

## Style Guide

The standards in this style guide apply to projects from **Marken QA**.

### CATEGORY

### COMMENTS

#### ACRONYMS

If the acronym is expanded translate the first instance and use the English acronym onwards.

*Example ENUS-ES:*

Home Health Care Visits (HHCV) ->  
visitas de atención domiciliaria (HHCV)

If the acronym is not expanded, do not alter it – maintain the acronym as it is in the target text as well.

*Example ENUS-ES:*

During the visit, you must complete the **PSSD** in Apollo in real time ->  
Durante la visita, debe completar el **PSSD** en Apollo en tiempo real.

#### **Exception for some acronyms into ESLA:**

English	LatAm Spanish
GDP Compliance	BDP
GMP Compliance	BPM
GCP Compliance	BPC
QMS	SGC

If any term is translated, the entire phrase should be translated - no mixing of languages/acronyms. (Only for ESLA)

#### ADDRESSES

Do not localize addresses.

## DATES

Use this date format:

DD.MMM.YYYY

Follow the source; can be all uppercase, lowercase or both; separated by dashes, slashes, periods, spaces, or none.

*Example:* 15-Apr-2025, 03/jan/2022, 29JUL2023, 09 Sep2024.

Month abbreviations to be translated into language.

## FOLDER NAMES

Please do not translate folder names – leave them in EN.

## SITE NAMES

May be translated into the target language.

*Examples:* Marken IT Data Centre, Marken Primary Data Centre etc.

## TIME

Military format, HH:MM or HH:MM:ss where

- HH: two digits for hour
- MM: two digits for minutes

ss: when applicable, 2 digits for seconds

## TONE OF VOICE

Use an active voice tone to keep the subject at the beginning of a sentence.

Use present tense instructional tone.

## TARGET AUDIENCE

Internal employees.

## REFERENCE DOCS

If a reference document is in another language, keep in original language

Ex: The Spanish document ‘NOM-059-SSA1 Buenas Prácticas de Fabricación de Medicamentos (vigente)’ would not be translated to English, Portuguese, etc. When referenced in a document other than Spanish.



REG. eQMS /ZenQMS

Terms from ZenQMS should remain in English.