

Arabic Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Arabic. This guide will help you understand how to localize Arabic 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 Arabic.

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 Arabic 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 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to Arabic customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you

are writing the contents yourselves. It will make the content more perfect for Arabic users. Sometimes, you may need to remove any unnecessary content.

English example	Arabic example
Users can change when new updates get installed.	يمكن للمستخدمين تغيير موعد تثبيت التحديثات الجديدة.

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	Arabic word to avoid	Preferred Arabic word/phrase
Also	كذلك	أيضاً
Next	اللاحق	التالي
You can	يتسنى لك	يمكنك

2.1.3 Word choice

Terminology

Use approved terminology from the [Microsoft Language Portal](#), 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.

en-US source term	Arabic word	Arabic word usage
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Do	افعل	Use the imperative form instead of using قم with the infinitive to indicate the imperative, whenever possible and appropriate. E.g, you can say: قم بفتح التطبيق instead of افتح التطبيق.
Your	كاف الخطاب	Translating "Your," whenever mentioned in the source, as الخاص بك is not preferred in Arabic. Rather, it can be either translated in the first occurrence only (preferably as كاف الخطاب) or skipped, unless using thereof is required to differentiate between a number of things one of which belongs to you.
My	ياء المتكلم	For fluency, it'd be better to refer to the first person (singular) possession with ياء المتكلم instead of الخاص بي, e.g.: ملفاتي not الملفات الخاصة بي.

2.1.4 Word-to-word translation

To be more fluent translation, word-to-word translation should be avoided. If they are translated directly without overall understanding of the paragraph or the page, the contents will not be natural and even ridiculous. And our customers will not come again. Strict word-to-word translation would make the tone stiff and unnatural. The text may be split into different sentences if necessary, simplified. You can omit descriptors to make the text snappier:

English text	Correct Arabic translation	Incorrect Arabic translation
You must be delivery focused and genuinely enjoy interacting and interviewing a high volume of candidates on a daily basis.	المؤهلات الوظيفية: القدرة على تحقيق نتائج ملموسة، وقوة المهارات الاجتماعية في التفاعل مع عدد كبير من المرشحين يومياً وإجراء مقابلات معهم.	يجب أن يكون تركيزك على النتائج وأن تستمتع بإجراء مقابلات مع عدد كبير من المرشحين والتفاعل معهم يومياً.
Explore help and how-to for Windows	استكشاف التعليمات والمقالات الإرشادية لنظام Windows	استكشاف التعليمات والكيفية لنظام Windows

2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Address the user to take action

US English	Arabic target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	كلمة المرور غير صحيحة. لذا رجاءً حاول مرة أخرى، فكلمة المرور يجب أن تكون مطابقة لحالة الأحرف.	The user has entered an incorrect password so provide the user with a short and friendly message with an invitation to try again.
This product key didn't work. Check it and try again.	مفتاح المنتج الذي أدخلته غير صحيح. يُرجى التحقق منه ثم إعادة المحاولة.	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	اكتمل الإعداد وأصبح النظام جاهزاً للاستخدام	Casual and short message to inform the user that setup has been completed, ready to start using the system.
Would you like to continue?	هل تريد المتابعة؟	Use 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.	اختر اسماً للكمبيوتر. وإذا كنت تريد تغيير لون الخلفية، فأوقف تشغيل التباين العالي من إعدادات الكمبيوتر.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

US English	Arabic 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.	"كلمة المرور بصورة" هي طريقة جديدة للمساعدة في حماية الكمبيوتر المزود بشاشة تعمل باللمس. ما عليك سوى اختيار الصورة والإيماءات التي تستخدمها	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.

	معها لإنشاء كلمة مرور فريدة لك.	
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	السماح للتطبيقات بإضافة طابع شخصي على المحتوى بناءً على موقع الكمبيوتر والاسم وصورة الحساب ومعلومات المجال الأخرى.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

US English	Arabic target	Explanation
To go back and save your work, click Cancel and finish what you need to.	للعودة وحفظ ما كنت تعمل به، انقر فوق "إلغاء الأمر" وأكمل الإجراء الذي تنقذه.	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.	للتأكيد كلمة المرور بصورة الحالية، ما عليك سوى مشاهدة إعادة العرض وتتبع الإيماءات التي تظهر على الصورة كأمثلة.	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.	حان وقت إدخال مفتاح المنتج. وعند اتصالك بالإنترنت، سننشط Windows لك.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

US English	Arabic target	Explanation
The updates are installed, but Windows Setup needs	تم تثبيت التحديثات، لكن يجب إعادة تشغيل برنامج "إعداد	The language is natural, the way people talk. In this case

to restart for them to work. After it restarts, we'll keep going from where we left off.	Windows" حتى يتم تطبيق هذه التحديثات. وبعد إعادة التشغيل، سنواصل الخطوات من حيث انتهينا.	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.	إذا أعدت التشغيل الآن، فقد تفقد أنت وأي أشخاص آخرون يستخدمون هذا الكمبيوتر الأعمال التي لم يتم حفظها.	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.	سيتم نقل هذا المستند إلى المكتبة والمجلد الصحيحين تلقائياً بعد إصلاح الخصائص غير الصالحة أو المفقودة.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	حدثت مشكلة تتسبب في تعذر تحديد موقع الملفات التي تم تنزيلها لإنشاء محرك أقراص USB المحمول القابل للتشغيل.	Without complexity and using short sentences inform the user what has happened.

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		Arabic examples	
primary/subordinate	master/slave	رئيس/مَرْؤُوس	سيد/عبد/تابع
perimeter network	demilitarized zone (DMZ)	شبكة فرعية مراقبة	منطقة منزوعة السلاح
expert	guru	خبير	زعيم
colleagues; everyone; all	guys; ladies and gentlemen	الزملاء؛ الكل؛ الجميع	جماعة؛ شباب
parent	mother or father	أحد الوالدين	الأم أو الأب

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

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

Use this	Not this	Comments
الشركة المصنّعة الجهة المصنّعة (manufacturer)	المصنّع (maker)	A generic word can be used here to avoid using the masculine form.
الحضور (audience)	المشاركون المشاركات (participants)	The collective noun can be used here to avoid using masculine and feminine forms.
فريق عمل (operates, staffs)	موظفون / موظفات (employees)	The collective noun can be used here to avoid using masculine and feminine forms.
فريق المبيعات part) ,sales representative (of the sales team)	مندوب مبيعات (salesman)	The plural form can be used here to avoid using the masculine form.
القوى العاملة طاقم العمل (personnel ,workforce, staff)	العاملون العاملات (workers)	The collective noun can be used here to avoid using masculine and feminine forms.
دار رعاية كبار السن Home for aged people	دار رعاية المسنين Home for aged men	Instead of a commonly used word for aged that reflect males only, use an umbrella word reflecting both genders.

When presenting generalization, use plural noun forms (for example, الأشخاص, الطلاب, etc.).

Use words indicating both genders when addressing positions.

Use this	Use this	Not this	Comments
teacher	معلم ومعلمة	معلم	Use words that reflect the 2 genders.

Use the gerund form in generic references and note the following:

- Rewrite the sentence to have a plural noun and pronoun (see second example in the table below).
- Use the form of **يجب/يمكنك/يُرجى** as applicable since it is followed by a gerund rather than the imperative.
- When writing instructions, avoid the imperative form. Instead, use a gerund preceded by the Arabic equivalent of "following the below steps" (example number 3 in the table below). The English example below uses the infinitive to clarify the difference.

Use this	Not this	Use this	Not this
English examples		Target examples	
1. With the appropriate rights, one can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	عند امتلاك الحقوق المناسبة، يمكن تعيين كلمات مرور المستخدمين الآخرين.	إذا كان المستخدم يملك الحقوق المناسبة، فيمكنه تعيين كلمات المرور للمستخدمين الآخرين.
2. 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.	يحتاج المطوّرون إلى الوصول إلى الخوادم في بيئة التطوير، لكنهم لا يحتاجون إلى الوصول إلى الخوادم في Azure.	يحتاج المطوّر إلى الوصول إلى الخوادم في بيئة التطوير الخاصة به، لكنه لا يحتاج إلى الوصول إلى الخوادم في Azure.
3. To create a new document, you need to: - Select File - Select New - Choose Blank Document	To create a new document: - Select File - Select New - Choose Blank Document	لإنشاء مستند جديد، يمكنك اتباع الخطوات التالية: - تحديد ملف - تحديد جديد - اختيار مستند فارغ	... لإنشاء مستند جديد: - حدد ملفاً - حدد جديداً - اختر مستنداً فارغاً
4. To call someone, please select the person's name,	To call someone, select his name, select Make a	للاتصال بأحد الأشخاص، يُرجى تحديد اسم هذا	للاتصال بشخص، حدد اسمه ثم حدد

select Make a phone call, and then choose the number you'd like to dial.	phone call, and then select his number.	الشخص ثم تحديد إجراء مكالمة هاتفية واختيار الرقم المطلوب الاتصال به.	إجراء مكالمة هاتفية وحدد رقمه.
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Use verbal nouns in tooltips. Due to the absence of an equivalent to "it" as a gender in Arabic, when the user points at an icon (which has the feminine gender in Arabic) or at a button (which has the masculine gender in Arabic), a message that says: "Displays full pages as they will be printed" would leave you wondering whether to say "تعرض" or "يعرض". Therefore, and because we always seek a more direct and short way to translate these messages, use the verbal noun "المصدر".

Example:

English example	Target example
Displays full pages as they will be printed	عرض الصفحات بأكملها أثناء طباعتها

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 مصاب بـ, يعاني. The preferred option is not to mention a disability unless it's relevant.

Use this		Not this	
English examples		Target examples	
person with a disability	handicapped	شخص ذو احتياجات خاصة	معاق؛ شخص يعاني إعاقة؛ شخص ذو عاهة؛ أعوه؛ متخلف
person without a disability	normal person; healthy person	شخص بدون احتياجات خاصة	شخص بصحة جيدة؛ شخص طبيعي؛ شخص سوي؛ شخص عادي

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	حدد	انقر فوق

Keep paragraphs short and sentence structure simple. Read text aloud and imagine it spoken by a screen reader.

Spell out words like إلى/بالإضافة إلى and حوالي/تقريباً. 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 Arabic.

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

Although abbreviation is not applicable in Arabic, you may need to abbreviate words in UI (mainly buttons or option names) to save space. This can be done in the following ways:

List of common abbreviations:

Expression	Acceptable abbreviation
معلومات	م.
خيارات	خ.
تسجيل الدخول	ت. د.
إعادة المحاولة	إ. م.

You can use the common abbreviations for units of measures in Arabic.

Examples:

English	Arabic
km	كم
cm	سم
gm	جم

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).

Acronyms should be translated in the full form they stand for (For example: RAM should be translated as ذاكرة الوصول العشوائي). If there's no enough space to do, acronyms can be left in English.

4.1.3 Adjectives

In Arabic, adjectives follow nouns, unlike in English.

en-US source	Arabic target
Long name	اسم طويل

4.1.4 Articles

Since there's no indefinite articles in Arabic, stand-alone words in Arabic (e.g., ملف) should be used to refer to words with indefinite articles in English, while ال (الملف) or genitive construction (ملف الكمبيوتر) should be used to refer to words with definite articles in English.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in Arabic. We treat them in this way:

Localized feature names

Translated feature names in Arabic should be highlighted using double or single quotes, especially if it appears within other text.

Example:

en-US source	Arabic target
Configure Virtualization Settings.	يجب تكوين إعدادات "الظاهرة".

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 Arabic language?
- Analogy: Is there an equivalent Arabic 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.

4.1.5 Capitalization

As there's no capitalization in Arabic, English capitalized words can be translated between quotations in order to highlight them. For example:

en-US Source	Incorrect Arabic target	Correct Arabic target
To update your computer, click Update.	لتحديث الكمبيوتر، انقر فوق تحديث.	لتحديث الكمبيوتر، انقر فوق "تحديث".

4.1.6 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.

In Arabic, use of conjunctions, such as *و*, *ثم*, *كما أن*, *حيث إن*, *مع أن*, *ثم* etc. is preferred, provided that it is correctly used to compose a long sentence from short ones.

en-US source text	ar-SA classic use of conjunctions	ar-SA modern use of conjunctions
You've the administrator privileges. However, you can't change the file type.	تتمتع بامتيازات المسؤول. ومع ذلك، لا يمكنك تغيير نوع الملف.	مع أنك تتمتع بامتيازات المسؤول، إلا أنه لا يمكنك تغيير نوع الملف.
Create a new file. Copy the file to the computer.	أنشئ ملفاً جديداً. انسخ الملف على الكمبيوتر.	أنشئ ملفاً جديداً ثم انسخه على الكمبيوتر.
The folder has just been created in the required location. The folder is now available to use.	تم إنشاء المجلد في الموقع المطلوب. المجلد جاهز الآن للاستخدام.	تم إنشاء المجلد في الموقع المطلوب وهو الآن جاهز للاستخدام.

4.1.7 Diacritics (vowelization)

Arabic vowelization is not required in the documentation or the on-line assistance files except when a verb or a noun might cause some ambiguity like "قَبْل و قَبِل" and or be confusing if lacking a vowel.

The following diacritics (tanween) ً should appear at the end of a word in Arabic (قلمًا) (on alef, not before it).

4.1.8 Genitive

Genitive Construction: when there is an English word between the governed and governing word, it looks better to place the English after the Arabic ones. Like:

Incorrect usage	Correct usage
جداول Excel البيانية	Excel الجداول البيانية لبرنامج

Class Genitive Constructs الإضافة إلى الفئات: These differ in structure between English and Arabic. English uses a prepositioned singular form of the class word, while Arabic uses a postpositioned plural form of the same. Thus "Field Area" becomes ناحية الحقول and not ناحية الحقل. Singular is used in Arabic genitive construct when the genitive complement (المضاف إليه) is a function word, hence "Break area" becomes "ناحية الفصل," and "Add Print Wizard" should be معالجة إضافة طباعة.

Genitive Conjunctive Constructs "العطف على المضاف إليه": This is a very common Anglicism in translation. In Arabic, the genitive complement is linked solely to its antecedent regardless of conjunctions. Two Arabic genitive complements, the second of which is a pronoun, are needed as equivalents to an English one, i.e. the correct translation of "Creating and Sending Reports" would be إنشاء التقارير وإرسالها and not إنشاء وإرسال التقارير.

4.1.9 Hamza

The Hamza الهمزة: is a very sensitive issue in modern Arabic. What we are concerned about - assuming that you know the exact rules of "Hamza - is the writing of the "Hamza' on the "Alef" in the beginning of a word or a verb, which is more commonly known as همزة الوصل وهمزة القطع في بداية الكلمة.

همزة وصل				همزة قطع				الوزن
المصدر	الماضي	المضارع	الأمر	المصدر	الماضي	المضارع	الأمر	
ثلاثي	أكل	أكلَ	آكل	-	-	-	-	افعل
رباعي	إدراج	أدرَجَ	أدرِجْ	أدرج	-	-	-	-
خماسي	-	-	أنفصلْ	-	انفصال	انفصلَ	-	انفصلْ
سداسي	-	-	أستخدم	-	استخدام	استخدمَ	-	استخدم

4.1.10 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism") opposite to the Arabic language where the intended meaning of the colloquialism in the source text is usually translated.

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

- Attempting to replace the source colloquialism with an Arabic colloquialism that fits the same meaning of the particular context is undesired, unless it is a perfect and natural fit for the context.
- If the English colloquialism has no fluent and natural counterpart in Arabic, translate the *intended meaning* of the English source (as opposed to literally translating the original colloquialism).

en-US source	Arabic target
All ready to go	اكتمل الإعداد وأصبح النظام جاهزاً للاستخدام

4.1.11 Nouns

Plural formation

English plural is the equivalent of both the Arabic plural (جمع) and the Arabic dual (مثنى). A proper contextualization is needed for translating the occurrences of English plural.

Example: Spin Arrows are rather سهمان and not أسهم.

4.1.12 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.

0, 1, and 2 in Arabic are not written in digits:

- 0 is removed: for example: "0 students" is translated as لا يوجد طلاب
- 1 is spelled out: 1 student = طالب واحد
- 2 is reflected in the dual form: 2 students = طالبان

All other numbers can be written in digits and should be same as English source.

Please follow the below rule when writing numbers:

As a general rule, always use the Western Arabic Numbers (1, 2, 3, 4, 5, etc.) which are becoming standard almost all over the Arab World.

4.1.13 Pronouns

Possessive pronouns

Possessive pronouns are often used in English. However, we should avoid overusing them in Arabic. In fact, Arabic sounds more natural using the definite article, especially when the possessor is obvious. Example:

English	Arabic
Double-click the Skype Name in your Contact List or the search result	انقر نقرًا مزدوجًا على اسم Skype في قائمة جهات الاتصال أو نتيجة البحث

4.1.14 Punctuation

Punctuations follow the same rules as of English, detailed as follows:

Comma

No space before, space after. Unlike in English, comma in Arabic is typed with a different set of keys (Shift + ن):

Example:

لإجراء محاولة أخرى، انقر فوق "إعادة المحاولة".

Colon

No space before, space after.

Example:

في ما يلي الخطوات التي ينبغي عليك إجراؤها:

Dashes and hyphens

Three different dash characters are used in English.

As for Arabic, it's preferable to use the Kashida character which resides on the (shifted + J) key in Arabic instead of the normal dash on the keyboard due to the horizontal alignment of this character with the Arabic fonts.

Ellipses (Suspension points)

Should be used like source.

Example:

يتم الآن تنزيل البرنامج...

Period

No space before, space after.

Example:

المستند جاهز الآن للطباعة. انقر فوق "طباعة".

Quotation marks

Straight quotation marks are used to highlight UI items like button names.

Example:

US English	Arabic target
The File Menu	القائمة "ملف"

Mirrored question mark

Unlike in English, a mirrored question mark should be used in Arabic.

Example:

هل تريد إعادة المحاولة؟

Parentheses

Opening: Space before, no space after.

Closing: No space before, space after.

4.1.15 Symbols & non-breaking spaces

Use non-breaking spaces (CTRL+SHIFT+SPACEBAR) between words that should not separate onto different lines. You may use them in the following instances:

- Between Part, Chapter, or Appendix and its number or letter.
- Between a unit of measurement or currency, and the number that goes with it.
- Between any items that should not be divided onto separate lines, such as product names "Windows 10 Enterprise" and version numbers "Word 2019."

Percentage

In Arabic do not leave a space between the number and the % sign. The % sign should be on the left side of the number.

English	Incorrect	Correct
50%	% 50	50%

4.1.16 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. 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.

In Arabic, the verb tense usage can be as follows:

US English source text	Arabic classic use of tenses	Arabic modern use of tenses
Once completing the registration form, you will need to enter your password.	وفور الانتهاء من ملء استمارة التسجيل، سوف يتعين عليك إدخال كلمة المرور.	ويتعين عليك إدخال كلمة المرور فور الانتهاء من ملء استمارة التسجيل.
If this error appears again, you will need to contact the network administrator.	في حالة حدوث هذا الخطأ مرة أخرى، ستحتاج إلى الاتصال بمسؤول الشبكة.	تحتاج إلى الاتصال بمسؤول الشبكة في حالة حدوث هذا الخطأ مرة أخرى.

After being granted the required administrator privileges, you will be able to change the file and folder properties as required.	بمجرد منحك امتيازات المسؤول المطلوبة، سيتمكنك تغيير خصائص جميع الملفات والمجلدات التي ترغب في تغييرها.	يمكنك بمجرد منحك امتيازات المسؤول المطلوبة تغيير خصائص جميع الملفات والمجلدات التي ترغب في تغييرها.
---	--	---

Passive constructions

Passive verbs in Arabic must be designated with a ضمة over the initial consonant to avoid ambiguity.

Arabic verbs that act on objects through prepositions are often used to translate impersonal passives in English.

Example:

English	Arabic
The problem was investigated.	بُحث في المسألة.

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 Arabic, 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 Arabic-speaking markets. 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

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™).

Version numbers

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

For Arabic, keep the same format as of the source (Arabic numbers with a period.) If the context is in Arabic, Hindi numbers with a comma should be used instead:

US English	Arabic target
Version 4.2	الإصدار 4.2 الإصدار 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	Arabic 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 Software considerations

This section provides guidelines for the localization of UI elements.

5.3.1 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.

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	translation Arabic Correct
The password isn't correct, so try again. Passwords are case-sensitive.	كلمة المرور غير صحيحة. لذا رجاءً حاول مرة أخرى، فكلمة المرور يجب أن تكون مطابقة لحالة الأحرف.
Not enough memory to process this command.	لا توجد مساحة ذاكرة كافية لتنفيذ هذا الأمر.

Arabic 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.

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.

Examples:

English	Translation	Example
Cannot ... Could not ...	تعذر	تعذر حذف الملف.
Failed to ... Failure of ...	فشل	فشل حذف الملف.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	تعذر العثور	تعذر العثور على الملف.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	الذاكرة غير كافية	الذاكرة غير كافية.
... is not available ... is unavailable	غير متوفر	... غير متوفر.

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary to get a grammatically and linguistically correct sentence 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."

5.3.2 Keys

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

The *keyboard* is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

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

Due to the absence of keyboards, and stickers, that have all of the function keys in Arabic, the general rule has been to:

- Keep all the keys in English when they are listed as an action to be done or an instruction to be followed, when directly concerning the user interface.
- Translate them when they occur in a narrative or explanatory manner.

Key names

English key name	Arabic key name
Alt	Alt
Backspace	مسافة للخلف
Break	Break
Caps Lock	Caps Lock

English key name	Arabic key name
Ctrl	Control
Delete	Delete
Down Arrow	سهم لأسفل
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	سهم لليسار
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	سهم لليمين
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	مسافة
Tab	Tab
Up Arrow	سهم لأعلى
Windows key	Windows key
Print Screen	Print Screen
Menu Key	Menu Key

5.3.3 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. For example, the following menu options:

New
Cancel
Options

The ampersand (&) is used in the localization of software to designate keyboard shortcuts. A keyboard shortcut is the character that appears underlined on a menu or inside a dialog box.

The general rule is that the keyboard shortcuts should be clearly visible to the user. So it is very important to avoid – whenever possible – using the ampersand on ligatures to designate a keyboard shortcut. This means avoiding the "alef with hamza," for example.

Where the keyboard shortcuts have already been established for commonly used commands such as the File menu, for example, and all its menu commands, the keyboard shortcuts must always remain the same—whenever possible—in all Microsoft products.

- Avoid using & on English abbreviation unless it is necessary (e.g. &TCP/IP), where there is no Arabic alternative or would result in duplication.
- Avoid assigning a keyboard shortcut to the letter Á as the shift key must be used to write it, which contradicts with the shift key needed to assign the hot key. Also, avoid assigning keyboard shortcuts to following characters: ج, ب, ي, و, ر, ز and ؤ; as such don't appear properly with keyboard shortcuts assigned to them.
- Avoid using the & with Alef with Hamza under; e.g.; &إدراج.

Sometimes the English uses && representing the meaning of And. This should be replaced with "و."

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

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

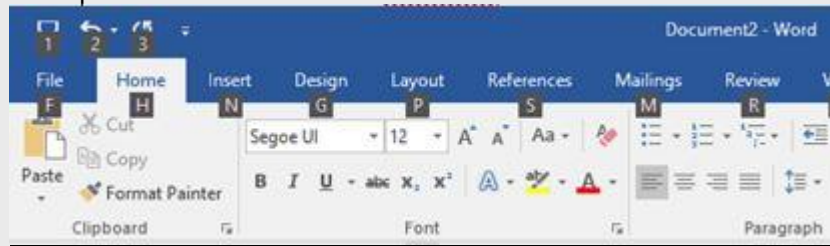
In keyboard shortcuts, most access keys are used with the Alt key.

key tip

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



shortcut key

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.

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.

5.3.4 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

5.3.5 Numeric keypad

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

5.3.6 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	Arabic command	Arabic shortcut key
General Windows shortcut keys			
Help window	F1	نافذة التعليمات	F1
Context-sensitive Help	Shift+F1	التعليمات التي تظهر حسب السياق	Shift+F1
Display pop-up menu	Shift+F10	عرض القائمة المنبثقة	Shift+F10
Cancel	Esc	إلغاء الأمر	Esc
Activate\Deactivate menu bar mode	F10	تنشيط/إلغاء تنشيط وضع شريط القوائم	F10
Switch to the next primary application	Alt+Tab	التبديل إلى التطبيق الأساسي التالي	Alt+Tab
Display next window	Alt+Esc	عرض النافذة التالية	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	عرض القائمة المنبثقة للنافذة	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	عرض القائمة المنبثقة للنافذة الفرعية النشطة	Alt+-
Display property sheet for current selection	Alt+Enter	عرض ورقة الخصائص للتحديد التالي	Alt+Enter
Close active application window	Alt+F4	إغلاق نافذة التطبيق النشط	Alt+F4

Switch to next window within (modeless-compliant) application	Alt+F6	التبديل إلى الإطار التالي ضمن التطبيق	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	التقاط صورة للنافذة النشطة في الحافظة	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	التقاط صورة للنافذة النشطة في الحافظة	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	الوصول إلى الزر "ابدأ" في شريط المهام	Ctrl+Esc
Display next child window	Ctrl+F6	عرض النافذة الفرعية التالية	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	عرض الجزء المبوب التالي	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	تشغيل "إدارة المهام" وتهيئة النظام	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	ملف جديد	Ctrl+N
File Open	Ctrl+O	فتح ملف	Ctrl+O
File Close	Ctrl+F4	إغلاق ملف	Ctrl+F4
File Save	Ctrl+S	حفظ	Ctrl+S
File Save as	F12	حفظ باسم	F12
File Print Preview	Ctrl+F2	معاينة الطباعة	Ctrl+F2
File Print	Ctrl+P	طباعة	Ctrl+P
File Exit	Alt+F4	إنهاء	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	تراجع	Ctrl+Z

Edit Repeat	Ctrl+Y	تكرار	Ctrl+Y
Edit Cut	Ctrl+X	قص	Ctrl+X
Edit Copy	Ctrl+C	نسخ	Ctrl+C
Edit Paste	Ctrl+V	لصق	Ctrl+V
Edit Delete	Ctrl+Backspace	حذف	Ctrl+Backspace
Edit Select All	Ctrl+A	تحديد الكل	Ctrl+A
Edit Find	Ctrl+F	بحث	Ctrl+F
Edit Replace	Ctrl+H	استبدال	Ctrl+H
Edit Go To	Ctrl+G	انتقال إلى	Ctrl+G
Help menu			
Help	F1	تعليمات	F1
Font format			
Italic	Ctrl+I	مائل	Ctrl+I
Bold	Ctrl+B	غامق	Ctrl+B
Underlined\Word underline	Ctrl+U	تسطير	Ctrl+U
Large caps	Ctrl+Shift+A	حرف كبير	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	حرف صغير	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	توسيط	Ctrl+E
Left aligned	Ctrl+L	محاذاة لليسار	Ctrl+L
Right aligned	Ctrl+R	محاذاة لليمين	Ctrl+R
Justified	Ctrl+J	ضبط	Ctrl+J

5.4 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/>

5.5 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.

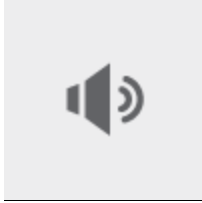
5.5.1 English pronunciation

General rules

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.

Example	Arabic pronunciation
SecurID	سيكيور آي دي
.NET	دوت نت

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



Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation.

English words and acronyms are pronounced in Arabic the same way they are in English.

Example	Arabic pronunciation
RADIUS	رديوس
RAS	راس
SQL	سكوال
LAN	لان
WAN	وان
WAP	واب
MAPI	مابي
POP	بوب
OWA	أوا

Other abbreviations are pronounced letter by letter.

Example	Arabic Pronunciation
ICMP	آي سي إم بي
IP	آي بي

TCP/IP	تي سي بي/آي بي
XML	إكس إم إل
HTML	إتش تي إم إل
URL	يو آر إل
ISA	آي زي هـ

URLs

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

"www" should be pronounced as WWW.

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

Punctuation marks

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

En Dash (–) 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 English translations approved in the Language Portal.

Treatment of code and variables (%s and %d)

Some of the jobs that are sent for translation in HTML or XLS format often include code and variables, which should be included in the translations without being modified.

Example	Comment
---------	---------

Zone %s1	"%s1" will be replaced with different pricing zones by Skype engineers.
Your fax to {fax_recipient} was successfully sent!	"{fax_recipient}" should not be translated and should be placed in the right spot in the target language.
I agree with B3G's {LINK_START}Terms of Service{LINK_END}.	"{LINK_START}Terms of Service{LINK_END}" should be placed as a unit in the right spot in the target language and the words in the link, "Terms of Service" in this instance, should be translated in most cases. Remember that there should not be a space between the starting link tag and the translated link text.

If you notice a variable that may cause confusion in relation to gender and/or number in any given string, consult with the project manager in charge of the job.

5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

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