

HGM, Inc.

Style Guide

Information on Content

DOMAINS:	TRUE	Tech	TRUE	Learning
	TRUE	School	FALSE	mid-sized teams
	TRUE	math development	FALSE	Automotive
TEXT TYPE:	TRUE	Expository texts	TRUE	Instructional texts
	FALSE	Factual texts	FALSE	Literary texts
	FALSE	Narrative texts	FALSE	Argumentative texts
SOURCE AUTHOR:	<i>Teacher from Choccolocco Regional School</i>			
AUDIENCE:	TRUE	Subject Matter Experts (SMEs)	FALSE	General public
Audience demographics: <i>Our audience includes elementary school students from Choccolocco Regional School</i>				
CONTENT FUNCTION:	TRUE	Math teach	TRUE	knowledge development
	TRUE	types of fraction	FALSE	Video
	FALSE	hire a team member	FALSE	News
	FALSE	Menu	FALSE	Comparison sheet
	FALSE	Blog post	FALSE	product post and guide
Literal or Transcreation?	FALSE	Literal	TRUE	Transcreation
Processes that resulted in the creation of the source content: <i>This assignment created by teacher from the elementary school to teach students different type of fractions.</i>				
Processes that will result from the creation of the target content: <i>The target content will be used to help both Chinese and Spanish students to better understand the text.</i>				
Publication type	TRUE	For information purposes only	FALSE	For public dissemination

Stylistic Guidelines

REGISTER:	FALSE	Formal	TRUE	Informal
Literal or Transcreation?	TRUE	Literal	FALSE	Transcreation
Stylistic Instructions				
Please do not translate numbers, symbol of equal, and symbol of division.				
Other notes on style				
<i>Please do not translate company's name.</i>				

Mechanical Guidelines

PROPER NOUNS:	Handle document, job, and organization titles as follows: <i>Capitalize only the first word in the title.</i>
ACRONYMS:	As a general rule, please handle acronyms as follows: If no official acronym exists, please use the following conventions: <i>Please translate the acronym into full words and indicate the English acronym in parentheses for the first instance of an acronym in the section. For all subsequent instances of an acronym in the section use the English acronym only.</i> <i>International Organization for Standardization (ISO)</i>
PUNCTUATION:	Please do not translate "=" and "-"
ADDRESSES:	As a general rule, please leave addresses as is in the target.
PHONE NUMBERS:	For phone numbers, please add the international dialing code +1, unless a toll free
DATES:	Format dates as follows: <i>Use slashes.</i> <i>Month Day Year</i> <i>Express year in 4 digits</i> <i>Express as a number</i>

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MEASUREMENTS:	Follow these conventions for measurements: <i>Treat measurements as metric (imperial).</i>
CURRENCIES:	None

Other instructions?

Please use Year/Month/Day for Traditional Chinese, and Month/Day/Year for other three target languages.