

FreeIndieL10N’s Localization style guide

# 1. General information

* + **A few words about the developer:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **A few words about the game:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Genre:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Platforms:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Is the game published:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Is the game localized to other languages:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 2. Target audience

* **Suggested age:** allows to adapt terminology and tone of voice in translation
* **Linguistic style/tone of voice:** formal/informal language; any special requirements concerning e.g. dialects, colloquial expressions

# 3. Language requirements

* **Localize numbers/dates/etc.:** number format (especially big numbers and decimal numbers) in other languages might be very different; the same applies to dates
* **Localize/recalculate units of measure:** recalculating pounds, inches and feet might be very useful when translating to Continental Europe languages
* **Punctuation:** English required? or target language punctuation marks allowed? Especially dashes and quotes
* **Non-translatable elements:** proper names, URLs, brands, websites, products, etc. are examples of elements that usually are not translated
* **Translate character/geographical/other proper names:** Yes/No/Partially?
* **Usage of approved terminology:** e.g. controller button names
* **Character limits:** each string? Some? Which ones? Why?

# 4. Developer’s support

* **Glossary of terms:** do you have a monolingual glossary of key terms in your game? It is useful e.g. to list character names with gender (for inflected languages). Perhaps you have multilingual glossaries from previous localizations to other languages? It is worth attaching them, as translators might know many languages and the glossary would be very useful
* **Steam key/license/etc.:** context is king. Seeing strings in the context of the game saves a lot of time, problems and irritation
* **Cheats/codes:** translator needs to play the game and quickly see more than just several initial minutes of the gameplay; in certain situations – be able to skip to endgame or any location to find that bloody string in context
* **Screenshots:**
* **Communication during localization:** e-mail, Discord channel, other
* **Localization coordinator:** person who answers translation-related questions and manages localization

# 5. Format, wordcount, deadline

* **Input file format:** XLS, json, xml, other
* **Output file format:**
* **Approximate word count:**
* **Suggested deadline:**