***Language Standards for E-mails, Websites, and Other Elements***

***Objective***

The objective of this document is to define language standards when submitting a script for recording voice prompts for created voice prompts in languages other than English. It focuses specifically on whether to record certain text (words, phrase, and acronyms) in English or in the native language.

*For the purpose of this document, Spanish will be used as the example native language, though the standard apply for additional non-English languages as well. The person at the Customer organization preparing the script is referred to in this document as the “Submitter”.*

***Standards***

The following standards are rules that determine whether a given text is recorded (and translated where applicable) in English or the native language. It is presumed that Marketing Messages would translate and record using these standards, unless the Submitter explicit states exceptions in Column D, Instructions in the script template (Voice Prompt Template or “VPT”).

* ***General rule:*** For Spanish scripts, all text will be spoken in Spanish unless otherwise designated to be spoken in English according to the standards that follow.
* ***Company names:*** The default practice will be to speak company names in English, unless otherwise requested by the Submitter.
* ***Product (or service) names***: The default practice will be to speak any branded product/service name in English, unless otherwise requested by the Customer.
  + As some phrases could be interpreted as either product names or not, the submitter should specify that a given phrase is indeed a product name for clarity purposes.
* ***Acronyms:*** Acronyms should be spoken later by letter in Spanish, unless it is the company name or a product/service names, or otherwise specified.
* ***Web site URL’s:*** All text will be spoken in Spanish, including:
  + “.”, known in English as “dot’ but spoken as “punto”
  + “/” forward slash
  + www.
  + http(s)//
  + acronyms that are not product/service names
  + Company and product/service names will be spoken in English if embedded in a web site URL.
* **E-mail addresses:** All text will be spoken in Spanish, including:
  + “.”, known in English as “dot’ but spoken as “punto”
  + @ sign
  + Company and product/service names will be spoken in English if embedded in an e-mail address. This includes service provider names such as “comcast”, “verizon”
* ***Addresses for physical locations:*** The default practice is to speak US-based addresses in English, unless otherwise indicated, including street numbers and zip codes.

There are oftentimes exceptions to the guidelines above in certain languages and geographies, but these guidelines represent our default recommendations.