Microsoft

Finnish Localization Style Guide

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1 Welcome



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

1.1 Reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides different 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. Kielitoimiston sanakirja (available both as a printed publication and as an online publication).
2. Kielitoimiston oikeinkirjoitusopas. Kotimaisten kielten keskuksen julkaisuja 171. Helsinki 2012.
3. Katariina Iisa – Hannu Oittinen – Aino Piehl, 2012: Kielenhuollon käsikirja. Laajennetun ja päivitetyn laitoksen 7. painos. Helsinki: Yrityskirjat.
4. Terho Itkonen – Sari Maamies 2011: Uusi kieliopas. 4., tarkistettu painos. Helsinki: Tammi.
5. TEPA – Sanastokeskus TSK:n termipankki

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.

Always remember that translating the source text literally can produce target text that isn't relevant to customers.

2.1 Choices that reflect Microsoft voice

Translating Finnish 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. Use language that resembles 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's not 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 they are appropriate and sound natural to Finnish customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. Sometimes, you need to remove unnecessary content.

Avoid word-for-word translations. Choose idioms and words that customers use themselves and that are appropriate for the situation.

Sentence fragments and sentences without a verb may sound too colloquial, mechanical, or rude in Finnish. Often a readable and friendly tone is achieved with plain language and simple word choices. Fragments can still be used for emphasis or readability.

English example	Finnish example
Discover a world of new apps to get the most out of your Windows 11 PC.	Tutustu uusiin sovelluksiin, joiden avulla voit hyödyntää Windows 11 -tietokonettasi mahdollisimman tehokkaasti.

Here's how:	Toimi seuraavalla tavalla:
It's a good idea to choose the email address you use to communicate with friends and sign in to your favorite websites.	Valitse sähköpostiosoite, jota jo käytät ystävien kanssa viestimiseen ja suosikkisivustoihin kirjautumiseen.

2.1.2 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. In Finnish, avoid words and phrases that convey a bureaucratic style (so-called “kapulakieli”) or that have an overformal, complex tone. Often, word-for-word translation will result in target text that sounds too formal. Don't use abbreviations (like “esim.” for esimerkiksi) because they make the text less readable.

en-US source	Finnish word to avoid	Finnish word/phrase
immediately	viipymättä, välittömästi	heti
requires	käyttö edellyttää/vaatii	käyttöön tarvitaan
have to do	tulee tehdä	pitää/täytyy tehdä
if	mikäli	jos
to do something	tehdäksesi	jos haluat tehdä X, tee Y

2.1.3 Word choice

Terminology

Use approved terminology from Microsoft language resources where applicable, 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.

Likewise in Finnish, the Microsoft voice can be conveyed by using the shorter or everyday words and structures used by people in daily conversations. But take care to use approved terminology for established and approved terms.

Avoid long compound words or at least avoid repeating them. Avoid creating long compound words mechanically by joining words with hyphens. Instead, use genitive forms, for example. In product names, try to inflect the name instead of adding words.

en-US source term	Finnish word	Finnish word usage
Windows 11 user	*Windows 11:n käyttäjä*	Use genitive forms when possible, instead of long compound words (Windows 11 -käyttäjä).
Bing Popular searches	*Bingin suositut haut*	Try to inflect the product name. Adding words lengthens the name and may add complexity (Bing -palvelun suositut haut).
email (message)	*sähköpostiviesti, viesti, se*	Try to avoid repeating words, especially long words, in the same sentence. Instead, use pronouns and shorter words, as long as the reference is clear (for example, Jos haluat tallentaa sähköpostiviestin nimellä, avaa haluamasi viesti ja tallenna se valitsemalla…).
(web) site, (web) browser	*sivusto, selain*	Can be used without the word *verkko (verkkosivusto)*.

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 Finnish translation	Incorrect Finnish translation
Use the following steps	Toimi seuraavasti	Käytä seuraavia vaiheita

Make it personal	Henkilökohtainen tietokone	Tee siitä henkilökohtaista
Then, you can put them anywhere in your home and stream media to them from your PC.	Voit sen jälkeen sijoittaa ne kotonasi minne tahansa ja suoratoistaa mediaa niihin tietokoneestasi.	Sitten, voit sijoittaa ne minne tahansa kotonasi ja suoratoistaa mediaa niihin tietokoneestasi.

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

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

US English	Finnish target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Salasana ei ole oikea, joten yritä uudelleen. Ota huomioon, että isot ja pienet kirjaimet ovat eri merkkejä salasanoissa.	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.	Tuoteavain on väärä. Tarkista se ja yritä uudelleen.	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	Kaikki on valmiina	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?	Haluatko jatkaa?	The second-person pronoun "you" is used to politely ask the user if they would like to continue, but in Finnish the "you" is left out and indicated by verb inflection.
Give your PC a name—any name you want. If you want to change the	Anna tietokoneelle haluamasi nimi. Jos haluat muuttaa taustaväriä,	Address the user directly (but without translating the word

background color, turn high contrast off in PC settings.	poista suuri kontrasti käytöstä tietokoneen asetuksista.	"you" literally) to help the user take the necessary action.

2.2.2 Explanatory text and providing support

US English	Finnish 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.	Päivitykset on asennettu, mutta Windows 11 täytyy vielä käynnistää uudelleen niiden käyttöönottamiseksi. Tämän jälkeen toiminta jatkuu normaalisti.	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.
If you restart now, you and any other people using this PC could lose unsaved work.	Jos käynnistät tietokoneen uudelleen nyt, sen käyttäjät saattavat menettää tallentamattomia tietoja.	The tone 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.	Tiedosto siirretään automaattisesti oikeaan kirjastoon ja kansioon, kun olet korjannut väärät tai puuttuvat ominaisuudet.	The text is informative and clearly and directly tells the user what will happen.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Tapahtui virhe. Käynnistettävän USB-muistitikun luomiseen tarvittavia ladattuja tiedostoja ei löydy.	Short, simple sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Finnish 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.	Kuvasalasana on uusi ominaisuus, jolla voit suojata kosketusnäytöllisen laitteesi – kun valitset kuvan ja sen kanssa käytettävät eleet tai liikkeet, saat yksilöllisen salasanan.	**Promoting a specific feature** The em dash sets off the requirements needed to enable the picture password feature.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Saat sovellusten kautta räätälöityä sisältöä, joka perustuu tietokoneesi sijaintiin, nimeen, tilikuvaan sekä muihin toimialuetietoihin.	**Promoting the use of apps** Depending on the context, commonly used abbreviations (such as "PC") can help make the text sound familiar and friendly.

2.2.4 Providing how-to guidelines

US English	Finnish target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Jos haluat palata tallentamaan työsi, valitse Peruuta ja tallenna tarvittavat asiat.	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.	Voit vahvistaa kuvasalasanasi katsomalla sen uudelleen ja tekemällä sitten itse kuvassa näkyvät esimerkkieleet tai -liikkeet.	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	Nyt sinun on annettava tuoteavain. Kun muodostat Internet-yhteyden,	Speak to the user directly and naturally, and provide

connect to the internet, we'll activate Windows for you.	Windows aktivoidaan automaattisesti.	clear direction about how to enter 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		**Target examples**	
primary/subordinate	master/slave	pää- / ali-/toissijainen	herra-/orja-
perimeter network	demilitarized zone (DMZ)	eteisverkko	demilitarisoitu alue
stop responding	hang	ei vastaa	hyytyy, jumittaa, jäätyy
expert	guru	asiantuntija	guru
colleagues; everyone; all	guys; ladies and gentlemen	kollegat; työtoverit; kaikki	hyvät naiset ja herrat
parent	mother or father	vanhempi; huoltaja	isä tai äiti

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 Finnish and the alternative that should be used to promote gender-inclusivity.

Use this	Not this	Comments
Target examples		
puheenjohtaja	puhemies	
johtaja, päällikkö, esimies/esihenkilö	-	The choice between "esimies" and "esihenkilö" should be done with care, as the latter may still be

		often viewed as an artificially coined term for the sake of creating a non-gender biased term.
myyjä, kassatyöntekijä etc.	myyntimies, kassaneiti etc.	

When presenting generalization, use plural noun forms (for example, *ihmiset, henkilöt, opiskelijat*, etc.).

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 *kärsiä, potea*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	henkilö, jolla on vamma; vammainen henkilö	vammainen
person without a disability	normal person; healthy person	henkilö, jolla ei ole vammaa; vammaton henkilö	normaali henkilö; terve henkilö

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		**Target examples**	
Select	Click	Valitse	Napsauta

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 *ja, plus, sekä, noin.* 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 Finnish.

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

You might need to abbreviate some words in the UI (mainly the names of buttons and options) due to lack of space. Abbreviation should always be done according to normal grammar rules.

English content uses a lot of abbreviations, which must be handled with care in the Finnish version. Technical content has a lot of established abbreviations, which are often used even in Finnish, so they can usually be used without a problem. However, when you use a less well-known abbreviation, it's usually best to explain what it stands for on the first mention in text. When you use abbreviations, follow any applicable grammar rules and make sure readers will be able to understand the abbreviation.

You can find a list of common Finnish abbreviations at the website of the Research Institute for the Languages of Finland:
http://www.kielitoimistonohjepankki.fi/haku/lyhenteet/ohje/435.

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), HTML (Hypertext Markup Language), OLE (Object Linking and Embedding), and RAM (Random Access Memory). Acronyms that are established in Finnish (for example “laser” and “NATO”) can be used as such. Uncommon acronyms should be made clear so that readers will understand their meaning. Always handle acronyms

according to normal Finnish grammar rules. The inflection of acronyms often causes problems, so pay extra attention to the grammar rules concerning the inflection of acronyms.

Localized acronyms

Acronyms are rarely localized into Finnish; usually the English acronym is used in Finnish, too. If you intend to localize an acronym, make sure that the localized acronym is actually used in Finnish. Never make up your own acronym by localizing an English acronym. Of course, Finnish acronyms (such as KELA) are used as well, but they're Finnish to begin with, not localized, and they're hardly ever localized into another language, including English.

en-US source	Finnish target
DNS (Domain Name Server)	DNS-palvelin (toimialuenimipalvelin); never "TANP" (toimialuenimipalvelin)
HDD (stands for hard disk drive)	Kiintolevyasema (this is localized because many users might not know what "HDD" or "HDD-asema" stands for)

Unlocalized acronyms

Acronyms that are established in Finnish (for example “laser” and “NATO”) can be used as such. Uncommon acronyms should be made clear so that readers will understand their meaning. Always handle acronyms according to normal Finnish grammar rules. The inflection of acronyms often causes problems, so make sure you follow the grammar rules concerning the inflection of acronyms.

Example:

en-US source	Finnish target
NATO members	Naton jäsenmaat (The acronym is inflected according to Finnish grammar and capitalized also according to common Finnish usage.)

4.1.3 Adjectives

In Finnish, adjectives should be handled according to normal Finnish grammar rules.

en-US source	Finnish target	Comments
This magnificent application is currently only available to our European users.	Tämä hieno sovellus on toistaiseksi vain eurooppalaisten käyttäjiemme käytettävissä.	Translate according to the basic grammar rules regarding adjectives (for example, nationalities appear in lowercase letters).
This incredible application is available for free for our most valued customers.	Tämä upea sovellus on arvostetuimpien asiakkaidemme saatavilla ilmaiseksi.	In English, adjectives are often "superlative." It might be a good idea to "downplay" them a little because a direct translation might make the resulting text sound a bit "un-Finnish." Always keep the target audience in mind, and handle adjectives accordingly.

Possessive adjectives

The English language uses possessives frequently. In Finnish, possessive adjectives are handled according to normal grammar rules. If a sentence contains a lot of possessive adjectives, it isn't necessary to translate them all as possessive adjectives because this could sound odd or funny in Finnish.

en-US source	Finnish target	Comments
You can sign in to your application with your credentials, which you receive in your Welcome e-mail.	Voit kirjautua sovellukseen tunnistetiedoilla, jotka saat tervetuloviestissä.	Translating all possessive adjectives in the English source as possessive adjectives in Finnish makes the translation sound unnatural. Often you can do without them, but don't omit them entirely. Use your best judgment.

4.1.4 Capitalization

Follow normal Finnish grammar rules and recommendations for capitalization (that is, the first word of the sentence and proper nouns are capitalized). Don't just imitate the capitalization used in the English source text. The English language uses capital letters more than Finnish does. In your translation, avoid the trend of overusing capitals. Normal rules for capitalization must be followed, regardless of the source capitalization. You can find more info on capitalization in the Nykysuomen käsikirja.

en-US source	Finnish target	Comments
You can usually find useful info in the User Manuals and Help content.	Saat yleensä hyödyllisiä tietoja käyttöoppaista ja ohjesisällöstä.	Capitalization is copied from the English text unnecessarily; User Guides and Help content are referred to generically, so there's no need to copy their capitalization.
To install the application: Click on setup.exe.	Sovelluksen asentaminen: napsauta setup.exe-tiedostoa.	Basic grammar error, so this is a Sev 2 error. When there's only one sentence after a colon, it shouldn't start with a capital letter in Finnish.

4.1.5 Cases

The inflection and cases of some words allow for several possible forms. Below is a list of some words' recommended cases and inflection. If you're unsure about the case of a word, consult the Kielitoimiston
sanakirja.

Word	Cases
asema	asemassa, asemasta, asemaan
leikepöytä	leikepöydällä, leikepöydältä, leikepöydälle
levy	levyllä, levyltä, levylle
lomake	lomakkeessa, lomakkeesta, lomakkeeseen

nauha	nauhassa, nauhasta, nauhaan
näyttö	näytössä, näytöstä, näyttöön
näyttöruutu	näyttöruudussa, näyttöruudusta, näyttöruutuun
osio	osiossa, osiosta, osioon
palvelin	palvelimessa, palvelimesta, palvelimeen
sivu	sivulla, sivulta, sivulle
sivusto	sivustossa, sivustosta, sivustoon
tietokone	tietokoneessa, tietokoneesta, tietokoneeseen
tilarivi	tilarivillä, tilariviltä, tilariville
toimialue	toimialueella, toimialueelta, toimialueelle
tulostin	tulostimessa, tulostimesta, tulostimeen
työkalurivi	työkalurivillä, työkaluriviltä, työkaluriville
työpöytä	työpöydällä, työpöydältä, työpöydälle
valikko	valikossa, valikosta, valikkoon
valikkorivi	valikkorivillä, valikkoriviltä, valikkoriville
viivain	viivaimella, viivaimelta, viivaimelle
vyöhyke	vyöhykkeessä, vyöhykkeestä, vyöhykkeeseen
välilehti	välilehdessä, välilehdestä, välilehteen

4.1.6 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.

In Finnish, the meaning of a compound word may be different from the meaning of a phrase consisting of the same components. Take this difference into account, and use the correct form.

en-US source	Finnish target	Comments
Identity Federation Management tool	Tunnistetietojen yhdistämisen hallintatyökalu	A very long, single-word compound would be difficult to understand.
You must install the Windows Server 2022 operating system.	Sinun on asennettava Windows Server 2022 -käyttöjärjestelmä.	When the compound has several words, there has to be a space after the compound and before the hyphen.
User Name	Käyttäjänimi	The meaning of a compound word may be different from the meaning of a phrase consisting of the same components.

4.1.7 Compound words

For grammatical reasons or for the purpose of inflection, you may need to form a compound word of the names of products, features, objects, menus, commands, dialog box elements, icons, and similar nouns, so that you can add a stem/head element that describes the object that the name refers to.

In general, the English text doesn't use this kind of addition. And you can often inflect such names directly, which improves readability in many cases. Choose the approach that works best in the specific context. If you feel that inflection is clear enough, use it. But if you feel that a descriptive or inflectable element is needed, form a compound word. Forming a compound word is especially appropriate when a whole phrase needs to be inflected. In that case, inflect only the last word, and leave the name as it appears in the user interface.

This also applies to strings with placeholders, where the object eventually replacing the placeholder can't be inflected. Compounds should also be formed by adding a stem element (both in software and in UA), where the inflection suffix can't be used because

you don't know what the placeholder is, or if the placeholder has several possible entries.

en-US source	Finnish target	Comments
In the Task Bar click Show hidden icons and then select Safely remove hardware.	Napsauta ensin tehtäväpalkin Näytä piilotetut kuvakkeet -painiketta ja sitten Poista laite turvallisesti -kuvaketta.	“Tehtäväpalkki” can be inflected. It's a very common UI component that users are expected to know. Using a modifier with it would make the sentence sound odd. However, the button names shouldn't be inflected because they should appear exactly as they do in the UI, so that the user can follow the instruction.
When a user account is deleted, all data for that user is deleted from <token>MO_SharePointOnline_2nd</token>.	Kun poistat käyttäjätilin, kaikki kyseisen käyttäjän tiedot poistetaan <token>MO_SharePointOnline_2nd</token>sta.	In this case—which is rare—it was known that the placeholder

		will only be "SharePoint Online" (and the text formatting will be the same as in the other parts), so the placeholder can be inflected to improve fluency. However, this can be done only in situations like this.
{0} cannot be translated to a security identifier.	Kohdetta {0} ei voi kääntää suojaustunnukseksi.	The placeholder is unknown, so a modifier is required.

4.1.8 Localizing colloquialism, idioms, and metaphors

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

To express the intent of the source text appropriately, choose from the following options:

- Don't attempt to replace the source colloquialism with a Finnish colloquialism that means the same thing unless the Finnish 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	Finnish target
With Office 365 you can get the job done in no time.	Office 365:llä työnteko sujuu entistä nopeammin.

4.1.9 Nouns

Adhere to the usual Finnish grammar rules. Rules and recommendations aren't listed here because localizers are expected to know these general grammar rules. You can get more information from the publications listed in the Reference material sections.

Inflection

Adhere to the usual Finnish grammar rules. Rules and recommendations are not listed here because localizers are expected to know these general grammar rules. You can get more information from the publications listed in the Reference material sections.

Plural formation

Adhere to the usual Finnish grammar rules. Rules and recommendations aren't listed here because localizers are expected to know these general grammar rules. You can get more information from the publications listed in the Reference material sections.

In general, English phrases that reflect both the singular and plural forms at the same time should be translated into the plural form. This way, there's no danger of having confusing noun/verb endings in the target text.

Example:

en-US source	Finnish target
There are errors on the page(s).	Sivuilla on virheitä. (not "sivu(i)lla")

4.1.10 Numbers

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

In Finnish, numbers from 1 to 10 are spelled out as words when used in running text. Depending on the context, however, they can also be written as numerals, but the recommendation is to write them as words in running text. Round numbers and figures are also often spelled out as words when the accuracy of the number isn't important.

Example:

Juhlassa oli noin sata henkeä.
Määräys koskee satojatuhansia yrittäjiä.

Also, pay attention to the style of the text you're translating. In technical specifications, numerals are usually preferred whereas in content for a consumer audience, the spelled-out forms of numbers might be more suitable.

A good reference for all linguistic and grammatical issues related to numbers and figures and their usage in Finnish is Kielikello 2/2006 (starting from page 58) or the website of the Research Institute for the Languages of Finland: http://www.kielitoimistonohjepankki.fi/selaus/1987.

4.1.11 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. However, in Finnish, this isn't a problem as long as you translate the source accurately.

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.

In most cases, the translation of prepositions into Finnish doesn't pose a problem. Just follow the usual grammar rules, and stay true to the intended meaning.

4.1.12 Pronouns

Adhere to regular Finnish grammar rules. Grammar rules and recommendations aren't listed here because localizers are expected to know these general grammar rules. You can get more information from the publications listed in the Reference material section.

In Finnish, the reader is referred to directly ("sinuttelu" in Finnish) by the second-person singular form. The reader isn't referred to by the second-person plural form ("teitittely" in Finnish). The personal pronouns "sinä" and "te" should be used sparingly. The pronouns "you" and "your" can often be left untranslated. Instead, the person can often be indicated with a personal suffix.

When personal pronouns are used, they aren't capitalized. An exception to this can be made in license agreements, where "User" or "Client" can be capitalized, but that isn't mandatory. Make sure capitalization is consistent throughout the document, though.

Use the first-person singular only when you're addressing the reader. In other instances, the English *you* construction can be translated as a passive form or as a generic third-person singular form.

In Finnish, "we" can be used similarly to describe a recommendation by the Microsoft product or service or the company itself. But when "we" is more likely to describe an action by the computer or service, use another approach. For example, see the sentence below, "We can't find the printer," which would sound a bit funny in Finnish as "emme löydä tulostinta."

In Finnish, you can use "user" to refer to other users or users in general, but pay attention to the resulting tone.

en-US source	Finnish target	Comments
If you want to configure the settings individually, you must choose Custom Installation.	Jos haluat määrittää asetukset yksitellen, sinun on valittava Mukautettu asennus.	Address the user directly. Don't use "you" unless it's absolutely necessary.
If you want to configure the settings individually, you must choose Custom Installation.	Jos haluat määrittää asetukset yksitellen, sinun on valittava Mukautettu asennus.	The active form is preferred in instructions.

If you want to configure the settings individually, you must choose Custom Installation.	Jos haluat määrittää asetukset yksitellen, sinun on valittava Mukautettu asennus.	A personal suffix will do. There's no need to use "you" in Finnish.
We can't find the printer.	Tulostinta ei löydy.	Don't translate "we" literally. Because of stylistic issues, computer systems, software, and the like aren't referred to as "we," and the passive voice can be used in error messages and similar strings.

4.1.13 Punctuation

Adhere to the regular Finnish grammar rules for the use of punctuation. The sections below don't list all the grammar rules and recommendations; localizers are expected to know those general grammar rules. You can get more information from the publications listed in the Reference material sections. However, the following are some additional instructions and examples provided for the following punctuation issues.

- Don't use abbreviations!
- Don't use too many semicolons. Often two shorter sentences are better and easier to read.
- Don’t overuse exclamation points. Choose stronger words.
- An en dash adds emphasis in a way that doesn't break up the sentence—and it’s more casual than a colon.
- Question marks should be used judiciously. Always remember that the sentence has to contain a question word if you’re going to use a question mark.
- Remember the basic rules of Finnish grammar. Don't imitate the source!
- Quotation marks are used frequently in English. In Finnish, you should use them only with actual quotations.

Bulleted lists

When localizing bulleted lists or lists in general, you can almost never translate them directly because there are very strict grammar rules for lists in Finnish. So always make sure that all localized lists follow Finnish grammar rules and aren't translated literally. You can find detailed instructions on the grammar rules regarding lists from the publications listed in the Reference material sections.

Comma

Adhere to normal Finnish grammar rules regarding comma usage. All grammar rules and recommendations aren't listed here because localizers are expected to know the general grammar rules. You can get more information from the publications listed in the Reference material sections.

Nonfinite clauses are naturally not separated by a comma.

Colon

Use colons according to normal Finnish grammar rules. Also note the following example. Mistakes are common in text like this.

Example:

US English	Finnish target	Comment
To install the software: Click on setup.exe. Complete Wizard.	Ohjelmiston asennus: Napsauta setup.exe-tiedostoa. Suorita ohjattu toiminto.	If there's more than one sentence after the colon, all sentences should start with a capital letter. If there's just one sentence after the colon, it should not start with a capital letter.

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. In Finnish, the hyphen is used in a similar manner. Always follow applicable grammar rules when using a hyphen in Finnish.

En dash

The en dash is used as a minus sign, usually with spaces before and after. In Finnish, the en dash is used in a similar manner.

In English, 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 Finnish, the en dash is used as "ajatusviiva." Never use the em dash for this purpose! Always follow the usual Finnish grammar rules when using the en dash in Finnish. In Finnish, there should be a space on both sides of the en dash, when used as an "ajatusviiva" in a sentence. When the en dash is used in number ranges, there shouldn't be spaces around it.

Example:

US English	Finnish target	Comment
Save as Dialog	Tallenna nimellä -valintaikkuna	Don't use the en dash in compound words. Use the hyphen instead.
–15°C	–15 °C	Don't use the hyphen as a minus sign. There needs to be a space between the number and the °C unit of measurement.
Save — With this command, you can save your work	Tallenna – tällä komennolla voit tallentaa työsi.	Don't use the em dash as an “ajatusviiva” in a sentence. Use the en dash instead. The latter part of the sentence shouldn't be capitalized.

Em dash

In English, the em dash is used to emphasize an isolated element or introduce an element that isn't essential to the meaning of the sentence. In Finnish, the em dash should not be used. The hyphen and the en dash are to be used according to their respective purpose.

Quotation marks

Quotation marks are used in English far more often than in Finnish.

In English, both single and double quotation marks are used. However, in Finnish, neither of the English quotation mark styles are to be used. Research Institute for the Languages of Finland recommends using the so-called right double curved quotes (”) (Unicode name: RIGHT DOUBLE QUOTATION MARK; Unicode hexadecimal (decimal): 201D (8221); HTML: ”). The opening and the closing quotation marks are identical in Finnish, so this same character is used in opening and closing a quote. If for some reason you can't use these quotation marks, because some localization tools can't

produce them, you can also use the so-called straight quotation marks (") (Unicode name: QUOTATION MARK; Unicode hexadecimal (decimal): 0022 (0034); HTML: "). These also have an identical opening and closing quotation mark. The important thing is that the opening and the closing quote mark are identical, unlike in English.

English tends to use quotation marks frequently, so don't just copy quotation marks in the source text to the Finnish text. Consider whether the entry actually needs them, whether the text is like a quotation in nature. Sometimes you can omit the quotes in Finnish.

Always follow all Finnish grammar rules related to quotes.

en-US source	Finnish target	Comments
According to Bill Gates, "Microsoft is doing well."	Bill Gates sanoi: ”Microsoftilla menee hyvin.” / Bill Gates sanoi: "Microsoftilla menee hyvin."	The English quotation marks should be replaced with the Finnish ones. The first option is the preferred method. If those quotation marks cannot be used, the straight quotation marks can be used. The style of quotation marks must be consistent throughout the whole product or document!
You can "grab" an object and drag it to almost any location.	Voit vetää ja pudottaa kohteen lähes minne tahansa.	You don't have to copy the quotes into Finnish, if the quotes aren't really needed. They're used far more in English than in Finnish.

In US source strings, you may find software references surrounded by English quotation marks. In the Finnish text, don't enclose software references in quotes.

Example:

US English	Finnish target
Click "Save."	Valitse Tallenna.

Parentheses

In English, there's no space between the parentheses and the text inside them. The same applies to Finnish. If the text inside the parentheses is a complete sentence, it starts with a capital letter and ends in a period inside the parentheses. If the text isn't a complete sentence, it doesn't start with a capital letter or end in a period.

Example:

US English	Finnish target
Click here for more details (You will receive the information an email).	Saat lisätietoja napsauttamalla tätä. (Saat tiedot sähköpostitse.) OR Saat lisätietoja napsauttamalla tätä (saat tiedot sähköpostitse).

4.1.14 Symbols & nonbreaking spaces

Nonbreaking spaces sometimes cause problems in the generation of the final documents. Nonbreaking spaces should not be used in online help and documentation live content.

Ampersand (&)

Always translate “&” as “and” when it refers to running text. Do not keep “&” in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

4.1.15 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.

In Finnish, sentence fragments or sentences without a verb may sound too colloquial, mechanical, or rude. Often a readable and friendly tone is achieved with plain language and simple word choices. Fragments can still be used for emphasis or readability.

US English source text	Finnish long form	Finnish sentence fragment
Do the following to install the software on your local system:	Asenna ohjelmisto paikalliseen järjestelmään toimimalla seuraavasti:	Ohjelmiston asennus paikalliseen järjestelmään:
Do you want to cancel the event?	Haluatko peruuttaa tapahtuman?	Peruutetaanko tapahtuma?

4.1.16 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.

Active verb forms are preferred. Noun structures make sentences heavy and more difficult to read. Noun structures can, however, be used in messages (such as system notifications), if you want to avoid a passive form in situations where the logical agent isn't a person, but rather a program, for example. (More information about this is in the Personification section.) However, the passive form can be used for this purpose, too. The passive voice can also be used for example when referring to the general characteristics of a program (for example in User Guides' introductions).

Avoid starting sentences with verbs in the second-person singular form. In introductions, these can be replaced by a passive form. Otherwise, use another active form with the verb *can*. When you give instructions, use the imperative form.

Verb forms in titles and list headings are often in the infinitive form. Usually the best way to translate these is to use a "-minen" form. If titles and headings are, however, in the imperative form, they can sometimes be translated in the imperative form as well. Especially in software translations, it's difficult to know whether a string is the actual command or the title of a window, because they can be in identical form, so titles like those should be translated in the imperative form in software translations. In documentation, titles and headings in the imperative form can be translated with a "-minen" form as long as the translations are consistent (that is, all in the "-minen" form or all in the imperative form).

Continuous operations are usually expressed in English with a gerund, which usually can be translated into Finnish with a "-minen" verb (in headings and such) or with a passive form (in messages from the computer).

English texts tend to use the infinitive form quite a lot (for example, "To create a document…"). You can use a similar structure in Finnish, too. Sentences like this usually state the objective first ("To create a document") and then the steps to achieve it ("click New document"). You can translate these structures into Finnish with a nonfinite clause or a subordinate clause.

US English source text	Finnish use of verb tense	Comments
When installing the program, close all other applications.	Sulje kaikki muut sovellukset, kun asennat ohjelman	The active voice should be used whenever possible and suitable.
File cannot be saved	Tiedostoa ei voi tallentaa	The passive voice can be used in error messages. Changing the structure of strings to the active form could confuse the user.
Save changes by clicking Apply.	Tallenna muutokset valitsemalla Käytä.	Use the imperative form when giving instructions.

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 Finnish, 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.

The general style should be clear, friendly, and concise. However, being friendly doesn't mean using overly colloquial language; always maintain a professional tone. To write in a way that appeals to the intended audience and reflects the Microsoft voice, use contemporary, up-to-date expressions and terminology, close to what people actually say in everyday settings, rather than the formal, technical language that's often found in technical and commercial content.

To ensure that you're using current terminology and phrases, always look for the translations in the most recent version of the Microsoft terminology database and software strings (Microsoft language resources). The consistent use of Microsoft-approved terminology is one of the key ways to achieve the level of quality required in the localized products. Also, familiarize yourself with any prior releases of the product.

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 Finnish-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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).

When localizing Microsoft content, you often come across various product, feature, and component names. To ensure the consistency and high quality of translated content, here's what to do when you come across the name of a product, feature, or component:

- Check if the product name (or the feature name or the component name) is localizable or not. If the localizability of product, feature, and component names hasn't been communicated to you, consult your Microsoft contact for instructions.
- If the name is localizable, check to see if the product (or the feature or the component) has already been translated in earlier projects and if a translation exists in Microsoft Terminology - Globalization | Microsoft Learn. If it has been translated, use the existing translation.
- If the name is localizable, it hasn't already been translated, and you can't find it in any of the terminology databases, submit a query for it to your project contact and include your suggested translation.

In Finnish, product and feature names often have to be inflected. Pay extra attention to inflecting product and feature names, so that the actual name is always clear to the user. Use modifiers if necessary.

Version numbers

Version numbers always contain a period (for example, "versio 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	Finnish 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	Luettele ideoita hauskaan ryhmäyttämisen etätapahtumaan
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Mitkä ovat kokouksen tavoitteet ja aiheet? Muotoile kukin osa lihavoidulla otsikolla, luettelomerkeillä varustetulla luettelolla ja lihavoiduilla nimillä
Propose a new introduction to <entity type='file'>file</entity>	Ehdota uutta johdantoa tiedostolle <entity type='file'>file</entity>
What were the open issues from <entity type='meeting'>meeting</entity>?	Mitkä ovat <entity type='meeting'>kokouksen</entity> käsittelemättömät asiat?

Give me ideas for icebreaker activities for a new team	Anna minulle ideoita uuden tiimin tutustumisaktiviteetteihin
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Luo luettelo <placeholder>meren inspiroimista värien nimistä</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

Trademark and copyright symbols (®, ™, and ©)

If a word that has a trademark or a copyright symbol has to be inflected in Finnish, place the symbol after the suffix used for inflection. However, avoid the inflection of such words if you can.

Example:

US English	Finnish target
This is a Microsoft® Proprietary Technology.	Tämä on patentoitu Microsoft®-tekniikka.

5.5 Software considerations

This section provides guidelines for the localization of UI elements.

General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

5.5.1 Arrow keys

The arrow keys move the input focus among the controls within a group. Pressing the right arrow key moves the input focus to the next control in tab order, whereas pressing the left arrow moves the 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 the arrow keys.

5.5.2 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.

en-US source	Finnish target	Comments
We are sorry, this email address is not available.	Tämä sähköpostiosoite ei ole saatavilla.	The politeness of the text can be toned down.
Not enough memory to process this command.	Muisti ei riitä tämän komennon käsittelyyn.	Direct and concise

Finnish 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 usually translated in the passive form, but that's not an absolute requirement. If the source text is in the active voice, the translation can be in the active voice as well.

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. Try to avoid this in Finnish, and use the same wording when the meaning is the same.

Examples:

en-US source	Finnish target
Cannot save Could not save	Tallennus ei onnistu Tallennus ei onnistunut
Failed to open file	Tiedoston avaaminen ei onnistu
Cannot find the file Could not find the file Unable to find the file Unable to locate the file	Tiedostoa ei löydy
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Muisti ei riitä
... is not available ... is unavailable	ei ole käytettävissä

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. Often, you won't know what will replace the placeholder or the placeholder could be replaced by a variety of items. In these cases, you'll need to use modifiers. This approach can make the translation sound odd and unnatural, but sometimes that can't be helped.

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."

5.5.3 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.

When you localize strings containing keyboard shortcuts, be aware that these strings are likely to appear in dialog boxes, menu options, and commands. They often show up as the names of buttons or similar UI items, so you should translate them according to rules described in instructions for software UI components. If possible, try to keep the same keyboard shortcuts as in the English source. However, this is usually impossible, so keyboard shortcuts will have to be assigned to different characters. Check that keyboard shortcuts are consistent and that there are no conflicting keyboard shortcuts (that is, the same keyboard shortcut is assigned to more than one function).

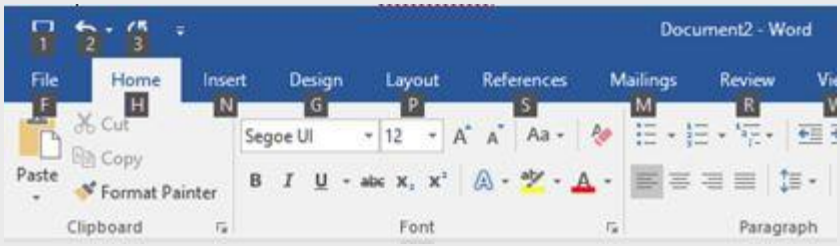
Examples:
New
Cancel
Options

Keyboard shortcuts special options	Usage: is it allowed?
"Slim characters," such as *I, l, t, r,* and *f* can be used as keyboard shortcuts	yes, but not encouraged

Characters with downstrokes, such as *g, j, y, p,* and *q* can be used as keyboard shortcuts	yes, but not encouraged
Extended characters can be used as keyboard shortcuts	yes, but not encouraged
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut	no
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 Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	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 are not 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.

5.5.4 Keys

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).

Key names

English key name	Finnish key name
Alt	Alt
Backspace	askelpalautin
Break	Break
Caps lock	Caps Lock
Ctrl	Control
Delete	Delete
Down arrow	alanuoli
End	End

English key name	Finnish key name
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left arrow	vasen nuoli
Num lock	Num Lock
Page down	Page Down
Page up	Page Up
Pause	Pause
Right arrow	oikea nuoli
Scroll lock	Scroll Lock
Shift	vaihto
Spacebar	välilyönti
Tab	sarkain
Up arrow	ylänuoli
Windows key	Windows-näppäin
Print screen	Print Screen
Menu key	valikkonäppäin

5.5.5 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.

5.5.6 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-screen, whereas shortcut keys can be used even when they aren't accessible on-screen.

Standard shortcut keys

US command	US English shortcut key	Finnish command	Finnish shortcut key
General Windows and Office shortcut keys			
Help window	F1	Ohje-ikkuna	F1
Context-sensitive Help	Shift+F1	Tilannekohtainen Ohje-ikkuna	Vaihto+F1
Display pop-up menu	Shift+F10	Näytä ponnahdusvalikko	Vaihto+F10
Cancel	Esc	Peruuta	Esc
Activate/deactivate menu bar mode	F10	Ota valikkorivitila käyttöön tai poista se käytöstä	F10
Switch to the next primary application	Alt+Tab	Siirry seuraavaan sovellukseen	Alt+Sarkain
Display next window	Alt+Esc	Näytä seuraava ikkuna	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Näytä ikkunan ponnahdusvalikko	Alt+Välilyönti
Display pop-up menu for the active child window	Alt+-	n/a	n/a
Display property sheet for current selection	Alt+Enter	Näytä nykyisen valinnan ominaisuudet	Alt+Enter
Close active application window	Alt+F4	Sulje käytössä oleva sovellusikkuna	Alt+F4

US command	US English shortcut key	Finnish command	Finnish shortcut key
Switch to next window within (modeless-compliant) application	Alt+F6	Siirry saman sovelluksen seuraavaan ikkunaan	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Kopioi ruutukuva valitusta sovelluksesta leikepöydälle	Alt+Prnt Scrn
Capture desktop image to the clipboard	Prnt Scrn	Kopioi ruutukuva koko näytöstä	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Siirry Käynnistä-valikkoon	Ctrl+Esc
Display next child window	Ctrl+F6	Näytä seuraava ali-ikkuna	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Näytä ruudun seuraava välilehti	Ctrl+Sarkain
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Käynnistä tehtävienhallinta	Ctrl+Vaihto+Esc
File menu			
File New	Ctrl+N	Uusi tiedosto	Ctrl+N
File Open	Ctrl+O	Avaa tiedosto	Ctrl+O
File Close	Ctrl+F4	Sulje tiedosto	Ctrl+F4
File Save	Ctrl+S	Tallenna tiedosto	Ctrl+S
File Save as	F12	Tallenna nimellä -toiminto	F12
File Print Preview	Ctrl+F2	Tulostuksen esikatselu	Ctrl+F2
File Print	Ctrl+P	Tulosta tiedosto	Ctrl+P
File Exit	Alt+F4	Sulje tiedosto	Alt+F4

US command	US English shortcut key	Finnish command	Finnish shortcut key
Edit menu			
Edit Undo	Ctrl+Z	Kumoa muokkaus	Ctrl+Z
Edit Repeat	Ctrl+Y	Tee uudelleen	Ctrl+Y
Edit Cut	Ctrl+X	Leikkaa	Ctrl+X
Edit Copy	Ctrl+C	Kopioi	Ctrl+C
Edit Paste	Ctrl+V	Liitä	Ctrl+V
Edit Delete	Ctrl+Backspace	Poista	Ctrl+Backspace
Edit Select All	Ctrl+A	Valitse kaikki	Ctrl+A
Edit Find	Ctrl+F	Etsi	Ctrl+F
Edit Replace	Ctrl+H	Etsi ja korvaa	Ctrl+H
Edit Go To	Ctrl+B	Siirry	Ctrl+G
Help menu			
Help	F1	Ohje-ikkuna	F1
Font format			
Italic	Ctrl+I	Kursivointi	Ctrl+I
Bold	Ctrl+G	Lihavointi	Ctrl+B
Underlined/word underline	Ctrl+U	Alleviivaus	Ctrl+U
Large caps	Ctrl+Shift+A	Isot kirjaimet	Ctrl+Vaihto+A
Small caps	Ctrl+Shift+K	Muuta kaikki kirjaimet kapiteelikirjaimiksi	Ctrl+Vaihto+K
Paragraph format			
Centered	Ctrl+E	Tasaa keskelle	Ctrl+E

US command	US English shortcut key	Finnish command	Finnish shortcut key
Left aligned	Ctrl+L	Tasaa vasemmalle	Ctrl+J
Right aligned	Ctrl+R	Tasaa oikealle	Ctrl+R
Justified	Ctrl+J	Tasaa molempiin reunoihin	Ctrl+L

5.6 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.

5.6.1 English pronunciation

5.6.1.1 General rules

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 Finnish phonetic system if the original pronunciation sounds very awkward in Finnish.

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ di:]	Pronounced as in English, because a Finnish pronunciation would sound odd.
.NET	[dot net] *or* [piste net]	Can be pronounced in an English or a Finnish way.
Skype	[skaip]	Product names should be pronounced the way they're pronounced in the source language as per the Style Guide.

Acronyms and abbreviations

For example, the following acronyms are pronounced like words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	ˈrɑ.di.us
RAS	ˈrɑs
ISA	ˈi: ˈæs ˈɑ:
LAN	ˈlɑn
WAN	ˈʋɑn
WAP	ˈmɑ.pi
MAPI	ˈæs.ku:.æl
POP	ˈpop
URL	ˈu: ˈær ˈæl

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	ˈi: ˈse: ˈæm ˈpe
IP	ˈi:.pe:
TCP/IP	ˈte:.se:.pe: ˈi:.pe:
XML	ˈæks.æm.æl
HTML	ˈho:.te:.æm.æl
OWA	ˈo: ˈʊe: ˈɑ:
SQL	ˈæs.ku:.æl

URLs

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

"www" should be pronounced as "veeveevee."

The "dot" should be omitted, but it can also be read aloud. If you read it aloud, pronounce it the Finnish way, as *piste*.

Example	Phonetics	Comment
http://www.microsoft.com/fi-fi	ˈʊe:.ʊe:.ʊe: 'pis.te ˈmik.ro.soft ˈpis.te 'kom 'kɑut:a ˈfi ˈʊi:ʊɑ ˈfi	Pronounced in the Finnish style

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 Finnish translations approved in Microsoft Terminology - Globalization | Microsoft Learn.

5.6.2 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.

5.6.3 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 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