

Trilingual templates for an educational institute in Bashkortostan, Russia

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Abstract

Creation of document styles for an organization that uses a non-Western script is always a challenge: the organization needs to support both Western and non-Western elements in its documents. The new Institute of Continuous Professional Medical Development in Ufa poses a special challenge, because we want its templates to be trilingual, with English, Russian and Bashkir elements. The Bashkir language uses a Cyrillic script, which is close to but different from Russian Cyrillic.

1 Introduction

A medical professional must constantly update her knowledge and skills, keeping current with the recent advances in the field. In Russia, as in most other countries, a continuing education is one of the preconditions for medical license renewal.

The required education may be provided not only by state-run medical universities, but also by private institutes. The latter are rather new in the Russian medical system.

The Institute of Continuous Professional Medical Development in Ufa is a private educational enterprise created in February 2015 by the Bashkortostan National Health Chamber [1]. We were asked to create document and presentation templates for it.

This is an interesting challenge because Bashkortostan has two official languages: Russian and Bashkir. They both use a Cyrillic script, but Bashkir has nine letters absent in Russian. For international letters we want to add an English header. Thus we needed to combine different scripts and blend them into common documents.

2 An aside: Symbolism and logo

We asked a prominent Ufa artist and specialist in heraldry, Airat Usmanov, to compose a logo for the institute, asking that the logo reflect the symbolism of the Bashkortostan republic as well as Russia and Bashkortostan National Health Chamber.

The symbols of the Bashkortostan Republic are shown in Figure 1. They use white, blue, green and gold colors. The Russian flag is red, blue and white. The artist skillfully combined these motifs in the logo (Figure 2).

3 Documents and letters

A Russian national standard [2] establishes rather strict rules about the elements of an official document

and their positioning. Of particular interest are rules for multilingual documents. They require the elements of the headers in two different languages to be on the same level. Presumably this implies that the fonts for the headers should be compatible and have the same sizes.

We chose the ParaType fonts [3] as having a full set of Latin and Cyrillic letters and being very legible. The fact that we had experience working with ParaType [4–6] also influenced our decision.

The official standard [2] describes documents with the headers in two languages, but not three. Therefore we decided to make two options: Russian-Bashkir headers for domestic documents, and Russian-English for international ones. The ParaType fonts provided an excellent blending of the headers, as seen in Figures 3 and 4.

One problem with Bashkir language support in \TeX is the lack of corresponding hyphenation patterns. Therefore our package provides only a limited support for the Bashkir language. Fortunately, document headers are not hyphenated.

Since we wanted the package to work for any input encoding, we used a well-known trick of letting Cyrillic letters be macros, so the headers were written in the following rather cumbersome way:

```
<<\CYRSHHA\CYRA\CYRU\CYRL\CYRERY\CYRKBEAK{}
\CYRSHHA\CYRA\CYRKBEAK\CYRL\CYRA\CYRU{}
\CYROTLD\CYRL\CYRK\CYRSCHWA\CYRSHHA\CYRE
\CYRN\CYRD\CYRSCHWA\CYRG\CYRE{}\\
\CYROTLD\CYRZDSC\CYRL\CYROTLD\CYRK\CYRSHHA
\CYROTLD\CYRZDSC{}
\CYRSHHA\CYROTLD\CYRN\CYRSCHWA\CYRR\CYRI{}
\CYRB\CYRE\CYRL\CYRE\CYRM{} \CYRB\CYRI
\CYRR\CYRE\CYRY{} \CYRI\CYRN\CYRS\CYRT\CYRI
\CYRT\CYRU\CYRT\CYRERY>>
```

4 Beamer theme

We based the presentation template on the Beamer sidebar theme [7]. We used the colors of the Bashkir flag and the logo. To keep the integrity of the Institute typographic image, we used the sans serif version of the ParaType fonts. The examples are shown in Figure 5.

5 Conclusions

We found that a formal document provides interesting challenges to a style designer. Multilingual typesetting makes the work even more challenging. Fortunately, \TeX is a good tool to solve these problems.

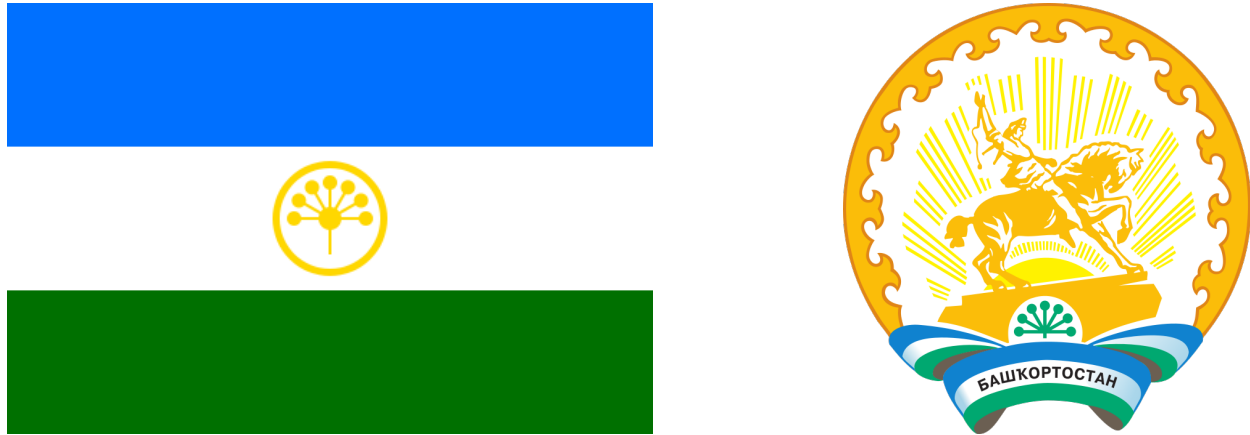


Figure 1: Bashkortostan flag and coat of arms

References

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- [4] Leyla Akhmadeeva, Innar Tukhvatullin, and Boris Veytsman. Do serifs help in comprehension of printed text? An experiment with Cyrillic readers. *Vision Research*, 65:21–24, 2012.
- [5] Boris Veytsman and Leyla Akhmadeeva. Towards evidence-based typography: First results. *TUGboat*, 33(2):156–157, 2012. <http://tug.org//TUGboat/tb33-2/tb104veytsman-typo.pdf>.
- [6] Leyla Akhmadeeva and Boris Veytsman. Typography and readability: An experiment with post-stroke patients. *TUGboat*, 35(2):195–197, 2014. <http://tug.org/TUGboat/tb35-2/tb110akhmadeeva.pdf>.
- [7] Till Tantau, Joseph Wright, and Vedran Miletić. *The Beamer class*, March 2015. <http://ctan.org/pkg/beamer>.



Figure 2: Institute logo by Airat Usmanov

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	<p>УТВЕРЖДАЮ Директор</p> <p>_____ Иванов А.А. 12.12.2014</p>
<p>ЧАСТНОЕ УЧРЕЖДЕНИЕ ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ «ИНСТИТУТ НЕПРЕРЫВНОГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ В СФЕРЕ ЗДРАВООХРАНЕНИЯ» Россия, Уфа, ул. Правды, 19 ОГРН 1130200005121, ИНН 0274992607</p>	<p>«ҺАУЛЫК ҺАКЛАУ ӨЛКӘҺЕНДӘГЕ ӨЗЛӨКҺӨЗ ҺӨНӘРИ БЕЛЕМ БИРЕУ ИНСТИТУТЫ» ӨҢТӘЛМӘ ҺӨНӘРИ БЕЛЕМ БИРЕУ ШӘХСИ УЧРЕЖДЕНИЕҺЫ Рәсәй, Өфө, Правда ур., 19 ОГРН 1130200005121, ИНН 0274992607</p>
<p>_____ № _____ На № _____ От _____</p>	
<p>ПРИКАЗ</p>	
<p>О приведении в порядок отчетности</p>	
<p>Приказываю привести в порядок отчетность.</p>	
<p>Заместитель директора</p>	<p>Петров-Водкин А. М.</p>

Figure 3: A document with Russian and Bashkir headers

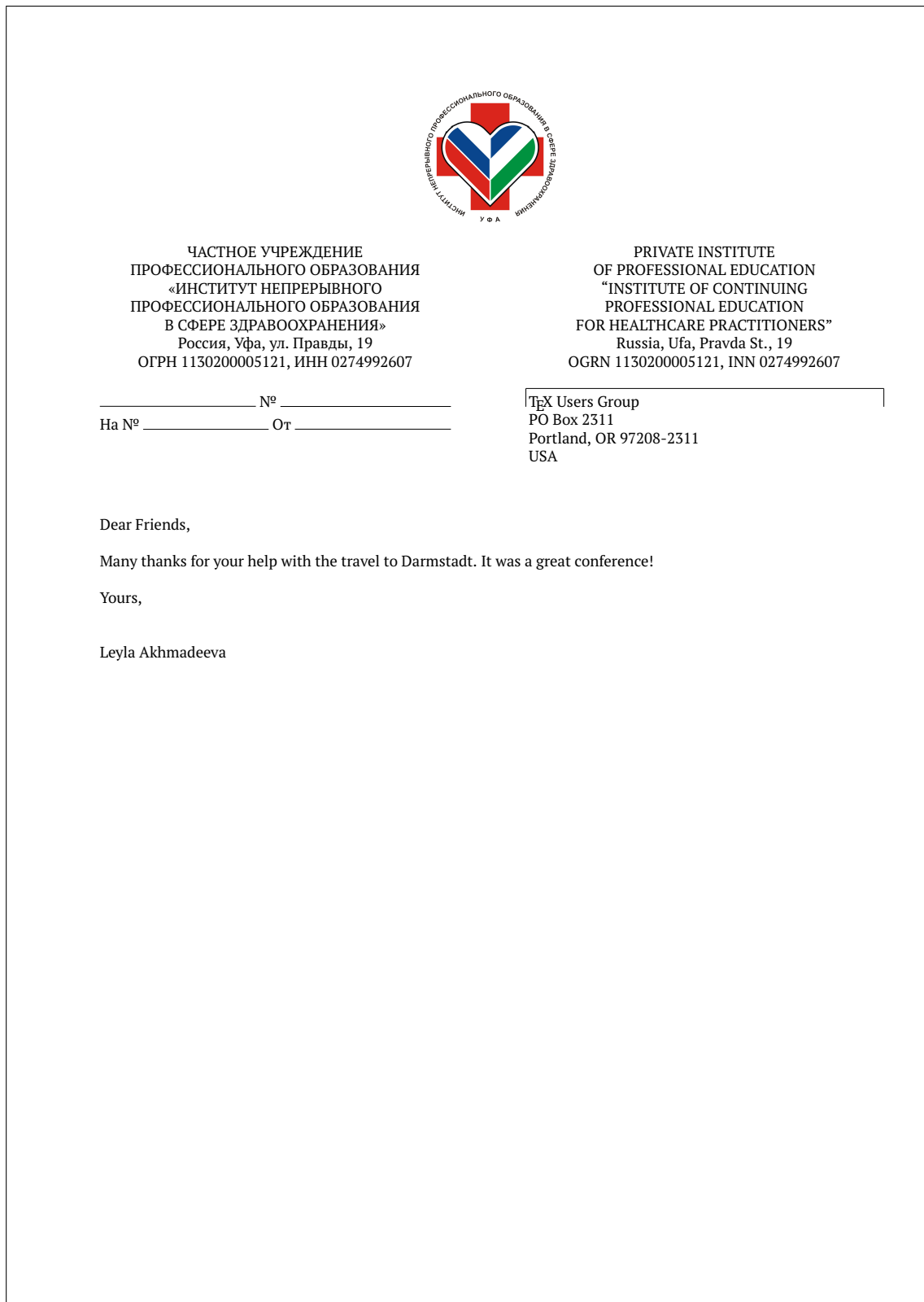


Figure 4: A letter with Russian and English headers

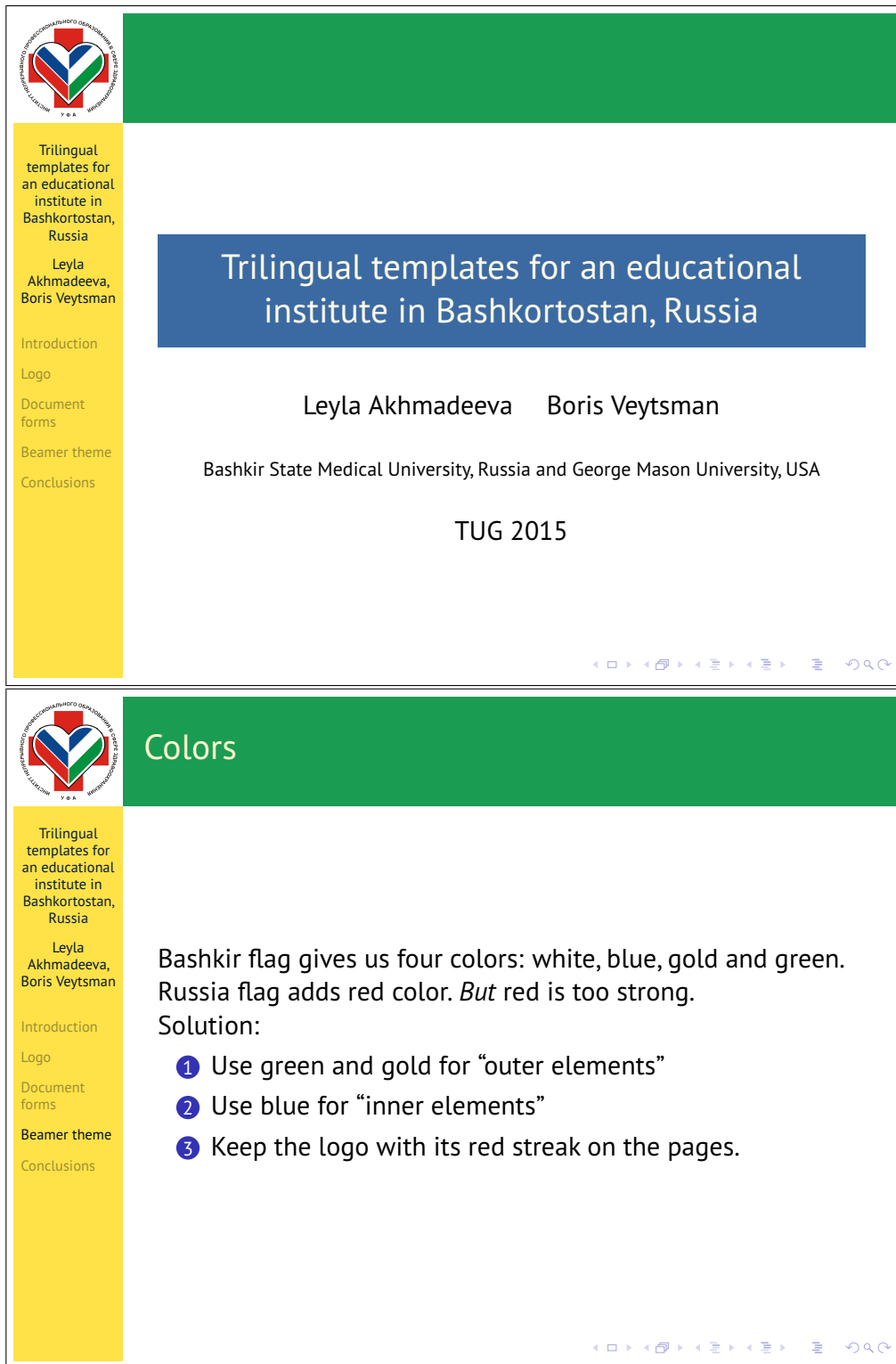


Figure 5: Beamer theme examples