Microsoft

Danish Localization Style Guide

Table of Contents

1 Welcome 4
1.1 Reference material 4
2 Microsoft voice 5
2.1 Choices that reflect Microsoft voice 6
2.1.1 Flexibility 6
2.1.2 Words and phrases to avoid 6
2.1.3 Word choice 8
2.1.4 Word-for-word translation 9
2.2 Sample Microsoft voice text 9
2.2.1 Focusing on the user action 9
2.2.2 Explanatory text and providing support 10
2.2.3 Promoting a feature 11
2.2.4 Providing how-to guidelines 12
3 Inclusive language 12
3.1 Avoid gender bias 13
3.2 Accessibility 15
4 Language-specific standards 16
4.1 Grammar, syntax, and orthographic standards 16
4.1.1 Abbreviations 16
4.1.2 Acronyms 18
4.1.3 Adjectives 19
4.1.4 Adverbs 20
4.1.5 Articles 22
4.1.6 Capitalization 24
4.1.7 Compounds 24
4.1.8 Conjunctions 26
4.1.9 Gender 26
4.1.10 Genitive 27
4.1.11 Localizing colloquialism, idioms, and metaphors 29
4.1.12 Modifiers 30
4.1.13 Nouns 30
4.1.14 Numbers 33

4.1.15 Prepositions 34
4.1.16 Pronouns 37
4.1.17 Punctuation 38
4.1.18 Sentence fragments 49
4.1.19 Split infinitive 50
4.1.20 Subjunctive 50
4.1.21 Symbols and nonbreaking spaces 50
4.1.22 Verbs 51
5 Localization considerations 52
5.1 Accessibility 53
5.2 Applications, products, and features 53
5.3 Copilot predefined prompts 54
5.4 Trademarks 56
5.5 Unlocalized help and reference material 56
5.6 Software considerations 56
5.6.1 Error messages 56
5.6.2 Keys 60
5.6.3 Keyboard shortcuts 62
5.6.4 Arrow keys 64
5.6.5 Numeric keypad 64
5.6.6 Shortcut keys 65
5.7 Voice video considerations 68
5.7.1 Video voice checklist 68
5.7.2 Tone 69
5.7.3 English pronunciation 69

1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Danish. This guide will help you understand how to localize Danish 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 Danish.

1.1 Reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Retskrivningsordbogen, 4. udgave, Dansk Sprognævn, 2012 or online, https://dsn.dk/ordboeger/retskrivningsordbogen/
2. Politikens Nudansk ordbog, Politikens Forlag, 2010 or online, https://www.ordbogen.com/da/mobile/
3. Håndbog i nudansk, 6. udgave, Politikens Forlag, 2013.
4. Pas på sproget, Søren Brandt, Amanda, 1996
5. Rigtigt dansk, Erik Hansen, Hans Reitzels Forlag, 1993
6. EU's terminology database, iate, https://iate.europa.eu/search/standard

For more information and answers to questions about linguistic issues, see the Dansk Sprognævn website at www.dsn.dk as well as the website www.sproget.dk, which is edited by Dansk Sprognævn and Det Danske Sprog- og Litteraturselskab.

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

2.1 Choices that reflect Microsoft voice

Translating Danish in a way that reflects the 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. However, being friendly doesn't mean using overly colloquial language; always maintain a professional tone. Use contemporary, up-to-date terminology and phrasing, close to what people actually say in everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally may produce target text that isn't relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

2.1.1 Flexibility

It’s important for translators to modify or rewrite translated strings so that the strings sound appropriate and sound natural to Danish customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite them just like you're writing the contents yourself. Sometimes, you need to remove unnecessary content.

2.1.2 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone.

To evoke the Microsoft voice for Danish-speaking customers, avoid formal or archaic words and expressions that make the text sound unfriendly and might even be incomprehensible to the target audience.

Here are some examples of word choices that are consistent with the Microsoft voice:

en-US source	Danish word to avoid	Danish word/phrase
Have an opportunity	Have mulighed for	Kan
Refer to	Henvise til	Se
How	Hvorledes	Hvordan
In which/which ... in	Hvori	Hvor
Whether	Hvorvidt	Om
However	Imidlertid	Men
Locate	Lokalisere	Finde
Achieve	Opnå	Få
All	Samtlige	Alle
So/to the effect that	Således at	Så
As well as	Såvel som	Og
Our	Vort/vore	Vores
Additional	Yderligere	Flere
In addition	Ydermere	Også

Writing in the Microsoft voice in Danish means using brief phrases with simple syntax. Avoid any wording that makes the syntax unnecessarily complicated, formal, or wordy. Try to ensure that the resulting phrase is brief, yet complete and accurate, and without grammatical or syntactical errors.

Use the present tense.

In general, use the active voice, which emphasizes the person or thing doing the action. It's more direct and personal than the passive voice, which can be confusing or sound formal. It's OK to use the passive voice in these situations:

- To avoid a wordy or awkward construction

- When the action rather than the doer is the focus of the sentence
- When the subject is unknown
- In error messages, when the user is the subject and might feel like they're being blamed for the error if the active voice is used

2.1.3 Word choice

Terminology

Use approved terminology from Microsoft language resources, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Writing US English text in the Microsoft voice means choosing 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's important to use the everyday words that customers are accustomed to.

Examples of how the Microsoft voice can be conveyed in Danish, through the use of shortened and everyday words, are provided here.

en-US source term	Danish word	Danish word usage
app	app	Brug *app* i stedet for *applikation* eller *program, når der står "app" i kildeteksten.*
get/achieve	få	Brug så vidt muligt *få* i stedet for *opnå* eller *komme i besiddelse af.*
PC	pc	Brug *pc* i stedet for *personlig computer.*
You	du	Tiltal brugeren med *du* i stedet for *De*, *Dem* osv.
We	vi	Brug *vi*, når du taler direkte til brugeren for at skabe en tæt relation.
i.e.	dvs.	Brug de meget velkendte forkortelser, f.eks. *dvs.*og, *bl.a.*, i stedet for den lange form, "det vil sige" og "blandt andet", hvis forkortelser er tilladt for det pågældende produkt.

info	info	Normalt skriver vi "oplysninger" på dansk, men hvis pladsen er begrænset, eller hvis det i øvrigt virker naturligt i konteksten, er det i orden at bruge "info".

2.1.4 Word-for-word translation

To achieve a fluent translation, avoid word-for-word translation. If text is translated literally without an overall understanding of the paragraph or page, the tone will sound stiff and unnatural. The translated text may even sound ridiculous and result in lost customers. The text may be split into different sentences if that helps to simplify the translated text. You can omit descriptors to make the text snappier.

English text	Correct Danish translation	Incorrect Danish translation
Skype allows you to watch your friends while you chat	Med Skype kan du se dine venner, mens I chatter	Skype tillader dig at betragte dine venner, mens du chatter
You must fill in the form before you start	Du skal udfylde formularen, før du starter	Du må fylde formularen ud, før du starter
Click Start to open the application	Klik på start for at åbne programmet	Klik Start for at åbne applikationen
Learn more	Læs mere	Lær mere

2.2 Sample Microsoft voice text

The following sections have examples of source and target phrases that illustrate the intent of the Microsoft voice.

2.2.1 Focusing on the user action

US English	Danish target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Adgangskoden er forkert, så prøv igen. Der skelnes mellem store og små bogstaver i adgangskoder.	The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.

This product key didn't work. Check it and try again.	Produktnøglen virker ikke. Kontrollér produktnøglen, og prøv igen.	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Så er vi klar til at gå i gang	A casual and short message informs the user that setup has completed and the system is ready to be used.
Would you like to continue?	Vil du fortsætte?	The second-person pronoun "you" is used 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 high contrast off in PC settings.	Giv din pc et navn – du kan frit vælge et navn. Hvis du vil ændre baggrundsfarven, skal du slå stor kontrast fra i Pc-indstillinger.	Address the user directly, using the second-person pronoun, to help the user take the necessary action.

2.2.2 Explanatory text and providing support

US English	Danish target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Opdateringerne er installeret, men Windows 10 installationen skal genstartes, før opdateringerne virker. Når computeren er genstartet, fortsætter vi fra det sted, vi var nået til.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" gives the text a personal, human tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Hvis du genstarter nu, risikerer du og alle andre, der bruger denne pc, at miste arbejde, der ikke er gemt.	The 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.	Dette dokument flyttes automatisk til det rette bibliotek og den rette mappe, når du har rettet ugyldige eller manglende egenskaber.	The text is informative and clearly and directly tells the user what action will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Et eller andet gik galt! Vi kan ikke finde hentede filer til at oprette et USB-flashdrev, der kan startes fra.	Short, simple sentences tell the user what happened.

2.2.3 Promoting a feature

US English	Danish 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.	Billedadgangskoder er en ny måde, du kan beskytte din touchskærm-pc på. Du vælger billedet – og de bevægelser, du vil bruge sammen med det – for at oprette en adgangskode, der er helt din egen.	**Promoting a specific feature** To promote the picture password feature, the text lists the requirements needed to enable the feature. The parenthetical statement clarifies and emphasizes the requirements.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Lad apps give dig personligt tilpasset indhold, der er baseret på din pc's placering, navn, kontobillede og andre domæneoplysninger.	**Promoting the use of apps** Depending on the context, everyday words, such as *PC,* can help make the text sound familiar and friendly.

2.2.4 Providing how-to guidelines

US English	Danish target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Klik på Annuller for at vende tilbage og gemme arbejdet, og afslut det, du har brug for.	The second-person pronoun and short, clear direction help the user understand what to do next.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Bekræft din aktuelle billedadgangskode ved at se genafspilningen og spore de bevægelseseksempler, der vises på billedet.	The tone 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.	Det er nu tid til at angive produktnøglen. Når du opretter forbindelse til internettet, aktiverer vi Windows for dig.	The second-person pronoun and direct, natural language clearly tell the user about the product key.

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.

Use this	Not this	Use this	Not this
English examples		**Danish examples**	
primary/subordinate	master/slave	primær/sekundær	master/slave
expert	guru	ekspert	guru
colleagues; everyone; all	guys; ladies and gentlemen	kolleger, alle sammen	Gutter, mine damer og herrer
parent	mother or father	forælder	mor/far

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

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

Use this	Not this
dirigent, moderator, mødeleder, forperson	formand
betjene	bemande
arbejdskraft, ansatte, personale	mandskab
kabinepersonale	stewardesse, steward
skuespiller	skuespillerinde

When presenting generalization, use plural noun forms (for example, *personer*, *individer*, *studerende*, etc.).

Don't use gendered pronouns (*hun, hende, han, ham, etc*.) in generic references. Instead:

- Rewrite to use the second or third person (*du* or *man/vedkommende/den pågældende*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, *dokumentet* instead of *hans dokument*).
- Refer to a person's role (*læser, ansat, kunde,* for example).
- Use *person* or *individ*.

Use this	Not this	Use this	Not this
English examples		**Danish examples**	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Hvis brugeren har de nødvendige rettigheder, kan vedkommende indstille andre brugeres adgangskoder	Hvis brugeren har de nødvendige rettigheder, kan han indstille andre brugeres adgangskoder
Developers need access to servers in their development environments, but	A developer needs access to servers in his development environment, but	En udvikler har brug for adgang til servere i sit udviklingsmiljø, men vedkommende	En udvikler har brug for adgang til servere i sit udviklingsmiljø, men han behøver ikke

they don't need access to the servers in Azure.	he doesn't need access to the servers in Azure.	behøver ikke adgang til serverne i Azure	adgang til serverne i Azure
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.	For at foretage et opkald skal du vælge vedkommendes navn, vælge Foretag et opkald og derefter vælge det telefonnummer, du vil ringe til.	For at foretage et opkald skal du vælge vedkommendes navn, vælge Foretag et opkald og derefter vælge hans telefonnummer.

In Danish, if you can't write around the problem, please use *vedkommende/den pågældende* in generic references to a single person. Don't use constructions like *han/hun*, and don't use plural pronouns to refer to a single generic person (e.g., wrong use: *Brugeren kan gøre, hvad de vil. Instead use: Brugeren kan gøre, hvad vedkommende vil./Brugerne kan gøre, hvad de vil.)

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

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

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 *at være ramt af*or *at lide af*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Danish examples**	
person with a disability	handicapped	person med et handicap	handicappet
person without a disability	normal person; healthy person	person uden et handicap	normal person, sund person

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.

Use this	Not this	Use this	Not this
English examples		**Danish examples**	
Select	Click	Vælg	Klik

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 *og, plus,* and *cirka.* 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 Danish.

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

Abbreviations should be used as little as possible in running text because frequent abbreviations can decrease the readability of the text. For some products, abbreviations aren't allowed at all. Sometimes, however, it's necessary to use abbreviations due to space constraints, and in this case only authorized abbreviations in accordance with Nudansk Ordbog, Håndbog i Nudansk, or Retskrivningsordbogen should be used. Avoid unauthorized abbreviations because these will probably not be understood by the reader.

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

- Articles and prepositions can be left out—for example, Save document as -> Gem som.
- Words can be abbreviated either by inserting an ellipsis (...) or by adding a period.

When an abbreviation that ends with a period is the last word in a sentence, the period in the abbreviation also serves as the period for the entire sentence.

Here's a partial list of some common abbreviations:

Expression	Acceptable abbreviation
blandt andet	bl.a.
det vil sige	dvs.
eventuelt	evt.
for eksempel	f.eks.
fortsat, fortsættes	forts.
henholdsvis	hhv.
jævnfør	jf.
klokken	kl.
kroner	kr.
med flere	mfl.
med hensyn til	mht.
med mere	m.m.
med videre	m.v.
nummer	nr.
observation	obs.
og lignende	o.l.
og så videre	osv.
på grund af	pga.
per	pr.

styk ved hjælp af vedrørende	stk. vha. vedr.

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), and HTML (Hypertext Markup Language). Most acronyms are nontranslatable.

A number of acronyms can be written in either uppercase or lowercase in Danish. With a few exceptions, the lowercase is preferred.

Example:

(+) USB
(+) tv
(+) sms
(+) mms
(+) it
(+) pc
(+) OLE
(+) RAM
(+) WYSIWYG

Localized acronyms

If an official Danish translation exists for an acronym in the English source text, use the Danish term, and then add the spelled-out English term and acronym in parenthesis.

Example:

en-US source	Danish target
Both applications must support object linking and embedding (OLE).	Begge programmer skal understøtte objektsammenkædning og -integrering (Object Linking and Embedding – OLE).

Use Nudansk Ordbog and Retskrivningsordbogen for reference.

Unlocalized acronyms

If an acronym remains in English, on the first reference to the acronym, you can add the spelled-out term in parentheses after the acronym if you feel an explanation is needed. After that, you can use just the acronym.

Example:

en-US source	Danish target
Both applications must support object linking and embedding (OLE).	Begge programmer skal understøtte OLE (Object Linking and Embedding).

Note that the description in parentheses should be in English unless a translation gives the same acronym:

Example:

en-US source	Danish target
PIF (Program Information File)	PIF (programinformationsfil)
RAM (Random Access Memory)	RAM (Random Access Memory)

4.1.3 Adjectives

In Danish, adjectives should be handled in the following manner.

- Adjectives are words that describe or characterize nouns or similar phrases.
- Adjectives are declined according to gender and number.

Examples:

en-US source	Danish target
a new version	en ny version

a user-friendly reply	et brugervenligt svar

- Adjectives can be compared.

Examples:

Positive (1 degree)	Comparative (2 degree)	Superlative (3 degree)
fin	fin*ere*	fin*est*
fregnet	*mere* fregnet	*mest* fregnet
god	bedre	bedst
mange	flere	flest

Possessive adjectives

Possessive adjectives are common in the English language. In Danish, however, possessive adjectives are often omitted and replaced by some other form of the noun or noun phrase that follows it. A possessive is used only when you're emphasizing the possession of the noun or noun phrase. In writing for the web, however, possessive adjectives are more common.

4.1.4 Adverbs

Adverbs are words that change or qualify the meaning of a verb, an adjective, other adverbs, a clause, a sentence, or any other word or phrase, with the exception that adjectives and determiners modify nouns.

Adverbs typically answer questions such as how? In what way? When? Where? And to what extent? This function is called the adverbial function and is often realized not just by single words (that is, adverbs) but also by adverbial phrases and adverbial clauses.

In Danish, adverbs may be categorized based on their adverbial function:

- Place (Stedsadverbium), for example, her, deroppe, herhen, udenfor
- Time (Tidsadverbium), for example, dengang, snart, bagefter
- Reason (Årsagsadverbium), for example, nemlig, ellers, altså
- Question (Spørgeadverbium), for example, hvor, hvornår, hvorfor

- Manner (Mådesadverbium), for example, måske, gerne, desværre

In Danish, adverbs aren't inflected based on their function.

Some adverbs resemble prepositions. However, usually these adverbs are written as a single word, whereas the prepositions are written as two words because they take a complement. As part of the Danish Language Reform in 2012, it's now optional to write these terms in one or two words if they take a complement.

Important: Microsoft has decided to uphold the spelling of adverbs in *one* word and prepositions followed by a complement in *two* words in order for the users to distinguish between the two and to ensure consistency in our written material.

Examples:
(+) Du skal vælge filen på listen ovenover.
(+) Husk at markere billedet overfor.

Examples:
(+) Du skal vælge filen på listen oven over diagrammet.
(+) Husk at markere billedet over for tabellen.

Below you will find a list of adverbs and prepositions that are covered by this guideline:

Preposition (followed by complement)	Adverb
bag efter	bagefter
bag i	bagi
bag om	bagom
bag på	bagpå
inden for	indenfor
inden i	indeni
inden om	indenom
inden under	indenunder
neden for	nedenfor

neden om	nedenom
neden under	nedenunder
oven for	ovenfor
oven i	oveni
oven om	ovenom
oven over	ovenover
oven på	ovenpå
over for	overfor
uden for	udenfor
uden om	udenom
uden over	udenover
uden på	udenpå
ud over	udover

4.1.5 Articles

In Danish, the article shows the gender, number, and case of a noun. In addition, it can be definite or indefinite. In Danish, the indefinite articles are singular—that is, *en* and *et*. There is no indefinite plural article. The definite form of a noun is created by adding *-en* or *-et* to the noun in singular or *-ne* or *-s* in plural. Alternatively, the demonstrative pronouns *den, det,* or *de* can be used in front of a noun to create the definite form.

Example:

(+) et dokument (indefinite) -> dokumentet (definite) / det dokument (definite)

Unlocalized feature names

Microsoft product names and feature names that aren't translated are used without definite or indefinite articles in English. We treat them in this way in Danish as well.

Example:

en-US source	Danish target
Microsoft Teams	Microsoft Teams

Localized feature names

Translated feature names are used without definite or indefinite articles in Danish. This means that product names and non-translated feature names can't be conjugated.

Example:

en-US source	Danish target
Microsoft Online Services Identity Federation Management Tool	**Værktøj** til styring af identitetssamling i Microsoft Online Services

Articles for items borrowed from English

To choose the appropriate article for an English loanword that has been used in Microsoft products before, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Danish language? In Danish, there are many English loan words, and these are generally spelled and pronounced as they are in English. Terms borrowed from English can follow Danish conjugation—for example, *-en, -et,* or nothing is added in the singular definite form, and *-e* or *-er* is added in plural. However, the English plural formed by adding *-s* is also an option. The plural form *-s* is preferred because this form is used commonly in daily speech. As far as gender is concerned, most loan words are the same gender as their Danish translation.
- Analogy: Is there an equivalent Danish 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.

Always consult Microsoft Terminology - Globalization | Microsoft Learn to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	Danish target
a job	et job, jobbet, flere job/jobs
a test	en test (in Danish '*en prøve*')

4.1.6 Capitalization

In Danish, everything except proper nouns are written in lowercase.

Generally, uppercase is used in the following contexts:

- First word in the beginning of a sentence, a heading, or other text string
- After a period at the end of a sentence
- After an exclamation point
- After a question mark
- After a colon if it's followed by a complete sentence
- First word and any meaningful words in proper nouns, for example, Gorm den Gamle, Det Kongelige Teater
- Some personal pronouns, that is, I, De, Dem, Deres (the formal You)
- Some titles and modes of address, for example, Hendes Majestæt
- Acronyms

4.1.7 Compounds

Generally, compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that compounds that are hard to understand diminish usability.

It's common in English to form terms by placing words in a sequence. Unlike English, in Danish, we form compound nouns either by writing the terms in one word or by adding a hyphen—for example, *filserver* (file server) and *stemmegenkendelsesprogram* (voice recognition application). Sometimes you need to rephrase the text to accurately reflect the relationships between the terms. Simple compounds that include an English term that has become integrated into the Danish language may be written as one word or with a hyphen—for example, *harddisk, webkonvertering, onlineressourcer, batch-omdøbning*.

Always check the correct, approved spelling in Retskrivningsordbogen.

Technical content in English often uses noun phrases. These phrases are generally translated as relative or prepositional clauses in order to avoid awkward constructions.

Example:

en-US source	Danish target
Full-time 4-wheel drive turbo-charged cars	Turbo-biler, der har konstant 4-hjulstræk
Microsoft Online Services Identity Federation Management Tool	Værktøj til styring af identitetssamling i Microsoft Online Services
Skype Software Installation Information	Oplysninger om installation af Skype-programmet

The following expressions are written as one word:
herudover
ifølge
især
medmindre
selvom
tilovers
tilsammen
tværtimod
vistnok

The following expressions are written in two or more words:
af sted
alt sammen
for længst
for øvrigt
frem for
hen ad
hvad enten
i alt
i dag
i gang
i går
i hvert fald
inden for (når det styrer noget)

i stykker
i øvrigt
på ny
stort set
så længe
så snart
til sidst
til stede (være til stede)

4.1.8 Conjunctions

Writing in the Microsoft voice in Danish uses conjunctions to make the text sound friendly and conversational.

en-US source text	Danish old use of conjunctions	Danish new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	Efterhånden som der tilføjes flere funktioner, er der risiko for, at indholdet ikke vises korrekt.	Men pga. disse funktioner vises indholdet muligvis ikke korrekt.
However, these icons don't exist anymore.	Disse ikoner eksisterer imidlertid ikke længere.	Men disse ikoner er der ikke længere.
And now you are done.	Således blev det afsluttet.	Og så er du færdig.

4.1.9 Gender

In Danish grammar, there are only two genders: common and neuter. Nouns of common gender take the indefinite article *en* whereas nouns of neuter gender take the indefinite article *et*. Some nouns can take both articles, but then the meaning of the terms is almost always different. Only very few nouns take both genders and have the same meaning.

Example:

Gender	en-US source	Danish target
Common gender	a dog	en hund
Neuter gender	a house	et hus
Both genders (different meaning)	A bucket A span	En spand Example: *Manden hentede en spand med vand* (a container) Et spand Example: *Vognen blev trukket af et spand heste* (a group or an amount)
Both genders (same meaning)	A parameter	En parameter Example: *Eleven skulle definere den ekstra parameter i ligningen*. Et parameter Example: *Eleven skulle definere det ekstra parameter i ligningen*.

Note: For information regarding gender neutrality on Microsoft products, see Avoid gender bias.

4.1.10 Genitive

Convention 1

In Danish, attaching a genitive *-s* to trademarked product names isn't allowed. It's considered a modification of such names.

Example:

en-US source	Danish target
The error messages in Outlook® are displayed in separate windows.	Outlook®s fejlmeddelelser vises i separate vinduer. (**Incorrect**)
The error messages in Outlook® are displayed in separate windows.	Fejlmeddelelserne i Outlook® vises i separate vinduer. (**Correct**)

Convention 2

In Danish, the genitive form is usually created by adding *-s* directly to the word, without an apostrophe. This goes for both common nouns and proper nouns.

Example:

en-US source	Danish target
The man's hat	Mandens hat
Harry's book	Harrys bog

Convention 3

However, the genitive of words that end with *-s*, *-x,* or *-z* are formed by adding only the apostrophe.

Example:

en-US source	Danish target
James' hat	James' hat
Alex' bike	Alex' cykel
Switzerland's embassy	Schweiz' ambassade

Convention 4

The genitive form of abbreviations and acronyms is usually created by adding an apostrophe and *-s*.

Example:

en-US source	Danish target
USA's population	USA's befolkning
TV's new look	tv's nye look

Convention 5

Generally, the apostrophe isn't used if the abbreviation ends with a period.

Example:

en-US source	Danish target
Cph. Airport	Kbh.s lufthavn

Convention 6

The genitive form of a compound subject is created by adding *-s* to the last part of the group.

Example:

en-US source	Danish target
Sam's and Peter's documents	Sam og Peters dokumenter

4.1.11 Localizing colloquialism, idioms, and metaphors

The Microsoft voice in Danish 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.

- Don't attempt to replace the source colloquialism with a Danish colloquialism that means the same thing unless the Danish colloquialism 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 colloquialism), 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.

en-US source	Danish target
Sorry, this service is temporarily unavailable. Please try again later.	Beklager, men denne tjeneste er utilgængelig. Prøv igen senere.

4.1.12 Modifiers

In grammar, a modifier (an adverb or adjective) is an optional element in a phrase or clause. If the modifier is removed, the sentence is still grammatically correct. Modifiers can be a word, a phrase, or an entire clause. Semantically, modifiers describe and further define another element. Modifiers can be either premodifiers or postmodifiers.

In localized Danish text, you sometimes need to rewrite phrases that have modifiers as relative clauses in order to avoid a formal tone.

Example:

en-US source	Danish target
The teacher opened the recently saved file	Læreren åbnede den fil, der blev gemt for nylig

4.1.13 Nouns

Nouns are words for living creatures, things, and ideas. A proper noun is the name of a specific living creature or thing.
Most nouns can have a singular and plural form.

Example:

en-US source	Danish target
a file	en fil
two files	to filer

Inflection

A noun can also be in either the indefinite or definite form. Note that if the noun is modified by an adjective, the definite form is expressed by adding the definite article in front of the conjugated adjective.

Example:

en-US source	Danish target
The new document	Det nye dokument
The saved files	De gemte filer

Note:

The ending *-ium* is preferred in nouns with the optional ending *-ium* or *-ie,* except for the terms listed below:

medie -> not medium
stadie -> not stadium
studie -> not studium

In Danish, nouns are inflected according to gender—that is, common or neuter. The indefinite article *en* is the common article and *et* is the neuter one.

Example:
en fil -> filen
et dokument -> dokumentet

Note that the inflection of loanwords ending in a *c* or in a silent consonant is no longer preceded by an apostrophe.

Examples:
en succes -> succesen (NOT succes'en)
en euro -> euroen (NOT euro’en)

Plural formation

Most nouns have a plural form. Usually, the plural form is created by adding -e or -er to the noun. However, adding -s, which is how plurals are formed in English, is also an option in connection with loan words. The plural form -s is preferred because this form is common in everyday use.

Example:

en-US source	Danish target
houses	huse
tests	prøver
jobs	jobs

A large number of nouns don't follow this rule:

Example:

en-US source	Danish target
children	børn
men	mænd

Some nouns have only the plural form:

Example:

en-US source	Danish target
trousers	bukser
money	penge
fun	løjer

However, nouns that represent uncountable things don't have a plural form.

Examples:
sand, kaffe, vand, tøj, mel, sukker

These nouns are found only in the definite form.

Examples:
sandet, kaffen, vandet, tøjet, melet, sukkeret

An attempted indefinite form is created by using the determiner *noget instead of en or et in front of the noun*.

Examples:
noget sand, noget kaffe, noget vand

4.1.14 Numbers

This topic includes guidelines when to use numerals (the symbols that represent a number, such as *1, 2, 3,* and *234*) and when to spell out numbers (such as *one, two, three,* and *two hundred thirty-four*).

Cardinal numbers

Cardinal numbers are written in numerals when referring to chapters, sections, diagrams, and pages.

Examples: kapitel 9, afsnit 3, figur 1

Whenever numbers are used in the user interface, they must appear the same way in the documentation.

Examples: dokument 2, regel 8, kolonne 30

In running text, the numbers 0 to 10 are spelled out in order to improve readability. An exception is when phrases that consist of numbers between 0 and 10 appear alongside numbers higher than 10.

Overview:

- Numbers between 0 and 10: spelled out

- Numbers higher than 10: numerals
- When figures that should be spelled out appear with figures that should be shown in numerals appear together: numbers

Examples:

De fire dokumenter, du sidst har arbejdet med, vises længst nede i menuen Filer. Antallet af poster kan variere mellem 2 og 99.

In general, numbers in mathematical expressions, measurement units, and similar text appear as numerals and aren't spelled out.

Ordinal numbers

Ordinal numbers between 0 and 10 are generally spelled out. However, they can also be written in numerals, followed by a period—for example, in dates. Ordinal numbers written in numerals follow the pattern cardinal number + period (.)—for example, 22., 34., 77.

Examples:

Som det fjerde eksempel tydeligt viser...
Bogstavet A er det 65. tegn i ASCII-tabellen.

4.1.15 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

Preposition use is another consideration when trying to achieve a casual and conversational tone. In the Microsoft voice, starting or ending a sentence with a preposition is acceptable.

Careful use of prepositions can be used to convey the Microsoft voice in Danish, as well.

Source text expression	Danish old expression	Danish new expression
Tell me where the email should be sent to.	Fortæl mig, hvortil mailen skal sendes.	Fortæl mig, hvor mailen skal sendes til.
The program in which the file is opened.	Programmet, hvori filen åbnes.	Det program, filen åbnes i.

The tab on which the option is found.	Fanen, hvorunder indstillingen findes.	Den fane, indstillingen findes under.

Preposition use should be consistent from one translator to another and from one product to another. The list below will help you use prepositions consistently.

Prepositions used in standard phrases:

Verb	Prepositional prase
fjerne	en markering i afkrydsningsfeltet "Xxx"
gemme	i et bibliotek i en mappe i X-format på en dvd/et USB-flashdrev på en harddisk i en fil
installere	på en harddisk på en computer på systemet under Windows
klikke	i et vindue i et felt med musen med museknappen med højre museknap (eller "højreklikke", hvis det engelske ord er "right click") med museknappen på noget med højre museknap på noget på en commando på et bånd på fanen X på værktøjslinjen på menulinjen på linealen på rullepanelet på et objekt

	på et ikon på OK (ikke "klikke OK")
pege	på et menupunkt
skrive	til en fil til en port
slette	fra/på en liste
trykke	på en tast på Enter (ikke "tryk Enter")
vise	under fanen i menuen på listen
vælge	på en liste

Note that we write *føje til* instead of *tilføje til*.

The preposition *for* is often translated incorrectly. This preposition can be translated as both *for* and *til,* but in order to avoid Anglicisms, many people use *til* regardless of the context. Generally, *til* describes a capacity of the object, whereas *for* describes a circumstance of the action.

Example:

Set options for the printer -> Du skal angive indstillinger for printeren

According to Danish orthography, some words can be either a preposition or an adverb, depending on the context. In the past, the difference was apparent because of the different spelling—that is, prepositions in two words and adverbs in one word. However, this approach has become optional because both types of words may be written in one or two words.

In Microsoft content, the guideline is to adhere to the visible distinction of the two word classes. Namely, prepositions taking a complement are written in two words whereas adverbs are written in one word.

Examples:
over for: Vi bor i huset over for supermarkedet
overfor: Vi bor i huset overfor
inden i: Trappen inden i huset fører til loftet
indeni: Kødet er rødt indeni

4.1.16 Pronouns

In Danish, there are several types of pronouns, which can stand in for things, person(s), or complete sentences.

These types are:

- **Personal**—jeg, du, hende, os, de, De
- **Possessive**—min, dit, hendes, sin, deres
- **Interrogative**—hvem, hvad, hvis
- **Demonstrative**—den, dette, de, disse
- **Indefinite**—man, nogen, noget
- **Relative**—som, der, hvis

For the US English source text, the use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The source text is moving away from indirect methods of referring to the user as "user" and instead is addressing the user directly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," are avoided because they sound formal and impersonal.

Example:

en-US source	Danish target
Choose one of these schemes or make your own.	Vælg et af disse skemaer, eller opret dit eget.
You can change when new updates get installed.	Du kan ændre, hvornår nye opdateringer skal installeres.

4.1.17 Punctuation

Bulleted lists

Bulleted lists are used to emphasize key points in a text by placing them on separate lines. Each item in the bulleted list is preceded by a bullet, a number, an en dash, or a letter.

In Danish, the items in the bulleted list start with a capital letter if they are complete sentences. Otherwise, they start with a lowercase letter.

Bulleted items have a period at the end if they're complete sentences.

If a bulleted list consists of incomplete sentences only, a period is added after the last bulleted item.

If a bulleted list consists of a mix of complete and incomplete sentences, all the bulleted items start with a capital letter and end with a period.

Comma

Microsoft uses the traditional comma **without** applying the recommendations from Dansk Sprognævn on omitting commas in front of subordinate clauses. This is to improve the readability of the text and avoid misunderstandings.

Note that in US English texts, commas are used in front of *and* and *or* in a series of items. In Danish, we leave out this comma.

Example:
Pakken indeholder cd'er, håndbøger og et licenskort.

Remember that a comma is always used to separate imperative clauses that don't have the same object.

Example:
Klik på Start, og vælg Indstillinger.

In Danish, the comma is used as a decimal separator. Sometimes the English text leaves out the zero in front of the decimal point (.1). In Danish, you should always include the zero (0,1). See also the use of period below.

Example: English: .5 Danish: 0,5

Colon

Use a colon to set off examples and instructions.

Example:

US English	Danish target	Comment
This chapter describes how you can: - Spellcheck - Use the thesaurus	I dette kapitel beskrives, hvordan du kan: – foretage stavekontrol – bruge synonymordbogen	When the items in a bulleted list combine with the phrase before the colon to form a complete sentence, each bulleted item starts with a lowercase letter.

If the colon is followed by a complete sentence, the first word after the colon is capitalized. In Microsoft user assistance texts, the word after the colon in tables and bulleted lists is always capitalized.

A colon is also used as separator in time indications.

Example:

US English	Danish target	Comment
1 pm	13:00	In Danish, we use the 24-hour time format.
09:15:00	09:15:00	

Exclamation point

Note that most of the alerts and tips listed below are followed by an exclamation point even if they're followed by a colon in English. This rule applies to all types of text. If the terms are written in all uppercase letters, this formatting is maintained in the translation.

Example:

US English	Danish target
Attention	Obs!
Caution	Advarsel!
Error	Fejl!
Guidelines	Retningslinjer!
Hint	Tip!
Important	Vigtigt!
Note	Bemærk!
Notes:	Bemærk!
Tip	Tip!
Tips	Tip!
Troubleshooting	Fejlfinding!
Warning	Advarsel

Don't overuse exclamation points in body text. Choose stronger words instead.

Dashes and hyphens

Three different dash characters are used in English: the hyphen, the en dash, and the em dash.

Hyphen

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.

However, if a hyphen is already included in the first or last part of the two superordinated parts, only the first hyphen should be included.

Examples:
Skole-hjemsamtale
P-skivepåbud
D-vitaminmangel
S-togsstation

Hyphens aren't used in nouns that have the suffix *-off*. Microsoft prefers not to hyphenate nouns with the suffix-on, either.

US English	Danish target
Spin-off	Spinoff
Log-on	Logon
Roll-back	Rollback
Drive-in	Drivein

In Danish, the hyphen is also used in the following ways.

Abbreviations and acronyms

In compound noun phrases, the hyphen is inserted between the abbreviation or acronym and the rest of the noun phrase.

Examples:
FTE-definition
MCSA-certificering
OLE-facilitet
CGI-script
ASCII-tabel
NAS-server

Omission

The hyphen is used to show that two or more compounds or derivatives share a part that's mentioned only once.

Examples:
række- og kolonnetitler
sidehoved og -fod

Numbers and symbols

In compounds that consist of a number or symbol and a noun, the hyphen is inserted between the number or symbol and the rest of the compound.

Examples:
3,5”-harddisk
i9-processor

Names

In compounds that consist of a proper noun and a common noun, the hyphen is inserted between the proper noun and the rest of the compound:

TrueType-skrifttype
eDiscovery-postkasse
Office 365 Information Protection-teamet

Due to legal reasons, the hyphen should be omitted if a proper noun is a trademarked product name and the trademark symbol (™ or ®) is included in the name:

Microsoft® Office Visio® diagrammer
Office® programmer

If the trademark symbol is omitted, follow regular grammar rules and insert a hyphen:

Microsoft-produkter
Windows-baseret program
Word-fil
PowerPoint-præsentation
Excel-ark

For a list of trademarked Microsoft products see the following link. Note that the list may not be exhaustive:

https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/en-us.aspx

Group compounds

In compounds where the first or last part consists of more than one word, the hyphen is inserted between the two superordinated parts.

Examples:
386 udvidet-tilstand
træk og slip-tekstredigering
hvad sker hvis-analyse
finans-joint venture
kalkun-cordon bleu
ovn-pommes frites

Exception: 64-bit programmer

Confusing compounds

In compounds that have unusual word combinations, the hyphen is added for clarity. However, try to minimize the use of clarifying hyphens because they can cause an abrupt sentence structure and hinder readability.

Examples:
ikke-navngivet fil
stress-symptomer

Minus sign

Use the numeric minus sign for this mathematical symbol.

Examples:
-12
bruttoindtægt - omkostninger = nettoindtægt

Interval

The hyphen is used between short words or numbers to indicate the meaning "from ... to."

Examples:
side 114-120
copyright 2013-2021

En dash

The long dash (em dash) isn't used in Danish Microsoft products, and **it should be replaced by the short dash (en dash).** Also note that the en dash must be preceded and followed by a space in Danish.

Because the en dash may cause problems in software translations, the ordinary hyphen is used.

Sometimes two or three hyphens are used (--) instead of an em dash in the US English text. These should always be replaced by an en dash.

The en dash is used as a minus sign, usually with spaces before and after.

Example:

US English	Danish target	Comment
To arrange text and graphics side by side—as in a resume or catalog—use a table.	Hvis du vil arrangere tekst og grafik ved siden af hinanden – f.eks. til et CV eller et katalog – kan du benytte en tabel.	In Danish, we recommend that you replace the em dash with a period, a comma, or parentheses.
This application—Skype—is very powerful.	1. Dette program (Skype) er meget effektivt. 2. Skype-programmet er meget effektivt.	Use one of the translations shown.

	3. Dette program – Skype – er meget effektivt.	

Often the en dash is replaced by a comma in Danish texts in order to improve the fluency and readability of the text.

In the English source text, 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. In the Danish translation of this type of text, the en dash is replaced by a regular hyphen.

Example:

US English	Danish target	Comment
You will find chapter 12 in pages 83–96	Kapitel 12 finder du på siderne 83-96	The en dash is replaced by a hyphen when it indicates an interval or number ranges.

Em dash

The em dash is used to emphasize an isolated element or introduce an element that isn't essential to the meaning of the sentence.

As mentioned above, the em dash isn't used in Danish. It should always be replaced by an en dash.

Example:

US English	Danish target
Everything you need—in one package	Alt det, du har brug for – i én pakke

Ellipsis (suspension points)

An ellipsis consists of suspension points ("…") (ANSI 0133). In Danish, the ellipsis is preceded by a space if it represents one or more words.

Example:

US English	Danish target
The quick brown fox … lazy dog.	Man skal ikke kaste med sten … glashus.

If the ellipsis represents part of a word, it's inserted immediately after the last letter.

US English	Danish target
To log on to the page, provide your passw...	Hvis du vil logge på siden, skal du angive din adgangsk...

Exception:

In relation to UI references, no space is inserted before the ellipsis.

Example:

US English	Danish target
Sorry, this service is temporarily unavailable. Please try again later…	Beklager, men denne tjeneste er utilgængelig. Prøv igen senere...

Keep in mind the following when using ellipses:

The ellipsis is also used in quotations when part of the text is left out. This form of ellipsis doesn't change the meaning of the quote in which it's used.

Example:

US English	Danish target
In Denmark, the western European country, it often snows during the winter.	Option 1: Danmark, der er et vesteuropæisk land, har ofte snevejr om vinteren. Option 2: Danmark [...] har ofte snevejr om vinteren.

Period

In general, the period and other end punctuation—except the question mark—aren't used in headings.

In Danish, the period is added after the number in bulleted lists and tables.

Example:

US English	Danish target
1 abc 2 def 3 ghi	1. abc 2. def 3. ghi

A period is used as separator in the following contexts:

Version number:

Version 8.5

Thousandth separator:

1.000.000

1.234 kr.

-1.234 kr.

For more information on the use of the period in connection with parentheses, see the section on Parentheses.

Quotation marks

Quotation marks are used to indicate quotations and direct speech.

Microsoft texts in Danish use straight double quotation marks (" ") in the format (99...99). In English, the format (66...99) is used.

In US English source strings, you may find software references surrounded by quotation marks. In Danish, quotation marks are used only around software references that consist of more than one word in order to set off the entire software reference and improve readability.

In Danish, the quotation mark is also used as a symbol for inch (").

Example:

US English	Danish target
3.5” hard disk	3,5"-harddisk

Parentheses

In English, there is no space between the parentheses and the text inside them.

In the Danish text, parentheses can often be replaced by commas to increase readability. Note that punctuation—such as the period, semicolon, and comma—are always placed **outside** the parentheses. This is a common source of mistakes because punctuation is placed within the parentheses in the English text. However, a question mark or exclamation point is placed inside the closing parenthesis if it belongs to the sentence.

Example:

US English	Danish target
Fill in the form. (Return it to your supplier.)	Udfyld formularen. (Returner den til forhandleren).

In Danish as in English, there is no space between the parentheses and the text inside them. Capitalize the sentence in parentheses if it follows a period.

In general, avoid placing parentheses around complete sentences.

US English	Danish target
Fill in the form. (Return it to your supplier.)	Udfyld formularen. Returner den til forhandleren.

In English software, the plural form is often placed in parentheses to avoid repeating a term. In Danish, the term is translated in the plural form without the parentheses. In running text, it's possible to rewrite the text though, in order to include both the singular and plural form—for example, "en eller flere filer."

Example:

File(s) -> Filer

However, if the plural form in parentheses indicates a number—for example, X day(s)—the same style is applied to the Danish translation—for example, X dag(e).

4.1.18 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They're used whenever possible because they're short and to the point.

The Microsoft voice can be conveyed in Danish through the use of sentence fragments that are short and to the point, compared to longer sentence structures. However, a verb is usually required in Danish.

US English source text	Danish long form	Danish sentence fragment
Do the following	Benyt følgende fremgangsmåde	Sådan gør du
Do one of the following	Benyt en af følgende fremgangsmåder	Gør et af følgende
Are you in doubt about what to choose?	Er du ikke sikker på, hvad du vil vælge?	Er du i tvivl?
That's it!	Det var det	Sådan!

4.1.19 Split infinitive

To a certain extent, split infinitives are acceptable in Danish, but they're rare.

Example:

US English	Danish target
To not have any friends is sad	At ikke have nogen venner er trist

4.1.20 Subjunctive

The subjunctive mood is used to express uncertainty, conditions, wishes, and similar situations. In Danish, the subjunctive is used mostly in fixed expressions, such as wishes and exclamations. The subjunctive isn't used in technical texts.

Example:

US English	Danish target
Long live the King	Kongen leve
Consider it done	Det være hermed gjort

4.1.21 Symbols and nonbreaking spaces

Symbols

There should always be a space between the number and the unit of measure that precedes or follows it.

Example:

US English	Danish target
You can send messages of a maximum of 150 MB, including attachments.	Du kan sende meddelelser på maksimalt 150 MB, herunder vedhæftede filer.

The company has bought a new logistics management system to a value of $12,345.67.	Virksomheden har købt nyt logistikstyringssystem til en værdi af $ 12.345,67.
You are entitled to 50% of the profit.	Du er berettiget til 50 % af overskuddet.

Nonbreaking spaces

Use nonbreaking spaces ( ) only when they are in the US English text. Otherwise, we recommend that you use just a regular space because nonbreaking spaces can create functionality problems. If a nonbreaking space is used to separate two nouns that constitute a compound noun in Danish, delete the nonbreaking space.

Example:

US English	Danish
You are not an administrator of the file server.	Du er ikke administrator for filserveren.

4.1.22 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

Likewise in Danish, the verb tense can be used to convey the clarity of the Microsoft voice.

In Danish, we recommend simple verb forms because they improve readability. Continuous operations are usually expressed in English with a gerund. In Danish, the *-ing* form is often changed to a substantive or a simple verb form (present tense) to avoid complex relative structures.

US English source text	Danish use of verb tense	Comments
We have had a great weekend.	Vi havde en god weekend.	The past tense is used instead of the present perfect.
Changing file names globally in File Explorer	Global ændring af filnavne i Stifinder.	The gerund is replaced by a substantive form.
Alfred is working	Alfred arbejder	The present tense is used.
After you finished installing the tool, the icon will appear on the desktop.	Ikonet vises på skrivebordet efter installationen.	The complex structure is replaced by the simple present tense.

Imperatives that end in a stressed *-er* syllable usually don't take the accent in Microsoft products translated into Danish—for example, "rediger." However, accents are always applied in imperatives if a verb in the imperative form can be misread as a noun or a verb in the present tense—for example, "sortér," "markér," "kontrollér," "kopiér," and "arkivér."

Some imperatives end in consonants, which can hinder readability. Avoid this type of imperative—such as "Forenkl," "Arbejd," "Ændr," "Lagr," "Frakobl," and "Behandl"—even if it's perfectly valid. Usually it's possible to replace these imperatives with synonyms. For example, "Change" can be translated as "Rediger" or "Skift" instead of "Ændr."

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 Danish, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

All texts must be translated into an understandable Danish and convey the relevant information in a user-friendly language adapted to the relevant target audience. The text in user assistance material and software should always be professional and direct. Personal pronouns are used to create a relationship with the user, instead of a technical, distant tone. In commands and dialog boxes, use imperative constructions to address the user directly.

Consistency in style and terminology is important in the translation of technical documentation. Microsoft has Danish translations of its core terminology, which are reviewed by the Danish Microsoft terminologists. Furthermore, the instructions in this style guide and glossaries based on previously launched products should be adhered to.

5.1 Accessibility

Accessibility options and programs 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 aren't available in Danish-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

Generally, most product names and component names are left in English whereas service names may be translated into Danish. However, check the terminology in Microsoft Terminology - Globalization | Microsoft Learn before translating.

Version numbers

Version numbers always contain a period (for example, *Version 4.2*). Version numbers are usually also a part of version strings, but technically they aren't the same.

Translation of version strings

Product, feature, and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	Danish target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations for "All rights reserved" and "Microsoft Corporation."

5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address when translating Copilot predefined prompts.

- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.
- **Entity token localization exception:** Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.
  Exception example:
  Source string: List key points from [file]
  DevComment=Translate [file]
- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.

Source prompt	Target prompt
List ideas for a fun remote team building event	Opret en liste over idéer til sjove onlinebegivenheder for teambuilding
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Hvilke mål og emner er der fra mødet? Giv hvert afsnit en overskrift med fed skrift, en punktopstilling og navne med fed skrift
Propose a new introduction to <entity type='file'>file</entity>	Foreslå en ny introduktion til <entity type='file'>fil</entity>
What were the open issues from <entity type='meeting'>meeting</entity>?	Hvilke åbne punkter var der fra <entity type='meeting'>mødet</entity>?
Give me ideas for icebreaker activities for a new team	Kom med idéer til aktiviteter, der kan bryde isen for et nyt team
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Opret en liste over <placeholder>navne på farver, der er inspireret af havet </placeholder>

5.4 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/

5.5 Unlocalized help and reference material

In general, in text that refers to websites or online texts that aren't localized, add the phrase "Webstedet/siden er evt. på engelsk." as an independent sentence after the translated reference.

5.6 Software considerations

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

5.6.1 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order 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.

When translating error messages, translators are encouraged to apply the Microsoft voice principles to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

English term	Correct Danish translation
Sorry, this service is temporarily unavailable. Please try again later.	Beklager, men denne tjeneste er utilgængelig. Prøv igen senere.
Not enough memory to process this command.	Der er ikke hukommelse nok til at udføre kommandoen.

Danish style in error messages

It's important to use consistent terminology and language style in the localized error messages. Don't just translate error messages as they appear in the US product.

Error messages are characterized by a specific linguistic format. General rules for the localization of error messages are below.

Complete sentences

Avoid the short, elliptic style that's found in some messages in the source text. For example, avoid beginning sentences with *Kan ikke...* and *Kunne ikke...* but rather use complete sentences if at all possible.

Examples:
Not enough disk space
(-) Ikke tilstrækkelig diskplads.
(+) Der er ikke tilstrækkelig diskplads.

This operation is irreversible. Continue?
(-) Denne handling kan ikke fortrydes. Fortsæt?
(+) Denne handling vil ikke kunne fortrydes. Vil du fortsætte?

Save changes to Document1?
(-) Gem ændringerne i Dokument1?
(+) Skal ændringerne i Dokument1 gemmes?

The article is often left out in the source text. Always include the article in Danish because it improves readability.

Examples:

Cannot open file -> Filen kan ikke åbnes
Insert USB flash drive-> Indsæt *USB-flashdrev*

"**Are you sure?**"

In general, avoid the phrase "Er du sikker på, at... " as a translation for "Are you sure you want to ...." Instead, the more neutral phrasing "Vil du... " is recommended. However, "Er du sikker på, at... " can be used when the user's action could result in the loss of important data, the deletion or change of system files, or similar consequences.

Examples:

Are you sure you want to clear all the form properties for %1? -> Vil du nulstille alle formularegenskaberne for %1?

Are you sure you want to delete the file? -> Er du sikker på, at du vil slette denne fil?

Note: In the Microsoft voice, the phrasing *Er du sikker på, at du vil...* is the preferred translation of *Are you sure you want...*.

Period after error messages

In Danish, error messages always have a period at the end.

Standard phrases in error messages

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. However, feel free to use other ways to express the source meaning if they work better in the context. When translating standard phrases, standardize. Note that sometimes the US English source text uses various phrases to express the same thing. Use the simplest translation.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	kan ikke	Filen kan ikke åbnes	Always use complete sentences unless the product is a mobile version with limited text space.
Failed to ... Failure of ...	blev ikke	Programmet blev ikke lukket	Always use complete sentences unless the product is a mobile version with limited text space.
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	blev ikke	Filen blev ikke fundet	Always use complete sentences unless the product is a mobile version with limited text space.

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Der er ikke tilstrækkelig hukommelse	Der er ikke tilstrækkelig hukommelse på USB-flashdrevet	Always use complete sentences unless the product is a mobile version with limited text space.
... is not available ... is unavailable	er ikke tilgængelig	Filen er ikke tilgængelig	Always use complete sentences unless the product is a mobile version with limited text space.

Error messages containing placeholders

When you localize error messages that contain 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 the 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."

Some placeholders may cause translation problems if the term represented should be conjugated. In Danish, the term is conjugated by changing the ending of the noun (or adjective or adverb) instead of adding an article. Usually, it's possible to work around this issue by adding a demonstrative pronoun in front of the term in Danish. However, this requires knowledge of which term the placeholder is representing.

Example:

To identify the caller, you need to open the <placeholder> in the Axapta Resource module. (placeholder represents 'contact card') -> Hvis du vil identificere den person, der ringer op, skal du åbne *det* <placeholder>, der findes i ressourcemodulet i Axapta

5.6.2 Keys

The *keyboard* is the primary input device used for text input in Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. When you're working with Microsoft software, you use keys, key combinations, and key sequences.

In English, references to key names, like arrow keys, function keys, and numeric keys, appear in normal text and sentence-style capitalization (not in small caps). However, in mobile products, all button labels could be in small caps.

For named keys, the key name is written with an initial capital letter, followed by the relevant sign in parentheses—for example, plus (+), minus (-), hyphen (-), and asterisk (*).

Ctrl+- -> Ctrl+- (hyphen)
Alt+* -> Alt+* (asterisk)
Shift++ -> Skift++ (plus)
Shift+- -> Skift +- (minus)

Note that keys without names aren't capitalized.

Examples:

Tryk på mellemrumstasten.

Tryk på Ctrl-Skift-bindestreg for at tilføje en hård bindestreg ved orddeling.

Two expressions are used to describe key punches: *tryk på* and *skriv*. *Tryk på* is used in relation to key combinations or keys used to perform commands.

Examples:

Skriv adgangskoden.

Tryk på F1 for at få flere oplysninger.

Usually, it's OK to leave out the word *tast* (in English, *key)* when describing specific keys.

Examples:
Press the Enter key to set the size. -> Tryk på Enter for at ændre størrelsen.
Press the right key and then the spacebar. -> Tryk på højre pil og derefter på mellemrum.

If it's necessary to translate *the X key, the name of the key is followed by -tasten.*

Examples:
The Esc key is located at the top left corner of the keyboard. -> Esc-tasten findes øverst til venstre på tastaturet.

Key names

English key name	Danish key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps lock	Caps Lock
Ctrl	Ctrl
Delete	Delete
Down arrow	Pil ned
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left arrow	Venstre pil
Num lock	Num Lock
Page down	Page Down

English key name	Danish key name
Page up	Page Up
Pause	Pause
Right arrow	Højre pil
Scroll lock	Scroll Lock
Shift	Skift
Spacebar	Mellemrumstast
Tab	Tab
Up arrow	Pil op
Windows key	Windows-tast
Print screen	Print Screen
Menu key	Menutast

5.6.3 Keyboard shortcuts

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

Use the keyboard shortcuts shown in the glossaries provided and in this style guide. To ensure user-friendly text, it's crucial that keyboard shortcuts be represented consistently, especially in the Office products. If you're not certain which program is prioritized, Windows takes precedence over Office. For example, the following menu options:

New

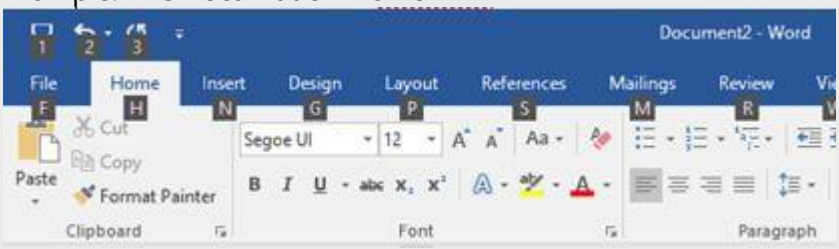
Cancel

Options

Keyboard shortcuts special options	Usage: is it allowed?	Notes
"Slim characters," such as *I, l, t, r,* and *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	Preferably not as there is a slight risk that they may cause bugs in the UI
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut	yes	Only if there are no other alternatives
A number, appearing between brackets after the item name, can be used as a keyboard shortcut	no	
A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut	no	
Duplicate keyboard shortcuts are allowed when no other character is available	no	
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	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. Example: F in Alt+F

key tip	Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key. 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. Example: In UI localization Home`H 
shortcut key	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 aren't available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.6.4 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.

Arrow keys are translated generically as *piletast* (singular). Specific arrow keys are referred to as *venstre pil*, *højre pil*, *pil op* eller *pil ned*.

5.6.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation.

In general, text in numeric keypad keys is left unlocalized.

5.6.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when they're available on the screen, whereas shortcut keys can be used even when they aren't accessible on the screen.

Standard shortcut keys

US command	US English shortcut key	Danish command	Danish shortcut key
General Windows shortcut keys			
Help window	F1	Hjælpvinduet	F1
Context-sensitive Help	Shift+F1	Kontekstafhængig hjælp	Skift+F1
Display pop-up menu	Shift+F10	Vis genvejsmenu	Skift+F10
Cancel	Esc	Annuller	Esc
Activate/deactivate menu bar mode	F10	Aktivér/deaktiver menulinje	F10
Switch to the next primary application	Alt+Tab	Skift til næste primære program	Alt+Tab
Display next window	Alt+Esc	Vis næste vindue	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Vis genvejsmenu for vinduet	Alt+mellemrumstast
Display pop-up menu for the active child window	Alt+-	Vis genvejsmenu for det aktive underordnede vindue	Alt+-
Display property sheet for current selection	Alt+Enter	Vis egenskaber for markeringen	Alt+Enter

Close active application window	Alt+F4	Luk det aktive programvindue	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Skift til næste vindue i et program	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Kopiér det aktive vindue til Udklipsholder	Alt+Prt Scr
Capture desktop image to the clipboard	Prnt Scrn	Kopiér skærmbilledet til Udklipsholder	Prt Scr
Access Start button in taskbar	Ctrl+Esc	Aktivér knappen Start på proceslinjen	Ctrl+Esc
Display next child window	Ctrl+F6	Vis det næste underordnede vindue	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Skift fane	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Start Jobliste	Ctrl+Skift+Esc
Insert hyperlink	Ctrl+K	Indsæt hyperlink	Ctrl+I
File menu			
File New	Ctrl+N	Ny	Ctrl+N
File Open	Ctrl+O	Åbn	Ctrl+O
File Close	Ctrl+F4	Luk	Ctrl+F4
File Save	Ctrl+S	Gem	Ctrl+S
File Save as	F12	Gem som	F12
File Print Preview	Ctrl+F2	Vis udskrift	Ctrl+F2
File Print	Ctrl+P	Udskriv	Ctrl+P
File Exit	Alt+F4	Afslut	Alt+F4

Edit menu			
Edit Undo	Ctrl+Z	Fortryd Rediger	Ctrl+Z
Edit Repeat	Ctrl+Y	Gentag	Ctrl+Y
Edit Cut	Ctrl+X	Klip	Ctrl+X
Edit Copy	Ctrl+C	Kopiér	Ctrl+C
Edit Paste	Ctrl+V	Sæt ind	Ctrl+V
Edit Delete	Ctrl+Backspace	Slet helt ord bagud	Ctrl+Backspace
Edit Select All	Ctrl+A	Markér alt	Ctrl+A
Edit Find	Ctrl+F	Søg	Ctrl+B
Edit Replace	Ctrl+H	Erstat	Ctrl+H
Edit Go To	Ctrl+G	Fanen Gå til i dialogboksen Rediger	Ctrl+G
Help menu			
Help	F1	Hjælp	F1
Font format			
Italic	Ctrl+I	Kursiv	Ctrl+K
Bold	Ctrl+B	Fed	Ctrl+F
Underline/word underline	Ctrl+U	Understreget	Ctrl+U
Large caps	Ctrl+Shift+A	Store bogstaver	Skift+F3
Small caps	Ctrl+Shift+K	Små bogstaver	Skift+F3
Paragraph format			
Centered	Ctrl+E	Centrer	Ctrl+E
Left aligned	Ctrl+L	Venstrejuster	Ctrl+L

Right aligned	Ctrl+R	Højrejuster	Ctrl+R
Justified	Ctrl+J	Lige margener	Ctrl+J

5.7 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.

5.7.1 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 the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate.

Visuals

- The eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

Ending

- Recaps are unnecessary

5.7.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content. At all times, the tone should be professional but still personal. Avoid being too colloquial.

5.7.3 English pronunciation

Generally speaking, English terms and product names that are left unlocalized in the target material should be pronounced as English words. For instance, *Microsoft* must be pronounced the way it is in English. However, if your language has an established pronunciation for a common term (such as "server"), the local pronunciation should be used. Moreover, pronunciation can be adapted to the Danish phonetic system if the original pronunciation sounds very awkward in Danish.

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	Pronounced in English
.NET	[dot net]	Pronounced in English
Skype	[skaip]	Pronounced in English

Acronyms and abbreviations

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

Example	Phonetics	Comment
RADIUS	[ˈrɑ'djus]	Pronounced in Danish
RAS		Pronounced in Danish
ISA		Pronounced in Danish
LAN		Pronounced in Danish
WAN		Pronounced in Danish
WAP		Pronounced in Danish
MAPI		Pronounced in Danish
POP	[ˈpɔp]	Pronounced in Danish
OWA		Pronounced in Danish

Other abbreviations are pronounced letter by letter.

Example	Comment
ICMP	Pronounced in Danish
IP	Pronounced in Danish
TCP/IP	Pronounced in Danish
XML	Pronounced in Danish
HTML	Pronounced in Danish
URL	Pronounced in Danish
SQL	Pronounced in Danish

URLs

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

"www" should be pronounced as three separate letters in Danish.

The "dot" should be omitted, but can also be read aloud. If read aloud, it must be pronounced the Danish way, as "punktum."

Example	Comment
http://www.microsoft.com/	"http," "www," and "." are pronounced in Danish.

Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

Special characters

Pronounce special characters such as / \ ˇ < > + - using the Danish translations approved in Microsoft Terminology - Globalization | Microsoft Learn.