



Bridging the Bilingual Divide: Best Practices for Bilingual & Multilingual Websites

Define bilingual (or multilingual) for your library.

Articulate how your library will approach bilingual content creation. How should the finished collateral look? How does it work for patrons? For staff? Where are your priorities, and how can that be reflected in the design?

Establish standard translations and phrasing.

Identify your library's most commonly-used phrases - branch names, class titles, etc. - and obtain definitive translations for use across all departments and on all materials. This will ensure cohesion and consistent branding.

Determine copyediting and proofing procedures.

Translators are an important part of your bilingual marketing team, whether they're on-staff or contractors. Taking time to establish processes for editing and proofreading with all staff, including translators, will streamline work and ensure that quality is paramount. Even the best writing (or translating!) benefits from a once-over with fresh eyes.

Formalize some ground rules.

Make sure all staff are aware of translation procedures, including content that is *always* to be translated and content that is *never* to be translated. Help patron-facing staff understand how the marketing department handles translation design, and be open to feedback.

Ensure staff understand what items are translated, why, and most importantly, why not.

All staff must be aware of the Library's policies on translation and recognize why it's essential to invest in bilingual (or multilingual) content. And when it's not possible to translate everything, be honest and open about why.



WAUKEGAN PUBLIC LIBRARY

putting quality in your life ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Waukegan Public Library's Bilingual Brand Standards

Where possible, translate materials into Spanish and present in a bilingual manner.

For single-sheet collateral, place English on one side and Spanish on the reverse. Display in alternating English/Spanish face-outs. Make sure Spanish content placement matches English placement exactly, to facilitate use by non-Spanish-speaking staff.

Skills-focused marketing should always be bilingual.

Course-specific marketing may be tailored to the instructional language for primary promotion, but should be available in English as well. For dual-language classes, or classes with English and Spanish sections, promotional materials should always be available in English and Spanish.

Where appropriate, in-library signage should be bilingual.

Directional signage should appear in English and Spanish, with the exception of stack signage, which should reflect the primary language of the materials. Children's department signage should appear in English and Spanish, including stack signage, to facilitate parent-guided browsing.

If no translation is available, and you think it needs one, request one from Marketing & Communications.

Submit your translation request through the PR Request form. We'll let you know the status.

WPL Identity Guidelines

Do not translate the Library's visual identity into any other language. While you can definitely translate the name in conversation or even in writing, the Library's logo should remain unchanged.