

French (Canada) Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for French (Canada). This guide will help you understand how to localize French (Canada) 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 French (Canada).

1.1 Reference material

Unless this style guide or [Microsoft 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. Le Trésor de la Langue Française Informatisé (<http://atilf.atilf.fr/>)
2. Le Petit Robert, ROBERT, Paul, Paris : Dictionnaire Le Robert

3. Le Petit Larousse, Éditions Larousse
4. Le bon usage, GREVISSE, Maurice, Paris-Gembloux : Duculot

Informative references

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

1. Termium Plus (<https://www.btb.termiumpius.gc.ca/tpv2alpha/alpha-eng.html?lang=eng>)
2. Le Grand Dictionnaire Terminologique (<http://www.granddictionnaire.com>)
3. Le Dictionnaire de l'Informatique, Microsoft Press. Paris

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance 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 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 also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

2.1 Choices that reflect Microsoft voice

Translating Canadian French 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 is often used for technical and commercial content.

When you are 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 is 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 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

Microsoft voice text written in US English prefers 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 is important to be intentional about using everyday words that customers are accustomed to.

Short words forms

In Canadian French, full forms are preferred and the use of shortened words is an exception. The following table contains a non-exhaustive list of shortened words usages in en-US and fr-CA

en-US source term	en-US word usage	fr-CA word usage
App	Short word "app" is used instead of <i>application</i> or <i>program</i>	Do not use "app" in Canadian French. Use " application " instead as this is the approved translation. Note that when used in the source string and if space is limited, then the use of the short form « appli » is acceptable.
Info	Used in most situations unless <i>information</i> fits the context. Used to point the reader elsewhere ("for more info, see <link>")	Try to avoid using "infos" in running text and use the full form instead. (" informations " or " information ") Note that when used in the source string and if space is limited, then the use of the short form is acceptable. Use "infos" in the context of data related to a contact, personal details, more info, etc.
PC	Used for personal computing devices (<i>computer</i> for situations about PCs and Macs)	Use " PC " as per source as this is the approved translation
Sync		Do not use "sync" ou "synchro," even if used in the source, and use the full form instead : synchroniser/synchronisation

Everyday words

For the Canadian French Microsoft voice, everyday words will also be used to convey the meaning in a more concise and direct way to the target audience.

Target audience is often reluctant to read and understand long text, especially when it contains obscure words. So, Canadian French Microsoft voice uses simple and short words to convey the meaning in an easier way.

The following table contains a non-exhaustive listing of formal target terms and their simpler alternatives.

fr-CA existing term	fr-CA new voice term
invariablement	toujours
il est (fort) probable que	sans doute, probablement
pléthore	trop, (excès is less-used, and depends on context)
diminution	baisse
afin de, dans le but de	pour
avoir la possibilité de, avoir l'opportunité de	pouvoir
réaliser	faire, effectuer
requérir, exiger	demander, nécessiter
faire une recommandation	recommander, conseiller

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. For Canadian French Microsoft voice, words and phrases not to use in Microsoft voice text have been identified as they express a very formal tone. Equivalent words more appropriate for the Microsoft voice are provided as well.

Here are some examples:

Canadian French old word/phrase	Canadian French new word/phrase
avoir la possibilité de, avoir l'opportunité de	pouvoir
Réaliser	faire, effectuer

requérir	demander
faire une recommandation	recommander, conseiller
nécessiter	devoir
Impossible de...	<p>When source is using forms such as "We were unable to" or "We could not," try and avoid using impersonal forms such as "impossible de."</p> <p>Instead, match the source and use forms such as "Nous n'avons pas pu".</p>

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 Focusing on the user action

US English	Canadian French target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Le mot de passe est incorrect, réessayez. Les mots de passe respectent la casse.	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. Check it and try again.	Cette clé de produit ne fonctionne pas. Vérifiez-la et recommencez.	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	Tout est prêt.	Casual and short message to inform user that setup has completed, ready to start using the system.
Give your PC a name—any name you want. If	Donnez un nom à votre PC (celui que vous voulez). Pour	Address the user directly using second person

you want to change the background color, turn high contrast off in PC settings.	modifier la couleur d'arrière-plan, désactivez le contraste élevé dans les paramètres du PC.	pronoun to take the necessary action.
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2.2.2 Explanatory text and providing support

US English	Canadian French target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Les mises à jour sont installées, mais le programme d'installation de Windows doit redémarrer pour qu'elles puissent fonctionner. Une fois le redémarrage effectué, l'installation pourra reprendre.	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.	Si vous redémarrez le PC maintenant, vous et les autres personnes en train d'utiliser ce PC risquez de perdre le travail non enregistré.	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.	Ce document sera automatiquement déplacé vers la bibliothèque et le dossier appropriés dès que vous aurez corrigé les propriétés non valides ou manquantes.	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	Il y a eu un problème : impossible de trouver les fichiers téléchargés pour créer votre clé USB de démarrage.	Without complexity and using short sentences inform the user what has happened.

bootable USB flash drive.		
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2.2.3 Promoting a feature

US English	Canadian French 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.	Le mot de passe image est une nouvelle méthode de protection de votre PC à écran tactile. Vous choisissez l'image (ainsi que les mouvements nécessaires à sa réalisation) pour créer un mot de passe réellement personnalisé.	Promoting a specific feature.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Permettre aux applications de vous donner du contenu personnalisé en fonction de l’emplacement, du nom et de l’avatar de compte de votre PC, ainsi que d’autres informations de domaine.	Promoting the use of apps.

2.2.4 Providing how-to guidelines

US English	Canadian French target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Pour revenir en arrière et enregistrer votre travail, cliquez sur Annuler et terminez vos tâches.	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.	Pour confirmer votre mot de passe image actuel, regardez simplement la relecture de la séquence enregistrée et tracez les exemples de mouvements indiqués sur votre image.	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.

It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Il est temps d'entrer la clé de produit (Product Key). Quand vous vous connecterez à Internet, nous activerons Windows pour vous.	Speak to the user directly and naturally using second person pronoun "vous" on clear actions to enter the product key.
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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

Comply with local language laws.

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		French (Canada) examples	
primary/subordinate	master/slave	principal/secondaire; instructeur/exécutant	maître/esclave
perimeter network	demilitarized zone (DMZ)	réseau de périmètre	zone démilitarisée
expert	guru	expert	gourou
meeting	pow wow	réunion	pow wow
colleagues; everyone; all	guys; ladies and gentlemen	collègues, tout le monde, tous	mesdames et messieurs
parent	mother or father	parent	père ou mère

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (*homme, femme, etc.*).

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

Use this	Not this	Comments
French (Canada) examples		
êtres humains, humanité, l'humain	l'homme, les hommes	

le lectorat	les lecteurs	Replacing the masculine “le lecteur” with the neutral “le lectorat”
les journalistes	le ou la journaliste	Using the plural “les” instead of the gendered articles “le” and “la”
spécialiste	spécialisé or spécialisée	Using an epicene adjective instead of a gendered one.
Êtes-vous de citoyenneté canadienne?	Êtes-vous citoyen canadien?	Using impersonal phrasing instead of gendered phrasing.
gestion de l'approvisionnement	il ou elle devra gérer l'approvisionnement	Using a noun phrase instead of a gendered phrase.

When presenting generalization, use plural noun forms (for example, *personnes*, *individus*, *étudiants*, etc.).

Don't use gendered pronouns (*elle*, *il*, etc.) in generic references. Instead:

- Rewrite to use the indefinite pronoun “on” or the plural first or second person “nous”, “vous”.
- Rewrite the sentence to have a plural noun and pronoun.
- Use *la personne* or *l'individu*.

Use this	Not this	Use this	Not this
English examples		French (Canada) 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.	Les utilisateurs ayant le niveau d'accès approprié peuvent modifier les mots de passe d'autres utilisateurs.	Si l'utilisateur a le niveau d'accès approprié, il a la capacité de modifier les mots de passe d'autres utilisateurs.

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.	Les développeurs doivent avoir accès aux serveurs dans leurs environnements de développement, mais n'ont pas besoin d'accéder aux serveurs dans Azure.	Un développeur doit avoir accès aux serveurs dans son environnement de développement, mais il n'a pas besoin d'accéder aux serveurs dans Azure.
When the author opens the document	When the author opens her document	Lorsque la personne qui rédige ouvre le document...	Lorsque le rédacteur ouvre son document
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.	Pour appeler quelqu'un, sélectionner le nom de la personne, sélectionnez Passer un appel téléphonique, puis choisissez le numéro que vous souhaitez composer.	Pour appeler quelqu'un, sélectionnez son nom, sélectionnez Passer un appel téléphonique, puis sélectionnez son numéro.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *il*, *elle*, *iel*, or another pronoun. It's OK to use gendered pronouns (like *il*, *elle*) when you're writing about real people who use those pronouns themselves.

When the subject of a sentence is a product, a brand, etc., avoid using a specific gender.

en-US source	fr-CA source
Benefits for Microsoft?	(+) Quels seraient les avantages pour Microsoft? (-) Quels avantages Microsoft pourrait-elle en tirer?

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 *victime de* or *souffrant de*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		French (Canada) examples	
person with a disability	handicapped	personne en situation de handicap, personne vivant avec un handicap	un handicapé, une handicapée
person without a disability	normal person; healthy person	personne non handicapée	personne n'ayant aucune déficience, personne normale, un non-handicapé or une non-handicapée

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		French (Canada) examples	
Select	Click	Sélectionnez	Cliquez

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *et*, *plus*, and *environ*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

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

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

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:

- Regular abbreviations shorten a word by three or more letters and end with periods (see below for exceptions). Abbreviate only after a consonant or cluster of consonants.

Example: supplement > suppl

- Plural abbreviations do not take an "s" in Canadian French.

Example: des URL, 200 Mo

List of common abbreviations:

Expression	Acceptable abbreviation
article	art.
bits par seconde	bps
chapitre	chap.
deuxième, troisième	2e, 3e
deuxième, troisième	2e, 3e
exemple	ex.

gigaoctet	Go
heure	h
kilobits par seconde	kbps
kilohertz	kHz
kilo-octet	Ko
mégabits par seconde	mbps
mégahertz	MHz
mégaoctet	Mo
monsieur	M.
million	Mio*
minute	min
numéro	no
premier, première	1er, 1re
reportez-vous à	cf.
référence numéro	réf. no

* It is recommended to use the abbreviation M when it is used with another symbol (M\$) and to not use an abbreviation otherwise. If Mio must be used, then it would be necessary to write it next to the long form of million before using it alone. Example: million (Mio).

Don't abbreviate such words as pounce, pica, point, pied, and pixel.

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) or HTML (Hypertext Markup Language).

Write acronyms in capital letters, without periods or spaces. Acronyms do not agree in number. In Canadian French, do not capitalize a spelled-out term beyond the first substantive. When the acronym can be pronounced as a proper name, it is permissible to write it in lower case with an initial capital (e.g. Unesco, Opep). Some acronyms, having become common nouns, are treated as such (e.g. ovni, laser).

Localized acronyms

When acronyms are localized, which does not happen often, they take the gender of the first substantive.

Example:

en-US source	fr-CA target
DTP	la PAO (Publication assistée par ordinateur)
DBMS	le SGBD (Système de gestion de base de données)

Unlocalized acronyms

If an acronym must remain in English throughout a manual or other text, the first time it occurs, write its full name in Canadian French in normal style followed in parentheses by the acronym and its full spelling in English in italics.

Example:

Si cette application gère l'échange dynamique de données (DDE, *Dynamic Data Exchange*) ou la liaison et l'incorporation d'objets (OLE, *Object Linking and Embedding*), vous pouvez également y coller avec liaison un document graphique. Les abonnements et le DDE ne sont disponibles que si vous utilisez la version 7.0.

4.1.3 Adjectives

In Canadian French, adjectives can take masculine/feminine and singular/plural forms, according to the name they are related to. They are commonly placed after this noun. Be careful not to use too many adjectives in a row.

4.1.4 Articles

Definite articles are far more often used in Canadian French than in English. Avoid indefinite articles whenever it is possible.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Canadian French, possessive adjectives have to be avoided whenever it is possible. Prefer using definite forms.

en-US source	fr-CA target
Select a file to convert.	(+) Sélectionnez le fichier à convertir.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them in this way in Canadian French as well.

Example:

en-US source	fr-CA target
Download Microsoft Office	Télécharger Microsoft Office

Localized feature names

Translated feature names are handled like any Canadian French name, that is, with the appropriate article.

Example:

en-US source	fr-CA target
About Calculator	À propos de la Calculatrice

Articles for English borrowed terms

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

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Canadian French language? Is the word derived from another word that is kept in English and whose article is already adopted? Is there a part of the word that already exists in Canadian French?
- Analogy: Is there an equivalent Canadian French 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.

Always consult Microsoft Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	fr-CA target
Enter a valid URL.	Entrez une URL valide.

4.1.5 Capitalization

As a general rule, only proper nouns and the first word of a sentence have to be capitalized. There are just a few exceptions (for example, legal terms in a contract). The first word of a title or the first word of a compound noun must also be capitalized.

4.1.6 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.

Be careful when using plural forms for compounds. Always check your dictionary if you're in doubt about the use of the hyphen or which word in the compound to make plural. You can also refer to the following guidelines:

1. When two nouns are in apposition, both nouns must be plural.

Examples:

des lettres types
des fenêtres parentes/des fenêtres enfants
des applications clientes
des fichiers sources/des fichiers cibles

2. If the two nouns are complements, only the first one is plural:

Examples:

des serveurs passerelle
des tables système
des imprimantes couleur
des raccourcis clavier
des fichiers système
des fichiers texte
des connexions réseau
des installations réseau

4.1.7 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

Some specific conjunctions in Canadian French Microsoft voice can be used rather than others in order to help convey a conversational tone. Some other conjunctions are a bit too formal, and should be avoided. Here are some examples:

Canadian French old use of conjunctions	Canadian French new use of conjunctions
de même que	comme
lors de	durant/pendant
auquel cas	<nothing> avoid using this conjunction

lorsque/une fois que	quand
de sorte que/de (telle) façon que	pour, afin de
sitôt que	dès que
par conséquent/d'où	ainsi
parce que/vu que/ à cause de	car
jusqu'au moment où	jusqu'à ce que
en dépit de	malgré
sauf que	sauf si
si jamais	si
après que/maintenant que	une fois..., une fois que
sans ça/sans cela	sinon

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 "colloquialism").

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

- Do not attempt to replace the source colloquialism with a Canadian French colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	fr-CA target
We've hit a snag...	<u>Not casual, and no slang</u> : Nous avons rencontré un problème...
Uploads are limited to 100MB. Got something smaller?	Les téléchargements étant limités à 100 Mo, merci d'utiliser une taille de fichier plus petite.
Bummer...	Do not translate and delete.
Working on it... Bear with us. Note: This generic string is displayed when there is something happening on SharePoint that takes longer than a second. It could be any operation, so there may be no additional context	Cette tâche est presque terminée... Nous avons bientôt terminé... Merci de patienter.
Warm up your fingers—it's time to enter the product key.	Entrez maintenant la clé de produit.
Drum roll...	Fin de l'installation
Yay! The wait is over.	Vous pouvez passer à l'étape suivante.

4.1.9 Nouns

Canadian French language tends to use more nouns than English language.

Example:

en-US source	fr-CA target
How to use Microsoft Office	Utilisation de Microsoft Office

Plural formation

Unlike in English, adjectives in Canadian French can take plural forms, according to the noun they are related to.

Be careful when dealing with compounds: there is no real rule about their plural form. Check your dictionary if in doubt.

4.1.10 Numbers

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

Numbers below 10 should usually be written out in French (Canadian), except if there are other numbers in the same sentence.

For example, we will write "La mise à niveau vers la version 10.1 prendra 4 à 9 minutes." but "Le temps de chargement est estimé à neuf secondes."

4.1.11 Prepositions

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

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

Source text expression	Canadian French expression	Comment
Due to...	En raison de...	Using "Dû à" at the beginning of a sentence is incorrect.
Specific to	Propre à/Spécifique de	"Spécifique à" is incorrect.
Log in/Log out	Se connecter/Se déconnecter	Always pay attention to prepositions like "in" and "out," "to" and "from," because a misreading can lead to the opposite meaning.

4.1.12 Pronouns

When addressing users, avoid using "on" and always use the masculine singular form of "vous."

Example:

en-US source	fr-CA target
Do you want to delete this file?	Voulez-vous supprimer ce fichier?

4.1.13 Punctuation

Punctuation plays a supportive role in voice; it isn't a substitute for good word choice.

In Canadian French, avoid using some punctuation, while following the following basic rules:

- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't systematically reuse exclamation marks as in the source. Use stronger words.
- Question marks? Like exclamation points, use them judiciously. They work well when a link is phrased as a customer question.
- Parentheses give a noticeable whisper.

An em dash is used to demarcate an isolated element or to introduce an item that is not essential to the meaning of the sentence. In Canadian French, it is recommended to replace the em dash by a period, comma or parentheses.

Bulleted lists

Bulleted items in a list will follow the common style guide rules.

If the bulleted items are complete sentences, each begins with a capital and ends with a period.

Example:

Vous pouvez obtenir plus d'informations dans les chapitres suivants de cette deuxième partie.

- Le chapitre 6 traite des lettres types.

- Le chapitre 7 traite des étiquettes et autres documents à fusionner.

If the bulleted items continue an introductory clause, each begins with a lower case letter and ends with a semicolon, except the last, which ends with a period.

Example:

Vous avez le choix entre les options suivantes :

- alignement contre la marge gauche;
- alignement contre la marge droite;
- centrage entre les deux marges.

Avant d'ouvrir un autre fichier, vous pouvez :

- enregistrer le premier fichier et le fermer;
- fermer le premier fichier sans l'enregistrer;
- ne pas fermer le premier fichier.

Comma

In a series consisting of three or more elements with similar grammatical function, separate the elements with commas. When one of the conjunctions *et*, *ou*, or *ni* joins the last two elements in a series, do not use a comma before the conjunction.

Example: (+) Le chapitre 5 traite des fichiers, dossiers et répertoires.

If the elements do not have the same grammatical function, a comma precedes *et*, *ou*, or *ni*.

Example: (+) J'ai acheté un ordinateur, et un système d'exploitation y était déjà installé.

Use commas to set off explanatory clauses and appositives.

Example: (+) Vous devez ouvrir le fichier principal, c'est-à-dire le premier de la liste.

Colon

Use colons to introduce lists and explanations. You may use a colon at the end of an introductory phrase even if it is not a complete sentence.

Do not capitalize the word following a colon unless (1) the colon is at the end of a heading or (2) the text following the colon is a complete quotation.

Example:

- (+) Vous avez ouvert deux fichiers : le fichier source et le fichier cible.
- (+) Le logiciel est offert sur plusieurs appareils : Mac, PC, tablette et téléphone.
- (+) Microsoft déclare : « Le succès est au rendez-vous! ».

Do not use colons to introduce only one idea.

Example:

US English	Canadian French target
Click on: File	(+) Cliquez sur Fichier. (-) Cliquez sur : Fichier.

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The hyphen (trait d'union) is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Example: des fonctionnalités-clés, voulez-vous...

When a hyphenated compound should not be divided between lines (e.g., MS-DOS), use a non-breaking hyphen (CTRL+SHIFT+HYPHEN). Both parts of the compound will be kept together on the same line.

En dash

The en dash (tiret demi-cadratin, ANSI 0150) is used as a minus sign, usually with spaces before and after.

Example: Salaire – 1 000 = 2 000

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

Em dash

The em dash (tiret cadratin, ANSI 0151) should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. In most cases where the English uses dashes, commas or parentheses will suffice in Canadian French.

Example:

US English	Canadian French target
Each table in your database should store facts about a single subject—about customers, for example, or products.	Chacune des tables de votre base de données devrait se limiter à un seul sujet, tel que clients ou produits, par exemple.

Ellipses (Suspension points)

Do not use three periods for suspension points in printed documentation. Instead use the ellipsis character ... (ANSI 0133).

Keep in mind the following when using ellipses/suspension points:

- When indicating an omitted word, use spaces before and after the ellipsis.

Example: Je vous présente Monsieur ... qui est agent secret.

- When indicating an omitted string of words, enclose the ellipsis in square brackets.

Example: Il n'est pas nécessaire de lire tous les chapitres, [...] pour comprendre le système.

- At the beginning of a sentence, use one space before the first word.

Example: ... PowerPoint aura tout fait pour vous.

- At the end of a word within a sentence with no words deleted (rare in documentation, more common in tutorials and callouts), no space before the points, one space after.

Example: Cliquez maintenant sur Suivant...

... pour voir la suite de l'exercice.

- At the end of a sentence or paragraph, they also serve as the final period.

Example: Dans la leçon suivante, vous apprendrez à fusionner. Ce sera pour un autre jour...

- Do not use suspension points after the word "etc."

Period

Insert only one space after a period.

Use a period in all complete sentences, i.e. sentences with a conjugated verb. Do not use a period in a string of the software without a conjugated verb.

Example:

US English	Canadian French target
Deleting files.	Suppression de fichiers

Quotation marks

Quotation marks are used when referring to chapters, sections and topics.

Normally, use the Canadian French quotation marks (« », guillemets ouvrants and fermants) in both software and documentation.

Non-breaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) should be used between the chevrons and the quoted text. Punctuation marks that do not belong to the quoted text are always placed outside the quotation marks in Canadian French. (This is not always the case in English.)

Example:

(+) Vider le dossier « <0s#25> »

(+) Pour plus d'informations sur les états, voir le chapitre 7, « États, bilans et rapports », dans lequel vous trouverez tous les détails nécessaires.

(+) Pour plus d'informations, voir le chapitre 2, « Notions de base de l'application ».

English quotation marks will be used in the following cases only:

1. When needed to match software functionality, e.g. in code.
2. In Developer documentation & software (e.g. Visual Studio).
3. For nested quotations — that is, a quotation within a quotation—use English double quotation marks ("...").

Example:

Les caractères valides incluent [a-zA-Z0-9 .(){}-_"'"\$%@~!^#/#].

<FONT <%=DEF_FONT%> id="" size=2>
Utiliser les informations d'identification suivantes

Le commandant poursuit alors : « Je n'irai pas jusqu'à vous promettre comme Churchill "du sang, de la sueur et des larmes", mais je dois vous convier plutôt à l'effort qu'à la facilité. »

In US source strings, you may find software references surrounded by English quotation marks. Do not copy this US practice. In Canadian French, just remove the quotation marks.

Example:

US English	Canadian French target
Click the "Delete" button to delete the selected item.	Cliquez sur le bouton Supprimer pour supprimer l'élément sélectionné.

Parentheses

In English as in Canadian French, there is no space between the parentheses and the text inside them.

Spaces

Unlike European French, semi-colons, exclamation and question marks are not preceded by a nonbreaking leading space. On the other hand, use a leading space before colon.

For more detailed spacing rules, follow the following table:

<http://www.btb.termiumpius.gc.ca/redac-chap?lang=fra&lettr=chapsect6&info0=6.13>.

4.1.14 Split infinitive

Be careful not to translate split infinitives literally. You can use periphrases or explicit verbs to express the meaning of split infinitives.

Example:

US English	Canadian French target
We expect our output to more than double this year.	Cette année, nos résultats devraient doubler, au minimum.

4.1.15 Subjunctive

Subjunctive constructions in Canadian French are quite complicated. Avoid using them as much as possible. Use active voice and indicative or imperative instead. Sentences will be clearer this way.

Example:

US English	Canadian French target
Click here so that you can view this page.	Cliquez ici pour visualiser cette page

4.1.16 Symbols & nonbreaking spaces

Whenever there is a symbol in English, keep it in Canadian French, particularly when dealing with statements.

Example: Tapez un signe moins (–) après la parenthèse.

Use non-breaking spaces in the following instances:

- Between chapitre or annexe and its number or letter.
- As a thousand separator.
- Between a unit of measure or currency and the number that goes with it.
- Between any items that should not be divided onto separate lines.

Example:

(+) Chapitre 1 : Installation (nbsp before "1" and before ":")

(+) 5 000 € (nbsp after "5" and before "€")

Note: Nonbreaking spaces sometimes cause problems in the generation of the final documents. Nonbreaking spaces should not be used in online help and documentation live content.

4.1.17 Syntax

Anacoluthon

This is when the structure of a sentence is broken in such a way that the sentence begins with a subject and unexpectedly ends with another. In standard French, it is considered a grammar mistake. However, it is more common in English. So the translator will have to adjust the structure in French.

Example:

English: Please install the latest Skype version on your computer. Once installed, the user will have access to the newly added features

French: Veuillez installer la dernière version de Skype sur votre ordinateur. Une fois celle-ci installée, l'utilisateur peut accéder aux nouvelles fonctions. (Note that we had to introduce a subject in the second sentence to show the past participle is not related to the second subject, "l'utilisateur".)

According to/Depending on

A common mistake is also translating « according to/depending on » as « selon » at the beginning of a sentence and keeping the same sentence structure afterwards. In French, when a sentence is introduced by « selon », you expect at least two choices.

Example:

According to/Depending on your user rights, you might be able to access those files

Wrong: Selon vos droits d'accès, vous pouvez accéder à ces fichiers

Right: Si vous disposez des droits d'accès adéquats, vous pourrez accéder à ces fichiers

If we want to keep « selon », we might say « Selon vos droits d'accès, vous pouvez accéder ou non à ces fichiers. », but the first solution flows better.

4.1.18 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are 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.

Use simple past tense (passé composé) when you describe events that already happened, and only use complex tenses (for example plus-que-parfait or futur antérieur) when required by basic grammar rules.

Avoid using tenses which can sound too formal, such as passé simple or past subjunctive tenses, etc. Use verb tenses you would use in normal conversation, while still applying the basic rules of concordance des temps.

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 Canadian French, 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.

5.1 Accessibility

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

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of

screen elements. Some accessible products and services may not be available in French-speaking markets. Double-check with the appropriate resources.

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

5.2 Applications, products, and features

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

Refer to the product-specific sections at the end of this document for information on the localization of specific product names.

Version numbers

Version numbers always contain a period (e.g. Version 4.2).

Version numbers are usually also a part of version strings, but technically they are not 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	Canadian French target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations "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 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.

5.4.2 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.

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 Canadian French translation
That can't be blank...	Ce champ ne peut pas être vide.
Not enough memory to process this command.	Mémoire insuffisante pour traiter cette commande.

Canadian French style in error messages

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

Always use a period after an error message, no matter if it is a sentence with a conjugated verb or a sentence without a conjugated verb. Exception: In strings ending with a placeholder, follow US punctuation if you do not know what the placeholder will be replaced with at runtime.

Try to avoid parentheses as much as possible.

Standard phrases in error messages

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

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	Impossible de...	Impossible de télécharger le fichier.	Avoid "Le fichier ne peut pas être téléchargé."
Failed to ... Failure of ...	Échec de	Échec du téléchargement du fichier.	Avoid "Le téléchargement du fichier a échoué."
Cannot find ... Could not find ... Unable to find ... Unable to locateintrouvable	Fichier introuvable.	Avoid "Impossible de trouver le fichier."
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Mémoire insuffisante	Mémoire insuffisante.	Avoid "Pas assez de mémoire disponible."
... is not available ... is unavailable	n'est pas disponible	Le fichier n'est pas disponible.	Avoid "Le fichier est indisponible."

Error messages containing placeholders

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

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

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

5.4.3 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.

Examples:

New

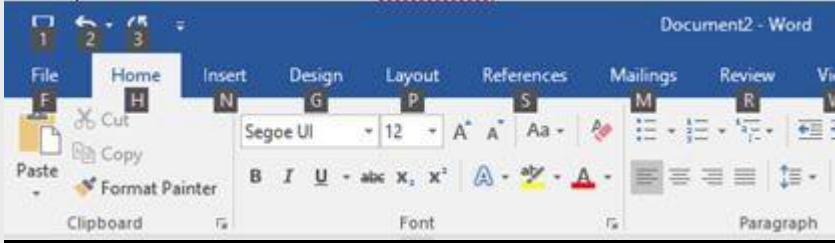
Cancel

Options

Keyboard shortcuts special options	Usage: is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	n/a
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Avoid setting keyboard shortcuts on letters with downstrokes like q and g. Only use them if no other letter is available.
Extended characters can be used as keyboard shortcuts	yes	Avoid setting keyboard shortcuts on letters with accents like é é ë ê à â and î. Only use them if no other letter is available.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	yes	n/a
A number, appearing between brackets after item name, can be used as a keyboard shortcut	yes	n/a

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

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

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome 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. 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>

Example: Ctrl+N, Ctrl+V

In keyboard shortcuts, most shortcut keys are used with the Ctrl key.

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

Additional notes:

- Duplicate keyboard shortcuts are acceptable to avoid accessibility issues. However, Microsoft teams may need to double-check duplicate issues with the subsidiary for confirmation.
- Localizers may refer to the Canadian French style guide for more info on keyboard shortcuts. In particular, the style guide contains a list of standard Canadian French keyboard shortcuts common to all high-level menus across all Microsoft applications.

5.4.4 Keys

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

Key names

English key name	Canadian French key name
Alt	Alt
Backspace	Retour arrière
Break	Attn
Caps Lock	Verr maj
Ctrl	Control
Delete	Suppr
Down Arrow	Bas
End	Fin
Enter	Entrée
Esc	Échap

English key name	Canadian French key name
Home	Origine
Insert	Inser
Left Arrow	Gauche
Num Lock	Verr Num
Page Down	Pg suiv
Page Up	Pg préc
Pause	Pause
Right Arrow	Droite
Scroll Lock	Arrêt défil
Shift	Maj
Spacebar	Barre d'espace
Tab	Tab
Up Arrow	Haut
Windows key	Touche Windows
Print screen	Impr. Écran
Menu key	Touche de menu

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 used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be

used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

US command	US English shortcut key	Canadian French command	Canadian French shortcut key
General Windows shortcut keys			
Help window	F1	Afficher la fenêtre d'aide	F1
Context-sensitive Help	Shift+F1	Aide contextuelle	Maj+F1
Display pop-up menu	Shift+F10	Afficher le menu contextuel	Maj+F10
Cancel	Esc	Annuler	Échap
Activate\Deactivate menu bar mode	F10	Activer/Désactiver l'accès au menu	Alt
Switch to the next primary application	Alt+Tab	Basculer vers l'application ouverte suivante	Alt+Tab
Display next window	Alt+Esc	Afficher la fenêtre d'application suivante	Alt+Échap
Display pop-up menu for the window	Alt+Spacebar	Afficher le menu système de la fenêtre de l'application	Alt+Espace

Display pop-up menu for the active child window	Alt+-	Afficher le menu système de la fenêtre enfant active	Alt+-
Display property sheet for current selection	Alt+Enter	Appliquer la dernière commande utilisée à la sélection actuelle	Alt+Entrée
Close active application window	Alt+F4	Quitter la fenêtre de l'application active	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Basculer vers la fenêtre suivante au sein de l'application	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Capture de la fenêtre de l'application active dans le Presse-Papiers	Alt+Impr.écran
Capture desktop image to the Clipboard	Prnt Scrn	Capture du bureau dans le Presse-Papiers	Impr.écran
Access Start button in taskbar	Ctrl+Esc	Accès au bouton Démarrer dans la barre de tâches	Ctrl+Échap
Display next child window	Ctrl+F6	Affichage de la fenêtre enfant suivante	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Affichage de l'onglet suivant	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Exécution du Gestionnaire des tâches et initialisation du système	Ctrl+Maj+Suppr

File menu			
File New	Ctrl+N	Fichier Nouveau	Ctrl+N
File Open	Ctrl+O	Fichier Ouvrir	Ctrl+O
File Close	Ctrl+F4	Fichier Fermer	Ctrl+F4
File Save	Ctrl+S	Fichier Enregistrer	Ctrl+S
File Save as	F12	Fichier Enregistrer sous	F12
File Print Preview	Ctrl+F2	Fichier Aperçu avant impression	Ctrl+F2
File Print	Ctrl+P	Fichier Imprimer	Ctrl+P
File Exit	Alt+F4	Fichier Quitter	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Édition Annuler	Ctrl+Z
Edit Repeat	Ctrl+Y	Édition Répéter	Ctrl+Y

Edit Cut	Ctrl+X	Édition Couper	Ctrl+X
Edit Copy	Ctrl+C	Édition Copier	Ctrl+C
Edit Paste	Ctrl+V	Édition Coller	Ctrl+V
Edit Delete	Ctrl+Backspace	Édition Effacer	Suppr
Edit Select All	Ctrl+A	Édition Sélectionner tout	Ctrl+A
Edit Find	Ctrl+F	Édition Rechercher	Ctrl+F
Edit Replace	Ctrl+H	Édition Remplacer	Ctrl+H
Edit Go To	Ctrl+G	Édition Atteindre	Ctrl+B
Help menu			
Help	F1	Aide	F1
Font format			
Italic	Ctrl+I	Italique	Ctrl+I

Bold	Ctrl+B	Gras	Ctrl+G
Underlined\Word underline	Ctrl+U	Souligné/Mot souligné	Ctrl+U
Large caps	Ctrl+Shift+A	Majuscules	Ctrl+Maj+A
Small caps	Ctrl+Shift+K	Petites majuscules	Ctrl+Maj+K
Paragraph format			
Centered	Ctrl+E	Centré	Ctrl+E
Left aligned	Ctrl+L	Aligné à gauche	Ctrl+Maj+G
Right aligned	Ctrl+R	Aligné à droite	Ctrl+Maj+D
Justified	Ctrl+J	Justifié	Ctrl+J

5.5 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

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.

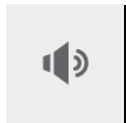
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.5.1 English pronunciation

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

If numbers are involved, pronounce them in Canadian French, e.g.: Windows 11 is pronounced Quindôze onze.

To listen to "Skype" pronunciation click on the picture below.



Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	
.NET	[dot net]	Do not say "point net"; considered a product name

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the Canadian French pronunciation:

Example	Phonetics	Comment
RADIUS	radiusse	
RAS	raze	
ISA	iza	Do not say aīza
LAN	lanne	
WAN	ouane	
WAP	ouape	
MAPI	mapi	
POP	pop	Pronounce the final "p," as in "pape"

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	i cé aime pé	
IP	i pé	

TCP/IP	té cé pé i pé	
XML	ix aime elle	
HTML	hache té aime elle	
OWA	o doublevé a	
SQL	esse q elle	
URL	U erre elle	

URLs

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

"www" should be pronounced as double vé double vé double vé.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Canadian French way, as "point."

Example	Phonetics
http://www.microsoft.com/fr-ca/	double vé double vé double vé point microsoft point com barre oblique effe erre tiré cé a barre oblique

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

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

Special characters

Pronounce special characters such as / \ ~ < > + - using the Canadian French translations approved in the Language Portal.

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 voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary