

One brand. Two original voices.

Keep the same brand character in two languages that read naturally. Practical examples from hospitality and technical writing, with an editing checklist for Greek and English.

Keep the meaning fixed and the writing natural

Bilingual writing starts with shared facts and an independent editorial brief for each language. A natural adaptation can change rhythm and sentence order. It must preserve quantities, limitations, obligations and the strength of the claim.

Fixed facts

Names, amounts, dates, units and product terms

Check against one approved fact sheet

Claim strength

Can, may, will and must carry different meanings

Compare meaning rather than matching individual words

Voice and format

Reader, channel, terminology and preferred expressions

Edit each language aloud and test the actual layout

Application checklist

- Maintain a termbase with approved terms, definitions and exceptions.
- Use a second reviewer for technical specifications and material claims.
- Approve both versions together when a factual change affects both.

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Working checklist

- 1** Define the intent before the wording. Write down the audience, what they need to understand, the position the brand is taking and the next action. Both language versions work from this shared brief. Sentence structure and idiom can differ when they serve the same purpose.

- 2** Separate the fixed facts from the creative choices. Names, specifications, figures, dates, product limitations and offer terms must retain their meaning. Headlines, rhythm and examples may need independent development. Record which elements require specialist approval before adaptation.

- 3** Make the brand voice observable. Replace vague instructions such as “premium and innovative” with decisions an editor can apply: confident without exaggeration, specific about benefits, economical with adjectives and explicit about the next step. Include examples of acceptable and unsuitable language.

- 4** Build a shared terminology sheet. Record the preferred term in each language, its meaning, the context of use and any prohibited alternatives. Include service names, institutional titles and technical vocabulary. Keep a responsible owner and revision date so terminology does not drift between channels.

- 5** Draft each version for its reader. English brevity can become abrupt in Greek. Greek nominal phrases can become heavy in English. Choose natural verbs, sentence lengths and calls to action. Preserve the argument without forcing the second language into the syntax of the first.

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Notes, owners and next actions.

- 6** Give technical content a separate accuracy pass. Check units, dependencies, conditions, safety information and the difference between a feature and a promised outcome. Keep interface labels consistent with the actual product. Ask a subject matter specialist to approve the meaning of material technical claims.

- 7** Review in the final format. Read website copy with the navigation and buttons, social copy with its visual and a speech aloud. Check line breaks, hierarchy, length and the information available at the point of decision. A sound paragraph may still fail in its intended placement.

- 8** Approve meaning and voice separately. Compare both versions against the shared brief and fixed facts, then read each independently for fluency and persuasion. Log the approved terminology and reusable decisions. Success means consistent meaning and an authentic voice in both languages.

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Worked examples: hospitality and technical copy

Illustrative copy exercises. Product capabilities and hotel benefits below are assumptions for the examples, not claims about a client.

Hospitality: begin with a verified benefit

Assume that a hotel genuinely includes breakfast and flexible cancellation on a specific direct booking rate. The task is to explain the offer and invite the guest to check its terms. “Unlock an unparalleled stay” provides less useful information than the benefit itself.

Two versions, one commercial intent

EN: “Book direct with breakfast included and flexible cancellation. View the rate terms.” EL: «Κλείστε τη διαμονή σας απευθείας, με πρωινό και ευέλικτους όρους ακύρωσης. Δείτε τους όρους της προσφοράς.» Both versions require a visible link to the actual conditions and eligible rate.

Technical copy: preserve the condition

Assume a product synchronises once an hour and requires connectivity. EN: “Data syncs hourly while the device is connected.” EL: «Τα δεδομένα συγχρονίζονται ανά ώρα, εφόσον η συσκευή είναι συνδεδεμένη.» “Real time updates” would change the claim and must not replace the specified behaviour.

The acceptance test

Can the reader identify the offer or capability? Are all material conditions retained? Does the action match what the next page allows? Does each version sound natural when read alone? Have the factual and language owners approved it? A failure on any question sends the copy back for revision.

Further reading:

European Commission / Clear writing