

WINDOWS PHONE

STYLE GUIDE FOR FINNISH

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1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Finnish localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

1. Windows Phone Voice
2. Language-specific guidelines on tone, style and terminology
3. UI-specific Localization Guidelines—e.g., capitalization, text overflow, punctuation
4. UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document— it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

2. The Windows Phone Voice

The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

Genuine

- Speak with confidence.

- Be an experienced guide.
- Be friendly, focusing on the customer's needs.

Spirited

- Genuinely express your own enthusiasm.
- Express the achievable and talk about the difference it makes.
- Reveal the unexpected, the sparkle, the delight.
- Express a pleasant, engaging rhythm.

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive.
- Know when to keep things light, when to get down to facts.
- Keep the moment, the audience, and the message in mind.
- Don't overpromise—be quick, clear, concise.

Supportive

- Lend help where it's needed, when it's needed.
- Convey your knowledge like a trusted friend.
- Strive to put others at ease.
- Frame things positively, with a friendly demeanor.

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern, career-oriented people who expect their mobile phone to meet their needs in both their professional and private lives.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the

formal, technical language that is often used for technical and commercial content. Avoid using overly colloquial language, and keep a professional tone instead.

3.2. Style—Help Deliver the Voice

The most relevant aspect of the Finnish translation is that the users feel like the system is addressing them directly and personally. Address the user informally; do not use the first person plural form (teitittely). The word “You” can often be left out as it is not needed in Finnish.

The style should also be adjusted for Finnish. If the source seems too “American” or in any way unsuitable, modify the translation to make it sound like the text was actually created in Finnish. Do not follow the source too closely; feel free to adapt the tone as long as you convey the intended meaning.

The Windows Phone UI uses the characters “&” and “+” instead of the word “and” in order to save space. The plus sign is used in various feature names, such as “Music + Videos”. The same method should also be used in Finnish in order to maintain the visual style and to keep the strings as short as possible. However, in Finnish the plus sign should always have spaces around it, regardless of how the source string is formatted (with or without spaces around the plus sign). The same rule can be applied to the “&” sign in strings where the length is restricted, but in longer strings it should be replaced with the preposition “and”.

Despite the length restrictions in many UI strings, do not use contractions in the Finnish translation. Forms such as “jottei” or “ettei” would make the text sound colloquial.

Windows Phone UI often employs a fairly personal style in telling the user what the system or the device is doing. For example: “We’re having trouble saving this picture.” Even though the tone in Finnish should be friendly and welcoming, strings like this should not be translated directly with a “we” form, as this might be confusing to the

Finnish user. Such strings should be converted into a passive form or an agent can be added if appropriate.

Examples:

EN US Source	Translation	Comments
We're sorry, but your message failed to send. Try creating the message again. If you continue to see this error, there may be a problem with files or data on your phone.	Viestin lähettäminen valitettavasti epäonnistui. Yritä luoda viesti uudelleen. Jos tämä virhe jatkuu, puhelimen tiedostoissa tai tiedoissa voi olla ongelma.	Address the user directly and personally. The word "you" can most often be left out. Do not copy the source style as such, if it seems inappropriate; as in here, it is not common in Finnish for an operating system to say "olemme pahoillamme", which would be the literal translation, so the translation has to be modified. Remember not to use the "we" form when referring to the system if possible.
music+videos email+accounts	musiikki + videot sähköposti + tilit	The plus sign is also used in feature names such as this instead of the word "and", but with spaces surrounding it.
By tapping Accept, you agree that use of your Windows Phone is covered by the Windows Phone Terms of Use	Kun napautat Hyväksy, hyväksyt Windows Phone -käyttöehdot.	Don't follow the source word-for-word. Adapt the translation to make it sound natural in Finnish. The main goal is to convey the intended meaning, not to imitate the linguistic form of the source.

3.2.1. Product Names

Product names can be inflected and/or used with various suffixes, and this is often required in running texts, because leaving product names exactly as in the English source text would result in unnecessarily complex and extremely unnatural sentences. Product names can be inflected and used with suffixes according to general grammar rules; there's no single pattern or way of inflecting them. Each case depends on the context.

Examples:

EN US Source	Translation	Comment
To see or change these settings, you'll need to turn off the feature in Data Sense that limits your data usage.	Jos haluat tarkistaa nämä asetukset tai muokata niitä, sinun on poistettava Dataseuranta-toiminnossa käytöstä ominaisuus, joka rajoittaa datayhteyden käyttöäsi.	Feature name Dataseuranta used with a dash and a modifier.
Internet Explorer settings	Internet Explorerin asetukset	Product name Internet Explorer inflected
Get suggestions from Bing as I type	Hae ehdotuksia Bingistä, kun kirjoitan	Product name Bing inflected

3.3. Usage—Sound Natural

The active voice should be preferred, and the unnecessary use of personal pronouns should be avoided, if suffixes suffice. The passive can be used in UI translations, where it may be quite often suitable.

For example, various messages or notifications from the system can often be translated in the passive form. If the message or a notification contains a feature or a program name, it can and should be used as the agent of the sentence though.

If you come across strings or content in the source that you find difficult to localize into Finnish for some reason (placeholders, lack of placeholder options, lack of contextual info, inflection issues etc.), report the issue immediately to the Project team. Seek answers before using your best guess.

Examples:

EN US Source	Translation	Comment
It looks like there's not enough space on your phone to transfer this file.	Puhelimessasi ei ole tarpeeksi tilaa tämän tiedoston siirtämiseen.	Use the active voice, and do not use personal pronouns when suffixes are enough.
We encountered a problem while opening this workbook. You won't be able to view comments that were added to it.	Tämän työkirjan avaamisessa tapahtui virhe. Et näe työkirjaan lisättyjä kommentteja.	Do not translate the "we" forms directly when "we" refers to the system. Use a passive if needed. Address the user directly whenever possible (as in the second sentence) instead of using passive forms in strings like this, when an active and direct form is possible.
OneNote can't open or sync this file because it is password-protected. SharePoint couldn't open the file. Either the server is not supported by SharePoint or you don't have a network connection.	OneNote ei voi avata tai synkronoida tiedostoa, koska se on suojattu salasanalla. SharePoint ei voi avata tiedostoa. Joko SharePoint ei tue palvelinta tai et ole yhteydessä verkkoon.	Messages and notifications from the system that contain a program or a feature name can be translated in a way that the name is used as the agent. Do not convert strings such as this into the passive form.
Day %1!d! of every %2!d! month(s) effective %4	Joka %2!d!. kuukauden %1!d!. päivä alkaen %4	Always make sure you know what the placeholders will be replaced with.
Forward %1 is %2 to %3 for %4 after %5 seconds	Soitonsiirto %1 numeroon %3 on %2 yhteyksille %4 %5 sekunnin jälkeen	When you find a string, which is difficult to localize into Finnish due to design issues, contact the design team immediately. The issue can be fixed.
We couldn't reach these recipients:	Viestiä ei toimitettu seuraaville vastaanottajille:	Another example of how "we" forms should be handled, and how they can be handled in different contexts. Always pay attention to the context! There's no "one-size-fits-all" way for handling the "we" phrases.

3.4. Terminology—Be Consistent

Use terminological options which are easy to understand, up to date and in line with the terminology used by competitors. The focus should not be on following Microsoft standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but please do not attempt to change approved terminology before receiving confirmation from the project team).

Also contact the project team if you come across a new application, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team. Even though consistent terminology is extremely important, the ease of use, user-friendliness and natural flow in Finnish are even more important. Therefore, you should not feel imprisoned by terminology. If you feel that a certain term cannot be used in its approved form in a certain context, notify the Project Team and make a query with your suggestion or make a note in the TermNote field why the term has been used differently. The main goal is always end user experience; if the best

possible user experience requires some deviations from terminology, then terminology may be modified according to context.

Examples:

EN US Source	Translation	Comment
We couldn't find a match. Flick left or right for other results, or try a different search term.	Osumia ei löytynyt. Tarkastele muita tuloksia sipaisemalla vasemmalle tai oikealle tai kokeile eri hakusanaa.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a range have a value.	Laskee alueesta niiden solujen määrän, joissa on luku.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Dataseuranta	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.4.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

Someone@example.com

The domain name example.com should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names and Numbers) for sample purposes. For Finnish, the standard translation joku@example.com should be used.

3.6. Measurements

The EN US source contains measurements in strings such as:

{0} KB
Uploading %sMB...
Offline, downloading %sKB...
Uploaded %1KB of %2KB
Available storage: %s GB

Regardless of the spacing in source, please add a blank space between the value (a placeholder like “%s” in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number and a unit of measurement.

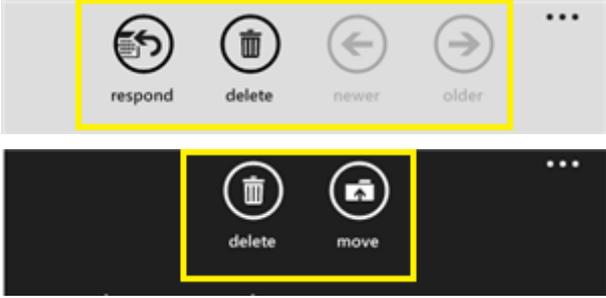
The units “KB”, “MB” and “GB” should be translated as follows:

Unit	Finnish Abbreviation	Note
KB	kt	“kilotavu”; please note that the letter “k” is written in lowercase in the Finnish abbreviation
MB	Mt	“megatavu”
GB	Gt	“gigatavu”

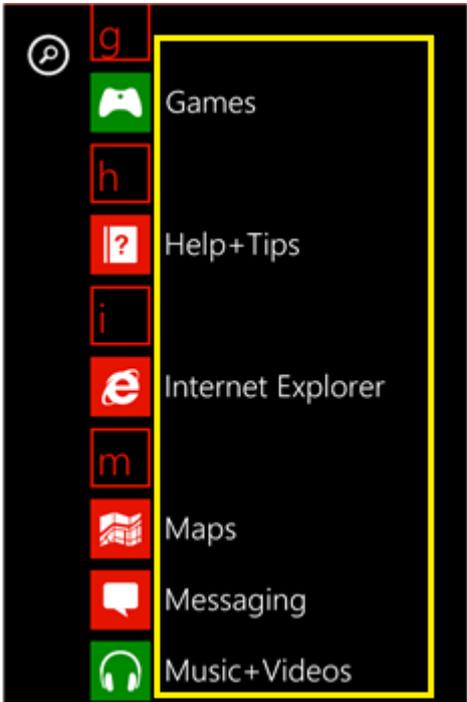
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

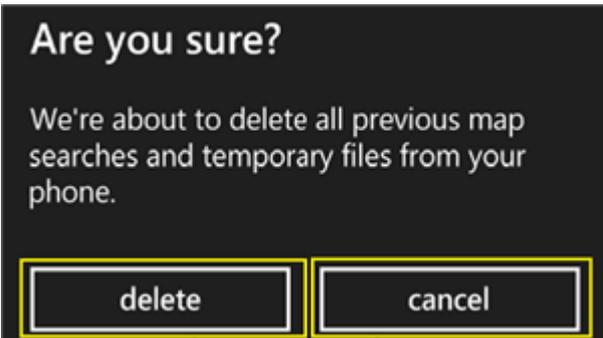
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the imperative form.</p> <p>Examples: delete = poista respond = vastaa move = siirrä newer = uudempi older = vanhempi</p>

4.1.2. App List Item

App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized. The target capitalization for descriptive app names is sentence case, e.g. "Help+Tips" is localized as "Ohje + vinkit", not "Ohje + Vinkit".</p> <p>Examples: Games = Pelit Help+Tips = Ohje + vinkit Messaging = Viestit Music+Videos = Musiikki + videot Maps = Kartat Internet Explorer = Internet Explorer</p>

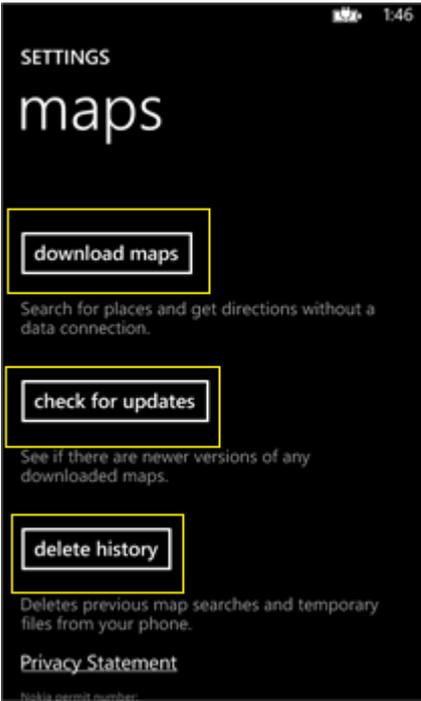
4.1.3. Buttons

4.1.3.1. Dialog Button

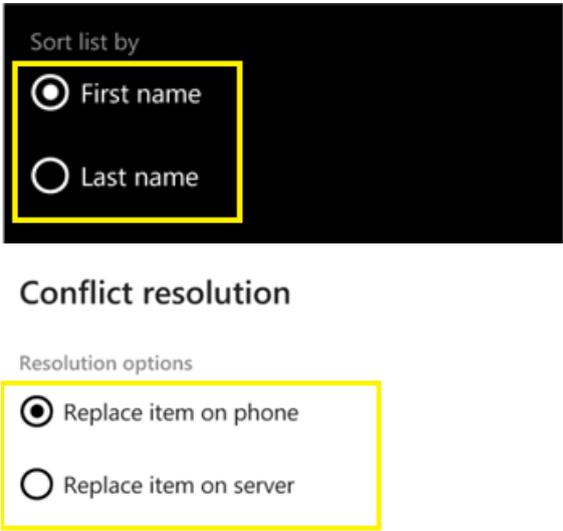
Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using verbs in imperative and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: delete = poista cancel = peruuta

	<ul style="list-style-type: none"> - Labels represented by nouns: store = kauppa
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4.1.3.2. Push Button

Push button	Guidelines
 <p>The screenshot shows the 'maps' settings page on a Windows Phone. At the top, it says 'SETTINGS' and 'maps'. There are three main sections, each with a button and a description:</p> <ul style="list-style-type: none"> download maps: Search for places and get directions without a data connection. check for updates: See if there are newer versions of any downloaded maps. delete history: Deletes previous map searches and temporary files from your phone. <p>At the bottom, there is a link for 'Privacy Statement' and a small 'back to parent number' link.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using verbs in imperative and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: check for updates = tarkista päivitysten saatavuus download maps = lataa kartat delete history = poista historia - Labels represented by nouns: suggestions = ehdotukset

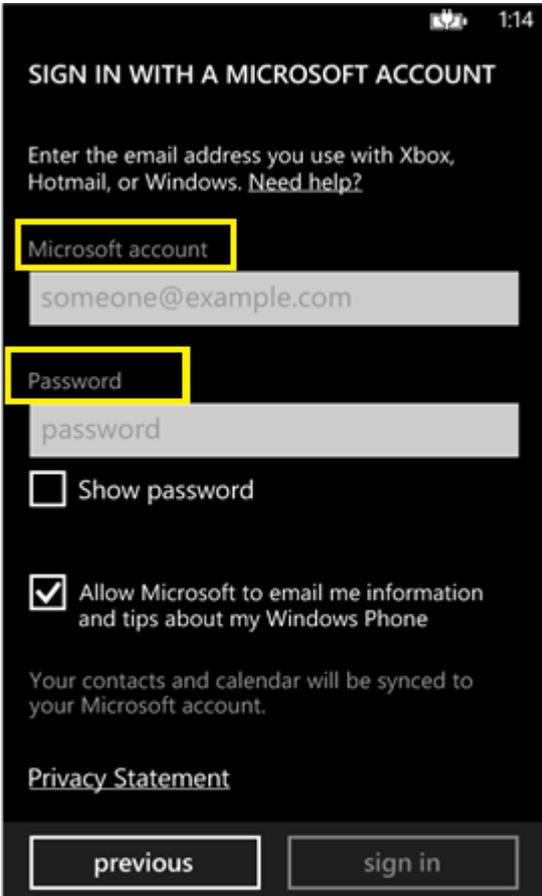
4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p>Conflict resolution</p> <p>Resolution options</p> <p><input checked="" type="radio"/> Replace item on phone</p> <p><input type="radio"/> Replace item on server</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Examples:</p> <p>First name = Etunimi</p> <p>Last name = Sukunimi</p> <p>When the radio button starts with a verb, use a verb. Follow the source punctuation only if it's grammatical for Finnish also.</p> <p>Examples:</p> <p>Replace item on phone = Korvaa puhelimen tiedosto</p> <p>Replace item on server = Korvaa palvelimen tiedosto</p>

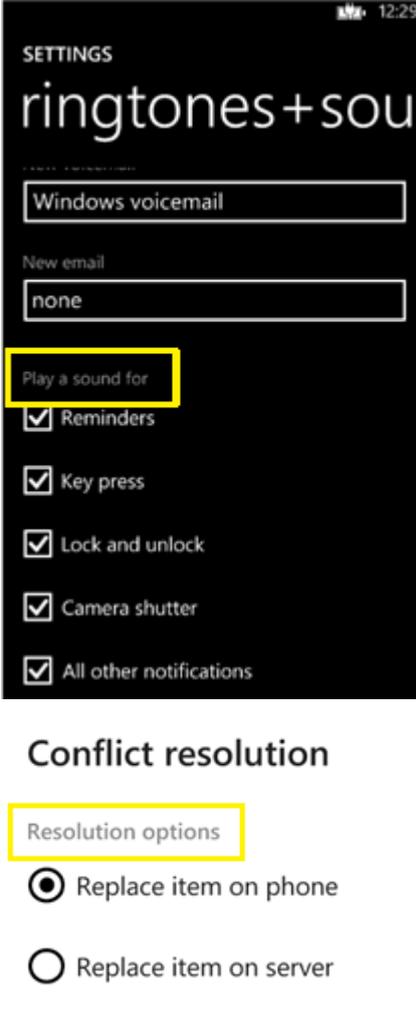
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <p>speech</p> <p>Press and hold the Start button to use Speech.</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Use Speech when the phone is locked<input checked="" type="checkbox"/> Play audio confirmations	<p>Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case</p> <p>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use a similar verb structure in Finnish as well. Usually the verb should be in the imperative form, but there might be exceptions to this if the context requires it. Follow source punctuation, but only in a manner that is grammatical according to Finnish grammar rules as well.</p> <p>Examples: Use Speech when the phone is locked = Käytä Puhe-toimintoa, kun puhelin on lukittuna Play audio confirmations = Toista äänivahvistukset</p>

4.1.5. Edit Box Label

Edit box label	Guidelines
 <p>The screenshot shows a sign-in screen with the following elements: a title 'SIGN IN WITH A MICROSOFT ACCOUNT', a subtitle 'Enter the email address you use with Xbox, Hotmail, or Windows. Need help?', two text input fields with labels 'Microsoft account' and 'Password' highlighted in yellow, a 'Show password' checkbox, a checked checkbox for 'Allow Microsoft to email me information and tips about my Windows Phone', a 'Privacy Statement' link, and 'previous' and 'sign in' buttons at the bottom.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Examples: Password = Salasana Microsoft account = Microsoft-tili</p>

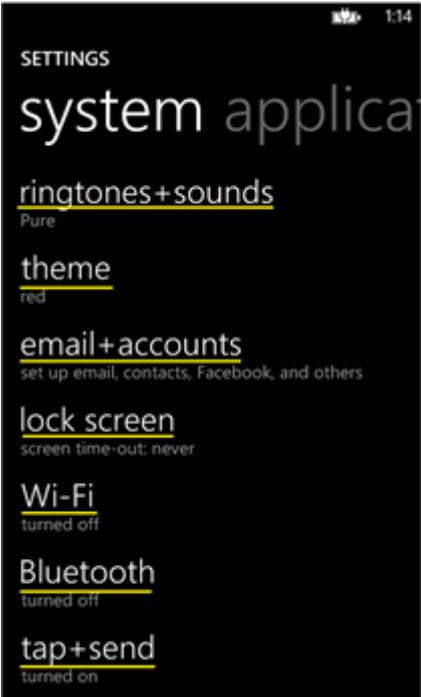
4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows a Windows Phone settings screen. At the top, it says 'SETTINGS' and 'ringtones+sou'. Below that, there are several settings sections. The first section is 'Windows voicemail'. The second is 'New email' with the value 'none'. The third section is 'Play a sound for', which is highlighted with a yellow box. It contains a list of notification types with checkboxes: Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. The fourth section is 'Conflict resolution', which is also highlighted with a yellow box. It contains two options: 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using a verb in imperative whenever possible.</p> <p>Examples Play a sound for = Toista ääni:</p> <p>When the group label consists of a noun, use a noun form in the translation as well.</p> <p>Example: Resolution options = Ratkaisuvaihtoehdot</p>

4.1.7. Hub Title

Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example: photos = valokuvat</p>

4.1.8. List Item in Settings

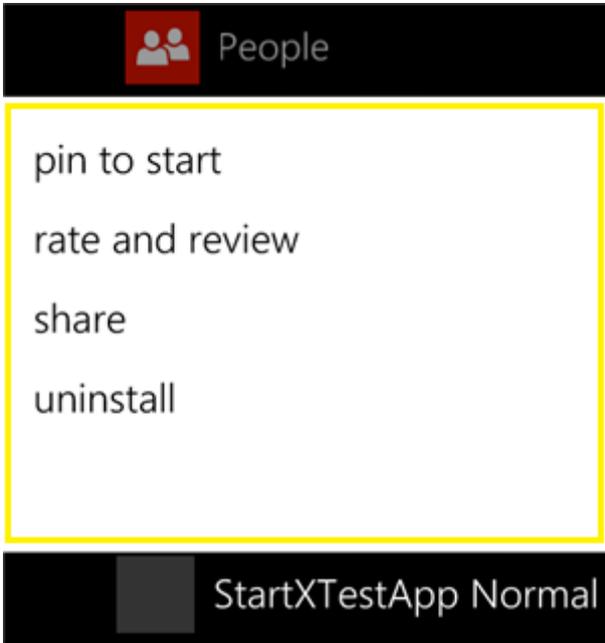
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower (except for proper nouns)</p> <p>Examples: email+accounts = sähköposti + tilit ringtones+sounds = soittoäänet + äänet lock screen = lukitusnäyttö tap+send = napauta + lähetä Wi-Fi = WLAN theme = teema Bluetooth = Bluetooth</p>

4.1.9. Menu Items

4.1.9.1. Application Menu Item

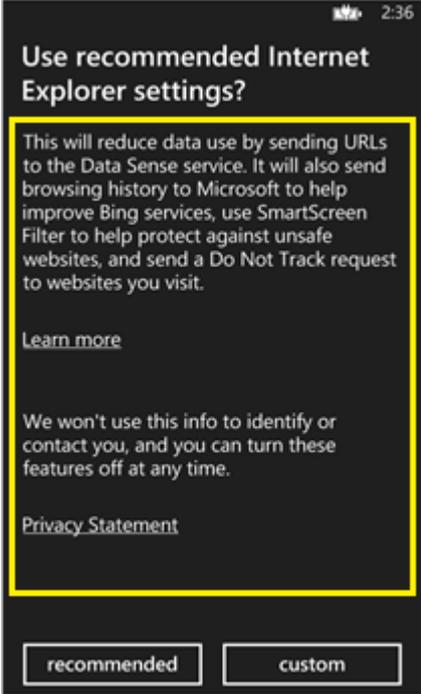
Application menu item	Guidelines
 <p>The screenshot shows a horizontal menu bar with four icons: a circular arrow (respond), a trash can (delete), a left arrow (newer), and a right arrow (older). Below these icons are the labels 'respond', 'delete', 'newer', and 'older'. A vertical ellipsis (three dots) is on the right. A yellow box highlights a list of three menu items: 'toggle flag', 'mark as unread', and 'move'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using verbs in imperative.</p> <p>Examples: mark as unread = merkitse lukemattomaksi toggle flag = vaihda merkintää move = siirrä</p>

4.1.9.2. Context Menu Item

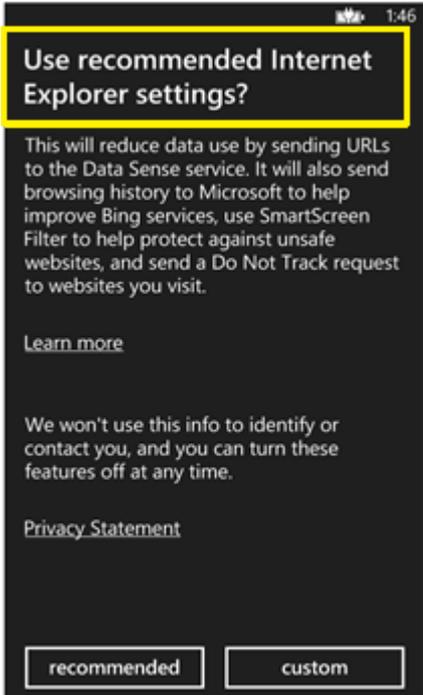
Context menu item	Guidelines
 <p>The screenshot shows a context menu with a red icon of two people and the label 'People' at the top. Below it, a yellow box highlights a list of four menu items: 'pin to start', 'rate and review', 'share', and 'uninstall'. At the bottom of the screen, there is a dark bar with a grey square and the text 'StartXTestApp Normal'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using verbs in imperative.</p> <p>Examples: rate and review = arvostele pin to start = kiinnitä aloitusnäyttöön share = jaa uninstall = poista</p>

4.1.10. Message Box

4.1.10.1. Message Box Body

Message box body	Guidelines
 <p>The screenshot shows a mobile message box with a dark background. At the top, it says "Use recommended Internet Explorer settings?". Below this is a paragraph of text: "This will reduce data use by sending URLs to the Data Sense service. It will also send browsing history to Microsoft to help improve Bing services, use SmartScreen Filter to help protect against unsafe websites, and send a Do Not Track request to websites you visit." This paragraph is enclosed in a yellow rectangular border. Below the paragraph is a link "Learn more". Further down is another paragraph: "We won't use this info to identify or contact you, and you can turn these features off at any time." Below that is another link "Privacy Statement". At the bottom, there are two buttons: "recommended" and "custom".</p>	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p>

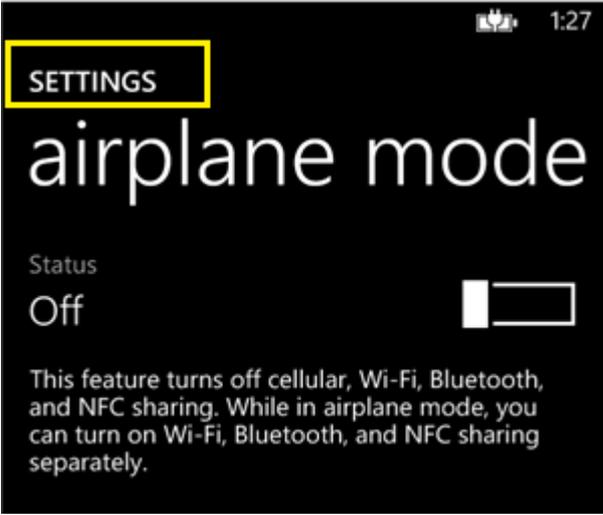
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use a verb in the translation as well (usually the imperative form should be used), but in headers that are questions, remember to modify the translation into a natural and fluent Finnish question.</p> <p>Example: Use recommended Internet Explorer settings? = Haluatko käyttää suositeltuja Internet Explorer -asetuksia?</p>

4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood.</p> <p>Example: Wi-Fi available Connect? = WLAN käytettävissä Yhdistetäänkö?</p>

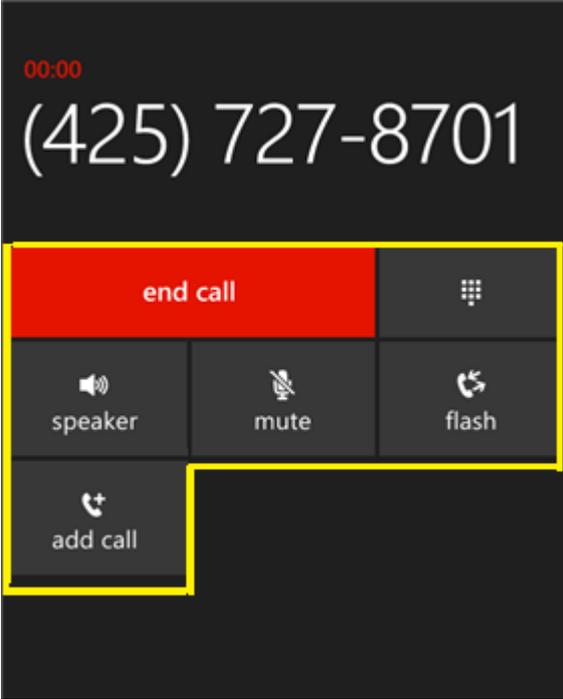
4.1.12. Page Title

Page title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps</p> <p>Example: SETTINGS = ASETUKSET</p>

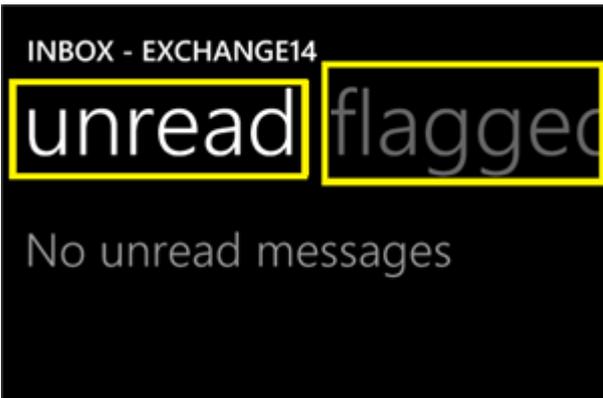
4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed. For Finnish, this often means that literal translation is not possible for these kinds of titles, and other solutions have to be used, and often some part of the source even has to be left out.</p> <p>Examples: categories = luokat spotlight = valokeilassa</p>

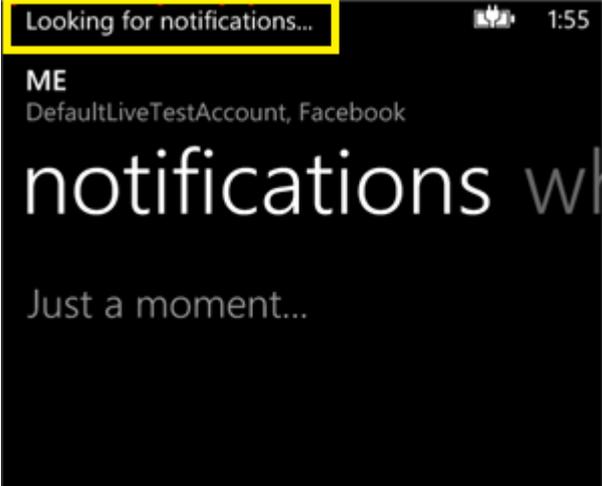
4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as a noun.</p> <p>Example: speaker - kaiutin</p> <p>If the source phone control label contains a verbal form, translate using an imperative verb.</p> <p>Example: add call = lisää osanottaja end call = lopeta puhelu flash = vaihda speaker = kaiutin mute = mykistä</p>

4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example: unread = lukemattomat flagged = merkityt</p>

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
 <p>The screenshot shows a notification screen with a black background. At the top, there is a yellow box containing the text "Looking for notifications...". Below this, the text "ME" and "DefaultLiveTestAccount, Facebook" is visible. The main text "notifications" is in large white font, and "Just a moment..." is at the bottom. The time "1:55" is in the top right corner.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using a passive verb form and an ellipsis. Example: Looking for notifications... = Etsitään ilmoituksia...</p>

4.1.17. Text Box

Text box	Guidelines
 <p>The screenshot shows a messaging app interface with a black background. At the top, there is a "To:" label and a plus sign icon. Below this is a text box with a white border and a vertical cursor. At the bottom, there is a grey text box with a white border and a white speech bubble icon, containing the placeholder text "type a message" highlighted in yellow. The time "5:46" is in the top right corner.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using an imperative verb. Example: type a message = kirjoita viesti</p>

4.1.18. Tile Label

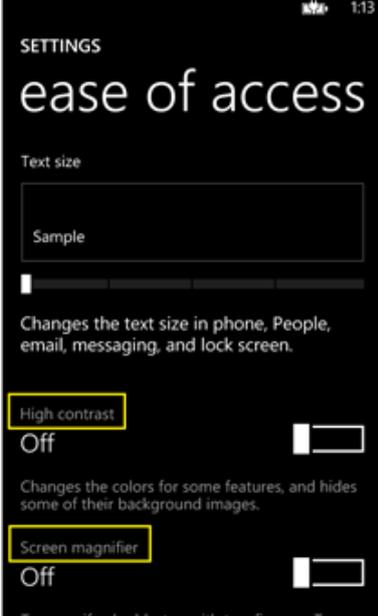
Tile label	Guidelines
 <p>The image shows a portion of a Windows Start screen with several live tiles. The tiles include: a large blue tile for 'Colleen Murphy' with a 'Budget Review' notification and a 'Hi Alison, do you have time this week to meet' message; a 'Mail' tile with an envelope icon and the number '10'; a 'Photos' tile with a photo of a person in a yellow jacket and the label 'Photos' in a yellow box; a 'People' tile with a photo of three people and the label 'People' in a yellow box; and several smaller app tiles for 'Netflix', 'Headphones', 'BBC News', and 'OneDrive'. Other tiles visible include Phone (4), Messages (2), Internet Explorer (e), and SkyDrive (S).</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples: Photos = Valokuvat People = Ihmiset</p>

4.1.19. Toggle Switch

4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using noun forms.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on.</p> <p>Examples: On = Käytössä Off = Ei käytössä</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast = Suuri kontrasti Screen magnifier = Suurennuslasi</p>

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#).

4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

Example:

Source

Make sure your email address and password are correct, and then tap Sign In.

Description

The string above makes a reference to the “sign in” push button. In the EN US source, push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e. the 1st letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

Translation Strategy

For Finnish, references to UI elements within UI strings should be translated using Sentence case. Finnish grammar rules apply, so you should only capitalize the first letter of the UI option, not the first letter of every word of the UI option, regardless of the source capitalization. References to UI buttons, menu options, etc. should be capitalized in sentence case even if the capitalization in the actual UI is different (as might often be the case, especially in all Help and UA content). As a result, the translation of the source string in the example above would be as follows.

Source

Make sure your email address and password are correct, and then tap Sign In.

Translation

Varmista, että sähköpostiosoitteesi ja salasanasi ovat oikein. Valitse sitten Kirjaudu sisään.

4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design.

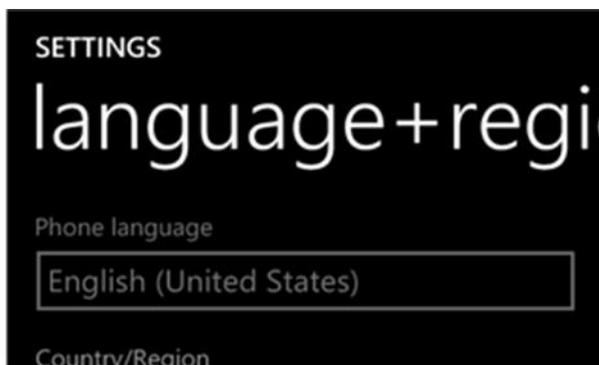
Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

Example:

Control—Label with Title1Style



4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Finnish follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)
- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns, languages, months etc. are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please follow source capitalization (bearing in mind the rules for UI references) within the boundaries of Finnish grammar and suitability in Finnish when sentence case is applied.

For example, words are often capitalized in running texts in English, but in Finnish this could be a grammar error (and look odd).

Example:

"All of the files for your Start screen have been corrupted." = "Kaikki aloitusnäytön tiedostot ovat vioittuneet."

Capitalizing "Aloitusnäyttö" in the middle of the sentence would look odd, since "aloitusnäyttö" will be known even without capitalization, so we should try to make the text natural in Finnish, and therefore should not copy the English capitalization of every word in running texts.

Title Case:

The following UI elements appear in Title Case in the source:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card)

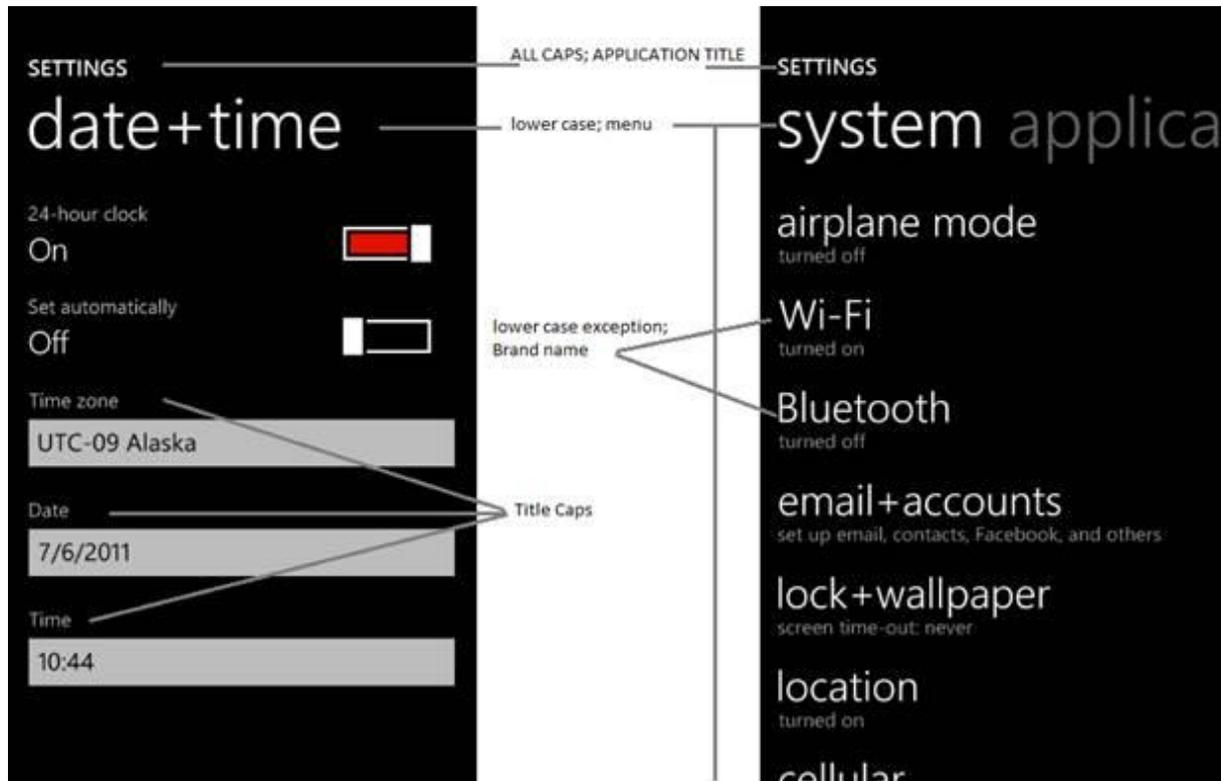
In Finnish, Title Case should not be followed or copied from the source. Follow the instructions provided in this Guide as well as the regular grammar rules when translating strings that use Title Case.

ALL CAPS:

ALL CAPS is used in source for the following UI elements:

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Examples:



To sum up, all the above product specific capitalization guidelines should be followed during translation into Finnish.

NOTE: If you come across a situation where the capitalization of items shown together is inconsistent (for example 3 of 4 options shown on a list are capitalized and one is not or when another button is capitalized, but the other is not), it is OK to change the capitalization in Finnish. The most important thing is to create a consistent look and feel.

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.

- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Interjections (such as Aha!, Oooops!, etc.) should be omitted from the Finnish translation. Usually, they would sound extremely odd in a Finnish UI translation, and might even cause some amusement, since it is not common to use interjections in Finnish UIs. Therefore, they usually need to be either omitted or replaced with some sort of euphemism.

Examples:

“Oops!” = “Ilmeni virhe!”

“Oops! You've reached the storage limit on your phone. Go free up some space, then try again.” = “Puhelimen tallennustila on täynnä. Vapauta tilaa ja yritä sitten uudelleen.”

In UA, translations of interjections like this can be used if they fit the general style of the content in question.

4.6. Punctuation—Divide and Conquer

- Do not use abbreviations!
- Do not use semicolons too much. Often two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.
- An en dash adds fluid emphasis—and it's more casual than a colon.
- Question marks should be used judiciously. Always remember that the sentence has to contain a question word, if you're going to use a question mark.
- Remember the basic rules of Finnish grammar. Do not imitate the source!

- Quotation marks are often used in English. In Finnish, you should only use them with actual quotes.

Examples:

EN US Source	Translation	Comment
You can try again, or you can call customer service and tell them that you saw this error code: Programming unsuccessful.	Voit yrittää uudelleen. Voit myös soittaa asiakaspalveluun ja kertoa, että sait seuraavan virhekoodin: ohjelmointi epäonnistui.	Basic grammar rules (often overlooked): When a colon is followed by a single sentence, it should not start with a capital letter.
You can only save a phone number to the list of Fixed Dialing (FDN) numbers on your SIM/UIM card.	Voit tallentaa SIM- tai UIM-kortin sallittujen numeroiden luetteloon vain puhelinnumeron.	You do not have to imitate the source in terms of parentheses. Many times they are not actually needed.
Save changes to "%s"?	Tallennetaanko muutokset tiedostoon %s?	Do not copy quotes directly from English. They are used far more often in English than in Finnish.
Hidden - {0} Every day effective %4 from %6 - %7	Piilotettu – {0} Joka päivä alkaen %4 klo %6-%7	Remember the grammar rules regarding the hyphen and the en dash; when to use which and how they should be spaced, how the capitalization goes etc.

4.7. Editing/Screen Review—Fine-Tune the Translation

Screen editing is a key step to detect any style, terminology or other linguistic inconsistencies or errors introduced during translation. Here are some important issues to look out for during your review:

- Strings that include redundant words. Unnecessary repetitions should be avoided. The English source contains quite a lot of repetitions (for example the title and explanation of error messages). Is possible, you can try to tone down this repetition.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.

- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues.
- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
We're really sorry, but we've run into a problem, and we're not sure what caused it	Valitettavasti järjestelmässä ilmeni virhe, jonka syystä ei ole täyttä varmuutta.	Valitettavasti järjestelmässä ilmeni tuntematon virhe.
Use your web browser to continue and connect to %s.	Käytä selainta ja jatka yhdistääksesi verkkoon %s.	Jatka yhdistämistä selaimella verkkoon %s.
top albums	suosituimmat albumit	albumit

4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

5. Windowsphone.com

Please explore the already published windowsphone.com pages for Finnish at the following location: <http://www.microsoft.com/windowsphone/fi-fi/default.aspx>

5.1. General

The language used in windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy-to-understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched terminology might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in [this section](#) as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found in the Windows Phone MultiTerm database.

Other aspects to take into account:

Rigid term-to-term approach: Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check —“Can that sound awkward or incorrect in Finnish? Do people speak like that?” If needed, provide feedback on terminology that you consider incorrect.

“Layers” of localization: The style tends to change when localization occurs in phases. Please refer to legacy or earlier translations for specific solutions or guidelines. Correct past mistakes and continue with good solutions. If the legacy translation is not up to the standard, disregard it. However, do not ever change approved terminology. Any inappropriate terminology should be flagged.

5.3. Elements Specific to Windowsphone.com

5.3.1. Image Captions

Image captions can be found in the text in the following structure:

```
<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Favorites icon"/>.
```

Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Suosikit-kuvake"/>.
```

5.3.2. Topic Titles

Unlike UI topic titles, topic titles on Windowsphone.com should never use imperative verbal form.

Therefore, topic titles that are in the verbal form should be translated using nominal verbal form.

Nominal topic titles or titles without a verb can be translated following the source. Do not convert the titles into noun forms. This will ensure that the user is told directly what the topic is going to deal with.

Topic title in English	Context	Finnish
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Always use nominal form for topic titles.</p> <p>Valokuvien ja videoiden kuvaaminen, muokkaaminen ja jakaminen</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at; start a text, then tap More > Attach > My location.</p>	<p>Luominen ja jakaminen</p>

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Finnish, references to UI options should be localized using Sentence case. Finnish grammar rules apply, so you should only capitalize the first letter of the UI option, not the first letter of every word of the UI option, regardless of the source capitalization.

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	Lopeta puhelu napauttamalla Lopeta puhelu	
On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	Sipaise aloitusnäytössä vasemmalle päästäksesi sovellusluetteloon . Napauta Asetukset ja sitten Sähköposti + tilit .	Strings like this are very common. In Finnish, it would look odd to capitalize "Aloitusnäyttöön" and "Sovellus-luettelo" in running text, so for the sake of fluency, readability and idiomatic usage, these can be decapitalized and translated generically as shown. "Start" and "App list" are very common features, so the users will know them anyway.

5.4. Sample Translations of Windowsphone.com Texts

The two sample translations included in this section illustrate the approach adopted for the localization of UA sites.

5.4.1. Marketing Text

EN US Source
<p>You are what you pin</p> <p>START</p> <p>Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.</p>
Finnish

Pidä itsellesi tärkeimmät asiat ja ihmiset lähempänä

ALOITUSNÄYTTÖ

Kiinnitä haluamasi Live Tile -ruudut aloitusnäyttöön: näin näet haluamiesi kohteiden päivitykset reaaliaikaisesti suoraan aloitusnäytössä. Voit kiinnittää ihmisiä, kappaleita, verkkosivustoja, reittiohjeita, pelejä, valokuvia, tiedostoja ja paljon muuta. Vain Windows Phone tarjoaa Live Tile -tapahtumaruudut ja vain sillä voit kiinnittää juuri haluamasi kohteet.

5.4.2. How-to Text

EN US Source

What song is this?

Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.

To search for recorded music that's playing

1. Press the Search  button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music .

Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

In the Store, you can preview the song and other ones on the album, and then buy if

you'd like.

If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see [Get music and podcasts from the Store](#).

Finnish

Mikä kappale tämä on?

Kappaleiden, jotka kuulet radiosta tai ollessasi liikkeellä, ei enää tarvitse jäädä arvoituksiksi. Windows Phoneen sisältyvällä Bingin musiikkihauulla voit hakea musiikkia, jonka kuulet. Näin voit hankkia lisätietoja kappaleesta, esimerkiksi kappaleen nimen, esittäjän, albumin ja tapoja kuunnella tai ostaa se.

Kuunneltavan musiikin hakeminen

1. Paina puhelimen hakupainiketta .
2. Kun musiikki soi, pidä puhelintasi siten, että musiikki kuuluu selkeästi, ja napauta sitten Musiikki .

Puhelin hakee musiikkia – ja jos musiikki tunnistetaan, näyttää kappaleen, esittäjän ja albumin nimen sekä albumin kansikuvituksen.

3. Jos haluat hakea kappaletta Xbox Music -kaupasta, napauta Kauppa.

Kaupassa voit esikuunnella kappaletta ja albumin muita kappaleita. Sen jälkeen voit halutessasi ostaa kappaleen tai kappaleet.

Jos sinulla on Xbox Music Pass -tilaus ja kappale on saatavilla Xbox Music -kaupasta, voit kuunnella tai ladata koko kappaleen. Tämä koskee myös muita albumin kappaleita. Saat lisätietoja [Musiikin ja podcastien hankkiminen Kaupasta](#) -ohjeartikkelista.

5.5. Fine-Tuning during Editing/Screen Review

The review stage—either on the file or the screen—is key to verify that the translation is accurate and adheres to the Windows Phone voice and style as well as the approved key terminology. When reviewing, please take particular care on the following linguistic aspects:

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice staples into your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.

5.6. Video Localization

Videos are the most visible content on windowsphone.com and an embodiment of the Windows Phone voice in the local market. Their purpose is to:

- Generate excitement for Windows Phone
- Deliver support and informational experience

The creation of localized videos consists of the following parts:

1. Localization of the audio script and on-screen texts—performed by translators
2. Narration (voice recording)—performed by voice talents

5.6.1. Script Localization

The localization of the script is governed by the following rules:

- Local market fit

View the EN US source video first to become acquainted with the content and the purpose of the video. Make sure the translated content reads naturally and the messaging is effective with respect to the target market.

- Alignment with Windows Phone style guidelines

Adhere to the basic principles of the Windows Phone style. Use everyday language and a friendly tone. Vary the style of the translation according to the source script (apply the appropriate tone and voice for How-to videos and for marketing videos).

- UI consistency and terminology

UI references need to be checked carefully against the localized files, especially in the case of How-to videos, so that users can follow the steps described in the videos and are not confused by not being able to locate the UI options on their own phone. By the same token, approved terminology must be used for a clear and consistent experience.

- Correspondence between the script and video

Make sure the script corresponds to the actual video. When translating, always bear in mind that your translation will set the rules for narration of the script by a voice talent.

- Length limitations

Follow the instructions from the project team with regard to length limitations for the audio script. Generally, it's recommended to keep the same or shorter length of the script compared to the source (note that the localized strings tend to be up to 10% longer than the source strings and there has to be enough time for the voice talent to read the whole content in time to fit the video).

- Persona Deck

The names used in the scripts and in on-screen texts are fictitious and should be replaced with target locale equivalents using the Persona Deck (or any similar document provided by the project team). The Persona Deck is a table of fictitious persons including their names, email addresses and telephone numbers. The names are approved for marketing purposes.

5.6.2. Narration (Guidelines for Voice Talents)

The narration is governed by the following rules:

- Modulation

View the EN US source video first to become acquainted with its content. Use appropriate gusto and modulation that fits the purpose of the video (informational, marketing...). Remember that you should talk to the customer like the customer is at your desk, watching you over your shoulder. Never adopt a disinterested or monotonous tone.

- Clear and proper pronunciation (free from dialect or other accent)

Use proper pronunciation. Follow the guidelines for pronunciation of English words (see below) to pronounce words of English origin (mainly product and feature names) consistently and in the most appropriate way.

- Natural pace (not too fast)

The speed of narration should be natural and contribute to an easy comprehension. Make a pause after logical units.

5.6.2.1.Pronunciation Guidelines for English Product and Feature Names

During voice recording, please follow these guidelines for pronunciation of product and feature names of English origin. Generally speaking, English terms and product names should be pronounced following the English pronunciation.

Product or Feature Name	Phonetic Transcription	Pronunciation in Finnish
Windows Phone	/vɪndəʊs fəʊn/	vindous foun
Bluetooth	/blu:tu:θ/	bluutuuth
Bing	/bɪŋ/	bing
Facebook	/feɪsbu:k/	feisbuuk
Microsoft Tag	/mɪkrəʊsɒft tæg/	mikrosoft tæg
Microsoft	/mɪkrəʊsɒft/	mikrosoft
Xbox	/eksbɒks/	eksboks
Xbox Music Pass	/eksbɒks mju:sɪk pæ:s/	eksboks mjuusik pääs
Xbox Music	/eksbɒks mju:sɪk/	eksboks mjuusik
Live Tile	/laɪv taɪl/	laiv tail
Live Apps	/laɪv æps/	laiv äps
Twitter	/tʊɪt:er/	twitter