

BRITA[®]

Translation Style guide & Website Style guide

Document

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TRANSLATION STYLE GUIDE

1. Overview

1.1. Purpose of this document

This document is intended to help linguists produce work that is accurate and fully aligns with BRITA's style guidelines. It describes the specific spelling, punctuation and formatting conventions for BRITA content, including the website, flyers, brochures, data sheets, newsletters and emails.

The goal of a localisation project is to adapt the context of the source, both linguistically and culturally, into the target locale. From the outset, translators need to understand the source text fully and then reproduce the same context accurately in the native language of the target market. The idea is not necessarily to translate literally, but to understand the principles and style of BRITA's brand so that you can express them accurately for the local market, in the local language.

The purpose of this document is not to tell you how to write/translate. Instead, these guidelines describe a manner of writing that can help build and strengthen BRITA's brand.

This Style Guide should be used in conjunction with the client-approved Glossary and Brand Guide as well as with all client-provided, current material regarding the company BRITA.

1.2. Target audience

This document is intended to be used by anyone who is managing, writing or translating content for BRITA.

1.3. Fixed Terms

All Fixed Terms are included in the Company Terminology. All notations in this Terminology need to be followed. An update and change process is in place and must never be initiated within a project, but before or after.

The Company Terminology is stored in TermManager, a software solution provided by TransPerfect/Translations.com. For access please contact process-manager@brita.net

1.4.Brand name

BRITA should always be presented as a single word using all capital letters. Never write it all in lower case letters.

1.4.1. Product names

The product name(s) should be left in English as deposited in the terminology as fixed term(s)

Example	
Source	Target
Elemaris	Elemaris
MAXTRA+	MAXTRA+
CLASSIC	CLASSIC

1.4.2. Titles

Always state people's titles (interviews, quotations, portraits etc.) in coordination with HQ in Taunusstein

2. GENERAL CONVENTIONS IN ENGLISH GB

- The target audience is English speakers.
- Use British English vocabulary, syntax, and spellings.

2.1. Forms of address for BRITA

Some languages use different pronouns etc. to indicate a formal or informal attitude.

BRITA encounters personas in a way that is open, down to earth, honest and never arrogant or lecturing: the tone of voice should be aspirational, reliable, approachable and self-confident. The brand is trusted and offers real solutions to a loyal client base.

Protagonists (who is writing?): at the moment, the company BRITA is the protagonist (an expansion of authorship to include BRITA staff members or influencers, such as external filter specialists, bloggers etc. is conceivable – in this case, an author box is added to the content. The sender talks about themselves in the 1st person plural "We value..." or in the 3rd person singular "BRITA values..."

Example	
Source	Target
The BRITA Elemaris jug combines modern design with advanced technology to deliver optimum quality reassurance: only this Premium model offers the intelligent BRITA Meter which uses three different ways (volume of water, water hardness and time) to determine when the filter cartridge needs replacing and ensuring you enjoy great tasting BRITA filtered water every time.	

2.2. Tone of voice, style and ease of comprehension

- Avoid complicated specialist terms, and only use them if they create better understanding; they should be linked to Wikipedia for this purpose
- Write in short, simple sentences and use the active voice of the verb
- Avoid passive constructions and nominal style, as this makes the content more graphic and easier to understand
- Avoid filler words such as: by all means, actually, by any chance, of course, even, thus, however, yet, namely
- Avoid padding adjectives such as: wonderful, beautiful, glorious or delightful – they have very little informative value – better: a strong substantive or an adjective with a clear, understandable description, e.g. meticulous, fast or lukewarm
- Use imagery – this increases reader identification
- Avoid superlatives – they are too gushy and could be open to attack legally, better: write in a clear, fact-orientated manner
- Justify claims in an understandable way
- Subheadings summarize the content of the text that follows and inspire further reading

2.3. Numerals and symbols

2.3.1. Numerals

- Numbers in continuous text: use a full word up to 12 and a numeral from 13 onwards
- Exceptions:
 - Do not mix numeric styles – right: "8 boys and 15 girls", wrong: "eight boys and 15 girls"
 - Units of measurement, prices, sums of money, percentages, ratios, telephone numbers, house numbers and page numbers must always be written as a numeral, there is a space between the number and unit of measurement
 - The number refers to a list, e.g. "The 10 best tips for saving water"
 - The number should attract a certain amount of attention, e.g. the carafe holds 2 litres
- Numerals will follow UK English formatting, with a comma separating thousands, and points for the decimals.

Example	
Source	Target
Number of Employees worldwide: 1,068	
Sales turnover - worldwide (in € millions) 2001: 133.7	

2.3.2. Age

Ages are always written with "years"

Example	
Source	Target
20-year old youth	

2.3.3. Dates

1. Weekdays are written in full, e.g. Monday (not Mon)
2. Months are written in full and the year as a 4-digit numeral
 - Dates should be in the form Month Day, Year
 - Year spans should be contracted
 - Use numerals for centuries
 - Use numbers, not words, for decades

Example	
Source	Target
January 2, 2016	
1914-18	
19th century	
1960s, 1980s	

2.3.4. Times

- In continuous text: 9 to 1 o'clock (without noughts) or 9 to 9.30
- In tables: 9.00 (not 9:00)

Example	
Source	Target
Opening hours: 9 am – 5 pm	

2.3.5. Percentages

There should be no space between the percent symbol and the numeral.

Example	
Source	Target
100% satisfaction	

2.3.6. Phone numbers

Phone numbers should be grouped in logical entities (country code, local area code, local number), separated by spaces.

Extension numbers are separated with a hyphen.

Example	
Source	Target
+49 6128 7460	
+49 764 812632-41	

2.3.7. Currencies

Currencies are always written after the amount.

The currency code should always be written in front of the numeral

Example	
Source	Target
€ 39.99	

2.3.8. Prices

The price is always written as a numeral. The name of the currency is written in full with a space, e.g. 45 Euros or 30 dollars etc.

The name of the currency always comes after the numeral

Example	
Source	Target
39.99 EUR / 39.99 Euro	

2.3.9. Units of measurement

Translate units of measurement as described in the table below:

Example	
Source	Target
inch (in)	
centimetre, millimetre (cm, mm)	
Celsius (°C)	
Fahrenheit (°F)	
hours (hr)	
pound (lb)	
kilogramme (kg)	
mile	
foot (ft)	
square foot (sq ft)	
kilometre (km)	
metre (m)	
square metre (m ²)	
points (pt)	
seconds (s)	
litre (l)	

2.3.10. Molecular formula

If a molecular formula is used for example H₂O for water, the numbers are always written lowered.

Example	
Source	Target
CO ₂	
H ₂ O	

2.4. Punctuation

As a general rule, there is no space between the punctuation mark and the preceding word

Stops (?!:;) are always followed by only a single (not a double) space.

2.4.1. Full stops

No further full stop is required if a sentence ends with an abbreviation that takes a full stop (for example: 'etc.') or a quotation complete in itself that ends in a full stop, question mark, or exclamation mark before the final quotes.

2.4.2. Brackets

A whole sentence in brackets should have its final stop inside the closing bracket, otherwise the punctuation falls outside. Do not forget the stop at the end of the preceding sentence as well.

Square brackets are used to make insertions within quotes or ordinary brackets.

Example	
Source	Target
Connect your filter cartridge (as per your dispenser instructions).	

2.4.3. En-dashes

In English, en-dashes are sometimes used to punctuate sentences in a similar way to colons, commas or brackets as well as to join coordinate or contrasting pairs (for example: the Paris–Dakar rally). They are also used as shorthand for the word 'to' (or 'through'), as in 'items 3–6', '\$140–170', or '1914–18'. Do not use a hyphen as an en-dash.

Example	
Source	Target
Consistent environmental protection – from production to recycling	

2.4.4. Ellipses

Ellipses are made up of three dots only. There is a non-breaking space before the dots. Use for omitted material or for a longer pause than a dash.

Example	
Source	Target
Load alternatives ...	

2.4.5. Quotation marks

Use double quotation marks for dialogue and quoted material and single quotation marks in all other instances (to highlight a word or phrase, for example, or for the titles of chapters and articles). Place punctuation inside the quotation marks when a complete sentence, outside when part of a sentence.

Example	
Source	Target
It's not without reason that we sometimes refer to a 'taste explosion'.	

2.4.6. Apostrophes

Apostrophes (') replace the omitted letters in a contraction.

In English, they are used to identify possessive nouns, for example: The referee's flag.

Apostrophes should also not be used where an acronym or abbreviation appears as a plural, for example: 1990s, UFOs, etc.

2.4.7. Colons

Use colons to indicate an expansion of an idea or to introduce a set of items. Colons should also directly follow the preceding word (with no space). Do not use colons at the end of headings or to introduce a table or graph set in text matter.

Example	
Source	Target
Less limescale: longer lifespan for your household appliances.	

2.4.8. Semicolons

Use the semicolon to link two connected thoughts in the same sentence; to separate items in a series in running text, especially phrases containing commas (like this sentence); or to add emphasis. Semicolons should also be closed up to the preceding word.

Example	
Source	Target
BRITA filtered water simply contains fewer taste impairing substances; a difference you can taste and smell.	

2.4.9. Bullet points

Lists with bullet points always start capitalized. There is NO full stop at the end of a bullet point.

Example	
Source	Target
If they are stored properly, the original BRITA cartridges can be kept for several years. Stored properly means: <ul style="list-style-type: none">• Temperatures between 1 °C and 50 °C• No direct sunlight• No exposure to radiation• The cartridges must be kept in the original sealed packaging	

2.4.10. Ampersand (&)

For technical implications of the ampersand please see Appendix A in this document.

In English, it is frequently used in brand names and with commonly paired words.

Example	
Source	Target
Jobs & Careers	

2.5. Abbreviations and acronyms

Avoid abbreviations as much as possible, or explain them the first time they appear in text or on a web page, acronyms should be written out and then followed by the acronym in brackets. From then on, use the acronym.

Common abbreviations such as "e. g." or "i.e." may be used, but sparingly

For abbreviations of titles, no punctuation is required for those words ending in the same letter as the full term (Mr, Dr); a full stop should be used when the word ends in a different letter to the full word (Prof. Med.).

2.6. Capitalisation

Capitalise proper nouns, including names of people, places, companies, institutions, and holidays.

Capitalise titles of rank or relationship (when joined to person's name), days of the week, months, historical events, nationalities, languages, religions and ethnic groups.

For headings and subheadings, use title case (first letter of each main word capitalised) or sentence case (first letter of first word and proper nouns only capitalised). If in doubt, follow the source. (First letter of first word and proper nouns only capitalised).

As a rule, do not over-capitalise.

WEBSITE STYLEGUIDE

3. EDITORIAL GUIDELINES DOS AND DON'TS

On the new Website, BRITA provides comprehensive information about its products, services and insights in a clear and easily understandable manner. Together with the BRITA Global Brand Model, the attributes of BRITA form the basis of communication: Confident, Experienced, Approachable, Decisive and Smart.

The new Website inspires the user with a modern digital brand-commerce experience that is continued on social media channels. The user will be able to find information about products, company insights, sustainability and lifestyle topics concerning the BRITA brand world. In addition, the user can – in some countries – buy products online and recommend the page contents.

3.1. Dos

- always compose the dialogue with the customer in mind
- make use of a respectful tone
- the content is to be oriented to the BRITA Global Brand model
- all content is to strengthen and enhance the BRITA brand
- editing using the 4-eye principle
- clear communication of BRITA benefits in accordance with the guidelines

3.2. Don'ts

- no publishing of BRITA confidential information or intellectual property (this applies to both staff members and products)
- no comments about competitors and no rumours/gossip
- no participation in public debate
- no criticism of the media or institutions
- no obfuscation of advertising messages
- no dissemination of misleading information about BRITA (this applies to both staff members and products)
- no disclosure of unauthorized quality seals
- no publication of implausible statements
- no imitation of competitors
- no false promises concerning health benefits
- no advertising directed at children
- no psychological pressure
- no personal, political or ethnic comments

4. TARGET GROUPS / PERSONAS

4.1. Lisa & Stefan

- Drink tap water
- Are interested in travel, cookery, sports, family (emails, online searches, online shopping)
- Lisa likes the useful side of the Internet, such as looking for information on special-interest portals
- Lisa is a passive FB user (she reads rather than posts)
- Lisa looks for clarity, all of the product information, tips and tricks
- She looks at price/performance, design & look, brands, workmanship and cost effectiveness

4.2. Nicole

- Drinks tap water and mineral water
- She is interested in fitness, running, swimming, new technologies, friends, nutrition
- She uses the social web for information and communication, and she reads the news online
- She watches films on demand
- She looks for clear product information, bundle offers, information about companies and production

4.3. Katrin

- Drinks tap water
- She is interested in travel, cookery, yoga, cinema, concerts, friends
- Digital and mobile literacy, she likes shopping online, communicates using WhatsApp, FB
- Active in social networks
- Looks for information on special-interest portals
- Looks for comprehensive product information (options, colours, sizes), topicality and innovations

4.4. Experience BRITA

The story telling approach plays a key role in BRITA's web presence, under the menu item "Experience BRITA". This is divided into the five brand topics "Well-being", "Filtration", "Sustainability", "Lifestyle and "Taste". In addition to website information on facts and products, this content gives the personas inspiration on the subject of "Water" with reference to products, lifestyles and the BRITA Company. Each input is based on the BRITA Website Attributes: Confident, Experienced, Approachable, Decisive and Smart.

The experience of BRITA content is tangible, emotional, comprehensible and can be shared. It should be written in such a way that the Key Messages are successfully conveyed, that they give the reader added value and that they become embedded in the "memory" over the long term when possible, but always positively in connection with BRITA.

4.5. Brand Topics and Key Messages

4.5.1. Well-being

BRITA filtered water is good for you.

It is our purpose in life to make you feel better, healthier and more energetic. We develop high-quality water filters to meet your individual needs and eating habits.

4.5.2. Filtration

BRITA is the market leader and your partner in water filtration.

A passion for clean, great tasting water and a spirit of innovation have been our driving force for 50 years. We develop technologies that aspire to revolutionize the drinking of water around the world.

4.5.3. Sustainability

BRITA respects water as a valuable resource.

We take responsibility for the environment and society, and we are the inventors of cartridge recycling. Sustainability is important to us: And for this reason, we consider and develop our objectives and products with a renewed focus each day.

4.5.4. Lifestyle

BRITA is modern and has a great sense of style.

We enjoy lifestyle topics, design and cultural diversity - they inspire us. Our products satisfy your high standards and your tastes.

4.5.5. Taste

BRITA filtered water simply tastes better.

It optimises the taste of your cold drinks and noticeably enhances the flavour of your hot and cold food and beverages: even baristas, chefs and gourmets enjoy it with extraordinary relish.

4.5.6. Handling of sources

- All informational content must be verified and correct
- Only use safe sources – do not simply copy without filtering (check sources)
- Do not copy, always produce unique content
- Utilise product names or the correct use of the terms "water" and "drinking water" in accordance with the guidelines stipulated by the HQ in Taunusstein

4.6. Benefit Communication / Drinking Water Communication

Standardized communication about the benefits of BRITA and about drinking water is an obligation under law and for brand strategy – and it should comply with the water conditions and filter solutions of the respective market.

Terms or claims regarding drinking water must be approved by the European Food Safety Authority (EFSA). As the claims approved by the authority do not contain any information concerning water filtration and the legal scope is not clearly defined, BRITA has compiled a collection of claims available for editorial work. All approved claims are arranged according to subject (under main topics such as "Drinking", "Family", "Tea", "Coffee", "Cooking", "Sustainability", "Saving", "Rubbish", "Made in Germany", "Guarantee of satisfaction", "Recycling", "TÜV Seal of Quality", Services and Products) together with: Point 8.5.

MASTER Guidelines & Sources / Miscellaneous / Content (Dos and Don'ts) / Benefit Communication / Photo Benefit Visuals and Claims and Benefit Communication.

If you are uncertain about a certain benefit claim that is not 100% in line with the global approved guideline, contact BRITA Brand Marketing, GCC and Legal department for consultation.

4.7. The term drinking water



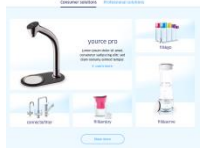


In many countries, the term "drinking water" (e.g. in the entire EU) means that the water complies with all the requirements of the respective drinking water regulations. This is not entirely the case on all points in BRITA products with ion exchangers. Products with activated carbon, on the other hand, comply with the parameters of drinking water regulations, so that one may speak of drinking water in the context of these products.




It is permissible to speak of "drinking water" in relation to products that only contain activated carbon (MicroDisc).

When speaking of ion exchangers (MAXTRA), we only refer to "water" or "BRITA filtered water".

5. WORDING GUIDELINES

5.1. Terminology and style notation

Website / Module	Rationale	Example	
Product details: Headline (above and in the Purchasing module)	Brand_ProductSegment_Name	B2C BRITA fill&enjoy Fun B2C Bundles BRITA fill&enjoy Marella value pack incl. 3 MAXTRA+ B2B BRITA Sodamaster table dispenser BIS Philips SENSEO Twist with MAXTRA+ cartridge Cartridges BRITA MAXTRA+ water filter cartridge	 <i>Image text out-of-date</i>
Product details: Button/CTA	-	All shopping buttons are standardized across all appliance sizes: Buy Other buttons (e.g. downloads, etc.) are based on these and the text is kept short and succinct.	 <i>Image text out-of-date</i>
Homepage: Product Grid (entry into product overview)	Product segment	B2C fill&enjoy B2B not products but target groups BIS Integrated solutions Cartridges Filters & Cartridges	 <i>Image text out-of-date</i>
Product category overview: Product Grid (entry into products)	Name	B2C Marella B2C Bundles Marella plus 3 MAXTRA+ B2B Sodamaster table dispenser B2B Sodamaster mounted dispenser BIS Philips SENSEO Twist Cartridges MAXTRA+	 <i>Image text out-of-date</i>
Shopping basket / Checkout	Brand_ProductSegment_Name_ProductModel	B2C BRITA fill&enjoy Fun 1.5 l green B2C Bundles BRITA fill&enjoy Marella value pack incl. 3 MAXTRA+ B2B BRITA AquaGusto250 water filter cartridge B2B BRITA Sodamaster 50 table dispenser	 <i>Image text out-of-date</i>

		BIS Philips SENSEO Twist with MAXTRA+ cartridge Cartridges BRITA MAXTRA+ water filter cartridge	
Teaser: Related Products (Products)	Name	B2C Marella B2C Bundles Marella plus 3 MAXTRA+ B2B Sodamaster table dispenser BIS Philips SENSEO Twist Cartridges MAXTRA+	 <p><i>Image text out-of-date</i></p>
My BRITA 1: My Orders/ Order Details/ My Cartridge Service (in the same manner as the shopping basket)	Brand_Products egment_Name_ Productmodel	B2C BRITA fill&enjoy Fun 1.5 l green B2B Bundles BRITA fill&enjoy Marella value pack incl. 3 MAXTRA+ B2B BRITA AquaGusto 250 water filter cartridge BIS Philips SENSEO Twist with MAXTRA+ cartridge Cartridges BRITA MAXTRA+ water filter cartridge	 <p><i>Image text out-of-date</i></p>
My BRITA 2: My Product Registration	Brand_Products egment_Name	B2C BRITA fill&enjoy Fun B2C Bundles product registration not possible B2B product registration not possible BIS product registration not possible Cartridges product registration not possible	 <p><i>Image text out-of-date</i></p>

- Campaigns: see Discovery Guidelines
- We never use the terms “B2B” or “B2C” in our communication but speak about BRITA Consumer and BRITA Professional.

6. TEXT STRUCTURE AND TEXT LENGTH

Compose each text as unique one-off content.

6.1. Article: Text structure

- Each article should contain a heading and a teaser (for SEO reasons)
- This also applies to articles that primarily contain images (galleries), graphics or video
- Divide articles, reports, portraits and interviews into several paragraphs (text blocks) for better legibility
- Subheadings divide the paragraphs from one another and summarize the content of the following paragraph – they are also used for SEO

6.2. Article: Text length

- A text contribution (articles, reports, portraits, interviews) is about 1,500 characters long
- Longer texts are appropriate when they serve comprehensiveness of content
- Ideally, a main heading contains maximum 65 characters

6.3. “EXPERIENCE BRITA” LINKS

- Pay attention to links within an Experience contribution (for SEO reasons)
- 2 to 3 internal links per article are recommended
- External links should be used sparingly, and only links to high-quality, trustworthy pages should be used
- Ideally, external links enhance content and serve a better explanation (e.g. Wikipedia) or provide added value to the customer
- Ideally, the main key word serves as an anchor for the link. Never write: "...read here!"

7. SEO

7.1. Keyword research

Brainstorming for editorial contributions and subsequent keyword research with Google Keyword Planner and other tools (e.g. Übersuggest, Semager or query suggestion on Google)

7.2. Keywords in the text

- The main key word appears in the main heading (H1) and the subheading (H2)
- Integrate the main keyword and semantic keywords so that they do not interfere with the flow of the text (mention the main keyword approx. 3 times in the upper part of the text)
- Keyword density 2 to 3 percent
- Keyword check using WDF*IDF analysis

7.3. Title and Description

- The title is 55 characters long (there are free tools on the Internet to check the exact length, e.g. from seorch.de)
- The main keyword must appear in the title – ideally in combination with the BRITA brand – the keyword is as far to the left as possible and the brand name at the end, e.g. "Your coffee is simply delicious – BRITA Filter Technology"
- The description is 156 characters long (there are free tools on the Internet to check the exact length, e.g. seorch.de)
- The description is clearly and simply written so that the reader can grasp immediately what the content on the page is all about – the keyword can appear here, but is not imperative, the description contains a call to action

7.4. Images (in progress)

- Fill out the old attributes to help the search engine to classify the image information
- Ideally, the image contains a main heading and subheading
- The file name of each image is unique
- The main keyword appears in the file name
- Do not use any special characters in the file name (ss instead of ß, ae instead of ä, ue instead of ü, spaces replaced by hyphens)

8. CHECK LISTS FOR AUTHORS (“EXPERIENCE BRITA” EDITORIAL TOPICS)

- To which persona shall I tell my story?
- To what interests of this persona am I appealing (with reference to brand products)?
- Is the subject really relevant, can the reader identify with it, does it have any relevance to their lifeworld?
- At what point of the CX do I find myself and what stories and what relevant information emerges from this?
- What do I seek to achieve with my story?
- How can I use it to show BRITA in a "positive" light?
- Does my topic stimulate the user to interact – is my story so inspiring to make it "sharable"?
- Which content types does my topic spotlight and visually reinforce?
- Please make sure to observe the rules about numerals, symbols and punctuation declared in chapter 2.3 and 2.4.

9. FILE NAMING CONVENTION

File names must not be altered. Instead, translated files should be delivered as ZIP archives. Depending on the client's requirements, languages are either to be stored in individual archives or together in one archive. In case of the former, the language identifier is to be appended to the archive name. In case of the latter, each language folder is to be named as per convention: two letters for the language followed by the country ISO code in caps.

Example	
Source	Target
ST_<filename>	MT_<filename>_en-GB

10. USEFUL LINKS

Dictionaries:

www.oxforddictionaries.com

www.collinslanguage.com

Terminology:

www.iate.europa.eu

www.wordreference.com

English acronyms and definitions:

www.acronymfinder.com

11. REFERENCE MATERIAL

It is mandatory that you use the approved Glossary (Terminology), the BRITA Translation Style Guide and all client-provided, current materials about the company as a reference.

The company website can be found here: www.brita.net

12. APPENDIX A

12.1 Ampersand (&)

A lot of BRITA product names contain the ampersand character (&)

- fill&enjoy
- connect&filter

This character is also used as an operator in XML, which is used in Submissions between BRITA Text Management System (BTMS) and GlobalLink.

To avoid technical difficulties the ampersand and most of the contained xml-formatting tags from the SharePoint Editor are encoded as number symbols in the text.



By pointing on those symbols a bubble shows the actual tag.

Please leave those symbols contained in the translation and even use them at the according text parts in the target language.