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Overview =

Localization

International design is a complex challenge that goes beyond translation. The aim of it is to create interface that is equally usable, relevant, and meaningful across the world to amplify the experiences of global users. Acknowledging cultural characteristics and differences is the first step to create richer, world-ready digital experiences. There are a number of factors we need to consider when designing for our content so that the user experience remains the same around the world and so everyone can understand our interface in their own language. These guidelines will help you design interface and write content that can be used in every part of the world. If you were here to understand date and time zone formatting, please visit the Numbers, Dates & Time page.

One of the biggest challenges to designing for a global audience is to create interfaces that can efficiently adapt to different languages that have different writing and reading systems, grammar rules and typographic convention. Another is translating content that leads to

Text Expansion

textual content that can differ drastically in length. When interfaces are localized, the content will often expand in length. In some languages, text can expand up to 50% longer in vertical space on average than English. For character-based languages, text wrapping and line breaking can't always rely on spaces to separate words. Our interface needs to be flexible enough to accommodate language-specific formatting and text expansion without changing its

context of use. IBM Globalization Guidelines reported an interesting **Likely Mapping To:** Max. Estimated Expansion Characters correlation between the number of characters in a text

up to 10

11 to 20

field and the amount of text expansion. These experimental values clearly indicate that shorter text fields are more susceptible to text expansion, and these values can help us predict the effective interfaces. This table was taken fro page on International Design: http:// spectrum.adobe.com/page/interna Below is an example of how text car compress depending on which lang

Chinese

ect on our user			, p
rom Adobe Spectrum's	21 to 30	180%	large headers
national-design/	31 to 50	160%	small headers, tooltips
an vastly expand or aguage it is translated in.		short paragraphs	
igaage it is translated iii.	70+	130%	longer paragraphs

need to include them.

Don't

300%

200%

buttons, pickers, tabs

labels, input fields

	English	Dates and time should include the time zone where the event occured.
	Greek	Οι ημερομηνίες και η ώρα πρέπει να περιλαμβάνουν τη ζώνη ώρας όπου συνέβη το συμβάν.
Ве	est practices:	
•	Always assume the worst-case scenario	, .

日期和时间应包括事件发生的时区。

tables and columns.

easy to read interface.

Welcome to Product

accomodate for text expansion.

бүтээгдэхүүнд тавтай морилно уу

хамгийн ихдээ 400 үгтэй байх ёстой.

- Work with linguistic experts to review line breaks and word wrapping for character-based languages, like Chinese or Japanese, to ensure they don't break
- sentences. Lay out the elements in a way where text expansion does not hinder your information hierarchy.
- Do

Ensure the right amount of padding for a clean and

Use single columns to stack elements flexibly to

Description text about what this coachmark is highlighting. Should

be written in plain English, and should be a maximum of 400 words.

Энэхүү дасгалжуулагчийн тэмдэглэж буй зүйлийн тайлбарын

текст. Энгийн англи хэл дээр бичигдсэн байх ёстой бөгөөд

X

ДАРААЧИЙН

өмнөх

PREVIOUS

300%. Adjust the line-height value of paragraphs to create some extra breathing room between lines, and when necessary, increase interline spacing between characters.

words such as "a" or "the", but many other languages

Overall these small pieces of text may expand up to

To prepare for drastic text length changes, avoid using narrow columns. Do not place too many elements beside each other to ensure security in horizontal space. NEXT X **Welcome to Product** PREVIOUS Description text about what this coachmark is highlighting. Should be written in plain English, and should be a maximum of 400 words. бүтээгдэхүүнд тавтай морилно уу ӨМНӨХ ДАРААЧИЙН 🗡 Энэхүү дасгалжуулагчийн тэмдэглэж буй зүйлийн тайлбарын текст. Энгийн англи хэл дээр бичигдсэн байх ёстой бөгөөд хамгийн ихдээ

LTR

400 үгтэй байх ёстой.

AB ABC Telecom

Don't use full phrases as links. Word order

changes might break the link into several parts

Avoid splitting one sentence into several strings,

Below are some examples of our components in this state.

NOKIA Product Description

Assume the word order of every sentence in

your interface will change when translated.

as separate labels, outside of the sentences.

Internationalization

Snackbar:

Writing systems

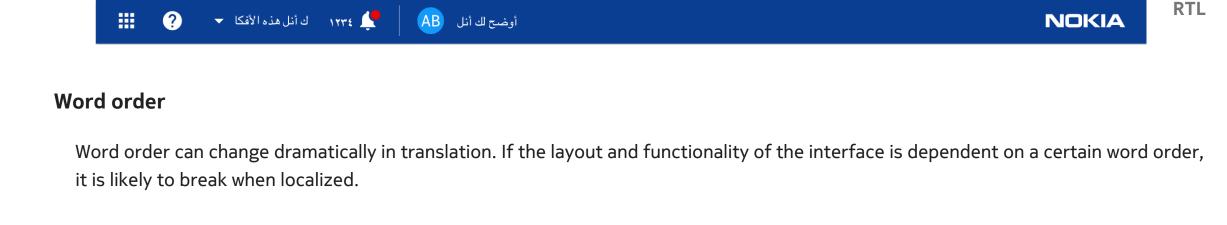
LTR Item has been deleted. UNDO **RTL** هفثو صشس يثمثفثي بخق و عريخس

In a right-to-left script (RTL), writing starts from the right of the page and continues to the left, proceeding from top to bottom for

new lines. This strongly contrasts our left-to-right writing system, which means that the content our interfaces will also reflect this

when localized. For the elements within most of our components, they will be mirrored when they are localized in RTL languages.

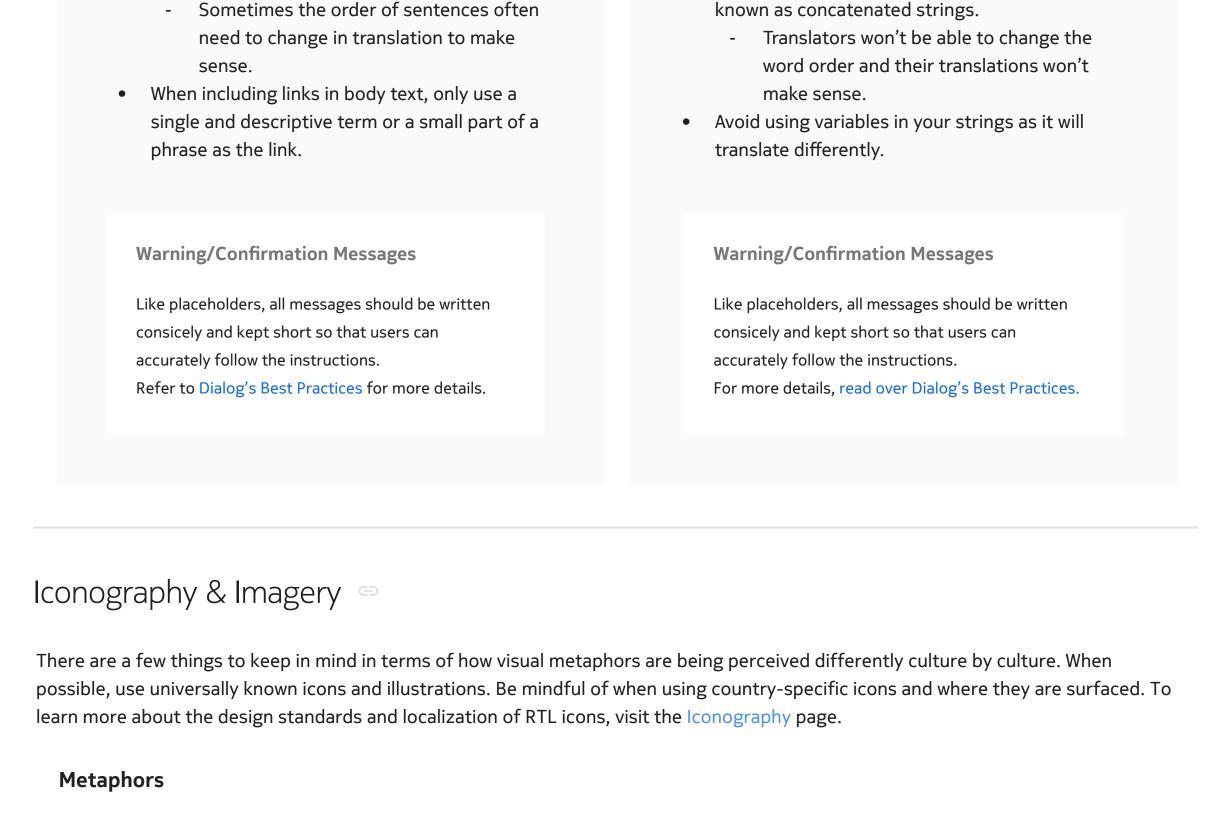
Application Banner:



Do

• If the elements in the content needs to stay in a when translated. Avoid using UI components to build sentences. certain position on the page, implement them

Don't



need to be careful in what our icons could represent in different cultures. For example, the thumbs-up gesture is a sign of approval in most countries. However, in several countries in West Africa and the

the connotation of the middle finger in the US.

Colors Be mindful of using colors to represent meaning since they can hold discrete connotations in different cultures. When designing

content, capturing the right tone and emotions from the local audience is key because colors can have a big impact. It is important to

situations that represent the opposite (for confirmation or neutral messages). It is natural that we would use yellow for messages that sit between the emotions for these two colors (for warnings). In others countries however, like in China, red represents good luck, success and happiness. Because of this association, they usually use green/blue to represent bad performance.

When approaching the design of user interfaces for a global audience, colors should not be the only indicator of a specific

status or use case. It is always better to integrate it with

not meant to adapt to text expansion

numbers and currency based on the user's locale.

For unit, itemized or installment prices

Summary

Items subtotal

When showing non-total amounts with total amounts

If there are enough indicators to let users know

cultures. We use red to symbolize errors or situations that need immediate attention to and blue (sometimes green) for

For example, let's look at the three colours we use to represent the different states of dialogue and it's connotation in western

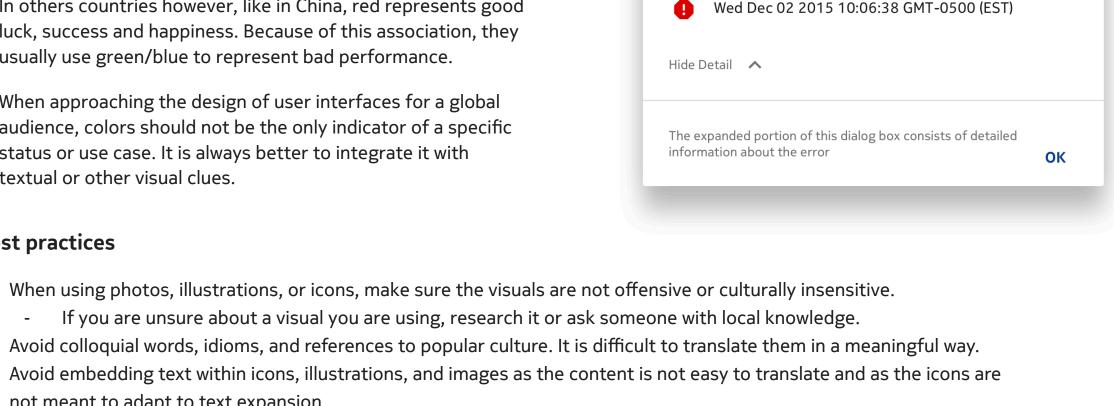
We often use icons to represent real life objects that we use

everyday and are familiar to the human eye. That being said, we

Middle East, including Iran, Iraq and Afghanistan, the gesture has

research specific markets from a cultural standpoint to choose the right creative decision.

textual or other visual clues. **Best practices** • When using photos, illustrations, or icons, make sure the visuals are not offensive or culturally insensitive. - If you are unsure about a visual you are using, research it or ask someone with local knowledge. Avoid colloquial words, idioms, and references to popular culture. It is difficult to translate them in a meaningful way.



Internal Server Error

for users around the world and unify the display of mixed currencies. Since there are not many occasions where we deal with currency, we have kept our rules short and simple by mainly following the Common Locale Database Repository (CLDR). The CLDR is the recognized international standard that says to automatically format

Design guidelines

Short format uses:

Currency

Short format is the default format and is used for currency that users are familiar with. It is the more efficient format and includes the currency symbol and currency value. In the cases where it is important to provide clarity for users who deal with unfamiliar currencies in multi-currency stores, use explicit

format. It includes the currency symbol, currency value, and ISO code (for example, "USD" and "CAD").

Currencies are formatted differently in different countries and languages. The currency formatting framework works to localize currency

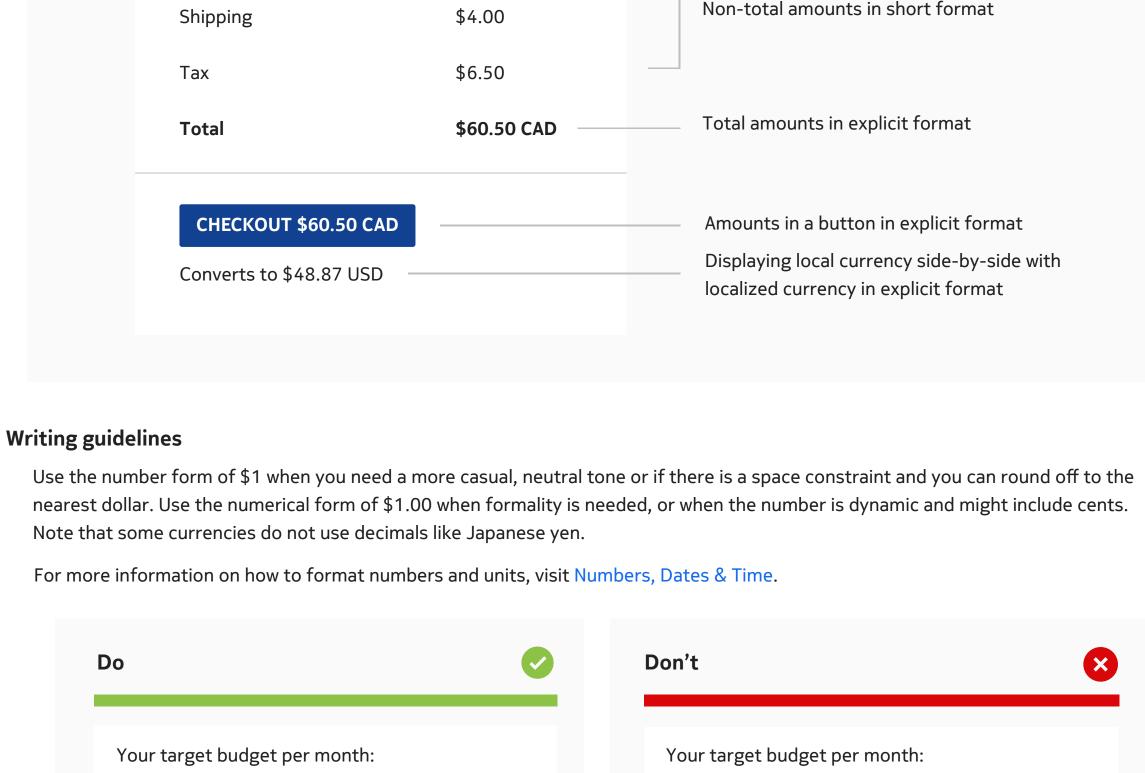
When displaying currency side-by-side with currency which currency they're looking at that is localized in a different country

\$50.00

Explicit format uses:

When showing total amounts, an amount within a

button, table, or in a paragraph



\$40

Subtotal: ¥2800 JYP

Major currencies in their local formats

Danish Krone (Kr, DKK)

da-DK

Subtotal: \$28 in CAD dollars Subtotal: \$28.67 CAD Subtotal: ¥2800 in yen

This table shows some commonly-used currencies in short and explicit formats. To see a full list of all of the

\$40.00 CAD

Currency	Locale	Short Format	Explicit Format
JS Dollar (\$, USD)	en-US	\$12.50	\$12.50 USD
Canadian Dollar (\$, CAD)	en-CA	\$12.50	\$12.50 CAD
	fr-CA	12,50 \$	12,50 \$ CAD
Australian Dollar (\$, AUD)	en-AU	\$12.50	\$12.50 AUD
Euro (€, EUR)	de-DE, fr-FR	12,50€	12,50 € EUR
	en-IE	€12.50	€12.50 EUR
	nl-NL	€12,50	€12,50 EUR
British Pounds (£, GBP)	en-GB	£12.50	£12.50 GBP
Japanese Yen (¥, JPY)	ja-JP	¥1250	¥1250 JPY
New Zealand Dollar (\$, NZD)	en-NZ	\$12.50	\$12.50 NZD

12,50 kr.

12.50 kr. DKK