Style Guidelines for Google Translations
Language: Spanish

Google™

Contents

Introduction

This guide is intended for everyone working on Google translations: external translators, internal linguists, validators, local country managers, and anyone else involved in Google's international voice.

Google is a truly international company. Our homepage exists in 117 languages. AdWords is available in 40+. The Google Toolbar can be downloaded in Welsh. And our mission is to "organize the world's information and make it universally useful and accessible."

The main goal as a translator is to aim for the most natural-sounding translation. What is important is to capture the intended meaning and transfer it into natural language. Don't be afraid to break up lengthy sentences. Feel free to substitute examples that work better in your country. Don't copy English capitalization. The English text is really just a starting point.

This guide contains basic guidelines for Spanish Translations. More language-specific guidelines may be added in the future.

Linguistic

I-1 Writing Style

It is very important that all translations maintain the appropriate Google tone. The Google site in English is written in a tech- and web-savvy, friendly style. All the non-English content should reflect this style; bearing in mind that what is considered polite and appropriate varies by culture. This is very important and all efforts should be made to maintain this spirit through out the sites in Spanish.

General rules:

- Don't use a heavy, staid, or arrogant tone; translations should be upbeat and friendly
- Avoid awkward or unprofessional wording
- Try to capture the essence of the message. Don't translate literally or word-for-word.

You won't be penalized for improving on the English.

I-1 Writing Style
I-1-A Googleyness

Capturing one worldwide Google tone is not an easy feat. One concept a translator should understand is that of "Googleyness".

The following things are Googley:

- Never talking down to our readers.
- Changing our company logo to a picture of aliens (the "Doodle")
- We're a serious company. Except when we're not.
- The "Ten Things Google has found to be true" on: http://www.google.com/corporate/tenthings.html
- When the company went public, our Founders' letter laid out our vision of what makes us unlike other companies, including our vow not to be evil.

You will see these Googley values shine through in our translatable material through the presence of colloquial language and humor; and the absence of boasting and buzzwords.

I-1 Writing Style
I-1-B Stylistic variation between products and audiences

Every language has different levels of formality that can be used depending on the context. Below are some guidelines to help you decide on the right tone.

1. Type of product
The level of formality varies greatly, from very chatty for orkut to completely serious in legal material. One major division is between free products and products where we pay or receive money from our customers. By default we will use the "tú" form and only when there is a high level of required formality we would use the "usted" (this could be the case of Search Appliance marketing materials for example).

Please check section I-1-E Form of address for a listing of products and associated forms of address.

In Spanish we will use "usted" for legal documents such as Terms of Service, regardless of the "tú" used in the products.

2. Audience
Also keep in mind that there are three target audiences:
- Advertisers (AdWords CRs, AdWords UI, etc.)
- Partners (communications with Picasa photo retailers, Wireless/Print partners, etc.)
- Consumers (material for most Consumer products)

Advertisers and partners will require a more formal tone than consumers, especially in texts like Canned Responses that directly target an individual advertiser. We will use "usted" to address advertisers and partners, but the tone should be friendly.

3. Type of text

Every type of text has its own set of challenges. Below are some frequently used text types you will encounter at Google.

> 3A. Canned Responses
> Canned Responses (CRs) are templates for email message from our customer service representatives to consumers or advertisers. In an ideal world, these templates should be written locally rather than translated, as it sounds very strange when a German customer gets lots of "thank yous", or a Japanese customer is addressed in a chatty tone. As that is not feasible, your task as a translator is to always ask, "If I got this email from Google, would it sound natural to me?"
>
> If you are a vendor translator, feel free to combine two Trados segments if the sentence works better that way. If you are a Google validator, feel free to be creative. But keep in mind that every sentence is saved into a translation memory and may be reused in a different context. You should therefore keep the essential meaning of the sentence intact.
>
> 3B. UI
> Always look at the English UI to see material in context. The biggest problem with UI strings is that they are short and lack context. Do some research in the live English product or demo version. You may have no idea what a "peekaboo comment" is in Blogger, but the answers are out there in the product Help.
>
> 3C. Marketing material
> This is the most difficult material to translate. You have to win over potential advertisers or partners, so the text has to read like it was written in your language. Do not translate literally. The level of formality varies from culture to culture. In this type of material it is most important to distance yourself from the source text.

4. Geographic variation

The rules and standards of the Real Academia de la Lengua Española will apply. Nevertheless, since Google will be used by all the Spanish speaking community, all efforts will be made to ensure that the language and its conventions are appropriate for specific markets and for different locales.

Following the above principle, it is important to differentiate static pages from software-generated pages. Static pages will be controlled by this guide. Regarding software-generated pages, it will be possible to adapt them to local requirements, since computer systems are prepared to do so. For example, according to this guide, comma has to be used for decimal numbers. Nevertheless, the invoicing system in Mexico could be adapted to use the period, which is the punctuation sign used in Mexico to separate decimal numbers.

I-1 Writing Style
I-1-C Spelling conventions

For spelling conventions not mentioned in this style guide, follow the rules dictated by the Real Academia Española in Ortografía de la Lengua Española.

I-1 Writing Style
I-1-D Sentences

Sentences should be short and clear. Please break up long English sentences into two or more if this improves readability. Avoid using excessive subordinate clauses. Use simple, clear sentences, with active verbs whenever possible. However, do not hesitate to join sentences that are short to avoid a structure that sounds unnatural or mechanical in Spanish.

English	Correct Spanish	Incorrect Spanish
Click Open. Select the file type from the pull-down menu.	Haz clic en Abrir y, a continuación, selecciona el tipo de archivo del menú desplegable.	Haz clic en Abrir. Selecciona el tipo de archivo del menú desplegable.

Don't be afraid to distance yourself from the sentence and rewrite the English a little. A phrase-by-phrase translation is not always the best option.

English	Correct Spanish	Incorrect/Not so good Spanish
Your books would be purchased in far greater numbers if more people knew about them.	Tus ventas serían mucho más elevadas, si tus libros se conocieran mucho mejor. No se distingue entre mayúsculas y minúsculas.	Tus libros se comprarían mucho más, si más gente supiera de ellos. Los caracteres no diferencian entre mayúsculas y minúsculas.

I-1 Writing Style
I-1-E Form of address

Please use the "tú" form for the following products:

Gmail
Talk
Local
Maps
Earth
Toolbar
Desktop search
Picasa
Blogger
iGoogle
orkut
Calendar
Calculator
Mobile
SMS
General Google
Groups
Search
Blogs search
Directory
Base
Froogle
Scholar

Note: There might be instances where the usage of 'usted' might be necessary, for example, for customer representatives to address specific people, or in legal documents.

English	Correct Spanish	Incorrect Spanish
A valid Google Earth account is required in order to run Google Earth. Please sign up for an account with Google Earth and then try again.	Necesitarás una cuenta de Google Earth válida para ejecutar Google Earth. Regístrate para obtener una cuenta de Google Earth y vuelve a intentarlo.	Le hará falta una cuenta de Google Earth válida para ejecutar Google Earth. Por favor, regístrese para obtener una cuenta de Google Earth y vuelva a intentarlo.

Enterprise and Advertising products will use the formal treatment (usted), as well as products that in spite of having a consumer side, they involve an intensive enterprise dealing. These are the products included in this group:

Adwords/Adsense
Google Analytics
SiteMaps
Google Grants

Enterprise
GAP
News
Books

Note: Even if 'usted' is use the tone should be friendy, not stiff.

Regarding the 2nd person plural, we will avoid using the form 'vosotros' which is not used in Latin America (as well as the verb forms related to it). Instead of using 'vosotros,' we will rephrase the sentence so that we can use the third person plural. For example:

English	Incorrect Spanish	Correct Spanish
You can access your account... (2nd person plural)	Podéis acceder a la cuenta...	Los usuarios pueden acceder a la cuenta...

If this solution is not possible, look for other creative solutions on a case by case basis that avoid the usage of 'vosotros'.

I-1 Writing Style
I-1-F Level of formality

See previous section.

I-2 Verbs, grammar and syntax
I-2-A Imperative form

For messages involving an action from the user, or describing a procedure, use the Imperative form of the verb.

English	Correct Spanish
Select (action) the Open command	Selecciona (Imperative) el comando Abrir (Infinitive).
Select the files to delete, then.... (procedure)	Selecciona (Imperative) los archivos que deseas eliminar y, a continuación, ...
Please enter your password...	Escribe tu contraseña...

I-2 Verbs, grammar and syntax
I-2-B Infinitive form

For generic actions, command names, options and choices, checkboxes, titles of dialog boxes, button names, use the Infinitive form of verbs.

English	Correct Spanish
Always create a backup copy (checkbox)	Crear siempre una copia de seguridad (checkbox)
View all images	Ver todas las imágenes
Send Invite to	Enviar una invitación a

I-2 Verbs, grammar and syntax
I-2-C Present participle

When the US text uses the present participle (-ing), you should use a noun or an infinitive in Spanish.

English	Correct Spanish	Incorrect Spanish
Assigning a number to the user	Asignación de un número a un usuario	Asignando un número a un usuario
Viewing pictures	Visualización de imágenes	Visualizando imágines

I-2 Verbs, grammar and syntax
I-2-D Text describing Error messages

In error messages, try to replace the passive form by the active form or the impersonal construction, and replace the "ing" form by a noun or an infinitive.

Follow the samples below for the translation of the main types of error messages.

Examples:

English	Correct Spanish	Incorrect Spanish
This command could not be executed.	Este comando no se pudo ejecutar.	Este comando no pudo ser ejecutado.
Error creating new user.	Error al crear un nuevo usuario	Error creando un nuevo usuario

I-2 Verbs, grammar and syntax
I-2-E Descriptive messages lines

In descriptive message lines, use the Present and Active form. These lines typically appear at the bottom of a screen when the user positions the mouse on a menu option. They can be difficult to know when translating the software. Usually the English text will also use the present form.

English	Correct Spanish	Incorrect Spanish
Repeats last action.	Repite la última acción.	La última acción es repetida.

I-2 Verbs, grammar and syntax
I-2-F Active vs. passive voice

English uses more passive than Spanish. When the passive is inappropriate in Spanish, please use the active form. Also, when using the passive form, opt for the pronominal passive.

English	Correct Spanish	Incorrect/Not so good Spanish
The file can be opened when the installation is finished	Podrás abrir el archivo al finalizar la instalación.	El archivo puede ser abierto al finalizar la instalación.
Images will be stored with a variable length filename.	Las imágenes se almacenarán con una longitud de nombre de archivo variable.	Las imágenes serán almacenadas con una longitud de nombre de archivo variable.

I-2 Verbs, grammar and syntax
I-2-G Agreement

The adjective that follows two nouns in the singular form linked by "o" will agree with the nouns in the singular form and also the agreement will be with the masculin noun.

Incorrect Spanish	Correct Spanish
Google renuncia a toda responsabilidad por los daños que pueda sufrir el hardware como consecuencia de una instalación o un montaje incorrectos.	Google renuncia a toda responsabilidad por los daños que pueda sufrir el hardware como consecuencia de una instalación o un montaje incorrecto.

I-3 Nouns

See tags and placeholders. (II-2)

I-4 Acronyms and Abbreviations
I-4-A Acronyms

1. If the translation matches the English acronym, the 1st time the acronym appears, write the translation followed by the acronym in parenthesis.

Example:
Coste por clic (CPC)

step 1:
Check the glossary / memory for acronyms.

step 2: if you have to decide,
Please don't overuse as it is usually fine to write out in Spanish.

step 3: if you must abbreviate:
Cite an abbreviation or acronym the first time it is used in a document, followed by the explanation and the spelt-out English version in brackets.

Example:
Porcentaje de clics (CTR, Clickthrough Rate)
Subsequently, in both cases, you should use the abbreviated version (acronym.)

Note: You do not need to spell out widely recognized acronyms, such as HTML, URL.

2. The plural of acronyms is formed by changing the grammatical words that accompany the acronym, but the acronym itself does not change.

English	Spanish Correct	Spanish incorrect
...URLs	...las URL	...las URLs

I-4 Acronyms and Abbreviations
I-4-B Abbreviations

In general, avoid using abbreviations, except for standard abbreviations ("etc.") or those indicated as acceptable in the glossaries. If you abbreviate a word, make sure that you use the same abbreviation consistently and that you follow standard abbreviation rules.

In the UI, you may need to abbreviate further depending on length restrictions. Abbreviated UI terms should be added to the glossary along with the full translation. Any direct reference to UI options that have been abbreviated should also mention the abbreviated term to ensure clarity to the user.

IMPORTANT: DO NOT TRANSLATE AN ABBREVIATION OR ACRONYM THAT IS A TRADEMARK, unless specified otherwise.

A few notes about abbreviations:
1 Generally a period will be written at the end of the abbreviation. Examples: art. (for "artículo"), etc. (for "etcetera"). Nevertheless, there are several exceptions to this rule, for example, abbreviations of measurement units. See the table below:

English	Spanish (full)	Spanish (abbreviation or symbol)
Centimeter	centímetro	cm
Kilobyte, KB	Kilobyte	KB
Megabyte, MB	megabyte	MB
Meter	Metro	m
Millimeter	milímetro	mm
hour, hr	Hora	h
Minute, min	Minuto	min
Second	Segundo	s

2. A period precedes superscript 'a' and 'o' in abbreviations.

English	Correct Spanish	Incorrect Spanish
1st	1.º	1º
no.	n.º	nº

3 The plural of abbreviations formed by a single letter can be done by doubling the letter. Example: pp. (for "páginas"), ss. (for "siguientes"), etc.

4 Even though the RAE establishes that a space must follow the period of an abbreviation that contains more than one letter, the most commonly used form is the abbreviation with periods but no spaces. In Google documents we will follow this last form. For example: EE.UU. (not *EE. UU.), RR.PP. (not *RR. PP.), etc.

Typographical

II-1 Punctuation
II-1-A Commas

1 No comma should be placed before the Spanish "y/e" and "o/u", when the conjunction is used to link two related elements in a sentence.

Examples:

English	Correct Spanish	Incorrect Spanish
Set the description of the feature being edited. You can use html tags and include URLs.	Establece la descripción del elemento que vas a editar. Puedes utilizar etiquetas html e incluir direcciones URL	Establece la descripción del elemento que vas a editar. Puedes utilizar etiquetas html, e incluir direcciones URL.

2 When "y/e" and "o/u" link two sentences with a different subject, they should be preceded by a comma. Also, if they introduce a new idea.

English	Correct Spanish	Incorrect/Not so good Spanish
By clicking on such an icon, the regarding tag will be written to the editor and you can insert your text.	Al hacer clic en uno de estos iconos, la etiqueta correspondiente se escribe en el editor, y podrás insertar el texto que desees en ella.	Al hacer clic en uno de estos iconos, la etiqueta correspondiente se escribe en el editor y podrás insertar el texto que desees en ella.

3 A comma has to be placed before a conjunction that links two propositions of a compound sentence. Examples:

English	Correct Spanish	Incorrect
The application will continue to operate but will only display data available locally (in cache).	La aplicación seguirá funcionando, pero únicamente mostrará los datos disponibles en el equipo local (en la memoria caché).	La aplicación seguirá funcionando pero únicamente mostrará los datos disponibles en el equipo local (en la memoria caché).

II-1 Punctuation
II-1-B Quotation Marks

1 There are different types of quotation marks. The quotation marks called Latin or Spanish (<< >>) can be used together with US double quotes. In Google documents we have been using the US type. If quotation marks have to be added inside a sentence which is already in quotation marks, please use the single quotation marks ('X') inside the quoted text.

2 Quotation marks have to be used around button names and menu items.

Correct Spanish	Incorrect Spanish
Cambia el idioma mediante el menú desplegable de la pestaña "General".	Cambia el idioma mediante el menú desplegable de la pestaña General.

3 Follow Spanish rules: commas and periods always go outside the closing quotation mark (and parenthesis).

Correct Spanish	Incorrect Spanish
"Contenido" es una de las cinco dimensiones del seguimiento de campañas; las otras cuatro son "origen", "medio", "campaña" y "término".	"Contenido" es una de las cinco dimensiones del seguimiento de campañas; las otras cuatro son "origen", "medio", "campaña" y "término."

II-1 Punctuation
I-1-C Lists

When the list includes elements, which are not complete sentences, each element should end with a comma with no cap on the first word after the bullet, or a hyphen. The last element should end with a period.

Example

>La cuenta consta de los siguientes elementos:
>> • número de facturación,
>> • dirección de facturación,
>> • dirección de envío.

When the list includes elements, which are complete sentences, each element should end with a period with a cap on the first word after the bullet, or a hyphen.

Example

>Existen dos tipos de filtro en la cuenta de Google Analytics:<0}
>> - Los filtros de procesamiento de datos forman parte de su configuración de perfil y se aplican antes de que se generen los informes.
>> - Los filtros de informe se aplican a informes concretos que puede añadir y eliminar de manera interactiva utilizando la interfaz de informes.

II-1 Punctuation
II-1-D Spaces

There is always a space between a value and its symbol or unit. For example: *16 MB*

In general, use non-breaking spaces between words that should not separate onto different lines, including a unit of measure or currency and the number that goes with it, a percentage and its number.

Note: The exception to the rule is the percentage symbol (%), which will be written attached to the preceding figure (25%), and the degree symbol (12°). The temperature degrees have a different spelling depending on the presence or not of the scale (12° but 12 °C).

Examples:

      16 MB
      200 m
      20%

Use only one space after pause (period, colon, etc.). Also make sure to correct this if the double spaces are between two Trados tags:
change <0}{0> to <0}{0>.

Correct Spanish	Incorrect Spanish
Toda la información que nos proporcione se utilizará de acuerdo con la START_LINKpolítica de privacidadEND_LINK de Gmail.-Gracias por su colaboración.	Toda la información que nos proporcione se utilizará de acuerdo con la START_LINKpolítica de privacidadEND_LINK de Gmail.—Gracias por su colaboración.

II-1 Punctuation
II-1-E Dashes and hyphens

The hyphen is used in number ranges. No spaces are used around the dash in this case.

Example:
10-20

The en dash (–) is used as a minus sign, usually with spaces before and after.

Example:
500 – 200 = 300

The em dash or "raya" is not used as much as the parenthesis in Spanish. If it is used, there should not be any spaces between the opening em dash and the word that follows, and between the closing em dash and the previous word.

Examples:
Puesto que el rendimiento de un servidor y un sitio web se ve directamente afectado por la cantidad de bytes transferidos —y los proveedores de alojamiento web a menudo cobran en función de ello— es muy importante que los propietarios de un sitio comprendan este concepto y lo tengan en cuenta.

II-1 Punctuation
II-1-F Exclamation marks

Please, do not overuse the exclamation mark. English uses it much more than Spanish after words like "warning", "important", etc.

Example:

English	Correct Spanish	Incorrect Spanish
Incorrect password!	Contraseña incorrecta	¡Contraseña incorrecta!

II-1 Punctuation
II-1-G Periods

Close full sentences in the indicative form with a period.

English	Correct Spanish	Incorrect Spanish
Click here when you're done recording your movie	Haz clic aquí cuando hayas terminado de guardar tu película.	Haz clic aquí cuando hayas terminado de guardar tu película

Do not close with period sentences with an infinitive as the main verb (usually commands).

English	Correct Spanish	Incorrect Spanish
START_NSTART_ITALICEdit selected vertex.END_ITALICEND_N	START_NSTART_ITALICEditar vértice s eleccionadoEND_ITALICEND_N	START_NSTART_ITALICEditar vértice seleccionado.END_ITALICEND_N

Do not close with period nominal phrases, even if English does it.

English	Correct Spanish	Incorrect Spanish
Invalid community.	Comunidad no válida	Comunidad no válida.

II-1 Punctuation
II-1-H Colons

Use colons for time (instead of periods).

Example:

3:30 p.m.

II-2 Tags and Placeholders

Some of the messages you will be translating contain HTML tags and placeholders. HTML tags are little bits of text surrounded by angle brackets that control the formatting of the text in a browser. Placeholders are pieces of text that get substituted with other text or a number at run-time. In order to make tags and placeholders easier to spot they are presented in red and green text in some rtf and doc files. In some strings files, placeholders will also be red.

English	Spanish	Comment
START_FONT_1 START_FONT_2©2005 Google - START_LINKPrivacy PolicyEND_LINK END_FONT END_FONT	START_FONT_1 START_FONT_2©2005 Google - START_LINKPolítica de privacidadEND_LINK END_ FONT END_FONT	START_FONT_2©2005 and END_FONT END_FONT apply a special font. START_LINK and END_LINK add a link.
Select File > New Project.	Selecciona Archivo > Proyecto nuevo.	The and tags make "File > New Project" bold.
Disk cache cannot exceed VALUE megabytes. Disk cache will be set to the maximum value.	La caché de disco no puede ser superior a VALUE megabytes y se configurará con el valor máximo disponible.	VALUE will be replaced by a figure.
Do you want to continue? To open a collection, double-click its name or click the icon next to it.	¿Deseas continuar?\n\nPara abrir una colección, haz clic dos veces sobre su nombre o en el icono que aparece junto a ella.	Keep exactly the same number of spaces.
OTHER_NAME is not responding.	OTHER_NAME no responde.	Where OTHER_NAME is the name of a person.

Please take in consideration that the placeholders can be replaced by a noun (or another grammatical category) that will require the agreement in masculine or feminine, singular or plural. To avoid agreement problems, be creative with the translation.

Correct Spanish	Incorrect Spanish
OTHER_NAME no está disponible.	OTHER_NAME está ocupado. (OTHER_NAME could be replaced by Isabel, for example)

II-3 Numbers and units of measure
II-3-A Numbers

Please follow the following rules when writing numbers:

- Spell out numbers from zero through ten, except for data. Example: resultado 1 de 5, etc.

- Use numerals for all numbers in technical and scientific passages, as well as tables, measurements and statistics. Example: 5% de los usuarios, 4 cm

- Always spell out numbers in legal texts.

- Always keep metric measurements and delete imperial measurements (inches & feet) present in the US text.

- Use a period to replace the comma used in US numbers. Examples: 2.000, 10.000, 2.935, 1.000.000.

- Decimal points become decimal commas. Examples: 8,5 x 5,5

II-3 Numbers and units of measure
II-3-B Date and time formats

Follow the Spanish date format. That means changing the order month/day to day/month; not using an article before the year, and using lower case for the months. Also please notice that the punctuation sign to be used to separate numbers in a date is the slash sign (/).

Regarding time, please follow the 12 hour standard followed by a.m. and p.m.

English	Correct Spanish	Incorrect Spanish
01/06/2005	06/01/2005	01/06/2005
On January 6, 2005	El 6 de enero de 2005	El 6 de Enero del 2005
8:30 PM.	8:30 p.m.	20:30 h (not incorrect but not the standard we follow)

II-3 Numbers and units of measure
II-3-C Units of measure

List of standard abbreviations (this is a very limited list. Check reference materials for more extended lists):

English	Spanish (full)	Spanish (unit or symbol)
Centimeter	Centímetro	cm
Degrees	Grados	°
Kilobyte, KO	Kilobyte	KB
Megabyte, MO	Megabyte	MB
Kilometer	Kilómetro	Km
Meter	Metro	m
Millimeter	Milímetro	mm
inches, in. or ''	delete if metric equivalent present, or convert to metric equivalent.	
feet, ft	delete if metric equivalent present, or convert to metric equivalent.	
hour, hr	Hora	h
minute, min	Minuto	min
Second	Segundo	s

II-4 Capitalization
II-4-A Capitalization

Do NOT capitalize the words menu, screen, window, dialog box, chapter, button, list.

Example :

English	Correct Spanish	Incorrect Spanish
The Admin Console Menu appears.	Aparece el menú de la Consola de administración.	Aparece el Menú de la Consola de administración.

When describing an icon that does not have a name in the interface, use all lowercase letters.

II-4 Capitalization
II-4-B Accented capitals

Please use accented capitals letters: Á, É, Í, Ó, Ú.

II-4 Capitalization
II-4-C After a colon (:)

Capitalize start of phrase following a paragraph title such as Note:, Example:, Important:, etc.
Also, capitalize a start of a phrase when it is a direct quotation.

English	Spanish
Note: If ... Example: Suppose The CFO said: ´´We earned...	Nota: Si... Ejemplo: Supongamos... El director financiero dijo: «Ganamos...

Apart from the above cases, do not place a capital letter on the word following a (:) when in the same sentence, on the same line, or within the same paragraph.

II-4 Capitalization
II-4-D Professional titles and names of institutions and departments

Do not capitalize names of professional titles but do capitalize names of institutions or departments.

Correct Spanish	Incorrect or not recommended Spanish
Elliot Schrage, vicepresidente de Comunicaciones Globales y Relaciones Públicas	Elliot Schrage, Vicepresidente de Comunicaciones globales y Relaciones públicas
Centro de Asistencia de Gmail	Centro de asistencia de Gmail

Internationalization issues

III-1 Localized components

III-1-A Currency
The Localization Lead will indicate whether or not currency references need to be localized. Please follow product-specific instructions. If there are no instructions, you can assume that this will be handled internally. Please note that AdWords generally uses local currency, while AdSense uses dollars.

III-1-B URLs
The Localization Lead will indicate whether or not URLs need to be localized. Please follow product-specific instructions. If there are no instructions, you can assume that this will be handled internally.

III-1-C Email addresses
The Localization Lead will indicate whether or not email addresses need to be localized. Please follow product-specific instructions. If there are no instructions, you can assume that this will be handled internally.

III-2 When to deviate from the source material

The English style guide has the following instruction: "Remember that Google is entirely automated. Servers, software, bits and data centers. It's cold, sterile and soulless. Your job is to help warm it up by putting a human face on our products. Let people know there's someone here to talk to. Use references to popular culture on occasion. Give funny examples."

This presents a huge challenge to translation of course. What an American reader finds funny may sound cheesy to a Spanish speaker. At the same time, you don't want to entirely lose the friendly tone. Some guidelines on how to deal with this follow.

III-2 When to deviate from the source material
III-2-A Jokes in the English examples

As you may have noticed, there is frequent use of humor in Google's material. This presents a huge challenge to translation of course. What an American reader finds funny may sound cheesy in your language. At the same time, you don't want to entirely lose the friendly tone. Below are some guidelines on how to deal with humor. When you are faced with a humorous passage, the first step is to ask yourself:

1. What is the humor in this sentence trying to accomplish?

These are some potential answers:

1A. We are trying to catch the reader's attention

Example: The text that was included in the installer for the Google Toolbar needed to convey that some user information would be sent to Google if advanced features were turned on. However most users tend to click through EULAs (End User Licensing Agreements) without reading them. Our solution was to put a bold red headline at the top that said, "Read this. It's not the usual Yada Yada." By doing so, we guaranteed that no one who installed the Toolbar would be unaware of the privacy implications. The issue was diffused and there was no outcry when the product was introduced. We had somewhat less success with Gmail, which included no such language.

1B. We have made an error and use humor to admit this without apologizing

Example: When orkut was launched in beta, it quickly ran out of bandwidth. This resulted in frequent server errors. The error message read "Bad, bad server. No donut for you." This told users that we knew there was a problem and were working to correct it. But it was a product in beta after all, so no need to be overly apologetic.

1C. We are trying to put a human face on our site

Example: Remember that Google is entirely automated. Servers, software, bits and data centers. The writers' job is to help warm it up by putting a human face on our products. Let people know there's someone here to talk to. Give funny examples. Put in some references to lemurs. One of our earliest engineers long lobbied for us to adopt lemurs as an official mascot because of their "Googley eyes" and endangered status. We didn't do that, but we do reference lemurs a lot in our FAQs. Now you know why. If we need a nice neutral query term for a sample search, we look to the lemurs.

2. Now what am I going to do with it?

1A. You still want to catch the reader's attention; humor is one option

You may not choose the same joke as in the English, but remember what happened in the example of Gmail above. When the attention-grabbing joke was taken out, fewer people read the EULA and were left with questions about their privacy. If a joke is not appropriate, use some other device. Repetition. Exclamation marks. A catchy sentence. You'll know best what works in you culture.

1B. Keep the intended light, self-deprecating tone

The "no donut for you" joke probably doesn't translate to any other language. But think about how you can achieve the same effect. Perhaps your language uses diminutives. Or a mockscolding tone. Or maybe you can put in a cultural reference. A product like orkut aims to be chatty and personal, so it would be a shame to default to a neutral "an error has occurred." However, if anything else just feels wrong, that is an option too.

1C. Put a human face on the site in a way that works in your culture

In a lot of cultures, there is less tolerance for the number of jokes you can sprinkle around in a text. Lemurs may not be well-known creatures in your country. But consider this: user research in Japan showed that Google is seen as a very serious, academic company there. So you could say our entire company image was lost in translation. Perhaps you can keep in just a few jokes, or some subtle irony, or consider a friendly form of address.

III-2 When to deviate from the source material
III-2-B American cultural references

FAQ files especially regularly use pop culture references. Please don't copy the English examples. If it is appropriate in the context, substitute something equally funny. Substitute examples that are neutral enough to be enjoyed by a large audience.

English	Correct Spanish	Reason
You can also create and join a wide variety of online communities to discuss current events, reconnect with old college buddies or even exchange cookies recipes.	Asimismo, puedes crear diversas comunidades online y participar en ellas para hablar sobre temas de actualidad, volver a contactar con antiguos amigos del colegio o comentar los últimos estrenos con otros cinéfilos.	Since baking is not a big deal as it is in the US (Too many "pastelerías" handy.) but going to the movies is one of the main entertainments in Spain.

III-2 When to deviate from the source material
III-2-C Please, congratulations, and thank you

You should adapt them to reflect common practices in Spanish.

English	Correct Spanish	Incorrect Spanish
Please enter your e-mail address.	Por favor, escribe tu dirección de correo electrónico.	Sírvase escribir su dirección de correo electrónico. [too formal]
Thank you for taking the time to send us your comments.	Gracias por enviarnos tus comentarios. Or No dudes en mandarnos tus comentarios. Or Te agradecemos por adelanta do el envío de tus comentarios.	Gracias por dedicar tiempo a enviarnos tus comentarios.

Product-line specifics

IV-1 AdWords

In general, the considerations exposed above apply to AdWords´ texts. However, with regards to tone, AdWords tends to be more formal than consumer products. For example, the use of exclamations marks does not sound very natural in Spanish.

Localizable components in AdWords are normally adapted to Spanish:

- Currencies are localized in the AdWords interface in euros. In the future, when we have a Latinamerican interface, the currency will be in dollars.
- URLs are always localized as long as there is a Spanish version of the URL, if not, they remain in English.
- Email addresses are also localized.

IV-2 AdSense

As is the case in AdWords, AdSense texts are normally more formal than consumer products. Regarding tone, AdSense consultants consider that texts should be written in a clear and simple form in order to avoid confusions from non-savvy advertisers.

The translation of localizable elements in AdSense is similar to AdWords when it comes to URLs and email addresses. However, currency stays in dollars in AdSense texts.

IV-3 Consumer Web

All consumer products should use the ´tú´ form. (Note: There might be instances where the usage of 'usted' might be necessary, for example, to address specific people, or in legal documents.)

AdWords and AdSense will use 'usted'.

Please refer to section I-1-E Form of address for a specific listing of products and treatments.

Appendix

Appendix

V-1-A Reference materials

For rules and spellings not specifically covered in this style guide and the product glossaries, the rules prescribed by the Real Academia Española will be followed. These are the reference materials:

- www.rae.es: Web page of the Real Academia Española. Includes not only the dictionary but also links to other linguistic tools.
- Diccionario Clave. It can be checked online in http://clave.librosvivos.net/. This dictionary includes usage notes of the terms. Really helpful.
- Eurodicautom (http://europa.eu.int/eurodicautom/Controller): as reference for name of countries and gentile, as well as currency.
- Very useful for recently created terms: http://www.termcat.net/. You can do searches in English and you get translation into Spanish as well as French and Catalan.
- There are a large number of materials to help with lexical and grammatical doubts (on paper and on line). These are just a few of them:
    - www.efe.es/esurgente/lenguaes
    - Diccionario Panhispánico de Dudas (developed by the RAE and the Asociación de Academias de la Lengua Española, representing all the Spanish speaking countries)
    - Jose Martínez de Souza. Diccionario de usos y dudas del español actual
    - Study the material of local companies that have a similar look and feel.

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