ćemo Windows.	The second-person pronoun "vi" and direct, natural language clearly tell the user about the product key.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples

include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don't use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		Target examples	
primary/subordinate	master/slave	nadređeni / podređeni element	element gospodara / roba
stop responding	hang	prestati reagirati	visjeti
expert	guru	stručnjak / stručjakinja	guru
colleagues; everyone; all	guys; ladies and gentlemen	kolege i kolegice; suradnici; svi prisutni; svi	kolege; dame i gospodo
parent	mother or father	roditelj	majka ili otac

Romani people	Gypsies	Romi, pripadnici romskog naroda	Cigani (and all other forms derived out of it, such as "ciganjenje", "ciganština" etc.)
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3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Whenever possible, avoid using pronouns and other problematic types of speech by using proper names or rephrasing the sentences accordingly.

Since Croatian is a grammatical gendered language, every noun has a grammatical gender, and the gender of personal pronouns usually matches the reference nouns. Adjectives and participles (both active and passive) also distinguish gender. While traditionally the masculine serves the function of neutral (as an example, the masculine plural is used when referring to a group of people including all genders, even if males are a minority in the group), this is increasingly considered a non-inclusive practice. It is not uncommon for people who are sensitive to the issue to use both masculine and feminine nouns and adjectives when referring to mixed groups, but the question of pronouns is still unresolved and such an approach still does not address the reality of non-binary people.

If possible, avoid using masculine gender as the "inclusive" or "generic" form for nouns denoting names of professions and functions, especially when the name of the referent is known, e.g., for women, use "viša potpredsjednica za prodaju Ivana Horvat" ('senior VP of sales Ivana Horvat').

Use both the masculine and feminine version ("mocijski parnjaci" in Croatian) whenever possible, e. g. "odvjetnici i odvjetnice" ('lawyers'), "psiholozi i psihologinje" ('psychologists'), "predsjedatelji i predsjedateljice" ('chairpersons/chairs').

The table below contains examples of gender-biased words or compounds that should be avoided in Croatian and the alternative that should be used to promote gender-inclusivity.

Use this	Not this	Comments
Target examples		
maloljetna osoba	maloljetnik, maloljetnica	Whenever possible, avoid the usage of nouns that distinguish gender by using the adjective plus the gender-neutral noun "osoba".
stanovništvo	stanovnici	Whenever possible, use non-gendered collective nouns.
građanska inicijativa	Inicijativa građana	Whenever possible, use adjective instead of a noun in genitive case.

When talking about transgender people, "transrodna osoba", "transmuškarac" and "transžena" are the acceptable terms. "Trans osoba" can be used if we need a shorter form, i.e., if we need to shorten the string. The word "transvestit" should not be used for referring to transgender people.

When presenting generalization, use plural noun forms (for example, osobe, pojedinci,etc.).

Don't use gendered pronouns (she, her, he, him, etc.) in generic references. Instead:

- Rewrite the sentence in the second person; use imperative or present forms to address the person directly.
- Rewrite the sentence to have a plural noun and pronoun. They will be in masculine form, but they'd be denoting both genders to avoid using both masculine and feminine form, if that is not possible. Avoid using pronouns if the meaning is clear without them or use the reflexive possessive pronoun "svoj/svoja" (for example, dokument instead of njegov dokument).
- Use osoba or pojedinac.

Use this	Not this	Use this	Not this
English examples		Target examples	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Korisnici s odgovarajućim pravima mogu	Ako su korisniku dodijeljena odgovarajuća prava, on može postavljati

		postavljati lozinke drugih korisnika.	lozinke drugih korisnika.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	Razvojnim inženjerima potrebno je omogućiti pristup poslužiteljima u razvojnim okruženjima. Pristup poslužiteljima na servisu Azure nije potreban.	Razvojnem inženjeru potreban je pristup poslužiteljima u njegovu razvojnom okruženju, no nije mu potreban pristup poslužiteljima na servisu Azure.
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	Da biste nazvali nekoga, odaberite ime, zatim opciju Uspostavi telefonski poziv, a potom odaberite broj.	Da biste nekoga nazvali, odaberite njegovo ime, zatim opciju Uspostavi telefonski poziv, a potom odaberite broj.

When you're writing about a real person, use the pronouns that the person prefers, whether it's on, ona, oni/one, or another pronoun. It's OK to use gendered pronouns (like on, ona, njegov, and njezin) when you're writing about real people who use those pronouns themselves.

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as "osoba koja pati od bolesti". The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		Target examples	
person with a disability	handicapped	osoba s invaliditetom	invalidna osoba

person without a disability	normal person; healthy person	osoba bez invaliditeta	normalna osoba, zdrava osoba
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Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		Target examples	
Select	Click	odabrati	kliknuti

Keep paragraphs short and sentence structure simple—aim for a structure with two verbs. Read text aloud and imagine it spoken by a screen reader.

Spell out words like plus or paraphrase it. Screen readers can misread text that uses special characters like the, plus sign (+).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Croatian.

4.1 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.

4.1.1 Abbreviations

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

Method	Example of acceptable abbreviation
Truncation with a period	maksimalno = maks.; mjeseci = mj.
Initial capitals	Sjedinjene Američke Države = SAD
Slash	str. u min = str./min

List of common abbreviations:

Expression	Acceptable abbreviation
Names of the days	P, U, S, Č, P, S, N
Names of the months	sij., velj., ožu., tra., svi., lip., srp., kol., ruj., lis., stu., pro.
metar	m
kilometar	km
kilogram	kg
kilobajt	kB

4.1.2 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), DNS (Domain Name Server), and HTML (Hypertext Markup Language).

Acronyms are written without periods—for example, ASCII, VGA, RAM.

Acronyms can be declined normally in Croatian, but they're always declined with a hyphen. Make sure, though, to follow the rule for the phonetic suffixation in acronyms. That is, if an acronym phonetically ends in the vocal "I," a "j" should be added before the ending after the hyphen (for example, "PC-ja").

In Croatian, case endings are hyphenated:

en-US source	Croatian target
Error in XML	Pogreška u XML-u
Installed on PC	Instalirano na PC-ju

When the acronym precedes the headword, no hyphen is used in strings like "HTML file":

en-US source	Croatian target
HTML files	HTML datoteke

4.1.3 Adjectives

In Croatian, adjectives should be handled in the following manner.

Croatian adjectives, unlike English adjectives, have gender and number. It's impossible to localize an adjective correctly without knowing the context, or when the context requires the adjective to be in masculine, feminine, and neuter at the same time (which often happens in menus). In these cases, try to localize the adjective with the neutral form.

en-US source	Croatian target
New	+ Novo - Nov
Unknown	+ Nepoznato - Nepoznat

Agreement rule

An adjective describing a noun must be put in the same case, number (singular/plural), and gender as the noun that it describes. This rule applies across parts of sentences as well as across sentences.

Postpositive adjectives are common in some syntactic combinations. Be careful in translating to Croatian, where it's rather uncommon to have adjectives in that position.

en-US source	Croatian target
Change the number of pages displayed	Promijenite broj prikazanih stranica

Possessive adjectives

The frequent use of possessives is common in English. When you're translating, pay attention to the correct use of possessive adjectives and cases in Croatian. Influenced by the English text, many translators mix them, translate them literally, as nouns, or change the word order.

en-US source	Croatian target
user name	+ korisničko ime
table direction	+ smjer tablice - tablični smjer
Internet connection	+ internetska veza - Internet veza

4.1.4 Capitalization

In English, it's common to capitalize the first characters of the words in titles, names, and similar text, and sometimes the middle characters in words, too. Bear in mind that this is an error for the Croatian texts.

en-US source	Croatian translation
Move Down...	+ Premjesti dolje...
AutoArchive	+ Samoarhiviraj

- The names of days, months, and languages, in addition to the adjectives derived from country names, aren't capitalized.
- The word web, which is a synonym of World Wide Web, sometimes is used by the authors in the meaning of internet, but strictly speaking the web is a part of the internet. Note that these terms aren't always interchangeable. Currently in Croatian, we use the Internet and Web, which are inflective.

- A possessive adjective 'internetski' is also used. Note that the word 'internetski' begins with a **lowercase 'i'**.
- In Croatian, we also use 'web' (with lowercase 'w') as a synonym for 'internetski' in compounds such as 'web-aplikacija,' 'web-stranica,' and 'web-poslužitelj.' It is then written with a hyphen.

en-US source	Croatian translation
Internet	+ internet (G. interneta, D. internetu, A. internet...)
Web	+ web (G. weba, D. webu, A. web...)
Web page Web site Web server	+ web-stranica (also: internetska stranica) + web-mjesto + web-poslužitelj
Internet connection	+ internetska veza - Internet veza - Internetska veza

Remember that the following items are always capitalized:

- Device names (for example, COM)
- Drive names (for example, C)
- Path names (for example, C:\WINDOWS\SYSTEM)
- The first letter of a sentence, paragraph, heading, header, or footer
- The first letter of a brand name (for example, Excel, Microsoft)

Capitalization of text in brackets

Text strings in the US English software often include additional short text in brackets that starts with a capital letter. In software localized for Croatian, when the short text in brackets isn't a full sentence, it should start with a lowercase letter.

en-US source	Croatian translation
Keep existing driver (Recommended)	+ Zadržite postojeći upravljački program (preporučeno) - Zadržite postojeći upravljački program (Preporučeno)

4.1.5 Compounds

Generally, compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that compounds that are hard to understand diminish usability.

In Croatian, the meaning of a compound word may be different from the meaning of a phrase that contains the same components. Take that difference into account and use the correct form.

Example:

en-US source	Croatian target
table direction	+ smjer tablice - tablični smjer

4.1.6 Conjunctions

In the US English text, the use of conjunctions is another way to help convey a conversational tone. For example, starting a sentence with a conjunction can convey an informal tone and style.

Although this style is somewhat applicable to the Croatian language, don't follow it strictly because in Croatian, it's considered heavy style (literary or journalistic) to use some conjunctions at the beginning of the sentence. One notable exception is the conjunction "no," which is a synonym of "ali" (but). While "ali" shouldn't be used at the beginning of the sentence, "no" is used exactly for that purpose.

Because it's natural and acceptable for sentences in Croatian to be relatively long, sometimes it's advisable to use conjunctions and merge two short English sentences into one. Here are examples of these two principles, both showing how the text is improved.

en-US source text	Croatian old use of conjunctions	Croatian new use of conjunctions
Since the <product> has new features, there is a risk that older content will not display correctly.	Budući da <proizvod> ima nove značajke, postoji opasnost da se stariji sadržaji neće prikazivati kako bi trebali.	No zbog tih se značajki stariji sadržaji možda neće prikazivati kako bi trebali. (Use "no" at the beginning of the sentence to connect it with the previous one. Be careful not to use „ali" at the beginning of the sentence; that would be improper style in Croatian. Use "no" rather than „s obzirom na" or anything similar, but wordy, for it better conveys the Microsoft voice.)
You can download updates from our web page. You can also ask for a free copy in your email.	Ažuriranja možete preuzeti s naše web-stranice. Možete i zatražiti besplatni primjerak e-poštom.	Preuzmite ažuriranja s naše web-stranice ili zatražite besplatni primjerak e-poštom. (Connect two short sentences with „ili". Although the English source text might have two sentences, in which the second one starts with "Or," it's bad style to do that in Croatian. However, because Croatian sounds correct and natural with slightly longer sentences than in English, you can connect two sentences with conjunctions.)

4.1.7 Gender

Unlike in English, the names of things in Croatian, such as software, application, device, and component, do have gender—That is, they are classified as masculine, feminine, or neuter. The gender depends on the headword because it's the only inflectable element.

Example:

Croatian	Gender
operacijski sustav Windows	masculine
web-aplikacija	feminine
sučelje sustava Microsoft Office	neuter

Note: For information regarding gender neutrality on Microsoft products, see [Avoid gender bias](#).

4.1.8 Localizing colloquialism, idioms, and metaphors

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

To express the intent of the source text appropriately, choose from the following options:

- Replace the source colloquialism with a Croatian colloquialism that fits the meaning of the particular context.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the actual colloquialism in the source text).
- Translate everything in the source text except the colloquialism. Omit any references to the colloquialism in the translation.

en-US source	Croatian target
We've hit a snag...	Negdje je zapelo...
Uploads are limited to 100 MB. Got something smaller?	Veličina prijenosa ograničena je na 100 MB.

	Imate li štogod manje?
Bummer...	Šteta...
Working on it... Bear with us.	Radimo na tome... Strpite se malo.

en-US source	Croatian target	Comment
Share files and info with people you know or send info to another app, without leaving the app you're in. You can email photos to your mom, update your Facebook status, or send a link to your note-taking app.	Razmjenjujte datoteke i informacije s ljudima koje poznajete ili pošaljite podatke u drugu aplikaciju bez zatvaranja trenutne. Pošaljite mami fotografije e-poštom, ažurirajte status na Facebooku ili pošaljite vezu do aplikacije za vođenje bilješki.	Depending on the local market, consider replacing the reference to Facebook with a reference to messaging or social networking status.
Use all of the devices that are connected to your PC, both wired and wireless. You can print from an app, sync with your phone, or stream your latest home movie to your TV.	Koristite sve žične i bežične uređaje povezane s računalom. Ispisujte iz aplikacije, sinkronizirajte podatke s telefonom ili streamajte najnoviji kućni video za prikaz na TV-u.	Ensure that streaming is available in all markets. Contact the Microsoft content project manager to confirm this.
With Windows 11, you can set up your PC in no time.	S operacijskim sustavom Windows 11 računalo ćete postaviti u trnu.	Replace the source colloquialism "in no time" with a Croatian colloquialism that fits the meaning and context, if possible.
The Mail Migration add-on does not work with Microsoft Office Outlook or third-party mail apps like Thunderbird, IncrediMail, or Eudora.	Dodatak za Mail Migration ne radi s programom Microsoft Office Outlook ni s programima za e-poštu trećih strana, kao što su Thunderbird, IncrediMail ili Eudora.	Confirm whether specific third-party apps are applicable for the local market.

"At home, work, or school—do everything you need to in record time"	Kod kuće, na poslu ili u školi obavite sve zadatke brže nego ikada prije.	Replace the source colloquialism "in record time" with a Croatian colloquialism that fits the meaning and context, if possible.
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4.1.9 Modifiers

In Croatian localized text, you often need to add modifiers before the names of objects, menus, commands, dialog box elements, icons, and similar items (that is, descriptions of the object that 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.

Example:

en-US source	Croatian target
Microsoft Excel Help files	+ Datoteke pomoći programa Microsoft Excel - Datoteke pomoći Microsoft Excela

This also applies to strings with placeholders, where the thing that replaces the placeholder will understandably not be declined.

4.1.10 Nouns

Inflection

Product names can be inflected, but approve new (not previously approved) translations with the Microsoft terminologists.

Example:

en-US source	Croatian target
Office assistant	+ Officeov pomoćnik

Plural forms

Use general language rules when creating the plural form by adding -i, -e, or -a at the end.

Example:

en-US source	Croatian target
Connected clients	+ Povezani klijenti
applications	+ aplikacije
panes	+ okna

In general, a US English phrase that combines the singular and plural form should be translated into the plural form only in Croatian in order to avoid confusing noun/verb endings in the statement.

en-US source	Croatian target
Fill in the field(s)...	+ Popunite polja...

4.1.11 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

Preposition use is another consideration when trying to achieve a casual and conversational tone. In the Microsoft voice, starting or ending a sentence with a preposition is acceptable.

The Croatian language doesn't have many examples of this usage, but the main ones are the avoidance of the relative clause unless it's absolutely necessary (see the first example), and in some instances the use of either the preposition „uz” + accusative case rather than „pomoću” + genitive case (which are both correct, but "uz" flows better and is simpler). Here are examples:

Source text expression	Croatian classic use of prepositions	Croatian modern use of prepositions
Disk that was formatted using the file system...	Disk koji je formatiran pomoću datotečnog sustava...	Disk formatiran pomoću datotečnog sustava (Avoid creating relative clauses with „koji” whenever possible.)
Using that program, you can better manage your email.	Pomoću tog programa možete bolje organizirati e-poštu.	Uz taj ćete program moći bolje organizirati e-poštu.

4.1.12 Pronouns

The use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The US English source text is moving away from indirect methods of referring to the user as “user” and instead addresses the user directly through the use of first-person and second-person pronouns like “you.” Third-person references, such as “user,” are avoided because they sound formal and impersonal.

The same principles apply to Croatian text in the Microsoft voice, with three additional notes:

- When programs or wizards tell the user what to do, use the second-person plural („vi”, or „respect” form), but don't capitalize „vi” or any reference to it. (That would be too formal and bad style.)
- Croatian is different from English in that it doesn't need to explicitly state the pronouns; the grammatical person is visible from the form of the verb. In fact, Croatian sentences flow better when pronouns are omitted unless it's necessary to emphasize them (“tom računu biste trebali pristupiti samo vi, a ne drugi korisnici”, for example).
- When users are addressing the system (such as in programs and wizards), apart from referring to themselves as “I,” they address the system in second-person singular (“ti,” informal form—“Spremi moje postavke”).

Example:

Croatian old translation	Croatian modern translation
Moguće je da sami izmijenite vrijeme instaliranja novih ažuriranja.	Možete sami izmijeniti vrijeme instaliranja novih ažuriranja.
Neka me računalo upozori kada se novi Bluetooth uređaj pokuša povezati s mojim računalom.	Upozori me kada se novi Bluetooth uređaj pokuša povezati s mojim računalom.
Preporučuje se da redovito sigurnosno kopirate datoteke.	Preporučujemo da redovito sigurnosno kopirate datoteke.
Nije moguće pronaći pisač. Želite li ga dodati?	Ne možemo pronaći pisač. Želite li ga dodati?
Kad Vam bude potrebno...	Kad vam bude potrebno... (The capitalization of „vi” in Croatian is used only when addressing a specific person, with full name and identification, in very formal social situations—never in this context.)

en-US source	Croatian translation
Turn on your computer.	+ Uključite računalo. - Uključite vaše računalo.
Close your document.	+ Zatvorite dokument. - Zatvorite vaš dokument. - Zatvorite svoj dokument.

First save your document, then the one on the remote server.	<p>+ Prvo zatvorite svoj dokument, a zatim onaj na udaljenom poslužitelju.</p> <p>(The personal pronoun is necessary here to distinguish the two documents.)</p> <p>- Prvo zatvorite dokument, a onda onaj na udaljenom poslužitelju.</p> <p>- Prvo zatvorite vaš dokument, a onda onaj na udaljenom poslužitelju.</p>
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One or more

There are sometimes problems with agreement in the translations into Croatian. To avoid such problems, use the pronoun **neki (neki od)** instead of the literal translation **jedan ili više**:

en-US source	Croatian translation
One or more of the files required to restore your computer to its previous state could not be found.	<p>+ Neke datoteke potrebne za vraćanje računala u prijašnje stanje nisu pronađene.</p> <p>+ Neke od datoteka potrebnih za vraćanje računala u prijašnje stanje nisu pronađene.</p> <p>- Jedna ili više datoteka potrebnih za vraćanje računala u prijašnje stanje nisu pronađene.</p>
Setup has detected that you have one or more of the following features installed:...	+ Instalacijski program otkrio je da su na računalu instalirane neke od sljedećih značajki:...

Often, the US English source text repeats some key terms several times without affecting the style—for example, “Drag and drop the fields in the field selector to modify the field order.” When translated into Croatian, sentences like that don't sound natural, and when they're translated literally, they show very poor style.

Therefore, use pronouns wherever and whenever possible to avoid such repetition and achieve a fluent and natural-sounding translation, even if it means not following the source. Sometimes it will be even better to totally omit the repeating word or phrase or to shorten the phrase, but the important thing is that you should do it without affecting the meaning.

Be careful: if the term needs to be repeated to convey the correct meaning, don't replace it with a pronoun or omit it. Such situations, however, will be exceptions. The rule of thumb is to ask yourself during the process: does that affect the meaning?

Here are some examples showing how pronouns replaced repeated words to achieve fluency, without affecting meaning.

en-US	hr-HR
Drag and drop the fields in the field selector to modify the field order.	POOR STYLE: Povucite i ispustite polja u biraču polja da biste izmijenili redoslijed polja. GOOD STYLE: Povucite i ispustite polja u biraču da biste izmijenili njihov redoslijed.
Your organization might have sent you instructions to help you change your password. Follow those instructions to change your password, or ask your admin for help.	POOR STYLE: Vaša vam je tvrtka ili ustanova možda poslala upute za promjenu lozinke. Slijedite te upute da biste promijenili lozinku ili zatražite pomoć od administratora. GOOD STYLE: Vaša vam je tvrtka ili ustanova možda poslala upute za promjenu lozinke. Slijedite ih da biste to učinili ili zatražite pomoć od administratora.
Word on the web will add the page number to each page of your document.	POOR STYLE: Word na webu dodat će broj stranice na svaku stranicu vašeg dokumenta.

	<p>GOOD STYLE: Word na webu dodat će broj na svaku stranicu dokumenta.</p> <p>(The repeated word can be totally omitted without changing the meaning.)</p>
<p>You can't add text to clip art or pictures in Word on the web but if you add text to clip art or pictures in the Word desktop program, they'll be preserved in Word on the web.</p>	<p>POOR STYLE: U web-aplikaciji Word na webu ne možete dodati tekst na isječak crteža ili na slike, no ako dodali tekst na isječak crteža ili na slike u programu Word za stolna računala, tekst će biti sačuvan u web-aplikaciji Word na webu.</p> <p>GOOD STYLE: U web-aplikaciji Word na webu ne možete dodati tekst na isječak crteža niti na slike, no ako ste to učinili u programu Word za stolna računala, tekst će biti sačuvan u web-aplikaciji Word na webu.</p>
<p>You can specify the frequency of the Indexing operation on the {1}Data Settings{2} page when creating a data source and editing a data source.</p>	<p>POOR STYLE: Na stranici {1}Postavke podataka{2} prilikom stvaranja izvora podataka i uređivanja izvora podataka možete navesti učestalost radnje indeksiranja.</p> <p>GOOD STYLE: Na stranici {1}Postavke podataka{2} prilikom stvaranja i uređivanja izvora podataka možete navesti učestalost radnje indeksiranja.</p> <p>(A long phrase with repeated words can be shortened without affecting the meaning.)</p>
<p>We're having trouble syncing following an earlier sync interruption.</p>	<p>POOR STYLE: Pojavili su se problemi prilikom sinkronizacije nakon prethodnog prekida sinkronizacije.</p> <p>GOOD STYLE: Pojavili su se problemi prilikom sinkronizacije nakon njezina prethodnog prekida.</p>

4.1.13 Punctuation

Croatian uses the following punctuation:

- period (.)
- exclamation point (!)
- question mark (?)
- comma (,)
- semicolon (;)
- colon (:)
- ellipsis, or suspension points (...)
- quotation marks („")
- parentheses ()
- en dash (–)
- hyphen (-)
- slash (/)
- apostrophe (')

Some punctuation marks are also used to express arithmetic formulas, for example:

- . = multiplication
- : = division
- - = subtraction
- , = decimal comma

Punctuation is often misused as a result of the influence of different typographic systems, including English.

Comma

Misplacing a comma may have an adverse effect on the meaning of a sentence. In Croatian, commas perform functions such as separating sentence elements (like nouns, modifiers, and phrases), separating subordinate clauses, and offsetting appositives. In these cases, the comma is followed by a space. Moreover, in Croatian, commas separate decimal values, in which case they aren't followed by a space.

Comma in subordinate clauses

The rules for including the comma in Croatian subordinate clauses (temporal, causal, and if clauses) are those stated in the reference materials. The general rule is that the comma is used when an inversion occurs—that is, when the subordinate clause precedes the main clause. Otherwise (when the sequence is main clause, then subordinate clause), the comma is normally not needed. Here are some examples:

en-US source	Croatian translation
To continue, you must delete or rename the file.	<ul style="list-style-type: none"> + Da biste nastavili, datoteku morate izbrisati ili preimenovati. + Datoteku morate izbrisati ili preimenovati da biste nastavili. - Da biste nastavili datoteku morate izbrisati ili preimenovati. - Datoteku morate izbrisati ili preimenovati, da biste nastavili.
If you convert the database, older program versions will not be able to use it.	<ul style="list-style-type: none"> + Ako pretvorite bazu podataka, više je nećete moći koristiti sa starijim verzijama programa. + Više nećete moći koristiti bazu podataka sa starijim verzijama programa ako je pretvorite. - Ako pretvorite bazu podataka više je nećete moći koristiti sa starijim verzijama programa.
Enable the "Single user" setting, in order to perform the chosen database alterations.	<ul style="list-style-type: none"> + Omogućite postavku „Jedan korisnik” kako biste mogli izvršiti određene promjene baze podataka. + Kako biste mogli izvršiti određene promjene baze podataka, omogućite postavku „Jedan korisnik”. - Omogućite postavku "Jedan korisnik", kako biste mogli izvršiti određene promjene baze podataka.

Note that it's customary **not** to use the comma in translations like:

„**Za x učinite y**” (not "Za x, učinite y")

en-US source	Croatian translation
Contact the system manager if you need to have your permissions changed.	Za promjenu ovlaštenja obratite se upravitelju sustava.

Colon

Colons introduce sentences and clauses or parts of sentences and clauses that introduce the following text (such as examples). The colon often introduces direct speech and is followed by a space character.

Dashes and hyphens

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to add morphological endings for acronyms.

Example:

US English	Croatian target
e-mail	e-pošta
Error in XML	Pogreška u XML-u

En dash

The en dash is used for adding or inserting phrases or clauses, always with spaces before and after.

Example:

US English	Croatian target
AutoRecover saves more than your files. It also saves your workspace.	Automatski oporavak sprema više od vaših datoteka – on sprema i vaš radni prostor.

The en dash is also used in number ranges, such as those specifying page numbers. Spaces are used around the en dash in this case.

Example:

US English	Croatian target
10-15 pages	10 – 15 stranica

Em dash

The em-dash (—) isn't used in Croatian. The en dash (–) is used instead, with spaces on both sides.

Example:

US English	Croatian target	Comment
Check your email and your calendar—fast and simple.	Provjerite e-poštu i kalendar – brzo i jednostavno.	In Croatian, the en dash is used where English uses the em dash.

Ellipsis (suspension points)

There's no space between the preceding word and the ellipsis, but if an ellipsis indicates the omission of a part of a sentence, it has a space on both sides.

Keep in mind the following when using ellipses:

An ellipsis must have three periods; any other number is incorrect. If a sentence ends in an ellipsis, there's no fourth period.

Period

In Croatian, a period is usually followed by a space. Space is not used in time data, when the period character separates hours and minutes (for example, 14.15). A period is used after abbreviations (for example, "npr.") as well as after ordinal numbers using numerals (for example, "u 3. dijelu").

Periods aren't used in acronyms, such as SAD.

Quotation marks

In Croatian, the following characters are used for quotation marks: („) (ALT+0132) at the beginning, and (") (ALT+0148) at the end.

On occasion (due to formatting problems, for instance), it's necessary to use the English characters for quotation marks (") both at the beginning and at the end of the quoted text.

Don't use quotation marks for the names of controls mentioned in text.

Don't ever use inverted commas: '...'.

Example:

US English	Incorrect Croatian target	Correct Croatian target
The name "Selection" is reserved.	Ime „Selection“ je rezervirano.	Naziv Selection jest rezerviran.
You have chosen to import your address book. Click "Finish" to perform the import.	Izabrali ste uvoz adresara. Kliknite „Finish“ za uvoz.	Izabrali ste uvoz adresara. Za uvoz kliknite gumb Finish.

Parentheses

In Croatian as in English, there's no space between the parentheses and the text inside them. The space is used outside the parentheses.

Example:

US English	Croatian target
English (United Kingdom)	engleski (Ujedinjeno Kraljevstvo)

4.1.14 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They are used whenever possible because they are short and to the point.

US English source text	Croatian long form	Croatian sentence fragment
To do this, follow these steps:	To ćete učiniti na sljedeći način:	Učinite to ovako:
For example, these commands can be found on the XY menu	Takve naredbe, primjerice, nalazimo na izborniku...	To su, recimo, naredbe na izborniku...
Some of the useful features of that product include...	Među korisne značajke tog proizvoda ubrajaju se...	Evo nekih korisnih značajki:

4.1.15 Symbols and nonbreaking spaces

% - Symbols like the percent sign are postpositioned and preceded by a nonbreaking space.

€ - The euro symbol and other monetary symbols are also postpositioned and separated by a nonbreaking space. Note, however, that the euro symbol (like all other monetary units) is preferably replaced either by "euro" or by its abbreviation EUR.

\$ - The dollar sign isn't used in Croatian. The acronym USD is used instead.

Example:

50 %

123,45 EUR

100 USD

Use nonbreaking spaces (Ctrl+Shift+Spacebar or Alt+0160) between words that shouldn't appear on different lines. If two words are connected by a nonbreaking space, Word will keep them together, even if subsequent editing causes line breaks to change. On your screen, a nonbreaking space looks like a degree symbol (°), but it will print like a space.

Ampersand (&)

Always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

4.1.16 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

In the Croatian language, the main concern in this area is achieving better clarity by the creation of either gerunds or nouns out of verbs.

en-US source	Croatian classic use of verb tense	Croatian modern use of verb tense
After you are finished installing the tool, the icon will appear on your desktop.	Nakon što ste dovršili s instaliranjem alata, na radnoj će se površini pojaviti ikona. („nakon što ste dovršili” is in past tense)	Nakon instaliranja alata na radnoj će se površini pojaviti ikona. („nakon instaliranja” is in gerund form)
Each time you open a file, check if it has been changed since the last time you’ve opened it.	Svaki put kada otvorite datoteku, provjerite je li mijenjana od zadnjega otvaranja. („svaki put kada otvorite” is in present tense)	Pri svakom otvaranju datoteke provjerite je li mijenjana od zadnjeg otvaranja. („pri svakom otvaranju” is in gerund form)
Click the icon to open the file.	Kliknite ikonu da biste otvorili datoteku. („Kliknite” is in imperative voice, „da	Klikom otvorite datoteku. („otvorite” is in imperative, and „kliknite” from the left column has been transformed into „klikom”, or "by click")

	biste otvorili" is in conditional)	
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English forms often don't distinguish between various uses of verbs (such as a command, function name, or description of an ongoing process). Find out what is really meant with the string in Croatian, and translate accordingly.

For commands and menu items, use the personal imperative form (second-person singular) only when they're a direct command (the associated action is executed directly after the activation). Otherwise (if it's an indirect command, followed by an ellipsis "...") use nouns, verbal nouns, or impersonal forms. Interactive commands are the third type of commands (the user takes part in their execution). That type of command is also translated with the use of nouns or verbal nouns.

US English source text	Croatian use of verb tense
Print	+ Ispis + Ispiši (direct command)
Cancel Refresh	+ Odustani od osvježavanja (direct command) - Odustajanje od osvježavanja
Save...	+ Spremanje... (indirect command) - Spremi...

Translating the verbs click, choose, and select

For **click** use **kliknuti** (double click = **dvoklik**).

For **choose** use **odabrati** or (if it refers to the command button) **kliknuti**.

Select can be translated as **odabrati**, **označiti** and **potvrditi okvir**. The correct translation depends on the context:

Element	en-US source	Croatian target	Comment
Lists	In the drop-down list, select an option.	Na padajućem popisu odaberite jednu od stavki.	

Check boxes	Select the check box	Potvrdite okvir	To clear or to uncheck a check box = poništiti potvrdni okvir
Selecting text, cells, images, and similar items	Select the text and then drag it to the new location.	Označite tekst i odvučite ga na drugo mjesto.	Here select is similar to highlight.

5 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 Croatian, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs 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 a greater exposure of screen elements. Some accessible products and services aren't available in Croatian-speaking markets. If you have questions about the availability of a specific accessibility product or service, double-check with the appropriate resources.

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

5.2 Applications, products, and features

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

Version numbers

Version numbers always contain a period (for example, Version 4.2). In Croatian, this period isn't replaced with a comma because these aren't decimal numbers.

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

Translation of version strings

Product, feature, and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	Croatian target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations for "All rights reserved" and "Microsoft Corporation."

5.3 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 available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>

5.4 Software considerations

This section provides guidelines for the localization of UI elements.

General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

5.4.1 Error messages

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 rebooting the computer.

When translating error messages, translators are encouraged to apply the [Microsoft voice principles](#) to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

English term	Correct Croatian translation
If this problem persists, contact your administrator.	Ako se problem nastavi pojavljivati, obratite se administratoru.
Not enough memory to process this command.	Nema dovoljno memorije za izvršavanje te naredbe.

Croatian style in error messages

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

Error messages in English are often written to save space. They often use indefinite clauses, for example, only the past participle of a verb instead of the full form, or the construction "Error + present participle," such as "Error creating..." When translating error messages, follow standard Croatian syntax and use definite clauses.

Standard phrases in error messages

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. However, feel free to use other ways to express the source meaning if they work better in the context. When translating standard phrases, standardize. Note that sometimes the US English source text uses various phrases to express the same thing. Use the simplest translation.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	nije moguće ne može	Cannot configure... Cannot determine... Cannot load... Cannot open files from later versions of Microsoft Graph Cannot save User- defined Autoformats. Cannot divide by zero.	Nije moguće podesiti... Nije moguće utvrditi... Nije moguće učitati... Nije moguće otvoriti datoteke koje su načinjene starijim verzijama programa Microsoft Graph. Nije moguće sačuvati samooblikovanja koja je definirao korisnik. Nije moguće dijeliti s nulom.
Failed to ... Failure of ...	nije uspjelo neuspjelo kvar/je u kvaru	Failed to create directory... Failed to open... Equipment failure	Stvaranje direktorija ... nije uspjelo. Otvaranje ... nije uspjelo. Kvar na opremi. (Oprema je u kvaru.)
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	ne može (pro)naći pronalaženje... nije uspjelo	Failed to find device driver... Microsoft Edge cannot find DLL for Security Protocol Module.	Pronalaženje upravljačkog programa nije uspjelo... Microsoft Edge ne može (pro)naći DLL datoteku modula za sigurnosni protokol.
Not enough memory	Nema dovoljno memorije		

Insufficient memory There is not enough memory There is not enough memory available			
... is not available ... is unavailable	nema nije dostupan	No error message is available. The DECnet protocol is not currently available.	Nema (odgovarajuće) poruke o pogrešci. Protokol DECnet trenutno nije dostupan.

Error messages containing placeholders

When you localize error messages that contain 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 the 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."

The example below uses the error message Cannot find %s, where the placeholder %s is replaced with a file name (standard.doc).

en-US source	Croatian target
Cannot open standard.doc	+ Nije moguće otvoriti datoteku standard.doc.

5.4.2 Keys

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps).

Key names should be translated in accordance with the Microsoft glossaries. In using Microsoft software, the customer uses keys, key combinations, and key sequences.

1. Key combination: KEY1+KEY2

In a key combination, the user presses the first key, holds it, and presses the second key. Key names are combined with the plus (+) character. For example, the command **Na tipkovnici pritisnite ALT+ESC** means that the user should press Alt, hold it, simultaneously press Esc, and then release both keys.

2. Key sequence: KEY1, KEY2

In a key sequence, the user presses and releases the specified keys one after the other. Key names are separated with a comma (,) and a space. For example, the command **Na tipkovnici pritisnite ALT, F** means that the user should press Alt first, release it, and then press and release the F key.

English key name	Croatian key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps lock	Caps Lock
Ctrl	Control
Delete	Delete
Down arrow	Strelica dolje
End	End
Enter	Enter
Esc	Esc

Home	Home
Insert	Insert
Left arrow	Strelica lijevo
Num lock	Num Lock
Page down	Page Down
Page up	Page Up
Pause	Pause
Right arrow	Strelica desno
Scroll lock	Scroll Lock
Shift	Shift
Spacebar	Razmaknica
Tab	Tab
Up arrow	Strelica gore
Windows key	Tipka s logotipom sustava Windows
Print screen	Print Screen
Menu key	tipka izbornika

5.4.3 Keyboard shortcuts

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

Examples:

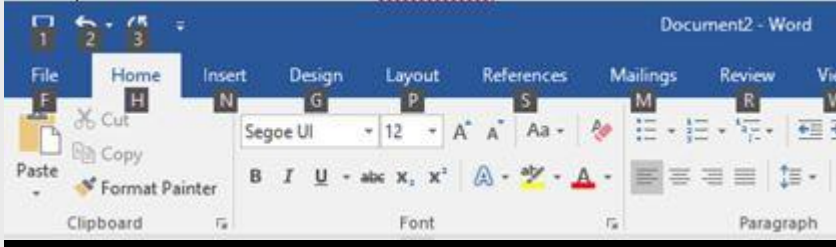
New (Alt+N)

Cancel (Alt+C)

Options (Alt+O)

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

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

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “~” character.</p> <p>Example: In UI localization Home`H</p> 
shortcut key	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys aren't 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>

Text strings with keyboard shortcuts

There are text strings in string tables which might later appear in dialog boxes. These text strings often show up as the names of buttons and similar UI elements and should be translated according to the general rules for UI components. These strings are easily recognizable because they have keyboard shortcuts. They're included in the library of approved Microsoft UI strings.

Note

Always look for the current, approved translation of terms in the Microsoft terminology databases.

5.4.4 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the input focus to the next control in tab order, whereas pressing the left arrow key moves the 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.

5.4.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when they're available on the screen, whereas shortcut keys can be used even when they aren't accessible on the screen.

Standard shortcut keys

US command	US English shortcut key	Croatian command	Croatian shortcut key
General Windows shortcut keys			
Help window	F1	Prozor za pomoć	F1
Context-sensitive Help	Shift+F1	Pomoć po kontekstu	Shift+F1
Display pop-up menu	Shift+F10	Prikazivanje skočnog izbornika	Shift+F10

Cancel	Esc	Otkazivanje	Esc
Activate/deactivate menu bar mode	F10	Aktiviranje\ deaktiviranje trake izbornika	F10
Switch to the next primary application	Alt+Tab	Prebacivanje na sljedeću primarnu aplikaciju	Alt+Tab
Display next window	Alt+Esc	Prikazivanje sljedećeg prozora	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Prikazivanje skočnog izbornika za prozor	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Prikazivanje skočnog izbornika za potprozor	Alt+-
Display property sheet for current selection	Alt+Enter	Prikazivanje lista svojstava odabrane stavke	Alt+Enter
Close active application window	Alt+F4	Zatvaranje aktivnog aplikacijskog prozora	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Prebacivanje na sljedeći prozor unutar (nemodalno sukladne) aplikacije	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Snimanje slike aktivnog prozora u međuspremnik	Alt+Prnt Scrn
Capture desktop image to the clipboard	Prnt Scrn	Snimanje slike radne površine u međuspremnik	Prnt Scrn

Access Start button in taskbar	Ctrl+Esc	Prikazivanje Start izbornika u programskoj traci	Ctrl+Esc
Display next child window	Ctrl+F6	Prikazivanje sljedećeg potprozora	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Prikazivanje sljedeće kartice	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Pokretanje Upravitelja zadataka i pokretanje sustava	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	Nova datoteka	Ctrl+N
File Open	Ctrl+O	Otvaranje datoteke	Ctrl+O
File Close	Ctrl+F4	Zatvaranje datoteke	Ctrl+F4
File Save	Ctrl+S	Spremanje datoteke	Ctrl+S
File Save as	F12	Spremanje datoteke kao	F12
File Print Preview	Ctrl+F2	Pretpregled ispisa datoteke	Ctrl+F2
File Print	Ctrl+P	Ispis datoteka	Ctrl+P
File Exit	Alt+F4	Izlaz iz datoteke	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Uređivanje - Poništi	Ctrl+Z
Edit Repeat	Ctrl+Y	Uređivanje - Ponovi	Ctrl+Y
Edit Cut	Ctrl+X	Uređivanje - Izreži	Ctrl+X
Edit Copy	Ctrl+C	Uređivanje - Kopiraj	Ctrl+C
Edit Paste	Ctrl+V	Uređivanje - Zalijepi	Ctrl+V

Edit Delete	Ctrl+Backspace	Uređivanje - Izbriši	Ctrl+Backspace
Edit Select All	Ctrl+A	Uređivanje - Odaberi sve	Ctrl+A
Edit Find	Ctrl+F	Uređivanje - Traži	Ctrl+F
Edit Replace	Ctrl+H	Uređivanje - Zamijeni	Ctrl+H
Edit Go To	Ctrl+B	Uređivanje - Idi na	Ctrl+B
Help menu			
Help	F1	Pomoć	F1
Font format			
Italic	Ctrl+I	Kurziv	Ctrl+I
Bold	Ctrl+G	Podobljano	Ctrl+G
Underlined/word underline	Ctrl+U	Podcrtano\Podcrtana riječ	Ctrl+U
Large caps	Ctrl+Shift+A	Velika slova	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Smanjena velika slova	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	Centrirano	Ctrl+E
Left aligned	Ctrl+L	Poravnato nalijevo	Ctrl+L
Right aligned	Ctrl+R	Poravnato nadesno	Ctrl+R
Justified	Ctrl+J	Obostrano poravnato	Ctrl+J

5.5 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.

- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task, and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (search engine optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.


5.5.1 English pronunciation

In general, English terms and product names that are left unlocalized in the target material should be spoken as English words, with a pronunciation that follows the rules for Croatian phonetic transcription. For example:

English "th" sounds, /ð/ and /θ/, are pronounced the Croatian way, as /t/. For example, Northwind Traders would be pronounced /nortvind trejders/.

Microsoft must be pronounced the Croatian way, as Majkrosoft.

If numbers are involved, pronounce them in Croatian.

Example	Phonetics	Comment
SecurID	[sikjur aj di]	
.NET	[dot net]	.NET is considered a product name; don't say /točka net/
Skype	[skaip] 	Product names are mostly pronounced the way they're pronounced in the source language

Acronyms and abbreviations

Acronyms are pronounced like real words, when the consonant and vowel combination of the acronym enables it. They should be pronounced the Croatian way.

Example	Phonetics
RADIUS	/radijus/
RAS	/ras/
ISA	/isa/
LAN	/lan/
WAN	/van/
WAP	/vap/
MAPI	/mapi/
POP	/pop/
URL	/url/

Other abbreviations are pronounced letter by letter. There's no single rule about when to use the English pronunciation and when to use Croatian pronunciation. It depends on common usage.

Example	Phonetics	Comment
ICMP	/aj si em pi/	The English way
TCP/IP	/ti si pi aj pi/	The English way
TCP/IP	/t c p i p/	The Croatian way
HTTP GET	/h t t p get/	The Croatian way
HTTP GET	/ha te te pe get/	The Croatian way
Rqc.exe	/er qu ce točka egze/	The Croatian way
XML	/iks em el/	The Croatian way
HTML	/ha te em el/	The Croatian way
SQL	/es ku el/	The Croatian way

OWA	/o duplo ve a/	The Croatian way
Exceptions:		
IIS	/aj aj es/	Considered a product name, to be pronounced the English way

5.5.1.1 URLs

"http://" can be left out; the rest of the URL should be read.

"www" should be pronounced as "duplo ve duplo ve duplo ve."

The "dot" should be omitted, but can also be read aloud. If read aloud, it must be pronounced the Croatian way, as "točka."

Example	Phonetics	Comment
http://www.microsoft.com	/duplo ve duplo ve duplo ve točka majkrosoft točka kom/	The domain extension .com can be pronounced either as /kom/ or /com/

5.5.1.2 Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

The en dash (–) is used to emphasize an isolated element. It should be pronounced the way a comma is, that is, as a short pause.

Special characters

Pronounce special characters such as / \ ~ < > + - using the Croatian translations approved in the Language Portal. For example, \ will be pronounced obrnuta kosa crta.

5.5.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

5.5.3 Video voice checklist

Topic and script

- Apply the following Microsoft voice principles:
 - Single intent
 - Clarity
 - Everyday language
 - Friendliness
 - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context.

Action and sound

- Keep something happening, both visually and audibly, but ...
- ... maintain an appropriate pace.
- Synchronize visuals with the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

Visuals

- The eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

Ending

- Recaps are unnecessary