City of Portland Parks & Recreation

# Translation Style Guide for Chinese (Simplified)

*Updated 11/14/2023by Mindlink Resources, LLC*

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# Welcome

Welcome to the Style Guide for Chinese (Simplified). This guide will help you understand how to localize Chinese (Simplified) content in a way that best reflects the Portland Parks & Recreation voice.

The Style Guide is a reference tool for content developers such as writers, translators, editors, reviewers, graphic designers, and project coordinators. The purpose of this Style Guide is to ensure content leads follow the guidance outlined here to keep voice, tone, and style consistent in all multilingual communications.

# Portland Parks & Recreation Voice
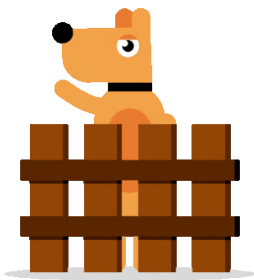
Some principles form the foundation of our voice:

- **Warm and relaxed:** We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **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. (Think: "Friendly Neighbor")

# Language-Specific Terminology

Please refer to the Portland Parks & Recreation Translation Glossary located here:

For suppliers of translation services, please incorporate the terms from the excel spreadsheet into your CAT tools.

## Word Choice

These are the general rules to guide your word choice:

- Use terms that are common in the business or industry.
- Use words that are specific (not vague) and crystal clear.
- Use words that are used in daily life by ordinary people.

> *For example, don't use "bookish," (unless they are technical terms and are necessary in the context).*

- Use standard words, not slang.
- Try to use verbs, not verbal nouns.

## Word-to-word translation

The translation must be accurate, but not literal. Please re-phrase the information so that it would sound natural for a native speaker of the Chinese language, avoid copying the original sentence structure.  Use formal or semi-formal tone, unless the original is obviously informal and intended to be like this (for example, a campaign aimed at teenagers etc.).

Address the target group personally and directly. In general,  use active voice rather than passive voice, but  feel free to use passive structures as well. Please always consider the context. Be consistent and use the same terminology within a document and across different documents. Reference the Portland Parks & Recreation Translation Glossary linked above.  . Please translate similar phrases consistently as well.

## Guidance for Common Phrases

### Location
To avoid confusion with local maps and GPS systems, do not translate location names, including parks and buildings.

### Street addresses
Please do not translate or localize the addresses in contact information:

City of Portland, Oregon
1900 SW 4th Avenue, Portland, OR 97201

*City of Portland, Oregon*
*1900 SW 4th Avenue, Portland, OR 97201*

### Street names without house numbers

NE Mallory Avenue

*NE Mallory Avenue*

S Miller Road

*S Miller Road*[SEP]

N First Street

*N First Street*

Interstate 205

*205 州际公路*

Haines (exit 293)

*Haines (293 出口）*

When mentioning the proper name of a street without a specific address, translate the direction.

On second reference or when mentioning multiple streets in the same area, you do not need to repeat the direction.

### Intersections

SE 67th Avenue and Harnee Street

*SE 67th Avenue 和 Harnee Street*

NE 106th Avenue and Halsey Street

*NE 106th Avenue 及 Halsey Street*

### How to describe the region

the Portland metropolitan area (first mention)

*波特兰地区 波特兰都会区*

the region (subsequent references)

*波特兰地区 or 该地区*

### States

Oregon

*俄勒冈州*

Portland, OR 97211

*Portland, OR 97211*

Washington

*华盛顿州*

Translate the state name if it stands alone.

### Cities
Remain in English unless there is an official translation

Portland    波特兰

## Website Navigation

Please translate the names of tabs, pages and sections (the descriptors "tab", "page", "section" etc. as well), but always keep the original in brackets:

| | |
|---|---|
| Contact information and basic descriptions of SDCs are also available at www.portlandoregon.gov/bds | Fees Tab | Systems Development Charges (SDCs). | *SDC 的联系信息和基本介绍也在 www.portlandoregon.gov/bds| 列出 收费选卡| 系统开发费用（SDC）* |

Please do not forget to check on the website itself, if the specified navigation path is still valid.

## Contact Information

| | |
|---|---|
| For more information, email CustomerServiceCenter@portlandoregon.gov or call 503-823-2525. | *详情 请发电邮至 CustomerServiceCenter@portlandoregon.gov 或 致电 503-823-2525.* |
| To register, visit portland.gov/Parks/register. | *如要注册， 请访问 portland.gov/Parks/register* |

Other Tips
- Area codes are set off by a hyphen, not parentheses.
- Toll-free numbers do not require a 1- at the beginning.
- Either refer to the website or give the URL, not both. Omit http:// unless the URL does not begin with www.

## What do you mean "we"?

"We" means "the people of the region," not the City or a particular department or program.

Speaking directly to you is fine (and often good).

| | |
|---|---|
| We value clean air and water. | *我们重视清洁水源和空气* |
| The Advisory Committee wants to hear from you. | *咨询委员会 想听取您的意见* |

Avoid using first person unless you are writing a letter or from a very specific point of view with an obvious speaker.

## Time

Please use the 24-hours format. Please separate hours and minutes with a colon:

| | |
|---|---|
| 11 a.m. to 12 p.m. | *上午 11:00 – 中午 12:00* |
| 12 p.m. to 1:30 p.m. | *中午 12:00 – 下午 1:30* |

In a time span please use a long dash (—)

## Dates

Please use the following format: MM.DD.YYYY:

06/27/2022

If the month is spelled out (usually in continuous text), convert to numerals and start with the year, month, and then date.

| | |
|---|---|
| April 23, 1970, was a good day. | *1970 年 4 月 23 日是个好日子。* |

.

Please use the full names of months:

| | |
|---|---|
| Sunday, June 27 | *6 月 27 日 星期日* |

## Words and figures

As a rule, please spell out one through nine and use figures for 10 and above:

| | |
|---|---|
| five plans | *五个计划* |
| three years | *三年* |
| 12 working days | *12 个工作日* |

In mixed ranges, you can mix figures and number characters:

| | |
|---|---|
| five to 12 hours | *五到 12 个小时* |

Please always use figures with percentages, amounts of money, distances, areas and other dimensions:

| | |
|---|---|
| seven miles | *七英里* |

## Units of measurement

Please keep the original units (do NOT convert them to metric ones). Spell out the original units in continuous text:

| | |
|---|---|
| at least 6'2" | *至少 6'2'* |

In tables, plans, diagrams etc. you may keep the original signs for units:

| | |
|---|---|
| 16"x16"x24" | *16" x 16" x 24"* |

Please use $ for monetary amounts:

$100                                              $100

## Decimal and Thousands Separators

The decimal separator is comma:

12.7 miles                                        12.7 英里

The thousands separator is a (non-breaking) space, but please use it only up from five-digit numbers:

3000 (no separator), 13 000, 3 000 456 001 etc.

## Dashes

Please use the long dash (em dash, —). This applies to ranges as well:

This brochure is intended to give you general          本手册旨在提供大概信息
information…

Monday through Friday                             周一到周五

8:00 am to 5:00 pm                               上午 8:00 点 至下午 5:00 点

You may use the shorter dash (en dash, –) as a minus sign.

## Translation of program names and services

To keep program names consistent and recognizable, they generally remain untranslated, especially when names may not translate well or lose meaning when translated. This is decided on a case-by-case basis, with the goal of prioritizing understanding for the intended community. If something has been translated before, it is important to keep the translation consistent. Check reference marketing materials, website, consult with project leads. It is acceptable to use the name in English in conjunction with translations and parenthesis to convey meaning. Best practice when naming new projects and services is to keep the name simple and in plain language to support clear translations. There are many opportunities to partner with community engagement liaisons on transcreation to update/create program names.

Air Quality Index                                 Air Quality Index (空气质量指数, AQI）

Community Gardens                                 社区花园（Community Gardens）

Right of Way                                      先行权 (ROW)

## Naming Files

When naming translated files, title the document in the translated language (Spanish) and English so content can be identified in both languages, by staff and communities.

> ⓘ *Staff tip: Include the document title in your translation request.*

Examples of translated document titles on our website;

- AIR brochures (https://www.portland.gov/parks/air/adaptive-classes-trips-and-activities)
- Safety content on the Community Gardens page (https://www.portland.gov/parks/community-gardens/resources)
- Tree planting booklets on (https://www.portland.gov/trees/tree-planting/free-trees)

## Inclusive Language

### Avoid ableist language

When trying to achieve a friendly and conversational tone, problematic ableist language might slip in. This can come in the form of figures of speech and other turns of phrase. Be sensitive to your word choice, especially when aiming for an informal tone. Ableist language includes words or phrases such as crazy, insane, blind to or blind eye to, cripple, dumb, and others. Choose alternative words depending on the context.

> ⓘ *Focus on people, not disabilities. Don't use words that imply pity, such as stricken with or suffering from. Don't mention a disability unless it's relevant.*

### Avoid unnecessarily gendered language

In addition to being mindful of the pronouns used in narrative examples, be sensitive to other possible sources of gendered language.

Use gender-neutral alternatives for common terms. Avoid compound words containing man or men, or similar constructions in your language. Don't use gendered pronouns (she, her, he, him, etc.)in generic references. Instead:

- Rewrite to use the second or third person (you or one).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, the document instead of his document).
- Refer to a person's role (reader, employee, customer, or client, for example).
- Use person or individual.

Example:

| | |
|---|---|
|  | *Equipment installation takes around 16 man-hours to complete.* |
|  | *Equipment installation takes around 16 person-hours to complete* |

Inclusive Language Resources:

https://content-guide.18f.gov/our-style/inclusive-language/

https://consciousstyleguide.com/