

Translation Style Guide for LAWful Translation

General Information

This Translation Style Guide is tailored for projects delivered by **LAWful Translation** to **China Energy Conservation and Environmental Protection Group**, regarding the translation of social responsibility reports and other CSR communications. It outlines the **preferred language elements**, including voice, linguistic style, spelling, abbreviations and acronyms, punctuations, numbers and measurements, and **elements that should not be translated or should be translated with caution**. The purpose is to ensure effective communication with global customers and prospects. This guide aims to maintain consistency and clarity in our translated materials, aligning them with CECEP's brand and values.

Preferred Language Elements

Voice and Tone

The tone of voice should be professional yet approachable. Translations should reflect this by being clear, concise, and friendly. Avoid overly formal or technical language unless necessary. The tone should adapt to the context and audience, ranging from formal for communicating with governmental bodies to conversational for communicating with stakeholders and a broader audience.

Linguistic Style

Use active voice to make our content more engaging and direct. Keep sentences short and to the point, ensuring readability. Paragraphs should not exceed five sentences. Use bullet points or numbered lists for clarity when presenting multiple points or steps. Specifically, when it comes to sentence structures: 1) Maintain a simple and clear sentence structure. 2) Prioritize the key message at the beginning of the sentence. 3) Be mindful of complex grammatical constructs that may not translate well into other languages. 4) Ensure that the sentence length is suitable for the target language's norm.

Spelling

Adhere to the spelling and grammatical rules of the target language. Pay special attention to local variations in dialects or terminology. Use industry-specific terms consistently. Avoid jargon and slang unless it is well-recognized in the target market.

Specifically, 1) For Chinese names, follow the family name-first name order as per the original Pinyin sequence. 2) Capitalize terms designated as proper nouns in official documents.

Abbreviations and Acronyms

Retain standard abbreviations such as RMB, COD, and R&D, as indicated in our glossary and term base. It is unnecessary to repeat the full term after its initial translation, though context or explanation should be provided upon the first usage.

Punctuations

Punctuation should be adapted to align with the linguistic norms of the target language. Specifically, quotation marks (""") should be used only once for special reference to a particular object. Subsequent references should avoid repetitive use of quotation marks, assuming audience familiarity.

Numbers and Measurements

For projects involving conversion from the metric system (common in Chinese contexts) to the US customary (imperial) system, ensure accuracy and clarity. For instance, convert kilometers to miles or centimeters to inches where appropriate.

Do-not-translate or Translate with Caution

Cultural References: Certain cultural references or idioms may not translate well. Evaluate whether to adapt, retain, or replace these elements based on their relevance and comprehensibility to the target audience.

Brand Names and Trademarks: Retain brand names and trademarks in their original form to maintain brand identity.

Final Notes

This style guide is a living document and may evolve as our company's needs and target markets change. We encourage our translators to provide feedback and suggestions for improvement. Adherence to this guide will ensure that our translated materials resonate

with our audience and uphold the quality and professionalism of our brand.