California Lutheran
UNIVERSITY

Spanish Style Guide

Introduction

Why is this guide important?
This guide is important to keep a consistent Spanish language voice and tone for Cal Lutheran publications. These guiding points, intended for internal reference only, serve to maintain Cal Lutheran's brand identity in the Spanish language. This guide also helps campus stakeholders decide when a translation or Spanish copy is necessary, or when it can be held off for a later date. Grounded in our promise to help our students pursue their passions and discover their purpose, our identity system expands to include the Spanish language in marketing and informational materials produced through the university.

Who to contact for updates?
Should you have any suggestions for this style guide, please send them to Linda Martinez (lkmartinez@CalLutheran.edu). Suggestions will be reviewed and updated if they fit accordingly with the guide. Please note that this guide is organic and will remain a live document, allowing it to be easily edited in future occasions.

Additional Resources
Real Academia Española is another great tool to refer to for Spanish language grammar and vocabulary questions. Established in 1713, this institution was created to protect the correct use of the Spanish language. Its online database is widely used and respected among Spanish language scholars.
For vocabulary: https://www.rae.es/
For grammar: https://www.rae.es/recursos/diccionarios/dpd

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Translation

When is a translation necessary?
If you are thinking about translating text into Spanish, consider this question: would it be beneficial and/or crucial for your primary audience if it was translated into Spanish? Not everything produced from Cal Lutheran needs to be translated. Typically, only messages that are directed to the families and surrounding outside community need to be translated. Examples are emergency messages, changes to the campus facilities or landscape, updates from the president and new majors or curriculum changes.

A translation may also be beneficial if you are looking to engage with the Spanish-speaking audience in a new way, such as with donors or for recruitment purposes. However, not everything in your original message needs to be translated — only the key messages. If you are unsure about whether the copy you are handling should be translated, we advise that you hold off translating until the demand for it becomes more apparent.

Note: If the communication is intended for a Spanish-speaking audience, then it is recommended to write in Spanish from the start instead of using a translation.

Translating process
When you are translating a pre-existing English text into Spanish, consider the Spanish version as its own work of art. Avoid literal translations and instead try to capture the essence of the original text. Literal translations also tend to be grammatically incorrect, such as those produced directly from Google Translate. Of course, do not skew from the original meaning of the text but it is okay to play around with different word usages and sentence structures as long as they express the same idea.

A helpful tip when translating is to start with a basic translation of the text, only adjusting grammar. Then leave the translated text alone and do not view it for a day or two. Before you begin to edit the translation for content, re-read the original English text to make sure you are understanding its message; this will keep the original idea in the back of your mind as you begin to edit the content and ensure you are producing a version that conveys the same message. You can repeat this process until you produce a satisfactory translation.

Tone/Voice

Address your audience appropriately.
- Parents, families, and donors are your primary audience for the Spanish language and you should refer to them in the "usted" form. Given that this is the formal "you", it establishes a sense of respect with the audience. Should the audience invite or ask you to address them with the informal "tú", then you should do so in subsequent communications.
    - Note: the Spanish language is more formal than the English language, so we recommend using the "usted" form (given the audience) for the most part.
    - E.g., "Usted debe llamar a su estudiante."
- When students and alumni are your primary audience, you should refer to them in the "tú" form. Given that this is the informal "you", it establishes a casual relaxed tone and sense of camaraderie with the audience.
    - E.g., "Tú debes saludar a tus profesores."
- When a communication is written for one audience, e.g., students, but the translation is intended for another, e.g., parents, then a change in address and/or revisions to the content may be required.

General communication should be in an encouraging and light tone. Avoid being overenthusiastic and using too many exclamatory comments - this can come off as ingenuine or trying too hard to win the audience over.
- Examples of appropriate punctuation:
    - "Nuestra universidad está aquí para servirle."
    - "Recomendamos que solicites puestos voluntarios."
    - "Nos dimos cuenta que te graduaste — ¡felicidades!"

Emergency communication should be direct and to the point. Avoid using unnecessary details or setting an optimistic statement. Instead, continue to regularly and appropriately update the audience as the emergency situation develops. Communicate the protocol and procedures taken to address the emergency, as this assures them that you are interested in their knowledge of the situation.
- Examples:
    - "En el caso de una orden de evacuación obligatoria, Cal Lutheran tiene planes alternativas de transporte y vivienda para acomodar los estudiantes residenciales."
- Emergency messages channels that should be translated:

- - Cal Lutheran webpage — Always
  - Cal Lutheran emails — If available (avoid if the English text is lengthy)

A colloquial language should be used when writing messages from the university but avoid using lingo, slang, or regional phrases as this can confuse a diverse Spanish-speaking audience. It is better to use a standard language.
- E.g., "¡Ten cuidado!" instead of "¡Aguas!", "Mi hijo" instead of "Mijo", "Rendirse" instead of "Tirar la toalla"

Spanish language text generally tends to be 25% longer than English text. Do not be worried if your Spanish copy is visually longer than your English text!

Terminology

Latinx—should be used only when communicating with the internal audience as it is still not as commonly used in mass media; use as a gender neutral option for the words "Latino", "Latina", or "Latino/a" to address a person of Latin-descent identity
- Internal audience is defined as Cal Lutheran students (current and/or prospective), alumni, staff and faculty

Hispano/a—should be used when communicating with the external audience when referring to a Spanish-speaking identity
- External audience is defined as non-current Cal Lutheran students, alumni, staff and faculty
  - E.g., families, friends of Cal Lutheran community, general Thousand Oaks community
- Also applies to the English term "Hispanic"

Latino(s)—should be used only when communicating with a male-gender identifying audience and/or mixed gender audience (women and men) of Latin American origin or descent

Latina(s)—should be used only when communicating with a female-gender identifying audience of Latin American origin or descent

Latino/a or Latina/o—can be used like "Latino" but is more inclusive; though not as inclusive as "Latinx"

Latin—avoid using this term to refer to a person's ethnicity; only use it as an adjective, such as "Latin America", or the actual language

Chicano/a/x—can be used to refer to someone in North America of Mexican origin or descent
- Chicano(s)—can be used when communicating with a male-gender identifying audience and/or mixed gender audience (women and men)
- Chicana(s)—can be used when communicating with a female-gender identifying audience
- Chicanx—gender neutral version of "Chicano"
- Xicano/a/x—another form to write "Chicano/a/x" but acknowledges the Nahuatl language roots of of Xicana/o/x people by using an "x"

- Note: This term is outdated compared to "Latinx", so be extremely selective when using this term.

Latine — not widely used by our campus community.

Gender pronouns
Given that the Spanish language is gender specific ("él" versus "la"), this usage must be consistent throughout the copy. Do not switch between gender articles/nouns when referring to the same subject.

Grammar

Punctuation

Punctuation marks are placed inside quotes
- E.g., "¡Estoy muy sorprendida!" dijo ella.

Ellipsis are only 3 dots with spaces in between
- E.g., "Te veo mañana . . . o mejor el fin de semana."

Commas should not come before "y"
- E.g., "Él compró una televisión, cámera, teléfono y computadora."

Sentences that are questions always have an accent mark on the interrogative word
- E.g., "¿Cuándo empiezas las clases? ¿Dónde está Miguel? ¿Cuánto cuesta?"

Colons, instead of commas, are used after salutations in emails and/or letters
- E.g., "Estimados estudiantes:"

Capitalization

In book titles, only the first word and proper nouns are capitalized.
- E.g., "Cien años de soledad" (*One Hundred Years of Solitude*)

In newspaper/magazine titles, every word is capitalized.
- E.g., "El País", "Revista Semana"

Departments are capitalized and translated
- E.g., "El Departamento de Artes Dramáticas"
  - This is in accordance to the capitalization rules listed in the RAE
    http://lema.rae.es/dpd/?key=may%C3%BAscula

Languages and nationalities are lowercase
- E.g., "el francés, el español, el inglés, el mexicano, el alemán"

Religions are not capitalized
- E.g., "Mi mamá es católica pero yo soy luterano."

Weekdays and months are lowercase
- E.g., "lunes, martes, septiembre, febrero"

Personal titles like señor, señora, or doctor are lowercase, except when used as abbreviations

- E.g., "La señora Rodríguez está caminando." "El Sr. Gómez tiene muchos gatos."

The title "president" is lowercase
- E.g., "El presidente Kimball está en su oficina."

Numbers
Numbers 1-10 should be spelled out, 10+ can be used numerically.
- E.g., "Cuatro, siete" , "21, 33"

Percentages are spelled out
- E.g., "Mi teléfono tiene 30 por ciento de batería."

Proper Nouns
Proper nouns in English are kept in English
- E.g., "Ella está estudiando biología en California Lutheran University."
  - Note: This applies to the colleges and schools within Cal Lutheran, but not departments or offices (see Glossary for translations).
- The names of campaigns or initiatives, such as Giving Tuesday, are treated as proper nouns and should not be translated, but taglines should be.

Other
"Ser" is a descriptive verb. Use it to describe a particular quality about a person, place, or thing
- E.g., "Yo soy muy inteligente."

"Estar" is used to represent a physical location, feelings, or conditions
- E.g., "Yo estoy en el restaurante."

"El" is the article "the", "él" is "he"
- E.g., "Él recogió el celular que estaba en la mesa."

"Tu" is "your", "tú" is "you"
- E.g., "Tú tienes que hacer tu tarea."

Graduation years are annotated as "promoción (año completo)"

- E.g., "Génesis Rodríguez, promoción 2016, es una traductora."

Refrain from abbreviating words in Spanish
- E.g., "La lista de programas está en la próxima página (continuada)."

Creating Spanish Language Marks on Macs & PCs

For Macs

Vowel accents—"Option" key + "e" key + vowel
- E.g., "á, é, í, ó, ú"

Diaeresis—"Option" key + "u" key (twice)
- E.g., "ambigüedad"

Tilde—"Option" key + "n" key (twice)
- E.g., "mañana"

Exclamation point—"Option" key + "¡" key
- E.g., "¡Felicidades!"

Question mark—"Option" key + "Shift" key + "?" key
- E.g., "¿Qué?"

For PCs

Vowel accents—"Ctrl" key + "parenthesis" key + vowel
- E.g., "á, é, í, ó, ú"

Diaeresis—"Ctrl" key + "Shift" key + ":" key + vowel
- E.g., "ambigüedad"

Tilde—"Ctrl" key + "Shift" key + "~" key + "n" key
- E.g., "mañana"

Exclamation point—"Ctrl" key + "Alt" key + "Shift" key + "¡" key OR "Alt" key + 0191
- E.g., "¡Felicidades!"

Question mark—"Ctrl" key + "Alt" key + "Shift" key + "?" key OR "Alt" key + 0161
- E.g., "¿Qué?"

Glossary

Please note that this glossary of terms is an organic running list. Terminology may be updated, added and removed as the university's Spanish Style Guide evolves.

Asuntos académicos—Academic Affairs

Alojamiento y comida—room and board

Alumnos—students (estudiantes is preferred)

Asistencia financiera—financial aid

Auxiliares—Auxiliaries

Beca—scholarship/grant

Carta de aceptación—acceptance letter

Clubs y Organizaciones—Clubs and organizations

Cocurriculares—Co-curriculars
  ● Programas cocurriculares de la vida estudiantil en el campus—Co-curricular campus life programs

Colegiatura—tuition

Consero de éxito estudiantil—Student Success Counselor

Cuentas de estudiantes—Student Accounts

Decana, Decano—Dean

Del Departamento de Atletismo—the Department of Athletics

Doctorado—Doctorate degree

Dormitorio—dorm room

El Centro de Participación e Inclusión Cultural—the Center for Cultural Engagement and Inclusion

El Centro de Servicio Comunitario e Interfaith—the Community Service Center and Interfaith

El consultorio de salud—Health Services

El edificio Student Union—Student Union
- Based on your target audience (typically students), you can also just refer to it as "Student Union".
    - E.g., Los estudiantes estudian en el Student Union.

El equipo CARE—CARE team

El Pacto de Cal Lutheran—Cal Lutheran Compact

Estudiantes—students
- Estudiantes postgrados—graduate students
- Estudiantes profesionales—Professionals students
- Estudiantes de pregrado tradicionales—traditional undergraduates

Estudiantes Asociados del Gobierno de California Lutheran University (ASCLUG)

Especialidad—major

Expedientes oficiales—transcript

FERPA (Ley de Privacidad y Derechos Educativos de la Familia)—FERPA (Family Educational Rights and Privacy Act)

Feria de participación—Involvement Fair

Graduación—commencement/graduation
- Graduación de profesionales y posgrados—Graduate & Professionals Commencement
- Graduación de pregrado—Undergraduate Commencement
- Graduación de pregrado tradicionales—Traditional Undergraduate Commencement

- Also used:
    - El comité de inicio—the Commencement Committee

Graduado—graduate, alum

Instalaciones—Facilities

Laboratorio—lab

La cafetería Ullman Commons—Ullman Commons
- Based on your target audience (typically students), you can also just refer to it as "Ullman Commons".
    - E.g., Los estudiantes van a comer al Ullman Commons.

La clase—lecture

La Conferencia Atlética Intercolegial del Sur de California—Southern California Intercollegiate Athletic Conference (SCIAC)
- Note: As a proper noun, the conference name should not be translated. The preferred approach is to leave it in English and to provide an explanation of its purpose, as required.

La división de Student Affairs—Student Affairs division

La educación en el extranjero—Education Abroad
- estudiar fuera del país—study away
- estudiar en el extranjero—study abroad

La escuela preparatoria—high school, secondary school
- In some Spanish speaking countries, regional terms like "el colegio secundario", "el instituto", and "la escuela secundaria" are used to describe high school. Please refrain from using these terms to keep the Spanish neutral.

La oficina de admisiones—Admissions Office, Undergraduate Admissions Office
- To specify "Graduate Admissions Office"—La oficina de admisiones de posgrado
- To specify "Transfer Admissions Office"—La oficina de admisiones de transferencia

La oficina de Educación en el Extranjero (OEA)—the Office of Education Abroad

La oficina de asistencia financiera—Financial Aid office

La oficina de consejería—Counseling office

La oficina de relaciones familiares y graduados—Alumni and Family Relations office

La oficina de recursos humanos—Human Resources office

La oficina de servicios de carrera—Career Services office

La oficina de vida residencial—Residence Life office

La oficina de vida estudiantil—Student Life office

Las verificaciones diarias de salud—Daily Health Checks

Libreria—bookstore

Licenciatura—Bachelor's degree
- "Bachillerato" can also be used to refer to a Bachelor's degree in some Latin American countries. If you are unsure about which to use, please use "licenciatura"
- If you want to specify the type of Bachelor's degree received, you can add it after "licenciatura de"
  - E.g., "Licenciatura de ciencias"

Limpieza—Housekeeping

Maestría—Master's degree

Matriculación—tuition

Misión e identidad—Mission and Identity

Orientación de nuevos estudiantes—New Student Orientation

- La orientación de primavera para nuevos estudiantes—Spring New Student Orientiation

Padre o tutor—parent or guardian
Pasantia—internship

Plan de alimentación—meal plan

Portal de planificación académica—Academic Planning Portal

Profesor, profesora—professor

Programas de bienestar y deportes recreativos—Wellness Programs and Recreational Sports

Promedio de calificaciones—grade point average/GPA

Residencia universitaria—residence hall
- las residencias universitarias—residence halls
- los estudiantes residenciales—residential students

Religión—religion

Sacerdote de la Universidad—University Pastor

Semestre de primavera—Spring Semester

Servicios de impresión—Printing Services

Servicios de medios—Media Services

Solicitud—application

Subespecialidad—minor

Universidad—university