Reference · Translating the site

Translation style guide

3 min read · Updated 4 November 2026

Voice, register and typography for the Punjabi and French versions of gurbanisoul.com.

https://docs.gurbanisoul.com/website/translation-style-guide/

The voice is the brand's in every language: **reverent, plain, exact**. Short sentences. Sentence case. No hype, no exclamation marks, no comparisons that borrow another tradition's frame.

In every language

- **The Guru is named with honour.** "Sri Guru Granth Sahib Ji" in full wherever the English has it. Citations keep their form: "Sri Guru Granth Sahib Ji · Ang N" (French),

  ਸ੍ਰੀ ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ ਜੀ
  ·
  ਅੰਗ
  `N` (Punjabi, pending the owner's approval).
- **Never present a translation as scripture**, and never quote Gurbani in a message: scripture on the page always comes from the corpus.
- **"Contribution", never "donation".** Algorythmos Pty Ltd is not a charity and contributions are not tax-deductible. In Punjabi do not use

  ਦਸਵੰਧ
  or
  ਦਾਨ
  , which carry a religious duty the page must not claim.
- **"Gurbani Soul" stays as written** (Latin letters) in every language unless the owner decides otherwise. Algorythmos, App Store, iPhone, iPad, Siri, Spotlight and Stripe are not translated.
- **The app's own words stay English.** The app is English-only, so its menu labels, buttons and Siri phrases are quoted as they appear in it: "More → About", « Use my location », « Today's Hukam ». Say once, where it matters, that the app (or the Knowledge Base, Stripe, the newsletter) is in English. iOS's own settings are quoted as iOS shows them in the reader's language.
- **Keep placeholders and tags exactly** (`{angs}`, `<link1>…</link1>`); move them where the sentence needs them.

- **Length.** Navigation labels and buttons should stay close to the English length; the review sheet shows the ratio.

French

- Register: **vous**, formal and warm.
- Typography: a narrow no-break space (U+202F) before `; : ! ?` and inside « guillemets »; the build adds it, so type a plain space or none. Use « » for quotations, ’ for the apostrophe.
- Numbers and money follow French usage, produced by the site (`1 430,5 $AU`); do not type them.
- Do not call the Granth “la Bible des Sikhs” or use Christian vocabulary (e.g. “verset biblique”, “écriture sainte” as a calque); prefer “le Guru Granth Sahib Ji”, “les Écritures sikhes” only where the English has a general phrase.

Punjabi

- Script: modern standard Gurmukhi in Unicode only — never legacy ASCII fonts (AnmolLipi, GurbaniAkhar).
- Register: respectful

  ਤੁਸੀਂ
  /

  ਆਪ
  ; honorifics

  ਜੀ
  where the English or custom has them.
- Interface text is set in the interface font, never in the scripture font; it must never be mistaken for Gurbani, so avoid archaic forms that imitate the Granth’s language.
- Digits: Western numerals in the interface (the reviewer may decide otherwise); Ang numbers always Western, to match citations.

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