**IMPORTANT: To use this template for your company, add your own specific instructions for your company and the respective languages. Make as many copies as you need, depending on how many languages you need a style guide for.**

🗂️ Style Guide - [Language and Locale] for [your company]

## Introduction

This style guide is crafted for translators working on Acme Inc.'s documents and materials. Your adherence ensures translations uphold Acme Inc.’s brand integrity, and message consistency, and resonate with our partners in the manufacturing sector.

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## 1. Acme Inc. Overview

Add necessary information about your company here.

### Introduction

- Acme Inc. is a leading manufacturer of [specific products or machinery], trusted by businesses globally.

### Tagline

 "Engineering the Future"

### Mission

To provide innovative manufacturing solutions that drive the industry forward.

### Target Audience

* Manufacturing Companies
* Supply Chain Partners
* Industry Analysts

### Communication Touchpoints

* Product Catalogs
* Technical Manuals
* Marketing Collaterals
* Partnership Agreements
* Webinars & Training Materials
* Emails & Newsletters
* Conferences & Presentations

### Resources

* Technical Support: Dedicated support for our B2B partners.
* Training Guides: Detailed technical guides for our product range.
* Industry Insights: Research and articles on the latest manufacturing trends.

## 2. Voice & Tone

### Voice Attributes

* Professional: Maintain a tone that reflects expertise.
* Informative: Be thorough and factual.
* Reliable: Ensure content is trustworthy and consistent.
* Clear: Avoid jargon unless it's industry-standard.
* Concise: Be direct, especially in technical specifications or instructions.

### Best Practices

* Prioritize clarity, especially in technical content.
* Ensure terminologies are consistent across all materials.
* Reflect the partner-centric approach of Acme Inc.
* Use language familiar to the manufacturing sector.

## 3. Formatting Guidelines

### Products & Machinery

* Retain original names of Acme Inc.'s products or machinery.

### URLs

* Maintain original URLs without translation.

### Product Localization

e.g., "Acme Pro2000 Machine" remains consistent across languages.

### Currency Formatting

Use the agreed upon currency for transactions, usually USD or EUR. Retain original price quotations.

## 4. Language-specific Conventions

### General Language Rules

* Consistency: Ensure that technical terms, especially product names and industry jargon, are consistently translated across all documents.
* Clarity: Use active voice whenever possible to ensure that instructions and information are straightforward.

### Technical Terminology

* Acme-specific Terms: Some terms specific to Acme Inc. should remain untranslated for brand consistency. For instance, if Acme Inc. refers to a proprietary process as "AcmeFusion", it should remain the same across all languages.
* Industry Jargon: Use industry-standard translations for terms. If a term doesn't have a direct translation, include the English term in parentheses on its first occurrence.

### Numerals and Measurements

* Decimal Point vs. Decimal Comma: Depending on the language, use the appropriate separator. For instance, English uses a decimal point (e.g., 6.5 inches), while many European languages use a comma (e.g., 6,5 centimeters).
* Units: Stick to metric measurements unless the original document uses imperial units and conversion isn't feasible. Provide conversions where possible.

### Dates and Time

* Formatting: Always use the format most common to the target language. For instance, in English, it might be "MM/DD/YYYY", but in many European languages, it's "DD.MM.YYYY".
* 24-hour Clock: For clarity in shift operations and schedules, use the 24-hour format.

### Cultural Sensitivity

* Metaphors & Idioms: Avoid using idioms or metaphors that might not have direct translations or could be misunderstood in other cultures.
* Industry References: Some manufacturing practices or standards might be specific to certain regions. Make sure these are explained or localized to avoid confusion.

### Punctuation & Capitalization

* Quotation Marks: Different languages use different styles for quotation marks (e.g., English uses “ ”, while German uses „ “).
* Capitalization: Some languages don't capitalize nouns (like English does). Ensure you're following the rules of the target language, especially for product names and titles.

### Abbreviations & Acronyms

* Clarification: When introducing an acronym, spell out the full term first, followed by the acronym in parentheses. E.g., Computer Numerical Control (CNC).
* Local Standards: Some acronyms might have established translations in the target language. Research and use these where appropriate.

### Compound Words

* In languages that use compound words frequently (e.g., German), ensure that they are constructed correctly, especially for manufacturing terms.

### Hyphenation

* Ensure that words are hyphenated correctly according to the rules of the target language. This is especially important for technical terms in product manuals.

### Legalese and Formal Agreements

* When translating contracts or formal agreements, maintain the formality of the original text. If uncertain about legal terms, consult legal dictionaries or experts in the target language to ensure accuracy.