



City of Portland Parks & Recreation

# Translation Style Guide for Russian

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

## Table of Contents

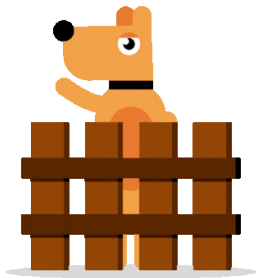
|   |   |
|---|---|
| Welcome                                   | 3 |
| Portland Parks & Recreation Voice         | 3 |
| Language-Specific Terminology             | 3 |
| Word Choice                               | 3 |
| Word-to-word translation                  | 3 |
| Guidance for Common Phrases               | 4 |
| Location                                  | 4 |
| Street addresses                          | 4 |
| Website navigation                        | 4 |
| Contact Information                       | 5 |
| Other Tips                                | 5 |
| What do you mean “we”?                    | 5 |
| Agency (department) names and job titles  | 6 |
| Translation of program names and services | 8 |
| Time                                      | 6 |
| Dates                                     | 6 |
| Words and figures                         | 6 |
| Units of measurement                      | 7 |
| Decimal and Thousands Separators          | 7 |
| Dashes                                    | 7 |
| Quotation marks                           | 7 |
| Spaces                                    | 7 |
| Non-breaking space                        | 7 |
| Abbreviations and acronyms                | 8 |
| Capitalization                            | 8 |
| Special symbols                           | 8 |
| Inclusive Language                        | 8 |
| Avoid ableist language                    | 9 |
| Avoid unnecessarily gendered language     | 9 |

## Welcome

Welcome to the Style Guide for Russian. This guide will help you understand how to localize Russian 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")
- **General register & tone:** use appropriate matter of fact, professional language, and the correct technical terms so that a general audience can readily understand the document. Generally, we address the public in the formal (USTED) form.

## 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," official words such as процедура (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 target 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 please 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

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*

Translate the words “floor”, “suite”, “counter” etc.:

Permits can be submitted at Portland Parks & Recreation Customer Service Center:

Floor 1, inside building at 1134 SW 5<sup>th</sup> Ave.

*Заявления на получение разрешений подаются в Центре обслуживания клиентов Департамента*

*Паркового хозяйства Портленда: 1-ый этаж здания на 1134 SW 5<sup>th</sup> Ave.*

If you find a street (avenue, circle, drive, lane, square etc.) name in continuous text, please translate it and keep the original in source:

This happened in the 4th Avenue.

*Это произошло на Четвертой авеню (4th Avenue).*

Please remember the difference between the City as an agency and the city as a location:

City of Portland

*Администрация города Портленда*

buildings in the city of Portland

*здания в Портленде (здания в городе Портленд)*

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](http://www.portlandoregon.gov/bds) | Fees Tab | Systems Development Charges (SDCs).

*Контактные данные и краткую информацию о взносах на развитие коммунальной инфраструктуры можно найти на сайте [www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds) | вкладка «Сборы» (Fees) | «Взносы на развитие коммунальной инфраструктуры» (Systems Development Charges).*



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

#### Contact Information

Please do not use personal pronouns whenever they are used in English, because in Russian they are generally less common:

Whether you are planning a wedding, a family or neighborhood event, a company picnic, or a sports tournament, we have a site for you!

*У вас намечается свадьба? Вы планируете семейное мероприятие, пикник с соседями, коллегами или спортивный турнир? У нас есть прекрасное место!*

If you use a personal pronoun, please do not capitalize it (acceptable exceptions are personal letters and questionnaires):

If you would like to reserve a community garden plot... ..

*Если вы не являетесь владельцем жилища, в котором проживаете...*

Avoid using “please” in translation:

For a permit fee estimate, please use our online Fee Estimator.

*Чтобы узнать примерный размер сборов, воспользуйтесь нашим онлайн-калькулятором.*

For more information, email [CustomerServiceCenter@portlandoregon.gov](mailto:CustomerServiceCenter@portlandoregon.gov) or call 503-823-2525.

*Для дополнительной информации, свяжитесь по электронной почте: [CustomerServiceCenter@portlandoregon.gov](mailto:CustomerServiceCenter@portlandoregon.gov) или позвоните по номеру 503-823-2525.*

To register, visit [portland.gov/Parks/register](http://portland.gov/Parks/register).

*Чтобы зарегистрироваться, пройдите на сайт [portland.gov/Parks/register](http://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](http://www).
- Email addresses are lowercase.

#### 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. 

*Чистый воздух и вода очень важны.*

The Advisory Committee wants to hear from you.

*Консультативный комитет хочет знать ваше мнение.*

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

### Agency (department) names and job titles

As a rule, please capitalize the first word in agency (department) names (please see Capitalization under What else? as well):

City of Portland

*Администрация города Портленда*

Portland Parks and Recreation Bureau

*Департамент паркового хозяйства Портленда*

Please use the full names of agencies (departments), even if they are abbreviated in the source text:

PP&R main number

*Основной номер телефона Департамента паркового хозяйства.*

Job titles are usually *not* capitalized.

### Time

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

9 a.m. to noon

*9:00–12:00*

1:30 to 4 p.m.

*13:30–16:00*

8 a.m. to 5 p.m.

*8:00–17:00*

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

### Dates

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

4/23/1970

*23.04.1970*

If the month is spelled out (usually in continuous text), please put «г.» after a year with a non-breaking space before it (please see Non-breaking space under What else? as well):

April 23, 1970, was a good day.

*23 апреля 1970 г. выдался хороший день.*

Please use the full names of months:

Monday, Aug. 25

*понедельник, 25 августа*

### Words and figures

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

five plans

*пять планов*

three years

*три недели*

12 working days

*12 рабочих дней*

In mixed ranges, please use only the figures for consistency:

five to 12 hours 5–12 часов

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

three percent 3%

seven miles 7 миль

#### 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" как минимум 6 футов и 2 дюйма

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

16"x16"x24" 16" x 16" x 24"

Please use «дол. США» for monetary amounts:

\$100 \$100

#### Decimal and Thousands Separators

The decimal separator is comma:

12.7 miles 12,7 мили (please remember to use the genitive case in such instances! «миль» would be a mistake)

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 information... Назначение этой брошюры – дать вам общие сведения...

Monday through Friday понедельник – пятница (with spaces, if words!)

8:00 am to 5:00 pm 8:00–17:00 (no spaces, if numbers!)

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

#### Quotation marks

Please use chevrons («»).

#### Spaces

Use one space, not two, between sentences.

#### Non-breaking space

Please use a non-breaking space:

- Before a dash

- Between a numeric value and a unit of measurement (including the percent sign)
- Optionally: in other cases to keep words together.

### Abbreviations and acronyms

Please translate, localize or explain the abbreviations found in the source text:

|                                   |  |
|-----------------------------------|--|
| ADA* Requirements                 | <i>Требования по обеспечению доступа инвалидов</i> |
| * Americans with Disabilities Act |  |

### Capitalization

Use sentence case in headlines, titles of publications, acts, codes, and agency (department) names. Only capitalize the first word and any proper names:

|                                    |   |
|------------------------------------|---|
| Multnomah County Health Department | <i>Управление здравоохранения округа Multnomah</i>                                      |
| Americans with Disabilities Act    | <i>Закон США об американцах с инвалидностью</i>   |
| When is a permit required?         | <i>Какие планы требуются для получения разрешения на проведение строительных работ?</i> |

### Special symbols

Do not use ampersands unless part of a formal name (e.g. Tualatin Hills Park & Recreation District and Portland Parks & Recreation).

Be very sparing with exclamation points.

## 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. Best practice when naming new projects and services is to keep 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.

|                                      |   |
|--------------------------------------|---|
| Parks Local Option Levy (Parks Levy) | <i>Местный опционный сбор за парки (Налог на парки)</i> |
|--------------------------------------|---|

## 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/>