## Tone & Voice

* helpful, enthusiastic, and proactive
* friendly, polite, attractive, and appealing
* conversational, yet credible (not too familiar)
* clear and concise
* engaging and delightful
* fluent and natural, easy to understand and accessible to all

**General Style**

Since marketing material addresses professionals directly, the same form of addressing the reader should be maintained within the translation. The marketing speech is more informal and supports some adaptations, since its goal is to communicate with users. Therefore, translator should not be afraid of adapting sentences that look too Americanized in the target language.

Literal translations should be avoided. Translators should find acceptable and proper solutions for their audiences.

English often might repeat the same term in the same sentence. Please avoid doing this if the context is clear.

**Cultural adaptation**

Please localize examples to make it clearer for the target audiences