

# Style Guide Template

Welcome to (company name) style guide. This guide describes linguistic, cultural, and stylistic conventions to help linguists to effectively reach the target audience in a culturally sensitive and inclusive approach.

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## 1. Introduction to Company

Provide a brief introduction to your company for readers to understand your organisation's personality and voice, its objectives, its audience (or buyer persona), and reasons for translating its content.

- Brief history of your company
- Explain what products or services your company offers
- Describe your company's target audience or market
- Link to international websites (if relevant) or previously translated content

## 2. Formality and tone

KEY
<b>FORMALITY</b> describe the style of language that should be used in your organisation's messaging based on the audience you are writing for



**TONE** describe how formal/casual the tone of your organisation’s messaging should be. Keep in mind your organisation’s personality, who you are writing for and the type of products/services you offer

Provide examples to show the correct and incorrect way of translating an item of text.

TEXT	DO	DON'T

### 3. Vocabulary (optional/if available)

Advise on the use of vocabulary in the target language. Describe which grammatical conventions to use and which not to depending on the document type. Make it clear if you wish the translator to refer to a particular dictionary/thesaurus.

WORD	WHEN TO USE/EXPLANATION

#### 3.1 Non-translatable words/phrases and forbidden terms (optional/if available)

NON-TRANSLATABLE	WHEN TO USE/EXPLANATION

FORBIDDEN TERMS	WHEN TO USE/EXPLANATION



## 4. Punctuation and formatting (optional/if available)

Advise on the use of punctuation marks in the target language, including appropriate use of spacing before and after the punctuation mark.

Include rules for capitalisation, correct use of acronyms etc.

Example:

PUNCTUATION MARK OR FORMAT RULE	HOW TO USE/EXPLANATION

## 5. Internationalisation

KEY	HOW TO USE/EXPLANATION
Numbers	100000 or 100,000 or one hundred thousand?
Time	12-hr or 24-hr format? AM/PM or a.m./p.m.?
Currencies	Localise?



## 6. Design principles

A visual guide can help transcreators understand how to structure your company's translated text.

Example:

VISUAL GUIDE (EXAMPLE)
COLOUR TERM



 <ul style="list-style-type: none"> <li>• Include HEX (RGB) and CMYK</li> </ul>
<p><b>LOGO</b></p>  <ul style="list-style-type: none"> <li>• Specify size</li> <li>• Include logo variations (if relevant)</li> <li>• Advise placement on document type</li> </ul>
<p><b>PHOTOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Include photography examples to define visual style</li> <li>• Include web-specific elements</li> </ul>
<p><b>TYPE</b></p> <p>FUTURA BOOK          abcdefghijklmnopqrstuvwxyz          1234567890</p> <ul style="list-style-type: none"> <li>• Specify font style, size and colour to use</li> <li>• Distinguish between font size for headings and body text</li> </ul>

## 7. Reference material

Attach materials, such as a termbase, approved translations, localisation projects to act as a guide to your preferred translation style.

## 8. Checklist

Create a checklist for the translator/transcreator to ensure the final translation fits your organisation's image.

FORMAT & STYLE	CHECK
Formality	
Tone	



Vocabulary	
Font	
Punctuation	

BRAND STYLE	CHECK
Brand colour	
Font size & colour	
Logo size, colour & placement	
Correct use of visuals	