

The Challenge

This project primarily focused brochure translation. Brochures being a vital part of hotels and resorts as they contain important information, it was extremely important for the brochure to be equally exquisite and attractive. The client needed our team to carry out Arabic, German, Russian desktop publishing for Hilton hotel & resorts brochure. The original engineering file is in INDD format. For this project, client required the following fonts: Arabic –Tanseek , Russian – Whitney, German – Whitney.

Our Solutions

In regards to the Arabic font, the client preferred a specific font and we were advised that to purchase the required fonts and invoice the client. In order to save the client's cost, we checked the font issues with all our cooperated Arabic DTP specialists, after finding the right person who had the specific font and made a DTP sample with Tanseek font for client's confirmation.

On each page under the English brochure copy, the client used 'Lorem ipsum' where a translation was required. This meant the DTP specialist had to put the provided translations in the appointed place. Therefore the hotel brochure had 3 versions in total-one with English + Arabic, one with English + German and one with English + Russian. In order to make everything in a proper way, our serious PM had marked the comments in the original PDF file and wrote know-how for the DTP worker.

3. During DTP work, we found the Arabic translations were incomplete and we talked to the client about the Arabic translation issues – they said that for the bits where they have not provided the translation (such as in this particular example), please just leave it blank. We followed the client's instructions and prepared to put the missing translations into the file when it was ready.

About client

Hilton Hotels & Resorts formerly known as Hilton Hotels, it is an international hotel places marketing emphasis on both business travel and leisure travel with locations in major city centers, near airports, convention centers, and a number of vacation resorts and leisureoriented hotels in popular vacation destinations around the world. Hilton Hotels & Resorts was founded by Conrad Hilton and is now owned by Hilton Worldwide. Hilton hotels are either owned by, managed by, or franchised to independent operators by Hilton Worldwide. Hilton Hotels became the first coast-to-coast hotel chain of the United States in 1943. As of 2010, there are now over 540 Hilton branded hotels across the world in 78 countries across six continents. Hilton provides an authentic and contemporary experience for guests worldwide. The guest rooms feature a smart, functional design plus thoughtful amenities.

About CCJK

Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and programmers who work as a super organized team. From language translation, desktop publishing, graphic design, software localization, website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way.

Our Services



Document Translation Services



Interpretation Services



Desktop Publishing Services



Video Translation Solutions