

PPSC Spanish Translation Style Guide

Purpose and Scope

This guide establishes guidelines for creating consistent, high-quality Spanish content across various platforms, including web content, social media, printed materials, and emails. It aims to enhance engagement with Spanish-speaking audiences.

Audience

PPSC's Spanish-speaking students and their support systems come from various regions and countries. Use neutral, non-regional Spanish like what you hear on international news channels ([CNN Español](#)) to ensure clarity and inclusivity. The [Real Academia Española](#) is the authority on the Spanish language and its constant evolution. In addition to various dictionaries, there are grammar and general language use resources.

General Guidelines

- **Avoid Word-for-Word Translation:** Aim for clarity and natural Spanish phrasing. Some phrases translated word-for-word from English do not convey the intended meaning. Such phrases need to be interpreted in a way that conveys the intended meaning, or additional explanation may need to be included. We avoid word-for-word translations that sound strange or unnatural. Titles in Spanish may differ from the English titles to maintain a suitable length and adequately convey the intended meaning.
Remember: meaning matters most!
- **Respect the Audience:** Use neutral, non-regional Spanish and ensure visual parity with English content. When possible, display Spanish content beside English content. For print publications, create a double-sided one-page flyer or a separate multi-page Spanish document.
- **Dictionary:** Use the [Real Academia Española dictionary](#) to check Spanish words and definitions. This is especially important since some words used regionally are not official (like anglicisms and Spanglish). To look up translations from English, use WordReference.com.
- **Review:** It is considered best practice to have another person review your translation before publishing. If you would like your translation reviewed, you are welcome to send it to the Bilingual Services team at

PPSC.Espanol@pikespeak.edu. Our team is happy to assist in ensuring the content is accurate and culturally appropriate.

Visual Branding

- PPSC's [Brand Guide](#) should always be followed.

Capitalization and Punctuation

- **Capitalization:** Follow Spanish language rules.
 - Days of the week, months, nationalities, and languages start with a lowercase letter.
 - Titles of stories, creative works, and articles use sentence case and italics.
 - Academic degrees or programs are only capitalized when referring to specific majors, minors, emphases, and concentrations.
 - Get a degree in accounting! --> ¡Obtén un título en contabilidad!
 - PPSC's Associate of Applied Science in Behavioral Health prepares you for entry-level jobs. --> La Carrera Técnica en Salud del Comportamiento te prepara para empleos de nivel inicial.
- **Punctuation:** Spanish sentences often use semicolons and commas differently than English.
 - Colons do not capitalize the following word unless it starts a sentence.
 - Treat bulleted list items as if they followed each other within a paragraph, without capitalizing each new item.
 - There is no Oxford comma. No comma is placed immediately before **y** (and): enero, febrero y marzo.
 - When using an exclamation or question mark at the end of a sentence, an upside-down punctuation mark must open that sentence or phrase:
 - ¡Hazlo realidad!
 - ¿Tienes preguntas?

Voice

- **Brand Voice:** The voice should be clear, simple, brief, friendly, kind, encouraging, inspiring, and human.
- **Formality:** The Spanish language uses a formal and informal "you" based on context and audience. For continuity with our brand voice, use the informal, singular "you" (tú) for most translations and publications. For help determining

the tone based on the context and audience, you can reach out to the Bilingual Services team at PPSC.Espanol@pikespeak.edu.

- Marketing materials: Whatever path you choose, you won't have to go it along. --> Cualquiera que sea el camino que elijas, no tendrás que recorrerlo solo.
- Student directed instructions: Meet with our advisors in person or online. -> Te puedes reunir con nuestros asesores en persona o en línea.
- Formal group presentation instructions (written or spoken to a large mixed group) – Por favor, apaguen sus celulares --> Please, turn off your cell phones.
- Parent/guardian directed content: You are an important part of your student's college experience --> Usted es una parte importante de la experiencia universitaria de su estudiante.

Content Guidelines

- **Inclusive and Plain Language:** Use inclusive language, avoiding jargon, contractions, and non-literal phrases. Use plain language that is clear and easy to understand. The audience should not be confused by complex phrasing or wording.
- **Continuity:** Refer to the [Spanish Glossary](#) to maintain consistency across translations as much as possible. Refer to the existing translations of programs, titles, etc. not found in the glossary on the [Spanish microsite](#), [Spanish viewbook](#), campus Spanish signage or other previously published documents/texts.
- **Formatting:** Use headings, bullet points, and accessibility standards to ensure content is easy to read and accessible.

Specific Guidelines

- **Command Verb Forms:** Unlike English, Spanish commands carry both a degree of formality (tú vs usted) and the number of people being addressed (singular vs plural). For most marketing publications, use the singular, informal command form:
 - ¡Regístrate hoy! (Register today!)
- **Dates:** In Spanish, the date is expressed as day, month, year (16 de enero de 2025 or 16/1/2025).
- **Accents:** Accents are very important as they can change the meaning of a word.
 - papás (parents) vs papas (potatoes)

- **Proper Names:** When using the proper noun for a place or organization, and the translation of the name will not help a Spanish-speaker understand what it is, you do not need to translate. (i.e. The Grove). When possible, use official, existing translations (i.e. [government institutions](#)).
- **Acronyms:** Do not create new acronyms. If possible, use existing Spanish acronyms (for example, ONG is the Spanish acronym for NGO). If no official Spanish acronym exists, use the English acronym:
 - Solicitud Gratuita de Ayuda Federal para Estudiantes (FAFSA, por sus siglas en inglés)
 - *por sus siglas en inglés* only needs to be used the first time an English acronym is used in a document
- **Plurals:** Not all plural forms in Spanish take an –s or –es.
 - Plural acronyms: los CD (not los CDs)
 - Families: los Ramirez or la familia Ramirez (not los Ramirezes)
- **Using English terms:** If the audience needs to be able to know and use the English term (i.e. on the student portal), italicize the English term in the Spanish text and include the Spanish translation in parentheses.
 - Haz clic en el enlace de *Pay/View My Bill* (Pagar/Ver Mi Factura)

Common Terms

- **Higher Education and PPSC Terms:** Use the agreed-upon Spanish translations for common terms, departments, and programs at PPSC to ensure consistency and a cohesive experience for students.

Resources

- [PPSC Style Guide Outline](#)
- University of Northern Colorado [Spanish Editorial Style Guide](#) (pg. 25)
- American Translators Association [Style Guide for Spanish Writing](#)
- Headstart.gov [Style Guide for Translations into Spanish](#)
- National Park Service [Spanish Style Guide](#)
- [El buen uso del español](#), Real Academia Española