Swedish Style Guide

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1 Welcome

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

1.1 Reference material

Unless this style guide or [Microsoft Language Portal](#) 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. Svenska Akademiens ordlista över svenska språket (Norstedts). Use the latest edition.
2. Svenska skrivregler (Språkrådet). Use the latest edition.
3. Svenskt språkbruk (Språkrådet/Norstedts)
4. Svensk ordbok utgiven av Svenska Akademien

Items 1 and 4, Svenska Akademiens ordlista and Svensk ordbok, can be found online at https://svenska.se/

Informative references

These sources may provide supplementary and background information.

1. IDG/Computer Sweden. Glossary with explanations of computer terms in Swedish. http://cstjanster.idg.se/sprakwebben/ord.asp
2. Rikstermbanken. Swedish terminology collection. http://www.rikstermbanken.se
3. Institutet för språk och folkminnen. General information on how to write correctly in the Swedish language. https://frageladan.isof.se/fragasr.py

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 Swedish 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.

Note that US marketing text in particular often employs convoluted sentence structures and jargon that's wildly excessive for the Swedish market. A Swedish audience is impressed by facts, not by rhetoric. We use short sentences and short expressions.

The use of superlatives such as "best" and "fastest" is normally *illegal* in Swedish marketing texts. The exceptions are 1) if an independent body has conducted an impartial test that's clearly referred to in the text, 2) if it concerns something that's obviously a matter of taste ("The best action movie of the year," for instance, is allowed).

2.1.1 Flexibility

It's important for translators to modify or rewrite translated strings so that they are appropriate and sound natural to Swedish 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.

Repetition

It's common in English to repeat certain words in a sentence. In Swedish, don't repeat a word more than is necessary for the meaning.

English example	Swedish example
When using an **agent**, this **agent** is the default **agent** for clients when none is specified.	Den här **agenten** används som standard för klienter om inget annat anges.

Double negatives

Double negatives are often used in English in a way that isn't considered proper style, or even correct grammar, in Swedish.

English text	Correct Swedish translation	Incorrect Swedish translation
We will **not** make any of the information collected about you available to others, **neither** to our partners **nor** to any third parties.	Vi lämnar **inte** ut någon information som vi samlar in om dig, **vare sig** till våra partner eller till någon annan.	Vi lämnar **inte** ut någon information som vi samlar in om dig, **inte** till någon av våra partner eller till någon annan.

2.1.2   Word choice

Terminology

Use approved terminology from [Microsoft Language Portal](#) 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 using 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 easy to read quickly. Precise, well-chosen words aid clarity, but it's important to use everyday words that customers are familiar with.

In Swedish, the Microsoft voice can be conveyed through similar means by using shortened words and the short words used by people in daily conversations. Take care to adhere to approved terminology; don't use different target terms for already established and approved terms.

English term	Swedish word	Swedish word usage
mobile/mobile phone	mobil	Use *mobil* instead of the full form *mobiltelefon*.
app	app, program	Use *app* when referring to apps for mobile devices. If that distinction is impossible to make, or if the context is unclear, follow the source text.
download	ladda ned	Use *nedladdningsbar fil* or *nedladdning* as noun.
enhanced	förbättrad	Use context-appropriate equivalents, such as *bättre, skönare,* and *trevligare*.

2.1.3 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. We take a similar approach in Swedish. Note that we use the simpler forms shown in the following table, even if the source material failed to achieve a simple, direct tone.

en-US source	Swedish word to avoid	Swedish word/phrase
obtain, get	erhålla	få
as well as	såväl … som	också, både … och
have an opportunity to	ha möjlighet	kan
X enables…	X gör det möjligt att …	Med X kan du …
however	dock, emellertid	men (example: "Det går inte att logga in till kontot. Du kan emellertid försöka igen senare." vs. "Det går inte att logga in till kontot, men du kan försöka igen senare.")
previous	föregående	förra (**Note:** Not applicable to the button name in the user interface.)
e.g.	såsom, exempelvis	till exempel, som

email (n)	e-postmeddelande	mejl (**Note:** Only applicable in web and marketing material. Use *e-post* or *e-postmeddelande* in UI and UA.)
email (v)	skicka e-post	mejla (**Note:** Only applicable in web and marketing material. Use *skicka e-post/e-posta* in UI and UA.)
Find out how on...	Mer information om hur du gör detta finns på...	Mer info finns på ... (**Note:** Don't use "Få reda på" or "Ta reda på.")
supply (v)	tillhandahålla	ge, förse med
according to	i enlighet med	enligt, utifrån, baserat på

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 and the result may even be ridiculous. That's why it's paramount to check the source text in the live pages so that you don't just translate a list of strings without context. The text may be split into different sentences if that helps to simplify the translation. Sometimes you can omit descriptors to make the text snappier.

English text	Correct Swedish translation	Incorrect Swedish translation
When a pinned site is launched from the taskbar, the browser frame and navigational controls integrate the site's icon and primary color, providing an experience that's tailored to the site you're viewing.	När du klickar på en webbplats i Aktivitetsfältet anpassas webbläsarens ram och navigeringsfält efter webbplatsen ikon och färg. På så sätt får du en skräddarsydd inramning av webbplatsen du besöker.	När en fäst webbplats körs från Aktivitetsfältet integrerar webbläsarramen och navigeringskontrollerna webbplatsens ikon och primära färg och tillhandahåller en upplevelse som är skräddarsydd efter webbplatsen du tittar på.

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	Swedish target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Fel lösenord. Försök igen, och glöm inte att lösenord är skiftlägeskänsliga.	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.	Produktnyckeln fungerade inte. Kontrollera den och försök 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	Nu är det bara att köra!	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?	Vill du fortsätta?	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.	Ge datorn ett namn, vilket du vill. Om du vill ändra bakgrundsfärgen inaktiverar du högkontrast i datorinställningarna.	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	Swedish target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Uppdateringarna har installerats, men installationsprogrammet för Windows måste startas om för att de ska fungera. Efter omstarten fortsätter vi där vi slutade.	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" strikes a personal tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Om du startar om nu kan ditt och andra användares osparade arbete gå förlorat.	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.	Det här dokumentet flyttas automatiskt till rätt bibliotek och mapp när de obligatoriska egenskaperna har fyllts i.	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.	Något hände och det går inte att hitta de nedladdade filerna för att skapa ett startbart USB-flashminne.	Short, simple sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Swedish 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	Bildlösenord innebär ett nytt sätt att skydda din pekskärmsdator. Du väljer den bild och de gester som ska användas med bilden för	**Promoting a specific feature** To promote the picture password feature, the text lists the requirements

US English	Swedish target	Explanation
it—to create a password that's uniquely yours.	att skapa ett lösenord som är unikt för dig.	needed to enable the feature. The parenthetical statement clarifies and emphasizes the requirements.

2.2.4 Providing how-to guidelines

US English	Swedish target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Om du vill gå tillbaka och spara arbetet klickar du på Avbryt och slutför det du behöver.	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.	Bekräfta det nuvarande bildlösenordet genom att spela upp det igen och följa med i de exempelgester som visas på bilden.	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 är dags att skriva in produktnyckeln. När du ansluter till Internet aktiverar vi Windows åt dig.	The second-person pronoun "you" 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		**Swedish examples**	
primary/subordinate	master/slave	överordnad/underordnad	mästare/slav
stop responding	hang	sluta svara	hänga sig
expert	guru	expert	guru
colleagues; everyone; all	guys; ladies and gentlemen	kollegor, deltagare, alla	grabbar, damer och herrar

parent	mother or father	förälder	mamma eller pappa

3.1   Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid compound words containing *man* or *men*, or similar constructions in your language, when possible. Certain words containing the masculine form -man or the feminine form -*ska* such as *brandman* or *sjuksköterska* are well established in the Swedish language and can denote all genders. When it's possible to choose a more gender-neutral form, like in the examples below, this should be the preferred option.

Avoid the usage of the adjectival form -e to distinguish gender. Instead, only use the gender-neutral form -a (see last example below). If it's necessary to distinguish gender, a pre-modifier such as "female" or "male" can be added.

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

Use this	Not this	Comments
Swedish examples		
talesperson	talesman	Gender-neutral by using *person* instead of *man*.
skådespelare	skådespelerska	Gender-neutral form commonly used today.
lärare	lärarinna	Gender-neutral form commonly used today.
den nya chefen	den nye chefen	Gender-neutral adjective form.
den anställda	den anställde	Gender-neutral adjective form.

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

Don't use gendered pronouns (*hon, han, henne, honom, etc*.) in generic references. Instead:

- Rewrite to use the second person (*du*).
- Rewrite the sentence to have a plural noun and pronoun.

- Use the definite form instead of a pronoun (for example, *dokumentet* instead of *hans document*).
- Refer to a person's role (for example läsare, anställd, kund, klient).
- Use *person* or *individ*.
- The use of the gender-neutral pronoun "hen" is becoming more widespread in Swedish. "Hen" is added to the Swedish Academy Dictionary, and it's a practical choice for several contexts. Using "hen" is a convenient way of avoiding the gender-exclusive option "han eller hon". It's also a suitable equivalent for the English use of singular "they/their" as a non-gendered pronoun. Some caution is advised, as "hen" may still not be seen as a completely neutral choice in all contexts.

Use this	Not this	Use this	Not this
English examples		**Swedish 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.	En användare med rätt behörighet kan ställa in lösenord för andra användare.	Om användaren har rätt behörighet kan han/hon ställa in lösenord för andra användare.
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	Utvecklare behöver åtkomst till servrarna i utvecklingsmiljöerna, men inte till servrarna i Azure.	En utvecklare behöver åtkomst till servrarna i hans/hennes utvecklingsmiljöer, men inte till servrarna 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.	Du kan ringa ett samtal genom att välja personens namn, välja Ring ett samtal och sedan ange numret du vill ringa.	Du kan ringa ett samtal genom att välja hans/hennes namn, välja Ring ett samtal och sedan ange numret du vill ringa.
This will send the user a new email invitation for redeeming their account.	This will send the user a new email invitation for redeeming his/her account.	Användaren får en ny e-postinbjudan om hur hen löser in sitt konto.	Användaren får en ny e-postinbjudan om hur han/hon löser in sitt konto.

Send a request to them.	Send a request to him/her.	Skicka en förfrågan till hen.	Skicka en förfrågan till honom/henne.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *han, hon hen* or another pronoun. It's OK to use gendered pronouns (like *han, hon, honom, henne*) 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 *drabbad av* or *lider av.* The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Swedish examples**	
person with a disability	handicapped	person med funktionsnedsättning	handikappad
person without a disability	normal person; healthy person	person utan funktionsnedsättning	normal person; frisk 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		**Swedish examples**	
Select	Click	Välj	Klicka

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

Spell out words like *och, plus,* and *om.* 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 Swedish.

4.1   Grammar, syntax and orthographic standards

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

4.1.1   Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly the names of buttons and options) due to lack of space. However, in Swedish, this should be avoided. The preferred option is to log a bug, "Not designed for localization."

List of common abbreviations:

Expression	Acceptable abbreviation
bland annat	bl.a.
med mera	m.m.
det vill säga	d.v.s.
fortsättning	forts.
från och med	fr.o.m.
gånger	ggr

jämför	jfr
till och med	t.o.m.
och så vidare	o.s.v.
på grund av	p.g.a.
respektive	resp.
till exempel	t.ex.

Don't use the abbreviation *etc.* Instead, use *o.s.v.*

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).

In Swedish, we don't normally localize computer-related acronyms. In general, acronyms aren't as common in Swedish as they are in English.

Unlocalized acronyms

Unlocalized acronyms should be explained the first time they appear in the text.

Example:

en-US source	Swedish target
OLE	OLE (Object Linking and Embedding, länkning och inbäddning av objekt)

4.1.3   Adjectives

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

- Don't misinterpret nouns for adjectives.

Executable usually means *körbar fil,* not *körbar. Downloadable* is translated as *nedladdningsbar fil, not necessarily only nedladdningsbar. Check the context (in UI and surrounding strings) and glossaries.*

- Make sure each adjective (perfect participle) is conjugated properly, depending on the noun it relates to. The noun often is implied, for example, in a separate, previous string. In UI, check the instructions to see which string might be applicable.

Possessive adjectives

The frequent use of possessives (such as *his, its,* and *whose*) is common in English. Swedish, also a Germanic language, is not unlike English in that regard. However, remember that the meaning is often clearer if the noun is used instead of a pronoun. And be careful because sometimes in the source text the pronoun doesn't agree with the antecedent ("syftningsfel").

4.1.4   Articles

Use articles ("den," "det," and "de") consistently. This will enhance the clarity of your content. Articles can often be omitted because the meaning is clear to the user.

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 the same way.

Example:

en-US source	Swedish target
Microsoft Word	Microsoft Word

Localized feature names

Translated feature names are normally translated in the definite form. This fits most sentence structures. If you encounter an exception, the easiest solution is to rephrase the sentence.

Example:

en-US source	Swedish target
Expression Builder	Uttrycksverktyget

Articles for terms borrowed from English

To choose the appropriate article for an English loan word 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 Swedish language? Consider all conjugations: *en policy, flera policyer, de där policyerna.*
- Analogy: Is there an equivalent Swedish 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 Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	Swedish target
community	(en) community

4.1.5   Capitalization

In Swedish, everything except names and the first word in a sentence should be lowercase. Don't follow the capitalization in the source text.

There are a handful of exceptions and specifics:

- Weekdays and months don't count as names. They are only capitalized if they are the first word in a sentence or if the design context requires it, such as in a calendar.
- If a proper name starts with a lowercase letter, such as Dutch van der Waal or French de Broglie, and it starts a sentence, the name should **not** be capitalized. Example: "van Gogh var en tidig expressionistisk målare."
- All capital letters are never used in Swedish.

Lowercase is sometimes used for the names of commands, menus, dialog boxes, and similar elements of software UI. This can be a problem for Swedish when localizing user assistance material because Swedish doesn't use quotation marks for software references. In these cases, use uppercase when referring to software references, as a way to highlight the names.

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.

Most Swedish speakers will find compounds of more than four or five elements difficult to interpret. Such compounds can be avoided by rephrasing: for example, "överljudsflygplansmotor" can be phrased as "motor för överljudsflygplan."

Note that just separating words that should be compounds is a serious error. In the previous example, "överljud flygplans motor" means nothing at all in Swedish. "Fel sökning" means "the wrong search," while "felsökning" means "diagnostics."

English technical texts often contain long strings of nouns. In Swedish, prepositions must be used to clarify how the elements relate to one another.

Example:

en-US source	Swedish target
Junk E-mail Reporting Tool	Rapportverktyg för skräppost

A compound with a name as its first part should begin with a capital letter:

Windows-program
Falutrakten

4.1.7   Conjunctions

Writing in the Microsoft voice in English uses conjunctions to make the text sound friendly and conversational. For example, starting a sentence with a conjunction can convey an informal tone and style.

On a limited basis, using conjunctions in the same way in Swedish will have the same effect. But be careful not to overuse this approach; it will be regarded as a colloqualism.

en-US source text	Swedish old use of conjunctions	Swedish new use of conjunctions
As <product> gains features, there is a risk that older content may not display correctly.	Allteftersom <Product> får fler funktioner finns det en risk att äldre innehåll inte visas korrekt.	När <Product> får fler funktioner finns det en risk att äldre innehåll inte visas korrekt.
However, these icons do not exist anymore.	Dock finns dessa ikoner inte längre.	Men de här ikonerna finns inte längre.
And now you are done.	Nu är du klar.	Och nu är du färdig.

4.1.8 Gender

Pay attention to gender inflection when translating adjectives. In software, it's often impossible to determine what noun an adjective refers to. Improper coding practices might also mean that an adjective can refer to nouns of different genders. In these cases, use the neuter form ("nytt," "allmänt"). Never use a double form ("Ny/nytt" or "Ny(tt)").

In running text, if an adjective refers to nouns of different genders, the adjective must be written out, using the proper form, for each noun.

Example:

en-US source	Swedish target
You can create a new document, spreadsheet, or folder.	Du kan skapa ett nytt dokument, ett nytt kalkylblad eller en ny mapp.

Never use the masculine form of a noun or an adjective. Swedish is different from other languages in that the feminine form takes precedence. Using the masculine form means that everyone the text refers to is male. This is especially important to remember when addressing the reader.

Example:

en-US source	Swedish target
Dear customer	Bästa kund
The employee may...	Den anställda kan ...

For information on how inclusive language should be applied in Microsoft products, see [Avoid gender bias](#).

4.1.9 Genitive

Don't use the English apostrophe (') for Swedish genitive forms.

Convention 1. Sometimes, there are objections to attaching a genitive -s to (trademarked) product names because it could be interpreted as a modification of such names. Rephrasing often solves the problem.

Example:

en-US source	Swedish target
Microsoft's	som tillhör Microsoft

Convention 2. In some longer constructions, especially titles, the genitive -s is added to the first word. This often looks odd to modern readers, though, so the recommendation is to rephrase.

Example:

en-US source	Swedish target
The Queen of England's castle	Drottningens av England slott (formally correct)
The Queen of England's castle	Den engelska drottningens slott (rephrased)

4.1.10 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 Swedish colloquialism that means the same thing unless the Swedish 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	Swedish target
Awesome. Thank you for making account.microsoft.com even better.	Tack för att du hjälper till att göra account.microsoft.com ännu bättre!

4.1.11 Modifiers

In grammar, a modifier (such as adverbs and adjectives) is an optional element in a phrase or clause. If the modifier is removed, it doesn't affect the grammatical correctness of the sentence. Modifiers can be a word, a phrase, or an entire clause. Semantically, modifiers describe and provide more meaning for another element. Modifiers can occur before or after the thing that they modify.

English text often uses the type of passive construction shown in the table. In Swedish text, you sometimes need to rewrite phrases like this, using relative clauses as the modifiers, or the result will sound excessively formal.

Example:

en-US source	Swedish target
The recently saved file	Den nyligen sparade filen (overly formal)
	Den fil som du nyss sparade (less formal, with added subject)

4.1.12 Nouns

General considerations

Some nouns have masculine forms, but always use the feminine form unless the context makes it clear that the reference is only to males.

Example:

en-US source	Swedish target
Send a letter to the employee	Skicka ett brev till den anställda

Inflection

When the source text makes the noun function both as singular and plural by adding the plural s in parenthesis, Swedish always uses only the plural. In rare cases, it might be necessary to use both singular and plural, but in that case, write out the phrase in full.

Example:

en-US source	Swedish target
Add the new file(s).	Lägg till de nya filerna.
	Lägg till den nya filen eller de nya filerna.

Avoid the construction called "efterställd bestämning." Although it's acceptable in speech, where emphasis adds clarity, it can result in unclear or even incorrect writing.

Example:

en-US source	Swedish target
Select the option you want to use	Välj det alternativ som du vill använda

Plural formation

Swedish plurals have no easily distinguishable pattern. Cases need to be dealt with individually.

Example:

en-US source	Swedish target
pea(s)	ärta/ärtor

chair(s)	stol/stolar
table(s)	bord/bord
grand piano(s)	flygel/flyglar
mouse/mice	mus/möss
string(s)	snöre/snören
course	rätt/rätter

4.1.13 Numbers

This topic includes guidelines for when to use numerals (the symbol 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 thirty-four).

There's no set rule for writing numerals in Swedish, but a common practice is to spell out numbers between zero and twelve.

4.1.14 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.

In Swedish, the Microsoft voice can be conveyed through a similar use of prepositions. Together with the relative pronoun som, prepositions can start or end a sentence.

Source text	Swedish, classic	Swedish, modern
Send a message to the user that this account was created for.	Skicka ett meddelande till den användare för vilken det här kontot har skapats.	Skicka ett meddelande till den användare som det här kontot har skapats åt.

4.1.15 Pronouns

In Swedish, the Microsoft voice can be conveyed through the use of first-person and second-person pronouns, just like it is in US English text. (See the examples below.) Note, though, that this isn't a change; the recommendation in Swedish has always been to avoid impersonal constructions and the passive voice.

Note 1: Avoid the excessive use of first-person and second-person pronouns (min, mitt, mina, din, ditt, dina). Use these pronouns only when you need to clarify or distinguish (for example, your files vs. somebody else's).

Note 2: Avoid the excessive use of "we" (vi). Swedish users are much less comfortable than US users with the idea that their data might be monitored.

English user reference	Swedish user reference
You can change when new updates get installed.	Du kan ändra när uppdateringar installeras.

4.1.16 Punctuation

For general punctuation rules, see Språkrådets skrivregler.

Comma

Commas facilitate reading and help make the text clear. Always use a comma in the following cases:

- Between principal clauses unless they're very short (less than four words). Note that imperative clauses, questions, and exclamations are considered principal clauses.

Example: Öppna källfilen i det program som den är skapad i, och markera den information du vill länka.

- Use a comma before and after an inserted clause or phrase.

Example: Datorhandböcker, i synnerhet amerikanska, är ofta onödigt pratiga. I den nya versionen av XXX kan du snabbt och lätt rita flera olika typer av objekt, t.ex. linjer, bågar och kvadrater, med knapparna i verktygsfälten.

- Use a comma after a long subordinate clause only if the comma facilitates reading. Short subordinate clauses don't need a comma even if a comma is used in the English source text.

Example: Om du har problem med enheten kan du klicka på Felsökare.

- Use a comma to separate items in a series consisting of more than two phrases or items.

Example: Ange namn, adress, telefonnummer och e-postadress

Note that the serial comma or "Oxford comma" is often used in the US English text. (The serial comma is the comma before the and or or that precedes the last item in a series. The serial comma is never used in Swedish and must be deleted from the translation.

- The comma is always used as a decimal character in Swedish, whereas English uses a period.

Exception: A period should be used for product version numbers: Microsoft Systems Management Server 2.0

Colon

Use a colon in ordinals (for example, 22:a, 34:e, 77:e). Also, a colon is used before examples and instructions. If the text following the colon starts a new line or is a complete sentence, the first word should be capitalized.

Example:

US English	Swedish target
This chapter describes the following tasks:	I det här kapitlet beskrivs följande moment:
How to spellcheck.	Hur du kontrollerar stavning.
How to use the Thesaurus.	Hur du använder synonymordboken.

The colon is used for plural, definite, and genitive forms of acronyms.

Example:

US English	Swedish target
The URL	URL:en
IBM's	IBM:s

Dashes and hyphens

Three different dash characters are used in English.

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. Swedish uses it to separate some compound words, to hyphenate words at line breaks, and as minus sign. It is used in the following situations.

Where needed for clarity:

- icke-rökare

When the first part is a product or brand name:

- Microsoft-produkter
- Word-dokument
- Skype-kredit
- Skype-namn
- Skype Pro-användare

When the first part is an acronym:

- CAD-system

When one of the parts is a word from another language:

- standard-gateway

If you are unsure, consult SAOL. If the word is listed there, it's considered to be a Swedish word, and no hyphen should be used (for instance, "live" in "liveljud" or "copyright" in "copyrighttext").

When the first part is a number:

- 25-procentig

A hyphen is used in reference to menus in Microsoft UI:

- Arkiv-menyn
- Start-menyn
- Hjälp-menyn

A hyphen is used in coordinated constructions where one part of a compound noun is left out. The hyphen marks the left-out part of the word. The coordinated words or phrases must be of the same type: "grundversion och avancerad version," but "maskin- och programvara."

Use a hard hyphen (Ctrl+Shift+Hyphen(-)) to avoid line breaks in a compound (for example, 2-årig, 2011-12-31).

En dash

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

In Swedish, the en dash can be used instead of parentheses or commas around inserted clauses or phrases. Use the en dash (ANSI 0150) with space before and after. Note that English uses the en dash more frequently than Swedish does, so use the en dash sparingly in the Swedish translation.

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example:

US English	Swedish target
page 114–120	sid 114–120

Em dash

Swedish doesn't use the em dash.

Ellipsis (suspension points)

Use the ellipsis (…) sparingly in running text. A space should be added between the text and the ellipsis (så här …)

Note: In UI, don't insert this space before the ellipsis (in order to avoid problems with line breaks, truncation, and error messages).

The ellipsis that's used in menu options, on buttons, and in similar places in UI is usually removed in Swedish documentation that refers to those UI elements.

Example:

US English	Swedish target
Click Save…	Klicka på Spara

Period

Abbreviations

A period is used in Swedish abbreviations.

- t.ex.
- m.m.

Version numbers

Use a period, not a comma, in product version numbers.

- Microsoft Systems Management Server 2.0

UI options – no period

A period is never used in options and check boxes.

Quotation mark

Quotation marks are used when referring to titles or when quoting from another text.

In Swedish, the following quotation marks are used: (" ") or (" ") ("typographical quotation marks"). Don't use other quotation marks in Swedish text, such as the "66 99 quotation marks" (" ") found in US English text.

Don't use straight quotes (") to denote inches. Write tum instead.

In the US English source text, you may find software references surrounded by English quotation marks. These should be removed in the translation. This recommendation also applies when lowercase is used for the names of commands, menus, dialog boxes, and similar software elements. When you refer to these software items in UA, highlight them with uppercase, not with quotation marks.

Parentheses

In both English and Swedish, there's no space between the parentheses and the text inside them.

4.1.17 Sentence fragments

In Swedish, the Microsoft voice can be conveyed through the use of sentence fragments or short sentences. However, don't use sentence fragments when the user is prompted for a decision.

US English source text	Swedish long form	Swedish sentence fragment
Do this:	Utför följande steg:	Gör så här:
How do I do this?	Vilka steg behöver jag utföra?	Hur gör jag?
Go to the next step.	Gå till nästa steg.	Gå vidare.

4.1.18 Symbols and nonbreaking spaces

Symbols and characters

Swedish normally doesn't use symbols other than the % sign. The # and & symbols common in US English texts should be treated as the words "number" and "and", respectively. Logical and mathematical operators are used the same way as in English.

Nonbreaking spaces

Use nonbreaking spaces (Ctrl+Shift+spacebar) to avoid line breaks, for example, in amounts and phone numbers. A nonbreaking space should also be used between a measurement and the unit.

en-US source	Swedish target
2.5GB	2,5 GB

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

Ampersand (&)

For the ampersand symbol - 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.

4.1.19 Syntax

Consistent syntax helps set users' expectations. Once users know what to expect, they can quickly parse text that uses consistent syntax. For example, if instructions are always written in the imperative form, users learn to pay closer attention to imperative sentences.

Sentence style should be short, simple, and complete. Avoid compound sentences, ambiguous sentence structure, and nonstandard word order, all of which might be difficult to interpret.

Adapt the syntax to Swedish standards. Don't copy the US English syntax when it isn't natural for Swedish. The aim is to make the translation sound as if it was originally written in Swedish.

Example:

en-US source	Swedish target
If you want to open Notepad, click Start.	Klicka på Start om du vill öppna Anteckningar.
If you want to open Notepad, click Start.	För att öppna Anteckningar, klicka på Start. (WRONG)

If there are problems during the installation, contact the system administrator.	Kontakta systemadministratören om det uppstår problem under installationen.
If there are problems during the installation, contact the system administrator.	~~Om det uppstår problem under installationen, kontakta systemadministratören.~~ (WRONG)
If there are problems during the installation, contact the system administrator.	~~Om det uppstår problem under installationen, kontaktar du systemadministratören.~~ (WRONG)

4.1.20 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.

In translations, avoid using "kommer att" and use the present tense instead.

Example:

en-US source	Swedish target
If you press the button the message will be sent.	Om du trycker på knappen skickas meddelandet. OR: Tryck på knappen, så skickas meddelandet.
If you press the button the message will be sent.	~~Om du trycker på knappen kommer meddelandet att skickas.~~ (AVOID)

Use the simple past tense when you describe events that have already happened.

In Swedish, use the perfect tense to denote completed actions.

Example:

en-US source	Swedish target
If you made changes to the document since you last saved it...	Om du har gjort ändringar i dokumentet sedan du sist sparade det ...
If you made changes to the document since you last saved it...	~~Om du gjorde ändringar i dokumentet sedan du sist sparade det ...~~ (WRONG)

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 Swedish, 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.

For the reader to fully grasp the meaning of the source text, you usually need to adapt the text to local circumstances. Examples in the US English software and documentation often deal with characteristically US phenomena, which aren't readily understandable to a Swedish audience. For example:

- You must change an example about Washington to Stockholm.
- Bill should be called Erik.
- We don't know the rules of baseball, but we know the rules of bandy.
- Nobody celebrates Thanksgiving, but we do celebrate St. Lucia.
- Dollar amounts can simply be referred to as amounts in SEK (it's rarely, if ever, necessary to recalculate the amounts for a certain exchange rate).

In general, names and concepts should be neutral and common. Avoid using humor. Very few things are universally funny, and it's very likely that someone will be offended.

Avoid controversial and sensitive subjects. In particular, Microsoft products must never appear to discriminate or treat any group in a derogatory manner, based on ethnicity, gender, or other characteristic. In general, avoid the following topics:

- Death
- Famine

- Social classes
- Poverty
- Politics
- Ideologies
- Religion
- Stereotypes
- Current affairs

Examples containing any form of directories regarding persons will normally have to be adapted because European law is much more restrictive than US law.

In Sweden, it's strictly prohibited for any business, authority, or other organization to register persons without obtaining special dispensation. However, obtaining this is usually only a formality, so we can use very general directories in examples.

As a general rule, an organization can register such objective data that the operations of the organization requires. A company can have the following information in an employee directory:

Name	Address	Phone number
Title	Position	Employee no.

Civic registration numbers (personnummer) are perceived as negative by many users. Consequently, we never use them in examples. Instead, use data such as customer numbers and account numbers.

Directories containing "soft data" (subjective data) require special dispensation from Datainspektionen. Their contents will normally be regarded as violating privacy. We never use these in examples.

Examples of soft data include opinions, evaluations, and information having no relevance for the organization or person keeping the directory:

Religion	Political party affiliation	Psychological profile
Hobbies	Favorite candy	City of birth

If an example or any other text might violate Swedish law, you should rework it so that the legality is not in doubt. It's rare, but it's possible that the function of the software itself might violate Swedish law, especially in terms of what type of personal data can be registered.

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 a greater exposure of screen elements. Some accessible products and services aren't available in Swedish-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).

Note that product names are only very rarely localized for the Swedish market. Always check product names in Microsoft Language Portal.

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	Swedish target
© 2023 Microsoft Corporation. All rights reserved.	Refer to <u>Microsoft Language Portal</u> to check the correct translations for "All rights reserved" and "Microsoft Corporation."

5.3   Documentation considerations

Localization of documentation (aka content) may require some specific considerations that are different from software localization. This section covers a few of these areas.

5.3.1   Titles

For English topic titles that begin with "How to ..." or with phrases such as "Working with ..." or "Using ...:, use the infinitive form of verbs without the infinitive marker att:

Example:

US English	Swedish target
Opening a document.	Öppna ett dokument.
Opening a document.	~~Att öppna ett dokument.~~ (WRONG)

For nouns in documentation headings, use the same form (singular or plural) as in the source text.

Example:

US English	Swedish target
Add comments to a PowerPoint presentation.	Lägga till kommentarer i en PowerPoint-presentation.
Copy a style to another document.	Kopiera en formatmall till ett annat dokument

To introduce user instructions, on the lowest heading level, use the form "Så här ..."

Example:

US English	Swedish target
Saving a file	Så här sparar du en fil

Instructions and references

Instructions

Use the imperative form for user instructions. When possible, place the imperative up front.

Example:

US English	Swedish target
Select **Paste** by clicking on the command in the **Edit** menu.	Välj **Klistra in** genom att klicka på kommandot på **Redigera**-menyn.
Select **Paste** by clicking on the command in the **Edit** menu.	~~Du väljer **Klistra in** genom att klicka på kommandot på **Redigera**-menyn.~~(AVOID)

"To" clauses

A commonly used construction in US user assistance content is a clause starting with To... followed by an imperative. A different structure is recommended in Swedish. Don't automatically translate to with för att in these cases.

Example:

US English	Swedish target
To create a new document...	Välj **Nytt** på **Arkiv**-menyn när du vill skapa ett nytt dokument.
To create a new document...	Skapa ett nytt dokument genom att välja **Nytt** på **Arkiv**-menyn.

To create a new document…	~~För att skapa ett nytt dokument, välj **Nytt** på **Arkiv-menyn.**~~(WRONG)

Conditional subordinate clauses are easier to understand when they start with om instead of a verb, and when the verb in the principal clause is in the present tense.

Example:

US English	Recommended Swedish target
Select **New** in the **File** menu to create a new document.	Om du vill skapa ett nytt dokument väljer du **Nytt** på **Arkiv**-menyn.
Select **New** in the **File** menu to create a new document.	~~Om du vill skapa ett nytt dokument, välj **Nytt** på **Arkiv**-menyn.~~(WRONG)
Select **New** in the **File** menu to create a new document.	~~Vill du skapa ett nytt dokument väljer du **Nytt** på **Arkiv**-menyn.~~(WRONG)

Exception

If an action is required rather than optional, don't use the above pattern. För att usually works better in these cases.

Example:

US English	Recommended Swedish target
You have to activate the program to use the feature in full interactive mode.	Du måste aktivera programmet för att kunna använda funktionen i fullständigt interaktivt läge.
You have to activate the program to use the feature in full interactive mode.	~~Du måste aktivera programmet om du vill använda funktionen i fullständigt interaktivt läge.~~(WRONG)

5.4   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.

5.4.1 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 arrow keys.

The arrow keys are referred to as uppåtpil, nedåtpil, högerpil, vänsterpil, and collectively as piltangenterna, lowercase.

5.4.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected 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 Swedish translation
Troubleshooting data is ready to be sent to %s. How would you like to proceed?	Felsökningsdata kan nu skickas till %s. Hur vill du fortsätta?
Not enough memory to process this command.	Det finns inte tillräckligt med minne för att behandla det här kommandot.

Swedish style in error messages

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

Swedish error messages differ in style from US English error messages. Avoid personification of the computer, system, or application, and use complete sentences if possible.

English	Swedish
This operation is irreversible. Continue?	Det går inte att ångra den här åtgärden. Vill du fortsätta?

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 of expressing the source meaning if they work better in the context.

Note that the word exception in the context of error messages should be translated as undantag only in extremely rare cases. In almost all cases, the translation should be fel.

Examples:

English	Translation	Example	Comment
Cannot … Could not …	Det går inte att … Det gick inte att …	Det går inte att överföra filen. Det gick inte att överföra filen. Filen gick inte att överföra.	Avoid constructions with "kan" or "kunde." The computer does do things, but it's a machine and doesn't have a personality of its own.
Failed to … Failure of …	Det gick inte att … … misslyckades.	Det gick inte att upprätta anslutningen. Anslutningen misslyckades.	

Cannot find … Could not find … Unable to find … Unable to locate …	Det går inte att hitta … Det gick inte att hitta …	Det går inte att hitta filen. Det gick inte att hitta filen.	Note that the tense is often not important. If a sentence written in present tense becomes awkward, use the past tense instead, and vice versa.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Det finns inte tillräckligt med minne		
… is not available … is unavailable	… är inte tillgänglig(t) … kan inte användas	Servern är inte tillgänglig. Alternativet är inte tillgängligt.	

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."

Pay attention to inflection and other characteristics so that the translated sentence is congruent, consistent, and grammatically correct. This might sometimes require some very creative solutions because you might not know the gender or number of the word that will replace the placeholder.

5.4.3 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.

Examples:

<u>N</u>ew

<u>C</u>ancel

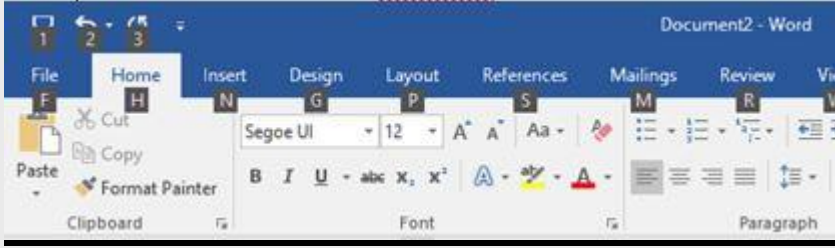<u>O</u>ptions

If possible, each keyboard shortcut should be unique within the menu, dialog box, or other area where it appears. That is, avoid duplicate keyboard shortcuts within a menu, dialog box, or other area of the UI.

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	Avoid if possible, but these characters can be used if necessary (when there are no other "free" characters to be used).
Extended characters can be used as keyboard shortcuts	Yes	
An additional letter, appearing between brackets after the item name, can be used as a keyboard shortcut	Yes	

A number, appearing between brackets after the item name, can be used as a keyboard shortcut	Yes	
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	Yes	Should be avoided as far as possible.
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.

5.4.4 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). Some keys have different names in Swedish. Don't use the English names for those keys.

English key name	Swedish key name
Alt	Alt
Backspace	Backsteg
Break	Break
Caps lock	Caps Lock
Ctrl	Ctrl
Delete	Delete
Down arrow	Nedåtpil
End	End
Enter	Retur
Esc	Esc
Home	Home
Insert	Insert
Left arrow	Vänsterpil
Num lock	Num Lock

Page down	Page Down
Page up	Page Up
Pause	Pause
Right arrow	Högerpil
Scroll lock	Scroll Lock
Shift	Skift
Spacebar	Blanksteg
Tab	Tabb
Up arrow	Uppåtpil
Windows key	Windows-tangenten
Print screen	Print Screen
Menu key	Menytangenten

5.4.5   Numeric keypad

Avoid distinguishing keys on the numeric keypad from the 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.

5.4.6   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.

Most shortcut keys stay the same in Swedish—only three are localized. Refer to the table below.

Standard shortcut keys

US command	US English shortcut key	Swedish command	Swedish shortcut key
General Windows shortcut keys			
Help window	F1	Hjälpfönster	F1
Context-sensitive Help	Shift+F1	Sammanhangsberoende hjälp	Skift+F1
Display pop-up menu	Shift+F10	Visa snabbmeny	Skift+F10
Cancel	Esc	Avbryt	Esc
Activate/deactivate menu bar mode	F10	Aktivera/inaktivera menyradsläge	F10
Switch to the next primary application	Alt+Tab	Växla till nästa huvudprogram	Alt+Tabb
Display next window	Alt+Esc	Visa nästa fönster	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Visa snabbmeny för fönstret	Alt+Blanksteg
Display pop-up menu for the active child window	Alt+-	Visa snabbmeny för aktivt underordnat fönster	Alt+-
Display property sheet for current selection	Alt+Enter	Visa egenskaper för markering	Alt+Retur
Close active application window	Alt+F4	Stäng aktivt programfönster	Alt+F4

Switch to next window within (modeless-compliant) application	Alt+F6	Växla till nästa fönster i programmet	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Avbilda aktivt fönster till Urklipp	Alt+Prnt Scrn
Capture desktop image to the clipboard	Prnt Scrn	Avbilda skrivbordet till Urklipp	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Öppna Start i aktivitetsfältet	Ctrl+Esc
Display next child window	Ctrl+F6	Visa nästa underordnade fönster	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Visa nästa ruta i tabbordningen	Ctrl+Tabb
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Starta Aktivitetshanteraren och systemstart	Ctrl+Skift+Esc
File menu			
File New	Ctrl+N	Arkiv Nytt	Ctrl+N
File Open	Ctrl+O	Arkiv Öppna	Ctrl+O
File Close	Ctrl+F4	Arkiv Stäng	Ctrl+F4
File Save	Ctrl+S	Arkiv Spara	Ctrl+S
File Save as	F12	Arkiv Spara som	F12
File Print Preview	Ctrl+F2	Arkiv Förhandsgranska	Ctrl+F2
File Print	Ctrl+P	Arkiv Skriv ut	Ctrl+P
File Exit	Alt+F4	Arkiv Avsluta	Alt+F4

Edit menu			
Edit Undo	Ctrl+Z	Redigera Ångra	Ctrl+Z
Edit Repeat	Ctrl+Y	Redigera Upprepa	Ctrl+Y
Edit Cut	Ctrl+X	Redigera Klipp ut	Ctrl+X
Edit Copy	Ctrl+C	Redigera Kopiera	Ctrl+C
Edit Paste	Ctrl+V	Redigera Klistra in	Ctrl+V
Edit Delete	Ctrl+Backspace	Redigera Ta bort	Ctrl+Backsteg
Edit Select All	Ctrl+A	Redigera Markera allt	Ctrl+A
Edit Find	Ctrl+F	Redigera Sök	Ctrl+B
Edit Replace	Ctrl+H	Redigera Ersätt	Ctrl+H
Edit Go To	Ctrl+G	Redigera Gå till	Ctrl+G
Help menu			
Help	F1	Hjälp	F1
Font format			
Italic	Ctrl+I	Kursiv	Ctrl+K
Bold	Ctrl+B	Fet	Ctrl+F
Underlined/word underline	Ctrl+U	Understruket/Ordunderstrykning	Ctrl+U
Large caps	Ctrl+Shift+A	Versaler	Ctrl+Skift+A
Small caps	Ctrl+Shift+K	Kapitäler	Ctrl+Skift+K
Paragraph format			
Centered	Ctrl+E	Centrerat	Ctrl+E
Left aligned	Ctrl+L	Vänsterjusterat	Ctrl+L
Right aligned	Ctrl+R	Högerjusterat	Ctrl+R

Justified	Ctrl+J	Justerat	Ctrl+J

5.5   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.

5.5.1   English pronunciation

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

Example	Phonetics
SecurID	[sɪ'kjuər aɪ diː]
.NET	[dot net]
Skype	[skaip] 🔊

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation. Note that "W" is always pronounced like "V."

Example
RADIUS
RAS
ISA
LAN
WAN
WAP
MAPI
POP
URL

Other abbreviations are pronounced letter by letter.

Example
ICMP
IP
TCP/IP
XML
HTML
OWA
SQL

URLs

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

"www" should be pronounced as "vvv."

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

Example	Pronunciation
http://www.microsoft.com	"Ve-ve-ve punkt majkrosåft punkt kåm"

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, as a short pause.

Special characters

Pronounce special characters such as / \ ˘ < > + - using the Swedish translations approved in Microsoft Language Portal.

In the Swedish localized video, preferably start each screen with a new sentence. If this is not possible, use a comma. This makes it easier to understand the content.

5.5.2 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.

5.5.3 Video voice checklist

Topic and script

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

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context.

Action and sound

- Keep something happening, both visually and audibly, but …
- … maintain an appropriate pace.
- Synchronize visuals with 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