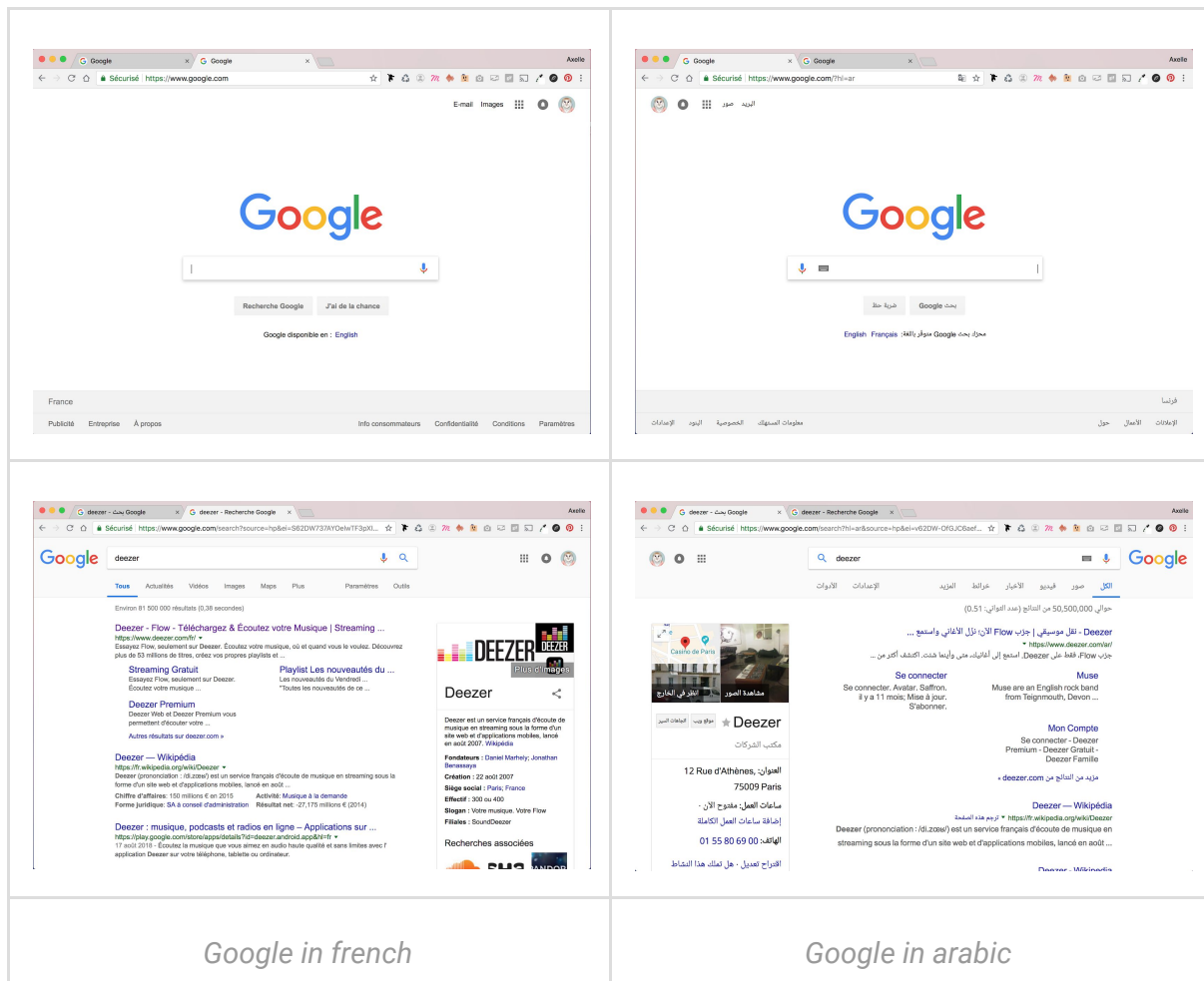


The basics

The main and most obvious difference between LTR and RTL languages is seen in the direction of writing. In RTL languages, writing and reading is done from right to left. This directional change affects the structure of the website, as well as typography, icons, and images.

- **Texts** : script will write & be read from right to left, therefore titles & plain text that were aligned left are to be aligned right.
- **Structure** : the eyes follow the same direction for elements other than text, so flip the order of the items too (if an image was at the left of a text, it's now at its right). This applies more globally to the whole layout : columns, side menus etc.



- **Language** : If your product is aimed at users across the region, you'll need to consider using '**Modern Standard Arabic**' (fusha 'the most eloquent Arabic language', [wikipedia](#))

Typography

Be aware that few web fonts support arabic scripts. Google uses Noto, Apple of course uses SF (and it looks like they made an effort to style it), Emirates has their own font. => [Roboto and SF seem covered, what about Open Sans?](#)

- To maintain easy readability, **bold typeface** should be avoided. **Italicized font** is also not used in Arabic.

[To be confirmed \(only Middle-East?\)](#) : If you need to highlight a certain part of text in Arabic, overline it instead of underlining, interspacing or italicizing.



- No CAPS in arabic script.
- **Enlarge your font** : arabic fonts often appear smaller in perception so if need be, raise the arabic font-size up a tad. 1. [might be difficult when mixed with western script](#) / 2. [might actually depend on the font employed](#) : Apple doesn't seem to have the pb with SF, see below (the two texts are the same font size)

Appels et Messages

**Téléphonez
et échangez
des messages.
Juste avec
votre montre.**

الموسيقى

**قوائم التشغيل
المفضلة على
معصمك، وعلى
إيقاع حماسك.**

- **Adapt length of your design if need be** : most Arabic words are shorter than those in English.

Other type of text appearances

- **Avoid text in images** so you don't have to handle translation... (what about editors' playlists covers?) => **already handled**
- **Texts that remain scripted in western alphabet** : they will write from left to right, but be aligned right. Whole western-script-expressions -even composed of several words remaining LTR ordered- can appear in the middle of arabic script
- **Numerals** : weirdly enough for what we still call 'arabic numerals', when written western-style the same as above will apply (written from left to right, but aligned right). Good to know : a set of arabic-indic digits are typically used in Middle Eastern and Gulf countries, whereas North African countries tend to use European digits. In neither area, however, is one digit style used exclusively.

. ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩	. ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
<i>Arabic-indic numerals, used in Arabic language text</i>	<i>Extended-arabic numerals, used in Persian and Urdu language text</i>

- **Abbreviations**

Days of the week (M T W T F S S) : although it's a standard in many languages, this isn't possible in Arabic because all of them start with the same letter. Instead, simply display their whole names and reduce the font size.

No shortcuts in Arabic :

- TV – تلفزيون (this is a loanword read: te-le-fee-syoo-n)
- KFC – دجاج كنتاكي
- TV show – برنامج تلفزيوني

- **Punctuation** : for a latin chain displayed in RTL, though the rest of the chain will remain LTR, the punctuation will move left `_(\`ツ)_`

IN LTR

سوف أعطي مثالاً على ذلك. لا تمانع
I will give an example. Don't you mind?

IN RTL

سوف أعطي مثالاً على ذلك. لا تمانع?
?I will give an example. Don't you mind

■ Copyright, trademark : `\"(ツ)\"/`

Copyright © 2018 Apple Inc. All rights reserved.

العلامة التجارية وجميع الحقوق محفوظة. © 2018 Apple Inc.

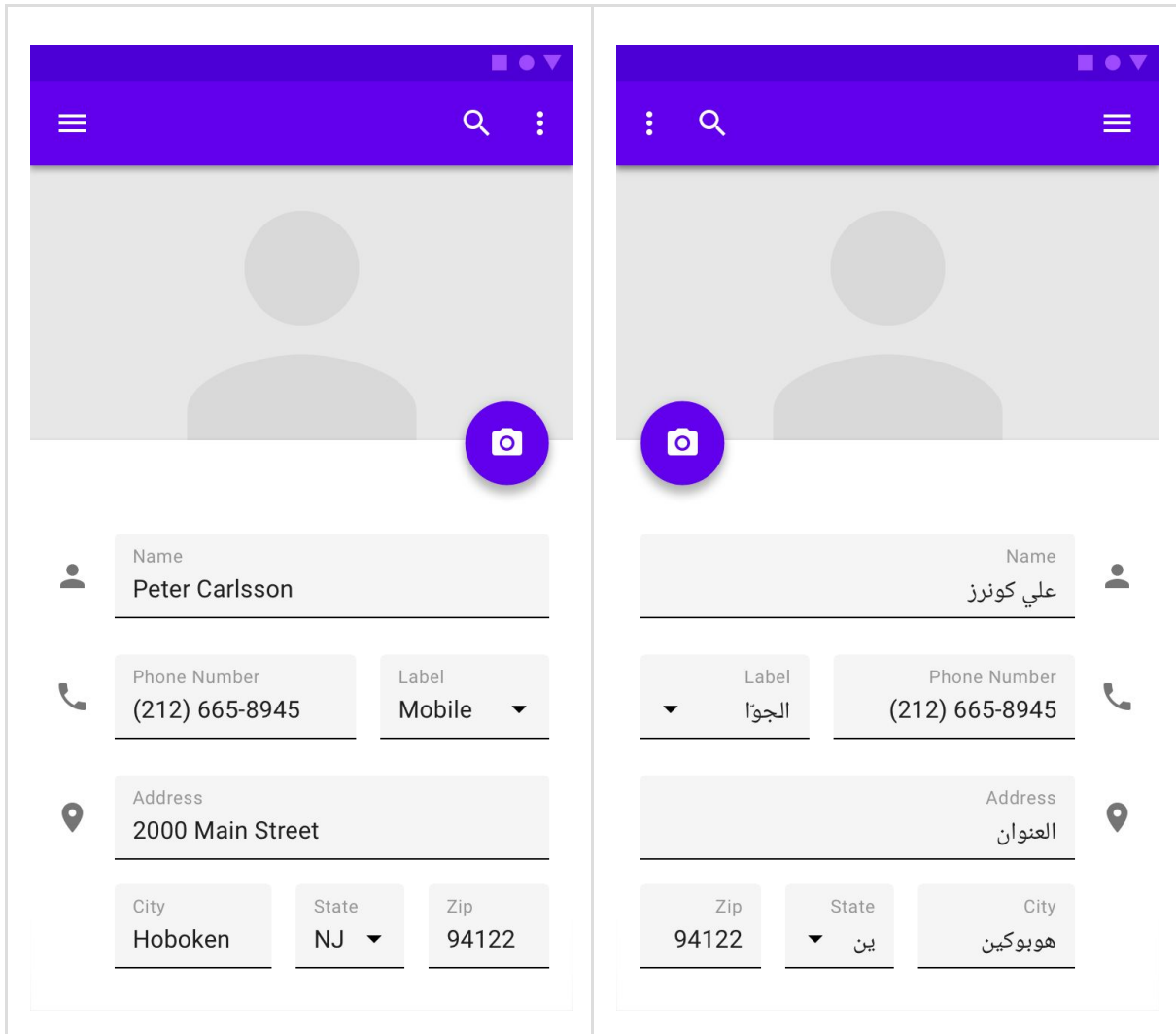
© 2018 The Emirates Group. Tous droits réservés.

© 2018 مجموعة الإمارات. جميع الحقوق محفوظة.

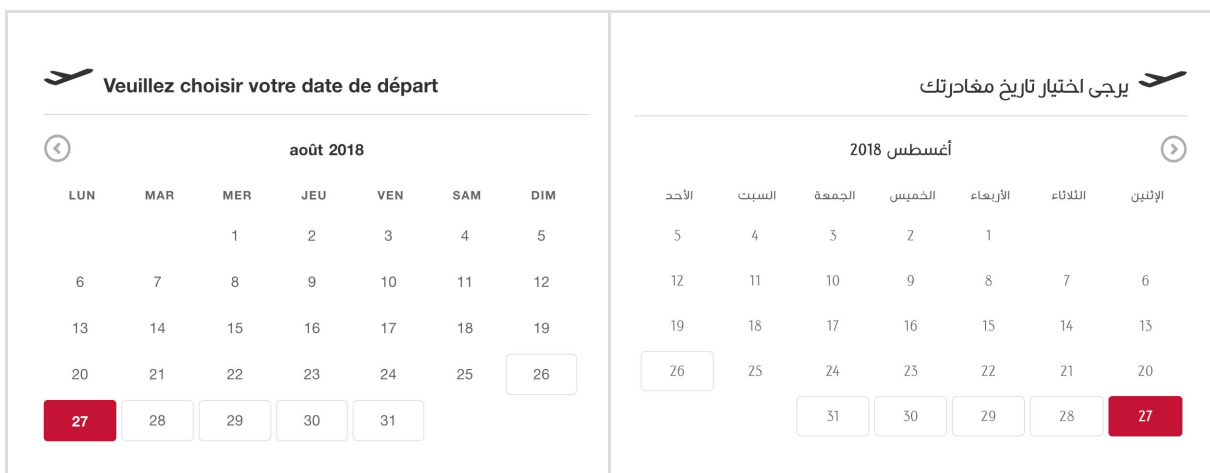
Specific to forms (E&M) :

- **Headings & icons** that refer to a given field **should be placed in the opposite position.**
- **Western-scripted content inside some fields (such as email address, numeric fields for credit card number...)** : as said above, the content remain written from left to right but align right. When the user types in the field, the chars appear right then proceed to the left. (But then what happens when he types in latin & then arabic script?)
And what about the blinking vertical line, does it stay to the right? (deletion feels weird then) => **don't know if CSS will allow us to change that anyway**

<p>Aéroport d'arrivée</p> <input type="text" value="new y"/>	<p>مطار الوصول</p> <input type="text" value="new y"/>
<p>Toutes les villes</p>	<p>جميع المواقع</p>



- **Calendars :** you have to mirror calendars (meaning monday goes on the right, sunday on the left etc).



Some arabic countries use their own specific calendar, and years vary between LTR

and RTL regions.

For example, the Islamic calendar (Hijri) is a purely lunar calendar. It contains 12 months that are based on the moon's phases, which means that the Islamic calendar year works out to be shorter than the non-Islamic calendar year: $12 \times 29.53 = 354.36$ days. The Gregorian calendar, which is most commonly used in LTR, is calculated according to the Earth's rotation around the Sun, meaning that a Gregorian year is longer than a non-Gregorian year. That's why Hijri always has to shift according to the Gregorian calendar. => [Check with a native to know which calendar to apply](#)

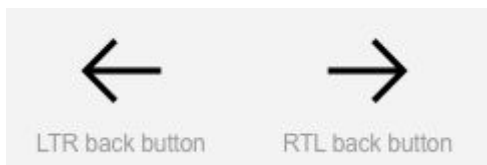
Icons

Mirroring icons in an Arabic interface should be done with proper caution. Sometimes mirroring or flipping isn't necessary and sometimes it is. Basic guidelines are as follows:

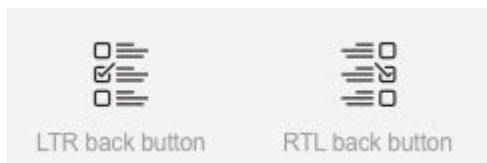
- **Symmetrical icons**, as well as icons without an explicitly specified direction (such as camera, download, user profile, etc.), **don't need to be flipped**.



- **Icons with an explicit direction should be mirrored**: the back button for example should point to the right in the RTL version.



- **Icons that depict movement or text direction should be mirrored** (such as text alignment icons, progress charts, etc.)



- Icons featuring English characters don't need to be mirrored, but should be localized.



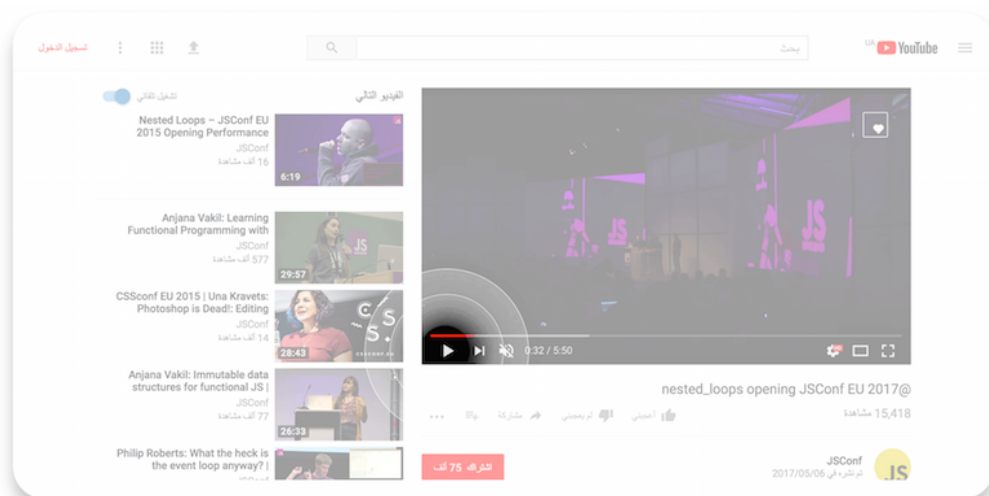
- Do not flip **clocks, music notes** (& sheet music)

UX elements

- **Scrollbars** : Internet Explorer & Opera display scrollbars on the left side on arabic websites.
- **Datagrids, mosaics of contents** : they are to be mirrored.
- **Progress bars** : in which direction? => **Material guidelines** : Progress bars fill in the same direction as content is read



- **Carrousel & auto-sliders** : start on the right & direction of movement is reversed.
- **Video & audio players** : video & audio players should not be mirrored because they represent playback progress instead of the flow of time.
=> Do not flip video controls & timeline indicators (basically all stuff related to controlling media content, such as play & pause buttons).



- **Graphs** : do not flip them, x- & y- axes always appear in the same orientation.

Color symbolism (To be checked)

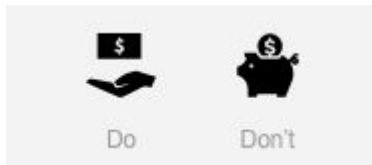
- **Red :**
 - [Hebrew]** = sacrifice, sin
 - [Egypte]** = a lucky charm
 - [Iran]** = good fortune and courage
 - [Middle-East]** = Even though red is the color of love and hearts, in the Middle East it triggers caution and can even provoke feelings of anger and rage. More often than not, the color is associated with evil.
- **Blue :**
 - [Egypte]** = virtue, protection-to ward off evil
 - [Iran]** = color of mourning, heaven and spirituality, immortality
 - [Middle-East]** = When it comes to blue, the Middle East is not so different from the West. Most Arabs consider it to be a sign of safety and protection. The color is also often associated with immortality, heaven, and spirituality.
- **Yellow :**
 - [Egypte]** = mourning
 - [Middle-East]** = Throughout the region, yellow is linked to happiness and prosperity, with the exception of Egypt, where it represents a state of mourning.
- **Green :**
 - [Egypte]** = hope and spring
 - [North-Africa]** = corruption and drug culture
 - [Middle-East]** = In the Middle East green represents strength, fertility, luck, and wealth, and it's considered the traditional color of Islam.
- **White :**
 - [Middle-East]** = purity, mourning
- **Black :**
 - [Middle-East]** = evil, mystery

About mobile use

- **Navigation movements on mobile :** slide & back-slide transitions between two pages to be flipped as well

Cultural concerns

- **Moderate your user content** more -or even differently- especially with muslim countries with different views on privacy, decency.
- **Adapt icons metaphors** : The semantics of icons should be considered, with special focus placed on cultural peculiarities or alternate meanings of symbols being used. Potentially problematic icons, such as a piggy bank icon to symbolize thriftiness or a champagne glass to indicate a restaurant, may be appropriate in LTR sites, but might be inappropriate in RTL ones. It's important to double-check if the icons used are easily understood in each culture they are being displayed in and, sometimes, this can only be done with the help of a native speaker.



- **Adapt visual content** : choosing an image requires appropriate selection, taking into account cultural peculiarities when it comes to perception. **Banners for the Arabic version of a website can be mirrored, but best practices recommend selecting individual images for each version of a website instead.** Simply reflecting a horizontal image may result in distorted display when switching between LTR & RTL.



What about editor's playlists covers? => **already handled**

What about album covers? do they need special moderation? => **[CONTENT/PROF] by default, no explicit content will be recommended on HP, and explicit covers will appear pixelated in search or other**

Good to know

- **A few facts (2014) :**
 - The proportion of Arabs online grew 30-fold between 2000 and 2012.
 - 40% of internet users in the Middle East regularly use smartphones and tablets, and

such devices are particularly popular with the growing young population.

- More than 40% of Saudi internet users are on Twitter, the highest rate in the world.
- However, less than 1% of all web pages are in Arabic.

■ **Small rectification : languages don't have direction, scripts do**

- scripts: Arabic, Hebrew, Urdu, Syriac...
- languages that use these scripts: Arabic, Farsi, Hebrew, Yiddish, Urdu...

■ **There is such things as domain names (and therefore I assume, email addresses) in arabic script :**

سجّل اهتمامك بإسم نطاق شبكة

<https://اسماء.شبكة/> ▼ Traduire cette page

شبكة يمثل عصر جديد لمستخدمي اللغة العربية على الإنترنت، وتوفير القدرة على تسجيل أسماء النطاقات بالحروف العربية لأول مرة.

Afficher les résultats pour

.shabaka (Domaine de premier niveau)

Le domaine arabe de premier niveau .شبكة est un domaine international de premier niveau de nom ...

Réseau informatique

Un réseau informatique est un ensemble d'équipements reliés entre eux pour échanger des ...



■ **Examples of arabic keyboards :**

Clavier arabe IBM PC [modifier | modifier le code]

~ `	! @	# \$	% ^	& *	()	- +	=	← Backspace					
Tab	ض	ص	ث	ق	ف	غ	ع	ح	خ	ج	د	\	
Caps Lock	ش	س	ي	ب	ل	أ	ت	ن	م	ك	:	"	Enter
Shift	~	ء	{ }	لا	آ	ة	ؤ	ز	ظ	؟	Shift	↑	
Ctrl	Win Key	Alt						Alt Gr	Win Key	Menu	Ctrl		

Clavier arabe Mac [modifier | modifier le code]

-	! ١	@ ٢	# ٣	\$ ٤	% ٥	^ ٦	& ٧	* ٨	(٩) ٠	-	+ =	← Backspace
Tab	ض	ص	ث	ق	ف	غ	ع	ح	خ	ج	د	\	
Caps Lock	«	»	ي	ب	ل	أ	ت	ن	م	ك	:	"	Enter
Shift	ظ	ط	ذ	ء	ز	أ	ر	ؤ	<	>	؟	Shift	↑
Ctrl	Alt	Cmd Key								Cmd Key	Alt	Ctrl	

■ **Alphabetical order in arabic :**

Common hijāṭ order

ا	ب	ت	ث	ج	ح	خ	د	ذ	ر	ز	س	ش	ص	ض	ط	ظ	ع	غ	ف	ق	ك	ل	م	ن	ه	و	ي
y	w	h	n	m	l	k	q	f	gh	ʻ	z	ṭ	d	ṣ	ṣh	s	z	r	dh	d	kh	ḥ	j	th	t	b	ā

Links

- [Web Design For Right-to-Left Languages: the Basics](#) on Medium/Muzli
- [Assessment of Web Localization for Arabic Market](#) on Moravia
[Farsi or Persian? 5 Things to Know about the Language That Unlocks Iran’s Market Potential](#) on Moravia
[BiDi 101: A Bidirectional Language Crash Course for Globalization Pros](#) on Moravia
[BiDi 101: Bidirectional Script Traits That Vex Localization Pros](#) on Moravia
- [Useful tips and tricks for RTL development](#)
- [Material guidelines](#)
[Material language support](#)
[Microsoft styleguides for all languages](#)
- A few websites that handle arabic :
[Google](#)
[Apple](#) (also see [Apple music](#) for the choice of visuals)

[Alibaba](#)

[Emirates...](#)

- A few websites that have originally been designed for arabic audience :
[Du \(arabic phone carrier or so\)](#)
[Arageek \(dedicated to all hip geek news around the world\)](#)
[Saudi League \(football in Saudi Arabia\)...](#)
=> all exist on mobile web (and probably have a mobile app)
- For music streaming, see [Anghami on web](#) & mobile app.

Apple Watch Series 3



L'appel de la liberté.

Répondez à un appel depuis votre planche de surf. Demandez à Siri d'envoyer un message. Courez au son de vos playlists préférées. Sans votre téléphone. Apple Watch Series 3, avec connectivité cellulaire. Sortez et n'oubliez pas que votre montre, l'heure de la liberté a sonné.

Connectivité cellulaire

**Restez connecté.
Même sans votre téléphone.**



Appels et Messages

Téléphonez et échangez des messages. Juste avec votre montre.



Musique

Avec Apple Music, vous avez 45 millions de morceaux en streaming au poignet.



Siri

Rappels, invitations, itinéraires. Demandez tout à Siri, sans votre téléphone.




Notifications

Quand votre téléphone reste à la maison, vos



Apple Watch page in french

Apple Watch Series 3




ترقية من كل ناحية.

تدريب ذكي المتكامل، التحسينات في التتبع معدل نبض القلب، توائم التشغيل التي تضاعف على خصومات. تقياس ارتفاع مدحج وتربية أكثر استدامة مع 3 أيام سعة و Apple Watch Series 3. معقد أجيح. يمكنك الآن التمتع بشخصاً وبتقنيات وبتقنيات بالتحكم بطرق التي من أي وقت مضى.

الساعة الرياضية التي

انطلق بتمارينك بعيداً.



تتبع GPS وتقياس الارتفاع

عينك على كل بعيد وعالي.



الوصول

قوائم التشغيل المفضلة على معصمك، وعلى إيقاع حماسك.



مقاومة للماء

على أتم الاستعداد. من المحيط إلى المسبح!



تطبيقات التمرين

لنزهة لطيفة أم تمرين قاس. وكل ما بينهما.



Apple Watch page in arabic

Personal | Account

Shop | My DU | Support

Shop | Quick Recharge | Quick Pay | Support | My Account

All new Emirat Plans
Loads of data and national minutes starting from AED200/month.

Shop now

You are in Personal switch to Business

Technology

Next generation mobile network.


5G is coming and we discuss the transformative technologies that come with it.

View all news

5G 10Gbps speed. More than 100 times faster than 4G.

4G Business smartphones. All smartphones from AED 1000 onwards.

3 Annual Emirat Women's Day. Empowering the entrepreneurs of our nation through support.



Personal plans

Get more than you expect.

Personal with data, minutes, music and more.

Know what you pay. Know what you get!

18 GB 600

View all plans

SafeFloor

A voice for the voiceless.

We are providing access to SafeFloor the signpost for Arabic communication app for thousands of children of communication with Autism and Down Syndrome.

Read our story

SafeFloor app. Helping thousands of international communication needs.

#ProudlyLocal. It's where your code, where you create it.

Workforce planning. An insight opportunity to grow.

Latest offers

Smart Home products at 10% off. Use promo code: 10%SmartHome to selected products.

Get your smartphone to nau. We'll give you up to AED 100 off your smartphone purchase on nau.com.

Make unlimited video & voice calls. With our Internet Calling Pack, your family and friends can enjoy unlimited video and voice calls.

Helping hands

Get the answers you're looking for.

We're ready to help

A quick and easy way to manage and pay.
Download our App.

Download on the App Store | GET IT ON Google Play

DU in english

Personal | Account

Shop | My DU | Support

Shop | Quick Recharge | Quick Pay | Support | My Account

احصل على قسيمة من 400 درهم. من Souq.com حتى Home في غير الفترات.

Shop now

التسوق الإلكتروني | إعادة الشحن السريع | الدفع السريع | الدعم | حسابي

أنت الآن في Personal انتقل إلى Business

التكنولوجيا

شبكة الهاتف المتحرك من الجيل القادم.

تتعلق الهواتف بشبكة 5G وتفتح التكنولوجيا المتكاملة القادمة.

شبكة 5G

سرعة 5G: أعلى سرعة 10Gbps مقارنة بشبكة 4G.

4G: سرعة شبكة الهاتف المتحرك من الجيل الرابع.

3: توفير أكثر من 100 ضعف سرعة الإنترنت مقارنة بشبكة 3G.



يمكن توقع أفضل

احصل على أكثر مما تتوقع.

شخصيات مع بيانات، دقائق، موسيقى وأكثر.

هل ما تدفعه، هل ما تحصل عليه.

600 GB 18

عرض جميع الخيارات

باني نوري

مساعدة الأطفال ذوي الهمم.

باني نوري هو تطبيق التوجيه الأول من نوعه باللغة العربية التي تم تطويرها خصيصاً للأطفال ذوي ذوي الهمم المتكلمين، ولتعزيز مهاراتهم في القراءة والتفكير.

اقرأ

تطبيق باني نوري: مساعدة الأطفال ذوي الهمم على تعلم القراءة والتفكير.

التعاون مع باني نوري: تطوير تطبيقات تعليمية للأطفال ذوي الهمم.

الترويج في برامج الترويج: الترويج في برامج الترويج.

أحدث العروض

طريقة شراء آمنة مع Google Play و du

باقات بيانات التجوال في دول الخليج.

مكالمات غير محدودة بالصوت والصور.

تحتاج إلى المساعدة

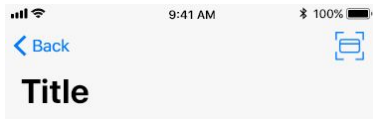
احصل على الإجابة التي تحتاجها.

نحن جاهزون لمساعدتك

طريقة سريعة ومبسطة لتدعم و إدارة حسابك.
قم بتحميل تطبيقنا.

Download on the App Store | GET IT ON Google Play

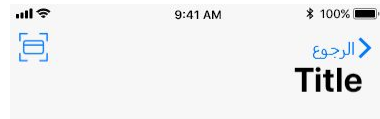
DU in arabic



This is some content

Action

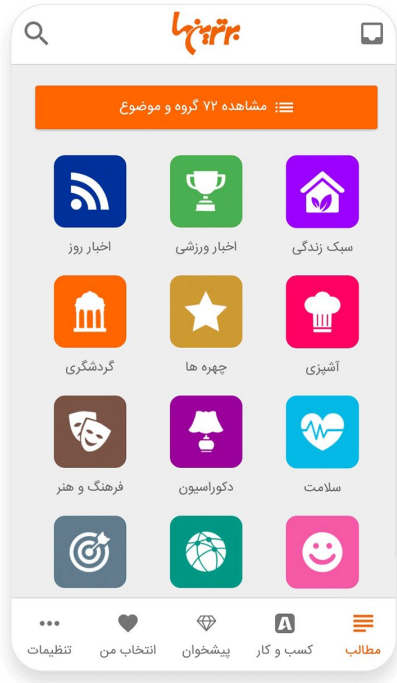
mobile layout in english



محتوى

فعل

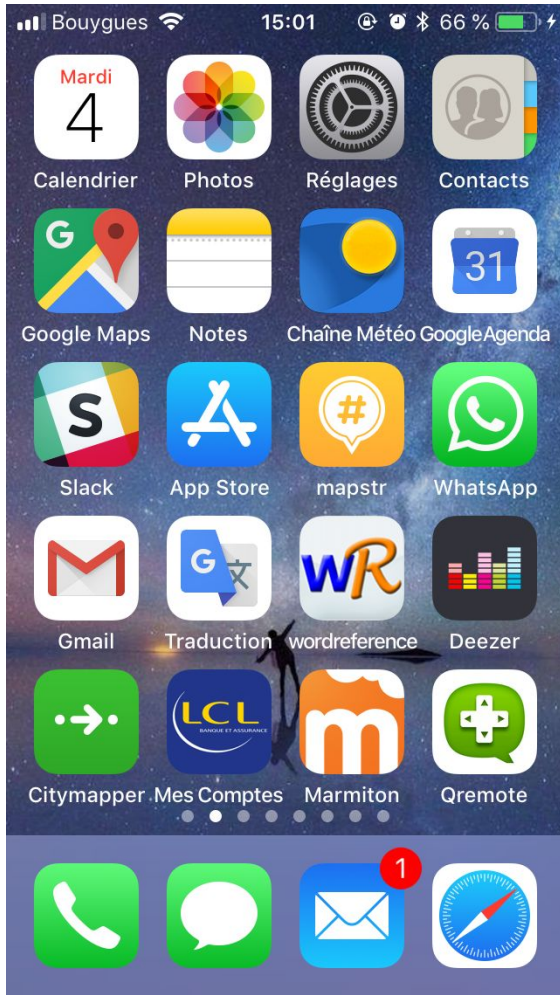
mobile layout in arabic



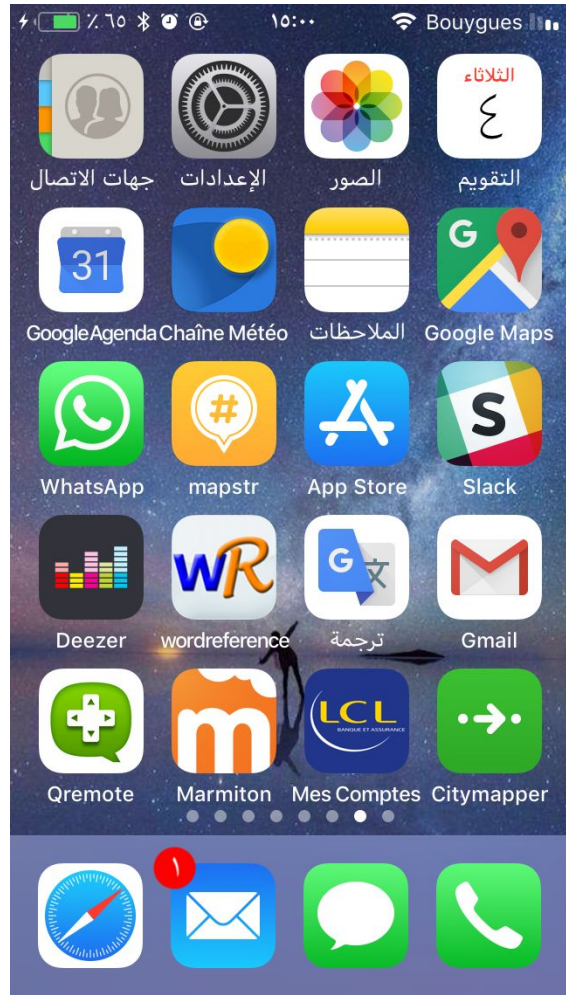
in RTL design, the elements in the tab bar should be positioned from right to left.



in RTL design, drawers should appear from the right side.



iPhone starting screen in FR



...and in AR (note that the slide between screen is also reversed)