



## Spanish translation style guide

### Overview

This document outlines how we translate for Spanish-speaking users in North America. It helps ensure a clear, consistent, and inclusive experience across all products and communications.

Use these guidelines to keep translations aligned with our tone, terminology, and formatting requirements.

### Target audience

Spanish-speaking users located in the **United States**, interacting with utility billing services. Users may be Spanish-dominant, bilingual, or in mixed-language households.

Goal: **neutral, accessible Spanish that works for all LatAm backgrounds.**

### Core style principles

- Use **informal “tú”**
- Keep language **neutral, clear, and concise**
- Avoid assumptions about gender
- Avoid European Spanish vocabulary and formatting
- Prioritize **clarity over literalness**
- Use U.S. formatting for **dates, numbers, and currency**

# Mandatory formatting rules

## Dates

- Always format dates as **MM/DD/YYYY**
- Never use DD/MM/YYYY or YYYY-MM-DD

## Currency & numbers

- Use U.S./LatAm numeric format: **\$1,234.56**
- **Comma** = thousands, **period** = decimals
- Do not reverse the currency symbol

✓ \$1,234.55

✗ 1.234,55\$

## Placeholders & masks

- Keep all masked digits **exactly** as in the source
- Do not reorder placeholders

## URLs, product names, company names

- Do **not** translate
- Keep capitalization as in source

# Terminology

Always use these approved translations:

| English        | Spanish (required) |
|----------------|--------------------|
| AutoPay        | pago automático    |
| Amount due     | monto adeudado     |
| Payment amount | monto del pago     |

|                     |                               |
|---------------------|-------------------------------|
| Full balance        | <b>saldo total</b>            |
| Due date            | <b>fecha de vencimiento</b>   |
| Payment account     | <b>cuenta de pago</b>         |
| Checking account    | <b>cuenta corriente</b>       |
| Routing number      | <b>número de ruta</b>         |
| Confirmation number | <b>número de confirmación</b> |
| make a payment      | <b>hacer un pago</b>          |

### Avoid:

- importe
- Cuenta de cheques
- balance
- domiciliación bancaria
- realizar pago

## Grammar and tone rules

Always use **tú** (never usted for a single user)

Neutral tone → clear, calm, straightforward

Prefer **active voice** when possible

Avoid jargon, overly formal language, and regional slang

## Gendered language

Spanish forces gender onto many constructions, but **UX writing does not need to**.  
We avoid gendered language because:

- We cannot know the user's gender
- Names may be neutral or chosen
- Neutral phrasing keeps UI clean and consistent

- Inclusive language aligns with best practices for customer communication

## Guidelines

- Avoid gendered adjectives when addressing users
- Use neutral alternatives whenever possible
- Do not use dual forms like “bienvenido/a”

## Examples

❌ Bienvenido/a/@/e/x, Alex  
✅ **Hola, Alex**

❌ Estás autorizado/a/@/e/x  
✅ **Tienes acceso**

## Payment and billing terminology

Use consistent, standard Spanish for utility + financial contexts.

| Concept  | Use                         | Avoid                                |
|----------|-----------------------------|--------------------------------------|
| Amount   | <b>monto</b>                | importe                              |
| Balance  | <b>saldo</b>                | balance                              |
| Due date | <b>fecha de vencimiento</b> | fecha límite                         |
| AutoPay  | <b>pago automático</b>      | autopago / auto pago / domiciliación |

## SMS-specific rules

SMS systems charge more for certain accented characters.

**Replace in SMS:**

- á → a
- í → i
- ó → o
- ú → u

#### Allowed to keep:

- é (does not increase SMS segment count)

#### Examples:

✗ Último pago

✓ Ultimo pago

✗ Información disponible

✓ Informacion disponible

## Shortening guidelines

- Shortening is allowed for **UI and SMS**
- Never shorten **legal text, regulatory disclosures, or terms & conditions**
- Always preserve the meaning