



Icelandic Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Icelandic. This guide will help you understand how to localize Icelandic content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Icelandic.

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Auglýsing um greinamerkjasetningu nr. 133/1974, með innfelldum breytingum skv. auglýsingu nr. 184/1974. [<http://www3.hi.is/~eirikur/greinreg.htm>]
2. Auglýsing um íslenska stafsetningu nr. 132/1974, með innfelldum breytingum skv. auglýsingu nr. 261/1977. [<http://www3.hi.is/~eirikur/stafsreg.htm>]
3. *Beygingarlýsing íslensks nútímmamáls*. Orðabók Háskóla Íslands. Ritstjóri: Kristín Bjarnadóttir. [<http://bin.arnastofnun.is/>]
4. *Handbók um íslensku*. 2011. Ritstj. Jóhannes B. Sigtryggsson. Reykjavík: JPV útgáfa.
5. Höskuldur Þráinsson. 2006. (2. útg.) *Handbók um málfræði*. Reykjavík: Námsgagnastofnun
6. *Íslensk orðabók*. 2002. (3. útg.) Ritstj. Mörður Árnason. Reykjavík: Edda.

Informative references

These sources are meant to provide supplementary information, background, comparison, etc.

1. *Hugtakasafn Þýðingamiðstöðvar utanríkisráðuneytis*.
2. Jón Hilmar Jónsson. *Orðastaður: orðabók um íslenska málnotkun*. 2001. Reykjavík: JPV útgáfa.
3. Jón Hilmar Jónsson. *Stóra orðabókin um íslenska málnotkun*. 2005. Reykjavík: JPV útgáfa.
4. *Landaheiti og höfuðstaðaheiti*. Íslensk málstöð. [<http://www.ismal.hi.is/landahei.html>]
5. *Málfarsbanki Íslenskrar málstöðvar*
6. *Orðabanki Íslenskrar málstöðvar*.
7. *Prófgráður og viðaukar*. Menntamálaráðuneytið. [<http://www.menntagatt.is/default.aspx?pageid=380>]
8. *Ritmálssafn Orðabókar Háskólans*.
9. *Skrá um orðasambönd*. Stofnun Árna Magnússonar í íslenskum fræðum. Umsjónarmaður: Jón Hilmar Jónsson.

10. *Snara.is* [<http://www.snara.is>]
11. *Stafsetningarorðabókin*. 2006. Ritstj. Dóra Hafsteinsdóttir. Reykjavík: JPV útgáfa.
12. *Tölvuorðasafn*. 2005 (4. útgáfa). Ritstj. Stefán Bríem. Reykjavík: Hið íslenska bókmenntafélag.

Microsoft User Interface reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at <https://docs.microsoft.com/en-us/windows/apps/desktop/>

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed:** We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear:** We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand:** We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English and for many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it is difficult to read and understand quickly.
- Be pleasant and ensure explanations appear individualized and are as enjoyable to read as is possible.
- Avoid slang and be careful with colloquialisms—it is acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

Brand and product names

- Avoid overuse of the company/brand or product names (or logos). Refer to Microsoft names correctly when you use them—don't wing it.
- Avoid the corporate "we," such as "Microsoft announces..." or "We're proud to introduce..." or "We want you to know." Keep the focus on "you"—the reader, the audience. WE (Microsoft) aren't the important ones here.

[2.1 Choices that reflect Microsoft voice](#)

Translating Icelandic in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

[2.1.1 Word choice](#)

Terminology

Use approved terminology from the [Microsoft Language Portal](#) where applicable, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs.
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing <i>you</i> , go to the section Pronouns .

The Microsoft voice in Icelandic can be conveyed through similar means by using shortened words or shorter words used by people in daily conversations. However, care should be taken to adhere to approved terminology, where applicable, and not use different target terms for already established and approved terms. Try to use shortened forms of composite words in Icelandic, where possible. Address the user directly as "þú," where appropriate, and try not to use the older and more formal "notandi."

In Icelandic, there are no shortened versions for the terms "app" and "info," so the same translation should be used as for the longer English terms "application" and "information" ("forrit" and "upplýsingar"), although for "info," different wording may be used to simplify, as shown in the example below.

en-US source term	is-IS word	is-IS word usage
email	tölvupóstur	póstur
hard drive	harður diskur	diskur
internet	internetið	netið
mail app	tölvupóstforrit	póstforrit
get more info	fá nánari upplýsingar	fræðast meira

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>
Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>

Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>

For the Microsoft voice in Icelandic, avoid using old-fashioned, formal words and expressions that make the text seem less friendly or too complicated to the user. Below are examples of less formal variants that should be preferred when translating. As a general rule, "please" should not be translated into Icelandic, unless it would be really rude not to.

en-US source	is-IS word to avoid	is-IS word/phrase
allow	heimila	leyfa

also	einnig	líka
perform	framkvæma	gera
locate	staðsetja	finna
suitable	viðeigandi	hentugur

2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Address the user to take action

US English	Icelandic target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Aðgangsorðið er ekki rétt. Reyndu aftur. Há- og lágstafir skipta máli í aðgangsorðum.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	Þessi virkjunarlykill virkaði ekki. Athugaðu hann og reyndu aftur.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Nú er allt til reiðu	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Viltu halda áfram?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn	Gefðu tölvunni þinni nafn – hvaða nafn sem þér dettur í hug. Ef þú vilt breyta bakgrunnslitnum skaltu slökkva á háskerpu í tölvustillingunum.	Address the user directly using second person pronoun to take the necessary action.

high contrast off in PC settings.		
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2.2.2 Promoting a feature

US English	Icelandic target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Myndaðgangsorð eru ný leið til að verja tölvur með snertiskjá. Þú velur þér mynd og hreyfiskipanir sem þú teiknar á myndina til að búa til aðgangsorð sem er einstakt fyrir þig.	Promoting a specific feature with the use of em-dash to emphasize the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Leyfðu forritum að sjá þér fyrir sérsniðnu efni eftir staðsetningu tölvunnar, heiti hennar, notandamyndinni og öðrum upplýsingum.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

US English	Icelandic target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Til að fara til baka og vista efnið þitt skaltu smella á Hætta við og ganga frá því sem er ólokið.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Til að staðfesta núgildandi myndaðgangsorð skaltu horfa á endurtekninguna og teikna sýnishorn hreyfiskipananna sem birtast á myndinni.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.

It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Nú er komið að því að slá inn virkjunarlykilinn. Við virkjum Windows svo fyrir þig þegar þú tengist internetinu.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.
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2.2.4 Explanatory text and providing support

US English	Icelandic target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Uppfærslurnar hafa verið settar upp en Uppsetning Windows 11 þarf að endurræsa sig til þess að þær virki. Eftir endurræsingu höldum við áfram þar sem frá var horfið.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Ef þú endurræsir núna gætir þú og aðrir sem eru að nota tölvuna glatað óvistuðu efni.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Skjalið verður sjálfkrafa fært í rétt safn og rétta möppu þegar búið er að lagfæra eiginleika sem eru ógildir eða vantar.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Nú klikkaði eitthvað! Ekki tókst að finna sóttar skrár til að búa til ræsanlegan USB-lykil.	Without complexity and using short sentences inform the user what has happened.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to

use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don't use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		Target examples	
primary/subordinate	master/slave	aðal/aðstoðar	húsbóndi/præll
perimeter network	demilitarized zone (DMZ)	jaðarnet	hlutlaust belti
stop responding	hang	hætta að svara	frjósa
expert	guru	sérfræðingur	gúru
colleagues; everyone; all	guys; ladies and gentlemen	starfsfélagar; samstarfsfólk; allir; allt; öll	strákar; krakkar; herrar mínir og frúr; dömur mínar og herrar
parent	mother or father	foreldri	móðir eða faðir; mamma eða pabbi

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (*karl*, *kona*, etc.).

The table that follows contains examples of gender-biased words or compounds that should be avoided in Icelandic and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
Target examples		
hjúkrunarfræðingur	hjúkrunarkona	nurse
leikskólakennari	fóstra	Kindergarten teacher
ræstítæknir	ræstingakona	cleaner

When presenting generalization, use plural noun forms (for example, *fólk*, *einstaklingar*, *nemendur*, etc.).

- Refer to a person's role (*lesandi*, *starfsmaður*, *viðskiptavinur*, or *kúnni*, for example).

- Use *manneskja*, *einstaklingur*, or *einstaklingur*.

The following table contains an example that was translated taking those gender-neutral principles into account.

Use this	Not this	Use this	Not this
English example		Target example	
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	Til að hringja í einhvern skal velja nafn viðkomandi, velja Hringja og síðan velja númerið sem þú vilt hringja í.	Til að hringja í einhvern skaltu velja nafn hans, velja Hringja og síðan velja númerið hans.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *hann*, *hún*, *hán*, or another pronoun. It's OK to use gendered pronouns (like *hann*, *hún*, *hans*, and *hennar*) when you're writing about real people who use those pronouns themselves.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as *sjúk/sjúkur*, *veik/veikur*, or *þjáist af*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		Target examples	
person with a disability	handicapped	fatlaður einstaklingur	þroskaheftur
person without a disability	normal person; healthy person	ófatlaður einstaklingur	eðlileg manneskja/heilbrigð manneskja

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example	Target example		
Select	Click	Velja	Smella

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *plús og um það bil (u.p.b.)*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Icelandic.

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

A word is abbreviated by omitting a part of the word and denoting the abbreviation with a period.

Example:

Skilaboð – Skilab.

When it is necessary to abbreviate words in a sentence due to lack of space, it is important to maintain a clear meaning and legibility. Avoid abbreviating verbs.

Use the standard abbreviations found in Íslensk orðabók.

List of common abbreviations:

Expression	Acceptable Abbreviation
að minnsta kosti	a.m.k.
athugið	ath.
blaðsíða	bls.
dagsetning	dags.
framhald	frh.
með tilliti til	m.t.t.
með öðrum orðum	m.ö.o.
númer	nr.
og fleira	o.fl.
og svo framvegis	o.s.frv.
og þess háttar	o.p.h.
samanber	sbr.
samkvæmt	skv.
skammstöfun	skst.
svo sem	s.S.
stykki	stk.
til dæmis	t.d.

um það bil	u.þ.b.
það er	þ.e.
það er að segja	þ.e.a.s.
þar á meðal	þ. á m.

Exclusion list

There really are no restrictions in Icelandic on which words should not be abbreviated. The general rule is to not use abbreviations if it is not necessary, and when it is necessary due to length restrictions, it is important to use abbreviations judiciously and keep the text easy to understand and the meaning intact.

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Acronyms are not written with a period like abbreviations. Acronyms are not as widely used in Icelandic as they are in English. Where they are used they tend to be of English origin or "loan words." A high frequency of acronyms gives the impression that the text is "foreign."

The first time they occur in a text they are written non-abbreviated with the acronym in parenthesis following directly behind. Most of the acronyms are proper nouns and are not translated. If they are translated they should be included in their non-translated form in parenthesis with the acronym.

Localized acronyms

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

- Gagnaðgengishlutir (Data Access Objects, DAO)

In the user interface, there is usually not enough space for all three terms (US term, language-specific translation, and the acronym); only in wizards, the acronym can easily be spelled out and localized on first mention. If there are space constraints or there is

no "first" occurrence, it is up to you to judge to the best of your knowledge whether the acronym or abbreviation can be left as is or should be spelled out and localized.

Note: Although the English acronym cannot generally be derived from the language-specific translation, creating a new acronym derived from the language-specific translated term is not an option. For example, do not replace an English acronym with a language-specific acronym; instead, leave the English acronym or abbreviation intact, as in the following examples "where DLL" and "DPI" are correctly rendered as "DLL" and "DPI":

Example:

en-US source	is-IS target
OLE/DDE link	(+) OLE/DDE-tengill

Unlocalized acronyms

Many abbreviations and acronyms are standardized and remain untranslated. They are only followed by their full spelling in English if the acronym needs to be explained to the speakers of a different language. In other cases, where the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own.

The following list contains examples of acronyms and abbreviations that are considered commonly understood; these acronyms and abbreviations should not be localized or spelled out in full in English:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)

If you are unsure what an acronym or abbreviation stands for or refers to, please contact the Moderator responsible for this Style Guide.

Example:

en-US source	is-IS target
LAN	LAN

4.1.3 Adjectives

For general information on Icelandic adjectives, please refer to general Icelandic language grammar references.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Icelandic, possessive adjectives should be used sparingly. Possessives should only be used in Icelandic when it is necessary to underline the ownership of the item in question and to avoid ambiguity.

Example:

English	Translation	Comment
Do you want (!idspnOneNote) to search audio and video when you search your notes?	(+) Viltu að (!idspnOneNote) leiti í hljóð- og myndskrám þegar þú leitar í minnispunktum?	Where possessives are used in English, Icelandic tends to avoid them. If used too much, the text can appear overly precious.
The above recipients can view your calendar if you publish.	(+) Ofangreindir viðtakendur geta skoðað dagbókina bína ef þú birtir.	It can be necessary to use possessives for clarity and to avoid ambiguity.

4.1.4 Articles

General considerations

Articles in Icelandic are affixed and depend on the gender and number of the word they qualify (see further explanation in the section [Gender](#)).

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. The same applies to Icelandic. However, when the product or feature name forms a part of a noun phrase, articles and declension are used as normal for the Icelandic words that form a part of that noun phrase.

Example:

en-US source	is-IS target
Open the Microsoft Word document.	(+) Opnaðu Microsoft Word-skjal ið .

Localized feature names

Feature names in English are not localized in Icelandic. They are either kept the same as in the source text or fully translated:

Example:

en-US source	is-IS target	Comment
Open the Task Manager	(+) Opnaðu Verkstjórnun	Some feature names are fully translated (please, consult the Language Portal on which feature names to translate)
Open the folder in File Explorer	(+) Opnaðu möppuna í Skráavafri	When feature names are not translated, they are not localized, but kept as they appear in the source.

Articles for English borrowed terms

When faced with an English loan word previously used in Microsoft products, consider the following options (**Note:** English loan words should not be used when translating Microsoft to Icelandic, unless no other option exists or the loan word has already been integrated into the Icelandic language and is officially considered part of the vocabulary):

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Icelandic language?
- Analogy: Is there an equivalent Icelandic term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Please always consult the Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	is-IS target	Comment
Use these settings to change the way your <i>blog</i> looks.	(+) Notaðu þessar stillingar til að breyta últiti <i>bloggsins</i> . (-) Notaðu þessar stillingar til að breyta últiti fyrir <i>blog</i> .	"blog" is a permitted borrowed term, and has been localized to "blogg" to fit better the rules of Icelandic phonology and grammar. Note the incorrect non-localized version in the second example.

4.1.5 Capitalization

If the first word in the English source string is capitalized, the corresponding first word in the target language should also be capitalized. If the word in the English source string is not capitalized, the corresponding first word in the target language should also not be capitalized, unless language-specific rules specify different capitalization.

The basic rule of capitalization in Icelandic is that only the first word of a sentence is capitalized. Even though capitalization is used in other words in the English sentence, the same does not apply to Icelandic. Please follow Icelandic spelling conventions regarding capitalization, cf. article 5 of Auglýsing um íslenska stafsetningu nr. 132/1974.

Example:

English example	Icelandic example
unknown software exception\r\n	(+) óþekkt hugbúnaðarfrábrigði\r\n
acquired	(+) var fengið
Log off user	(+) Skrá notanda út
Edit...	(+) Breyta...
Change Page Date	(+) Breyta dagsetningu síðu

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue. In Icelandic the separate parts of the

compounds are usually written together as one word unless it is very long. Sometimes it is necessary to use a preposition to clarify or break up compounds that otherwise become long or awkward. Compounds in Icelandic are usually formed by using the genitive case, i.e. the first part/word of the compound is in genitive and the second part/word is added to it.

Example:

en-US source	is-IS target
network communication error	(-) net samskipta villa (+) netsamskiptavilla (+) villa í netsamskiptum
spreadsheet functions	(+) töflureiknisaðgerðir (+) aðgerðir í töflureikni

When a compound contains a product name in English or an acronym, a hyphen is placed between the English term and the Icelandic word. If the product name consists of more than one word, the hyphen is placed after the last word in English.

Example:

English example	Icelandic example
Windows password	(+) Windows-aðgangsorð
Microsoft Word document	(+) Microsoft Word-skjal
Microsoft SQL Server Database	(+) Microsoft SQL Server-gagnagrunnur
HTML Code	(+) HTML-kóði
TCP/IP Protocol	(+) TCP/IP-samskiptaregla
24 bit color value	(+) 24 bita litagildi

The spelling of untranslated English compounds should not be changed.

Example:

Service Pack – not: Servicepack

Compounds consisting of an acronym, an abbreviation, or a numeral and a noun, or a combination thereof, are hyphenated according to existing conventions.

Examples:

OLE-hlutur

4.1.7 Gender

Use the following strategies to avoid the use of overtly gender-biased expressions:

Example:

Linguistic method	Example	Context
Use a Neutral noun	(+) einstaklingur, stjórnandi, hópstjóri, sérfræðingur, starfsmaður, notandi	Concept descriptions, explanations
Combine both genders by means of a slash	(+) hann/hún	Only in exceptional cases such as License Terms, sometimes in tables (headers or column/row titles, for example)

When addressing the user directly, it may be necessary to include both genders in the address:

Linguistic method	Example	Context
Welcome to the Password Reset Wizard	(+) Velkomin(n) í uppsetningarforrit skanna og myndavéla	Use parenthesis to indicate that users of both genders are addressed

4.1.8 Genitive

Genitive is one of four cases in Icelandic. As in English, genitive denotes the owner of something. Note that certain prepositions require the following noun to be in the genitive case. These prepositions are **til**, **vegna**, **sökum** and **sakir**. This can be problematic when the text contains placeholders.

Example:

US English	Icelandic	Comment
Send the e-mail to the contact	(+) Sendu tölvupóstinn til tengiliðarins	The preposition "til" ("to") forces the noun "tengiliður" to be in genetive.
Send the e-mail to %s	(+) Sendu tölvupóstinn til tengiliðarins %s (-) Sendu tölvupóstinn til %s	(Where %s is a name of a person) The placeholder will most likely contain a name in nominative, so the sentence needs to be rephrased to avoid ungrammatical construction.

4.1.9 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Icelandic colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the intended meaning of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

4.1.10 Nouns

General considerations

Nouns in Icelandic decline in four cases: nominative, accusative, dative and genitive. They vary in gender (masculine, feminine or neuter) and number (singular and plural). There are two main declension paradigms: strong and weak.

Inflection

Example:

number	case	masculine	feminine	neuter	neuter
singular	nom.	hattur	borg	glas	gler
	acc.	hatt	borg	glas	gler
	dat.	hatti	borg	glasi	gleri
	gen.	hatts	borgar	glass	glers
plural	nom.	hattar	borgir	glös	gler
	acc.	hatta	borgir	glös	gler
	dat.	höttum	borgum	glösum	gler(j)um
	gen.	hatta	borga	glas	gler(j)a

Plural formation

For general information on plural formation in Icelandic, please refer to general Icelandic language grammar references.

4.1.11 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

US xxpression	Icelandic expression
migrate to	(+) yfirlæra á
migrate from	(+) yfirlæra af
import to	(+) flytja inn í
import from	(+) flytja inn úr
export to	(+) flytja út í
export from	(+) flytja út úr
update to	(+) uppfæra á
upgrade to	(+) uppfæra af
change to	(+) breyta í
click on	(+) breyta úr
connect to	(+) tengjast við
welcome to ...	(+) velkomin(n) í ...

To-sentences are quite common in the English source text. Avoid using "Til að..." when translating, change the word order as shown below.

Example:

English	Translation
To create a new document, choose New on the File menu	(-) Til að opna nýtt skjal skaltu velja Nýtt í valmyndinni Skrá (+) Veldu Nýtt í valmyndinni Skrá ef opna á nýtt skjal

English	Translation
	(+) Nýtt skjal er opnað með því að velja Nýtt í valmyndinni Skrá
	(+) Hægt er að opna nýtt skjal með því að velja Nýtt í valmyndinni Skrá

The examples below contain frequently occurring noun phrases that are preceded by a preposition. Please use this table as a reference.

US expression	Icelandic expression
in the toolbar	(+) á tækjastíkunni
on the tab	(+) á flípanum
on the menu	(+) á valmyndinni
on the net	(+) á netinu
on the Internet	(+) á internetinu
on the Web	(+) á vefnum
on a web site	(+) á vefsíði
on a web page	(+) á vefsíðu

4.1.12 Pronouns

In general, the Icelandic translation follows the source text in its use of pronouns. Note, however, that the use of the second person pronoun in a direct address should be toned down. When providing general information to the user (as in the first example below), direct address is normally not appropriate. When asking the user to take some action, it is normally appropriate. When direct address needs to be changed, one can do so by changing word order or using passives.

Example:

en-US source	is-IS target
You are now connected to the Internet.	(+) Tengingu hefur verið komið á við internetið.
You cannot drop directories here.	(+) Ekki er hægt að sleppa skráasöfnum hér.
Game Over—You Win	(+) Leik lokið – þú vannst
Confirm your password	(+) Staðfestu aðgangsorðið

4.1.13 Punctuation

Detailed information on the use of punctuation marks in Icelandic can be found in Auglýsing um greinarmerkjasetningu.

Comma

- Do not separate an independent clause and a dependent clause with a comma.
- Comma should only separate two independent clauses if they are unrelated.
- Use common sense when applying a comma. Sometimes it can be necessary to separate elements in a sentence with a comma for clarity, although it may not be strictly correct. It may be preferable, rather than using a comma, to rephrase and/or reorder to get the meaning clearly across, or, if the sentence is long and complex, split the sentence into two independent sentences.

Example:

Incorrect	Correct	Comment
(-) Þjónustan gat ekki unnið úr skeytinu, vegna þess að snið þess var gallað.	(+) Þjónustan gat ekki unnið úr skeytinu vegna þess að snið þess var gallað.	Do not separate an independent clause and a dependent clause with a comma.
(-) Opnaðu möppuna veldu skrána og afritaðu hana.	(+) Opnaðu möppuna, veldu skrána og afritaðu hana.	Comma should separate two independent clauses if they are unrelated.

Colon

A colon is used in the same manner as in English, to introduce a description or a small list.

Example:

(+) Gerðu eftirfarandi: Hægrismelltu á skjalið, veldu skipun af valmyndinni og smelltu á í lagi.

There seems to be a tendency among Icelandic speakers to confuse a semicolon (;) and a colon (:), and use the former where the latter is appropriate. This is incorrect and these punctuation marks should not be confused.

Example:

US English	is-IS target
	(+) Eftirfarandi á við:
The following applies:	(-) Eftirfarandi á við;

Dashes and hyphens

Three different dash characters are used in English:

Hypen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Icelandic a hyphen is used to divide words between lines (word flow) and to link parts of a compound word where the first part is a word or word phrase in English.

Example:

(+) Opnaðu Word-skjalið.

Compounds consisting of an acronym, an abbreviation, or a numeral and a noun, or a combination thereof, are hyphenated according to existing conventions.

Example:

(+) OLE-hlutur

En dash

The en dash is used as a minus sign, usually with spaces before and after. The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example:

Blaðsíða 1–10.

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. In Icelandic, it can usually be omitted, although it is not incorrect to use it the same way as in the English source text.

Example:

US English	is-IS target	Comment
If you're using a laptop, don't worry—the battery won't be drained.	(+) Ef þú notar fartölву þarf tu ekki að hafa áhyggjur, rafhlaðan tæmist ekki. (+) Ef þú notar fartölvu þarf tu ekki að hafa áhyggjur—rafhlaðan tæmist ekki.	Replacing an em dash with a comma is an option, although not necessary.

Ellipses (suspension points)

In Icelandic, ellipses are used when it is deemed necessary to shorten text by omitting a part of it, often to get the core meaning more clearly across.

Example:

US English	is-IS target	Comment
Some Tablet PCs are "convertibles" ... to reveal a keyboard underneath.	(+) Sumum spjaldtölvum er hægt að breyta ... þannig að lyklaborðið undir komi í ljós.	It is also possible to use "..." in Icelandic texts.

Keep in mind the following when using ellipses/suspension points:

The rules for ellipses in English and Icelandic are quite similar, therefore it is quite safe to follow the use of ellipses of the source text.

Period

In Icelandic, periods are used at the end of sentences, in abbreviations and as a thousand separator.

Example:

(+) Opnaðu möppuna til að finna þetta atriði.

(+) 103.000,00 kr.

US English	Icelandic target	Comment
ISK 103,000.00	ISK 103.000,00	Period is used as a thousand separator, and comma is used as decimal separator, opposite what is done in English.

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks.

Quotation marks are, for example, used when referring to a software user interface element, a third party entity or a quotation.

Double quotes are the correct Icelandic typographical characters although slightly different from the English in terms of direction and location. The opening quotation mark is at the bottom „ (ANSI 0132); the closing quotation mark is at the top “ (ANSI 0147) (cp. English closing quotation mark: " (ANSI 0148)).

Example:

US English	is-IS target
Finds pages with the term "cirque du soleil."	(+) Finnur síður sem innihalda setninguna „cirque du soleil“.

Parentheses

In English, there is no space between the parentheses and the text inside them. The same applies to Icelandic.

Example: (+) Bættu við skilaboðum til þessa aðila (valfrjálst)

4.1.14 Subjunctive

In Icelandic, subjunctive is mainly used in formal speech and writing. In general, it is not appropriate for use in the context of a user interface of Microsoft software. Active voice along with imperative or indicative mood should be used, making the text easier to understand.

4.1.15 Symbols & non-breaking spaces

This style guide does not cover a comprise overview of existing symbols.

Non-breaking spaces () should only be used whenever they are present also in the US text. Otherwise it is recommended to use a blank space as non-breaking spaces can create functionality problems.

4.1.16 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Please follow general Icelandic language grammatical rules on using verbs.

Continuous operations are usually expressed in English with a gerund, which should be translated into Icelandic with the infinitive form of the corresponding verb.

US English source text	Icelandic use of verb tense
Thanks for playing.	(+) Takk fyrir að spila.

In some cases, it is more appropriate to translate the gerund with a noun or substantive form:

- when describing an action that is somewhat removed from the control of the user.
- when an infinitive form of another verb appears adjacent to the gerund, which in most cases will appear odd and thus a substantive should be used.
- when the gerund stands alone, a substantive is often the most appropriate option

Note that there is no clear-cut rule that applies, the translator should use the rules above as guidelines and choose the option that will result most fluent and natural.

Example:

English	Translation	Comment
Resume printing	(+) Halda áfram að prenta (+) Halda prentun áfram	Here both options are valid. In the first example, the adverb "áfram" comes between the two verbs, so two infinitives in the same sentence do not look odd. In the second example, the adverb appears at the end, calling for a substantive form on the latter verb. Note that the second example results in a bit more formal text, but it is acceptable as the context is quite technical.
Printing Options	(+) Valkostir prentunar	The gerund is used here clearly as a noun and does not describe an action, so the substantive "prentun" is a clear choice.
Printing	(+) Prentun	The gerund is used as a noun (the name of an action on a menu) so a substantive should be used to translate.
Pause printing	(+) Gera hlé á prentun	Although the gerund describes an action, the infinitive form of the verb phrase "gera hlé" appears just before the gerund, so another infinitive would look quite odd.

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Icelandic, using idiomatic syntax and terminology, while at the same

time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Icelandic-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

In Icelandic, application or product names are not translated, although there are exceptions. Small applications from Microsoft that are included in the release of the Windows operating system, and appear in the Accessories menu, are often translated.

Version numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Icelandic
Version 4.2	Útgáfa 4.2

Version numbers are usually also a part of version strings, but technically they are not the same.

5.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks>.

5.4 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

5.4.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Icelandic translation
Something went wrong	Eitthvað fór úrskeiðis
Not enough memory to process this command.	Ekki er nægt minni til að vinna þessa skipun.

Icelandic style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product. Please apply the following guidelines when localizing error messages.

Standard phrases in error messages

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example
Cannot ... Could not ...	Ekki tókst getur ekki	(+) Ekki er hægt að birta upplýsingar. (+) Outlook getur ekki vistað veffangið (URL) í skrá.
Failed to ... Failure of ...	Ekki tókst ...	(+) Ekki tókst að koma á tengingu við þjóninn.
Cannot find ... Could not find ... Unable to find ... Unable to locate finnst ekki	(+) Skjalið finnst ekki.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Ekki nægt minni	(+) Ekki er nægt minni til að ljúka þessari aðgerð.
... is not available ... is unavailable	... er ekki tiltækt	(+) Vefsíðan er ekki tiltæk utan nets

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

Placeholders are often problematic in Icelandic due to the inflective nature of the language. Therefore, it is even more important to find out what will replace the placeholder. This applies especially to the placeholder %s. Sometimes it is necessary to rephrase a sentence to make it grammatically correct, even if that means sacrificing fluency and simplicity.

US English	Icelandic	Comment
Are you sure you want to delete the "%s" Account?	(+) Viltu örugglega eyða reikningi sem "%s" á? (-) Viltu örugglega eyða reikningi '%s'?	(Where %s is a placeholder for a name of a person, f.x. "Guðmundur") The sentence has to be rephrased, as the name in the placeholder will appear in the nominative case (the usual action, as placeholders are used in different context, and the nominative case is most commonly used), but the context in the latter example would require a genitive case.

5.4.3 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). The same applies to Icelandic.

Key names

English Key Name	Icelandic Key Name
Alt	Alt
Backspace	Bakklykill
Break	Break
Caps Lock	Hástafalás
Ctrl	Control
Delete	Eyða
Down Arrow	Ör niður
End	End
Enter	Enter
Esc	Esc-lykill
Home	Home
Insert	Insert
Left Arrow	Ör til vinstri
Num Lock	Númeralás
Page Down	Síða niður
Page Up	Síða upp
Pause	Pause
Right Arrow	Ör til hægri
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Bilslá

English Key Name	Icelandic Key Name
Tab	Dálkalykill
Up Arrow	Ör upp
Windows key	Windows-lykill
Print Screen	Print Screen
Menu Key	Valmyndalykill

5.4.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

Examples:

New

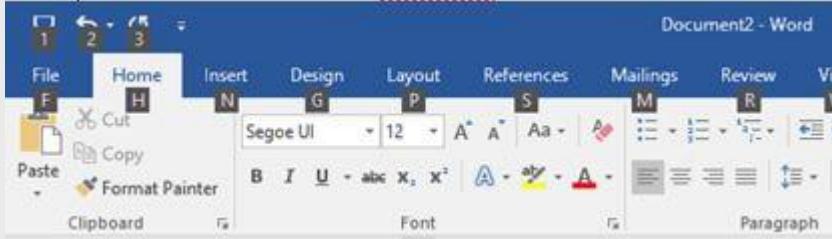
Cancel

Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	
Extended characters can be used as keyboard shortcuts	yes	should be avoided
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcuts	yes	

A number, appearing between brackets after item name, can be used as a keyboard shortcut	yes	
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	yes	do not use "upper case" signs, such as : (Shift+.)
Duplicate keyboard shortcuts are allowed when no other character is available	yes	
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes	

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the `` character.</p> <p>Example: In UI localization Home`H</p> 
shortcut key	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.</p> <p>Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p>

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.4.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

US Command	US English Shortcut Key	Icelandic Command	Icelandic Shortcut key
General Windows Shortcut keys			
Help window	F1	Help window	F1
Context-sensitive Help	Shift+F1	Context-sensitive Help	Shift+F1
Display pop-up menu	Shift+F10	Display pop-up menu	Shift+F10
Cancel	Esc	Cancel	Esc
Activate\Deactivate menu bar mode	F10	Activate\Deactivate menu bar mode	F10
Switch to the next primary application	Alt+Tab	Switch to the next primary application	Alt+Tab
Display next window	Alt+Esc	Display next window	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Display pop-up menu for the window	Alt+Spacebar

Display pop-up menu for the active child window	Alt+-	Display pop-up menu for the active child window	Alt+-
Display property sheet for current selection	Alt+Enter	Display property sheet for current selection	Alt+Enter
Close active application window	Alt+F4	Close active application window	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Switch to next window within (modeless-compliant) application	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Capture active window image to the Clipboard	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Capture desktop image to the Clipboard	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Access Start button in taskbar	Ctrl+Esc
Display next child window	Ctrl+F6	Display next child window	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Display next tabbed pane	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Launch Task Manager and system initialization	Ctrl+Shift+Esc

File Menu

File New	Ctrl+N	File New	Ctrl+N
File Open	Ctrl+O	File Open	Ctrl+O
File Close	Ctrl+F4	File Close	Ctrl+F4
File Save	Ctrl+S	File Save	Ctrl+S
File Save as	F12	File Save as	F12
File Print Preview	Ctrl+F2	File Print Preview	Ctrl+F2

File Print	Ctrl+P	File Print	Ctrl+P
File Exit	Alt+F4	File Exit	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Edit Undo	Ctrl+Z
Edit Repeat	Ctrl+Y	Edit Repeat	Ctrl+Y
Edit Cut	Ctrl+X	Edit Cut	Ctrl+X
Edit Copy	Ctrl+C	Edit Copy	Ctrl+C
Edit Paste	Ctrl+V	Edit Paste	Ctrl+V
Edit Delete	Ctrl+Backspace	Edit Delete	Ctrl+Backspace
Edit Select All	Ctrl+A	Edit Select All	Ctrl+A
Edit Find	Ctrl+F	Edit Find	Ctrl+F
Edit Replace	Ctrl+H	Edit Replace	Ctrl+H
Edit Go To	Ctrl+G	Edit Go To	Ctrl+G
Help Menu			
Help	F1	Help	F1
Font Format			
Italic	Ctrl+I	Italic	Ctrl+I
Bold	Ctrl+B	Bold	Ctrl+B
Underlined\Word underline	Ctrl+U	Underlined\Word underline	Ctrl+U
Large caps	Ctrl+Shift+A	Large caps	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Small caps	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Centered	Ctrl+E

Left aligned	Ctrl+L	Left aligned	Ctrl+L
Right aligned	Ctrl+R	Right aligned	Ctrl+R
Justified	Ctrl+J	Justified	Ctrl+J

5.5 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.5.1 English pronunciation

General Rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way.

Acronyms and Abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics	Comment
RADIUS	<radíus>	
RAS	<ras>	
ISA	<isa>	
LAN	<lan>	

WAN	<van>	
WAP	<vap>	
MAPI	<mapi>	
POP	<pop>	
URL	<url>	
Skype	<skai ^h p> 	Product names are almost always pronounced the way they are pronounced in the source language, as far as the Icelandic phonetic system will allow.

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	<iséemmpé>
IP	<ipé>
TCP/IP	<tésépé/ipé>
XML	<exemmell>
HTML	<hátéemmell>
OWA	<otvöfaltvaffa>
SQL	<esskúell>

URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as tvöfalt vaff, tvöfalt vaff, tvöfalt vaff.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Icelandic way, as punktur.

Example	Phonetics
http://www.microsoft.com/	<tvöfalt vaff, tvöfalt vaff, tvöfalt vaff, mækrósoft punktur kom>

Punctuation Marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

Special Characters

Pronounce special characters such as / \ ^ < > + - using the Icelandic translations approved in the Language Portal.

5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

5.5.3 Video voice checklist

Topic and script

- Apply the following Microsoft voice principles:
 - Single intent
 - Clarity
 - Everyday language
 - Friendliness
 - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT...
- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary