

Style Guide Creation SERVICE SHEET

WHAT IS IT?

The process and workflows required to create a Style Guide that captures stylistic guidelines (instructions and requirements, query responses, client and client reviewer feedback).

Style guides are tools that support the translation process by summarising an organisation's preferences for the style of source texts (terminology, choice of words, grammatical preferences) and their equivalent translations.

HOW DOES IT WORK?

Components:

For the client to be able to benefit from a Style Guide, there are various actions that need to be undertaken:

- **Style Guide Creation consultation, set-up and coordination** on behalf of Account & Project Management
 - Lingo24 will agree, together with the client and/or Client Representative, on the applicability of the Style Guide. A Style Guide can cover all, some or only one of the below areas:
 - Business group/unit/division
 - Language Combination
 - Type of content and corresponding service level
 - Lingo24 will agree, together with the client and/or Client Representative, on the scope of the Style Guide. Typically, a Style Guide covers guidelines which:
 - Are key to the organisation's culture and tone of voice
 - Are idiomatic preferences to match an organisation's voice
 - Are consistent across all projects that are within the applicability of the Style Guide
 - Have, in the past, triggered frequent and/or repeated changes during the Client Review stage
 - Aren't already captured in the client's terminology.
 - Lingo24 will agree, together with the client and/or Client Representative, on the language of the Style Guide. Typically, Style Guides will be target language specific or will include target language specific sections or examples. If source language style guides are available, they can be used as a reference for the creation of a Style Guide in the relevant target language.
- **Customisation of Lingo24's Style Guide Template using Lingo24's Style Guide Tutorial by a Lingo24 translator**
 - Lingo24 will collate previously shared instructions & requirements, query responses and feedback shared as a result of Client Review
 - Lingo24 will validate with the client and/or Client Representative that the information has applicability beyond the scope of a specific project
 - Lingo24 will appoint 1 native professional translator who has relevant subject matter expertise and experience working for the industry, has been translating for the client before and is, to a large extent, familiar with the information that the style guide will need to capture.
 - The appointed translator will draft a style guide using Lingo24's standard template, following the guidelines set out in Lingo24's standard tutorial and adhering to any other requirements resulting from Lingo24's initial consultation with the client and/or Client Representative
- **Validation of Style Guide by Client Representative**
 - Lingo24 will consult and seek validation of the draft style guide content from an appointed Client Representative prior to approving it for usage on future projects
- **Style Guide Access, Distribution and Exception Management**
 - Lingo24 will follow standard document versioning, storage and distribution practices to ensure all relevant parties (Account and Project Managers, translators) have access to the latest version of the Style Guide
 - The Client needs to ensure access of client reviewers to the latest version of the Style Guide for any feedback and changes made during the Client Review to be in line with the Style Guide requirements
 - The Client needs to ensure access of relevant contacts within the organisation to the latest version of the Style Guide for any project instructions and requirements, as well as responses to queries, to be in line with the Style Guide requirements

- The Client needs to ensure that relevant contacts clearly communicate when certain projects, which would normally fall under the Style Guide's remit, are exempt from adhering to it or have specific instructions which override specific sections of the style guide.
- Ongoing monitoring to provide information to clients on progress against agreed deadlines
- Client follow-up with Client Representative tasked to review the draft Style Guide to ensure the agreed deadline is met

QUALITY AND SCOPE OF SERVICE

High-level Error Categories

As per core service package

High-level Error Category Weight

As per core service package

Error Severity Levels

As per core service package

Quality Threshold

This service should increase the quality pass/fail threshold of the core service package.

Impact on Quality

There are various service-specific risk factors that can have a negative impact on the quality of the service scope:

- If the Client Representative review and validation step is not performed, the accuracy and completeness of the Style Guide cannot be guaranteed. Lingo24 may not use it on live projects until the review and validation step is completed.
- Lingo24 cannot guarantee the accuracy and completeness of the review and validation step performed by the Client Representative
- The following aspects should be considered when appointing a Client Representative to review and validate the Style Guide:
 - Degree of knowledge and authority within the company (or area the Style Guide is applicable to) to be able to define the Style Guide's scope and validate its content
 - Availability
 - Skills and expertise relevant to this task
- Additionally, human error can impact the quality categories of the service.

ADHERENCE TO SERVICE SCOPE

- The utilisation of Lingo24's standard Style Guide Template and Style Guide tutorial
- Client Representative appointment by the client to review and validate the Style Guide
- Style Guide planning and schedule decisions taken by Lingo24 in line with client's requirements
- Assignment of 1 translator per language specific style guide
- Briefing process between client / Client Representative and Lingo24
- Briefing process between client and Client Representative
- Ongoing Query management and Issue Clarification by client or Lingo24
- Use of assets & resources:
 - Briefing information on applicability and scope of style guide
 - Previous guidelines and instructions
 - Previous version(s) of the style guide
 - Query Management repository
 - Client terminology (if available), to ensure no entries of terms in style guide which are already stored in Terminology. Duplication increases the risk of inconsistencies and maintenance time, effort and cost.

SERVICE PREREQUISITES

- **Clarification of scope:**

- The scope and applicability will be set together with the client and the Client Representative
- Briefing process completed as per service-specific guidelines (Style Guide Template and Tutorial)
- **Files and Tools Prerequisites:**
 - No custom tools or files required, unless otherwise agreed
 - Any file format or tool chosen should allow for visibility of revisions (edits/suggestions) and commentary.
- Lingo24 and client agree on a **time frame** for the Style Guide Creation process, and this process is to be completed within the agreed time frame in order to allow:
 - Receipt confirmation within 1 business day
 - Explicit service acceptance within 3 working days, otherwise acceptance is assumed. Customer-specific service acceptance timeframes and criteria can be requested.

Disclaimers of Service

- Prior to Client Representatives performing their first review and validation of a Style Guide, we recommend referring to and making use of our Style Guide tutorial and template
- We recommend <Project Management> in our Service Catalogue where coordination of Client Representatives is required beyond the service scope. These include instances such as:
 - Extensive briefing process between Lingo24 and Client Representative
 - Lingo24 follow-up with Client Representative to ensure they meet agreed deadlines
- Irrespective of how comprehensive a style guide is, it cannot capture all aspects of how content should be translated. If the style guide doesn't offer guidance on a particular instance, our default approach during the translation process will be to mirror the style of the source content while also ensuring an accurate and comprehensive translation of it in line with target language specific rules.
- We can provide Lingo24's style guide template and tutorial whenever the customer wants to own the style guide creation process
- We recommend <Feedback Implementation> in our Service Catalogue for project specific additions or updates to existing style guide by Lingo24 translators.

Service Price

- Based upon a per hour pricing scheme
- Minimum charges per language combination apply

Service Level & Availability

- Output capacity can vary depending on:
 - Number, complexity and consistency of instructions to be collated and reviewed, applicability and scope of style guide
 - Time span over which previous instructions and requirements need to be collated
 - Client reviewer availability and productivity, if the Style Guide is reviewed and validated by a Client Representative
 - Client reviewer experience and skills around Style Guide creation
- Default service availability: 24 hours a day/5 days a week
- Weekend or 24/7 value-added services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <24/7> or <Weekend> in our Service Catalogue.