



# WESTERN DIGITAL MARKETING STYLE GUIDE SPANISH (SPAIN)



TRANSPERFECT

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**About this document**

This document is intended to help linguists to produce work that is accurate and fully aligns with marketing guidelines.

When creating marketing content, it is important to be aware of the brand identity and social tone of voice of a client. From the outset, translators need to understand the desired tone of voice, the audience, the desired outcome, what it is they are writing about and then produce the context accurately in the native language of the target market. The idea is not to translate literally, but to understand the principles and style of a brand so that linguists can express them accurately for the local market, in the local language.

**About WD**

Western Digital creates environments for data to thrive. As a leader in data infrastructure, the company is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, our industry-leading solutions deliver the possibilities of data. Our data-centric solutions are comprised of the Western Digital®, G-Technology™, SanDisk®, and WD® brands.

	<p>WD is a leading global data storage brand that empowers you to create, experience and preserve your digital content across a range of devices. WD enables you to be in control and smartly save what matters to you most in one secure place.</p>	<p><a href="#">VISIT WD</a></p>
	<p>Every day, millions of people count on the performance, quality and reliability of SanDisk products. Whenever and wherever inspiration strikes, SanDisk is there to help you shoot, store, and share every experience.</p>	<p><a href="#">VISIT SANDISK</a></p>
	<p>G-Technology engineers leading-edge, professional-grade storage solutions that empower studios, professional photographers, videographers and editors to thrive in high-pressure, creative environment.</p>	<p><a href="#">VISIT G-TECHNOLOGY</a></p>

These guidelines refer to the WD Marcom projects. WD marketing content can vary and therefore, the particular type of text and its purpose need to be considered to determine translation strategy. The text types can vary from internal communication describing the marketing campaigns, internal training materials to materials aiming for public distribution through different channels. WD targets customers ranging from businesses to casual every day users of PC.

## Resources

- a) Useful resources for Spanish localizers, writers, and editors:

<http://www.rae.es/>  
<http://www.fundeu.es/>  
[www.wordreference.com/es](http://www.wordreference.com/es)

- b) Some WD links for general reference when translating marketing content:

<https://www.wd.com/es-es/>  
<https://www.youtube.com/user/westerndigital/videos>

- c) Some specific WD resources for localization guidelines

WD Master Do Not translate list:

[https://clients.transperfect.com/wd/Reviewers/Reviewers/WD\\_MASTER\\_DO\\_NOT\\_TRANSLATE\\_LIST-051619\\_update.xlsx](https://clients.transperfect.com/wd/Reviewers/Reviewers/WD_MASTER_DO_NOT_TRANSLATE_LIST-051619_update.xlsx)

Sandisk Master Do Not translate list:

[https://clients.transperfect.com/wd/Reviewers/Reviewers/SanDisk\\_DoNotTranslate\\_02042019.xlsx](https://clients.transperfect.com/wd/Reviewers/Reviewers/SanDisk_DoNotTranslate_02042019.xlsx)

## Voice and tone

The language of Marcom content should be:

- confident and expressing expertise
- simple and clear, but also creative and inspiring for the customer
- informal but not overly familiar – always uses informal tone of address (tú)
- conveys WD's knowledge and the sense of reliability
- sentences should be short and to the point so they can clearly convey even the most technical product features and concepts
- consider the customer as WD's partner and the main contributor to WD's best stories

### ***Tone of voice:***

- must be adapted to the specific project that the linguist is working on
- is familiar while maintaining a respect for the reader
- uses the informal tone of address (tú)

**Target audience considerations:**

- a) Specialized public (Ex. G-Technology NAS RAID solutions; WD internal drives):
  - Include product specifications
  - but also interaction with the reader– an educated professional
  - a more formal register is expected, with a lesser degree of freedom in the translation
  - use the informal tone of address
- b) General public (Ex. SanDisk iXpand, WD My Passport):
  - product localization will allow more room for creativity
  - use the informal tone of address
  - use vocabulary and expressions to replicate the level of familiarity or formality in the source document
- c) Gamers (Ex. WD\_Black products, SanDisk microSDXC for Nintendo Switch)
  - Language used in campaigns aimed at gamers should differ in tone from that used in campaigns that target the general public
  - Do use gaming vocabulary and expressions but avoid over-using them in order to maintain a feel that is authentic and not pandering
  - use the informal tone of address

Translated text should flow as fluently as it does in English. The main goal should be recreating the original WD tone of voice in Spanish. It should be idiomatic, vivid language. WD products' voice and tone is personal and seeks to identify with the user. Please be consistent in style, voice, tone, and overall message.

Keep in mind that, for marketing content, it is extremely important to create the target text that will convey the same message and include the same info while sounding natural, as if the content had been originally written in Spanish.

Example of marketing content:

- **ENGLISH SOURCE:**  
With the pre-loaded software, your photos, music library, family videos and important files will be safely backed up for easy retrieval.
- **WD APPROVED:**  
Gracias al software incorporado, podrás crear una copia de seguridad de tus fotos, tu colección de música, tus videos familiares y tus archivos importantes para poder recuperarlos fácilmente.
- **POOR SOLUTION:**  
Gracias al software que viene precargado, podrás crear una copia de seguridad de tus fotos, tu biblioteca musical, tus videos familiares y tus archivos importantes para que puedas recuperarlos fácilmente.

## General style and terminology instructions

1. Make the text sound natural in the target language.  
Keep in mind the wide audience consisting of people with different backgrounds (including non-IT professionals).  
*English: Centralize and organize all your photos, videos and files in one secure place, your place.*  
*Spanish: Centraliza y organiza todas tus fotos, vídeos y archivos en un solo lugar seguro: tu hogar.*
2. Generally, the style should be flexible and friendly.  
Avoid word for word translations. Avoid bureaucratic terms.  
*English: It looks like you're feeling confident about WD Purple NV.*  
*Spanish: Parece que estás preparado para vender los discos WD Purple NV.*
3. Keep it simple, keep it accessible.  
If a word or a sentence can be translated differently, try to use the "simple" option.  
*English: Save everything in one place...*  
*Spanish: Guarda todo en un único sitio...*
4. Try to avoid long and cumbersome sentences.  
Split a sentence in two when necessary, this way you'll give the reader time to assimilate the concept.  
*English: WD's My Cloud NAS are now equipped with Plex, creating the ultimate entertainment hub.*  
*Spanish: El sistema NAS My Cloud de WD ahora incluye Plex. Esto lo convierte en el mejor centro de entretenimiento.*
5. When appropriate, use active voice to engage the reader.  
However, feel free to use passive voice if it sounds better in the context of the target language.  
*English: Help protect everything you've saved on your computer.*  
*Spanish: Protege todo lo que has guardado en tu ordenador.*
6. Avoid slang and jargon.  
Write in plain Spanish.  
*English: Backing up just your files*  
*Spanish: Haz una copia de seguridad solo de tus archivos*
7. Avoid infinitive when addressing the target reader.  
*English: Access the My Cloud OS 3 Dashboard*

*Avoid: Acceder al panel de control de My Cloud OS 3*

*Use: Accede al panel de control de My Cloud OS 3*

8. Use verb in this type of sentence:

*English: Reduction in internal air turbulence*

*Avoid: Una reducción en las turbulencias internas*

*Use: Reducen las turbulencias internas*

9. Use possessive pronouns when addressing the target reader.

*English: WD SmartWare also works with Dropbox™, \* so you can even save your files to the cloud.*

*Avoid: WD SmartWare también funciona con Dropbox™\*, para que puedas guardar los archivos en la nube.*

*Use: WD SmartWare también funciona con Dropbox™\*, para que puedas guardar tus archivos en la nube.*

10. When translating campaign titles, always double check with the Channel Marketing Manager.

It might make sense to keep campaign titles and slogans in English. If you think this might be the case, check with the local marketing lead.

Please refer also to the Do Not Translate (DNT) Lists available on the links below:

[Western Digital](#)

[SanDisk](#)

**WD-specific requirements**

**Numbers and units of measure**

- a) Don't write numbers with words.
- b) For inches do not use "pulgadas" or "pulg". Use "in" or "":

*English:* 3.46 in

*Spanish:* 3,46 in (not 3,46 pulg)

- c) Leave a space before the % symbol
- d) Please follow the following guidelines for writing numbers:
  1. use no space for 4 digit numbers (5400);

English	Incorrect translation	Correct translation
5400 RPM Class	Clase 5.400 RPM	Clase de 5400 r. p. m.

2. use space for numbers with more than 4 digits:

English	Incorrect translation	Correct translation
8327451	8.327.451	8 327 451

3. use comma for decimals

English	Incorrect translation	Correct translation
2.4 Ghz	2.4 Ghz	2,4 Ghz

- e) To abbreviate ordinals, Arabic numbering is used followed by the letter on superindex format. Please note a dot sign is added between the number and the letter:

English	Incorrect translation	Correct translation
My Cloud™ Mirror (Gen 2)	My Cloud™ Mirror (2ª gen.)	My Cloud™ Mirror (2. <sup>ª</sup> gen.)

- f) Place an unbreakable space between a mathematical symbol and the word or number that appears before or after it (when applicable):

English	Incorrect translation	Correct translation
Queues=32, Threads=1	colas=32, hilos=1	Colas = 32, hilos = 1

- g) Other conventions:

Source text	Avoid	Use
1.00 kg	1,00 kg	1 kg
1.00 lb (0.45 kg)	1,00 lb (0,45 kg)	1 lb (0,45 kg)
megabyte per second (MB/s) = one million bytes per second,	megabytes por segundo (MB/s) = un millón de bytes por segundo,	megabyte por segundo (MB/s) = un millón de bytes por segundo,
megabit per second (Mb/s) = one million bits per second	megabits por segundo (Mb/s) = un millón de bits por segundo	megabit por segundo (Mb/s) = un millón de bits por segundo
gigabit per second (Gb/s) = one billion bits	gigabits por segundo (Gb/s) = mil millones de	gigabit por segundo (Gb/s) = mil millones de bits por



per second	bits por segundo	segundo
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English	es-ES
GB (gigabyte)	GB
Gb (gigabit)	Gb
GB/s (gigabyte/second)	GB/s
Gb/s (gigabit/second)	Gb/s

**Currency:**

Currency symbols should go after the amount and with spacing:

English	Incorrect translation	Correct translation
€50	50€	50 €

If the source text contains any currency, this should be localized in the sense of following the conventions of the target language without converting the actual amount to any other currency.

An exception to the above rule is when a currency conversion or any other amendment is requested from the PM along with the initial job instructions. A conversion request should be accompanied by a table with the amounts converted to the requested currencies.

If during review implementation stage, the reviewer requests a change for the converted value, this should not be implemented by the linguist and the PM should be notified.

Currency conversion may be requested in a later stage and implemented during DTP stage so as not to pollute the TM.

**Stylistic preferences**

English	Incorrect translation	Correct translation
Backup	Respaldo	Copia de seguridad
Cases	It depends on context	Fundas (soft cases) Carcasas (hard cases)
Desktop drive	Disco de escritorio	Disco de sobremesa
Drive	It depends on context	Hard drive = disco duro Flash drive = unidad flash Solid state drive = disco de estado sólido
Dual-core	Doble núcleo	Dos núcleos
Features	It depends on context	Funciones Características Prestaciones
Form factor	Factor de forma	Formato
Host	Huésped	Anfitrión (host device)
Media	It depends on context	Contenidos multimedia Soporte
PC/computer	They are interchangeable	Ordenador

		PC
PC & Mac	PC y Mac	Windows y Mac
NAS	Almacenamiento adjunto en red	Almacenamiento en red
Surveillance	Vigilancia de vídeo	videovigilancia

## History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Alice Lukešová
25.04.2016	1.1	Added Target audience in the Voice and tone section.	Alice Lukešová
12.09.2016	1.2	Some linguistic requirements made by WD. Added Units of Measure.	Alice Lukešová
03.04.2018	1.3	RAE guidelines on numbers updated Client's preference on localization of 'inch' added	Temo Mtibelashvili
11.09.2018	1.4	Fixed some issues with the currency instructions	Temo Mtibelashvili
5.05.2019	1.5	For a rule relating to non-breaking spaces between a number/word and mathematical symbol, example of the usage of prepositions – both marked in yellow, numerous formatting changes.	TDC LL Isabel Rodríguez Pérez and TDC GQM
3.5.2020	1.6.1	Edited style guide to eliminate the recommendation for use of the formal tone – always use informal. Added WD_Black gaming brand as a specialized target audience.	Erica Karlsen (WDC Channel Marketing Manager, Iberia)
5.5.2020	1.6.2	Updated the sample text in Spanish so that all translations use the informal tone. Removed unnecessary content. Added references to DNT list and cleared format.	Roger Garcia (Proofreader for Spanish - Spain)
09.22.2020	1.6.3	Review and update	GQM Sara Re