



Notion/Style Guide (French)

🔖 Référence originale :

- This style guide is intended to give translators as much background information as possible to ensure that they fully understand the message, intent and nuances of the source text.
- This style guide is also intended to provide translators with the most important conventions that apply to the project and to their language. Please keep in mind that the objective of a style guide is to minimize mistakes and inconsistencies in formatting, terms and style.

1. About Notion



What is Notion?

Notion is the connected workspace for your docs, projects, and knowledge.

Notion is the connected workspace that allows teams to build, share documents, lists, tables, manage projects, and organize knowledge—all in one place, which can create and customize beautiful documents, tables, to-do lists, notes, and more. It's a place to get your work done and share. Notion is used by over 10 million people and is loved by a global community of individual users and enterprises, including companies like Uber, Microsoft, Slack, and more.

Take a tour of this doc in 2 minutes or less.

Our mission

Our mission is to make software building effortless. That is, to make it possible for every business and person to build software to their problems, so that the world will be better at solving its problems. We want to make this a completely reality.

Interesting points

- Number of customers: Over 10 million people and hundreds of thousands of teams around the world use Notion to organize their work and get more done.
- Our team: Notion is a growing startup with over 100 employees today.
- Our community: Notion has the largest community of any startup of its kind, with millions of users around the world making, sharing, and adopting their Notion content.

Who are we targeting?

- Personal users**
They are individuals of the Personal Plan or Plus (paid) plans. They might also use Notion for work. There are typically advanced users that build Notion templates that other users purchase and adapt.
- Small & Medium Businesses (SMBs)**
Notion offers Notion for teams as companies with 1-100 employees, who are on the Business Plan or Plus (paid) plans. For them, Notion is a collaboration platform that helps teams organize information, manage projects, and get more work done together.
- Mid-to-late-stage enterprises**
Notion and our Notion for teams as companies with 100-500 employees and 50+ teams are on the Enterprise Plan or Plus (paid) plans. For them, Notion is a collaboration platform that helps teams organize information, manage projects, and get more work done together.

Learn more about our audience and research messages here.

Where are our customer touchpoints?

- Website (landing page, desktop, mobile)
- Marketing site
 - Blog
 - Email
- Social
 - LinkedIn

More about Notion

Click the image for more information

2. Voice & Tone

Voice attributes

- Colloquial**
We speak like humans and write in a conversational style.
- Simple**
We speak like humans and write in a conversational style.
- Helpful**
We speak like humans and write in a conversational style.
- Direct**
We speak like humans and write in a conversational style.
- Neutral**
We speak like humans and write in a conversational style.

How do these voice attributes help us communicate?

Best practices

- **Keep it short and sweet.**
Use short, direct sentences. This is a good rule of thumb for all writing.
- **Use conversational.**
Use conversational language. This is a good rule of thumb for all writing.
- **Be concise in your writing.**
Use short, direct sentences. This is a good rule of thumb for all writing.
- **Use conversational.**
Use conversational language. This is a good rule of thumb for all writing.
- **Be helpful in your writing.**
Use short, direct sentences. This is a good rule of thumb for all writing.
- **Be direct in your writing.**
Use short, direct sentences. This is a good rule of thumb for all writing.
- **Be neutral in your writing.**
Use short, direct sentences. This is a good rule of thumb for all writing.

Learn more about Notion Brand Guidelines if you are curious

3. Formatting elements

HTML tags and ICU placeholders

HTML tags are used to format text in Notion. ICU placeholders are used to format text in Notion. ICU placeholders are used to format text in Notion.

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4. Conventions

Tone & phrases to avoid

- Avoid the term `Veillez` (too formal). Instead, use the verb in the imperative form directly:
 -  `Veillez réessayer plus tard.`
 -  `Réessayez plus tard.`
- ▼ Remove all occurrences of `il vous suffit de` and variations, which may feel like help to the author but feels like judgement by the reader.
 - `Il vous suffit de cliquer sur le bouton` → `Cliquez sur le bouton`
 - `Vous n'aurez qu'à cliquer sur le bouton` → `Vous pourrez cliquer sur le bouton`
- `Collaborer` for `collaborate` (loaded with historical backstory). Instead, use variations of `équipe`.
 - For verbs (and all variations), use `travailler en équipe`.
 - For the concept (`collaboration`), use `travail en équipe`.
 - For people (`collaborators` or `contributors`), use `coéquipiers`.

Punctuation rules




- Use the ellipsis symbol (`...`) instead of three dots (`...`).
- Use curly apostrophes (`'`) instead of dumb apostrophes (`'`).
- Put a space **after** a comma (`,`), period (`.`) or ellipsis (`...`). Never put a space **before** them.
- Put a non-breaking space before "double" punctuation marks:
 - Colons (`:`)
 - Semicolons (`;`)
 - Exclamation marks (`!`)
 - Question marks (`?`)
- When using parenthesis, don't put a space after the opening parenthesis and before the closing parenthesis.
 -  `(voici un texte entre parenthèses)`
 -  `(voici un texte entre parenthèses)`
- Don't use an extra period if a sentence ends with an abbreviation that takes a period (e.g. `, etc.`) a question mark, or an exclamation mark.
- In case of a trailing space after a punctuation mark at the end of a sentence, keep the same space in the translation.
- In case of an asterisk (*) or a footnote number (¹) at the beginning of a sentence, add a non-breaking space after.
-  `*Des conditions s'appliquent.`

-  *_Des conditions s'appliquent.
- In case of an asterisk (*) or a footnote number (¹) at the end of a sentence, place it before the punctuation sign.
-  Consultez les règles orthographiques.*
-  Consultez les règles orthographiques*.

Quotation Marks

- When writing a quotation, use French quotation marks (« guillemets français »), not English ones (" English quotations marks ") or straight ones (" These are for writing code, not human language ").
- Don't forget the non-breaking space after the opening quotation mark, and before the closing quotation mark. (« Les espaces insécables, c'est important. »)
- When a sentence is finished by a quotation, write the period *outside* the closing quotation mark, not inside:
 - Jonathan dit toujours que la typographie, « c'est super important ».
- When the quotation is a whole sentence, write the period *inside* the closing quotation mark.
 - « La typographie, c'est super important. »

Times

- Convert 12-hour am/pm format into a 24-hour time format:
 - 3.00 p.m. → 15h
 - 11.30 a.m. → 11h30
- When writing a time, do not add any spaces before or after the h .
- Use the 11h23 format for texts in general, and any context where there is nothing else than just time.
- Alternatively, you can use the colon format: 11:23 .
 - Pick this colon format in tables, schedules and technical texts. Always write four digits, even when the time only has two or three.
 - Write  09:07 , not  9:07 or  9:7 .
- Use a non-breaking space between figures and time units:
 - 30_minutes , 4_heures or 2_jours .

Dates

- Use the dd/mm/yy date format, e.g. 27/08/12 .
- When writing in full, please remember that day and month names begin with a lowercase letter unlike in English (janvier ≠ January).
- When dates are written in full text, use non-breaking spaces between the number, the month and the year: 1er_avril_2022 .
- Short versions

▼ Months

- janv.
- févr.
- mars
- avr.
- mai
- juin
- juil.
- août
- sept.
- oct.
- nov.
- déc.

▼ Days (3 letters + period)

- lun.
- mar.
- mer.
- jeu.
- ven.
- sam.
- dim.

▼ Days (2 letters — for situations of stringent space constraints)

- lu
- ma
- me
- je
- ve
- sa
- di

Phone numbers

- For French numbers: +33 (0)0 00 00 00 00 . For other numbers, follow the source.

Addresses

- Follow the source if addresses are located outside a French-speaking country.

URLs

- Follow the source.
- Go to <https://www.notion.so/> → Ouvrez <https://www.notion.so/>

Numerals

- Use the comma (,) as decimal separator (not the dot): 10,50 € .
- Use the non-breaking space as a thousand separator: 100 000 € .
 - It's OK to remove the space when there are only 4 digits. Write 1000 rather than 1 000 .
- Use a non-breaking space between a number and its unit/percentage sign/currency sign:
 - 20_%
 - 5_kg
- Don't use # symbol. Use abbreviation n° or N° (alt + 0186), followed by a non-breaking space and by the number (e.g. N° 2).

Prices and currencies

- Keep prices as is. Do not change the amount or currency.
- When writing a price, the currency sign should be written **after** the amount and a non-breaking space: 10,30 \$.
- Stay consistent with the format used.
- Do not convert, and do not use the dollar sign alone.
- French prices will certainly be in euros at some point, but they are still in dollars for now.

Dimensions

- When writing dimensions, use a multiplication sign (×), not the letter x or the symbol *. Use non-breaking spaces before and after the sign: 23 × 20 × 7 .

Emoji use

- Emojis mostly happens at the end of a sentence. In English, they sometimes tend to replace the period.
- In French, we want to keep the period, so try to place emojis *outside* the sentence. They should be after the punctuation mark (+ non-breaking space), not before. Here's an example:
 - Original copy ↓
 - Notion will become a blank, distraction-free writing surface for your thoughts 🧘
 - French version ↓
 - Notion deviendra une feuille blanche, une interface d'écriture sans distraction. L'endroit idéal pour accueillir vos pensées. 🧘
- Avoid adding emojis in the middle of a sentence.

Capitalization

- For titles, heading and captions: only the first letter of the title should be upper-cased.
- Do not capitalize job titles, months, or days of the week.
- Add accents and other diacritical marks (the cedilla, for example) on uppercase letters.
- Use `Web`, not `web`.
- Do not capitalize after a colon `:`, unless the element before the colon is a button or a title.
- Capitalize `Markdown`. Also, use `format Markdown` (rather than just `Markdown`) unless it makes the sentence too heavy.

Abbreviations & acronyms

- Use abbreviations only if necessary (e.g. only if there is a character limit).
- In French, most abbreviations end with a period. Exceptions:
 - Units of measure (g, kg, m).
 - Abbreviations followed by a period (`.`) or ellipsis (`...`).
- Abbreviate only after a consonant or cluster of consonants.
 - `supplément` → `suppl.`
- Plural abbreviations and acronyms do not take an `s` in French.
- ❌ `Les APIs facilitent l'intégration des services.`
- ✅ `Les API facilitent l'intégration des services.`

Negatives

Avoid using “exclusive negatives”. You can easily transform most forms with `uniquement` instead.

- `pour n'afficher que les projets en cours` → `pour afficher uniquement les projets en cours`
- `cette fonctionnalité n'est disponible que pour les forfaits Entreprise` → `cette fonctionnalité est disponible uniquement pour les forfaits Entreprise`.

This improves readability (there is one long word instead of two short non-sequential ones) and turns a negative into a positive.

Inclusive writing

Do your utmost best to avoid using gendered words. If you can't escape it, here are a few guidelines.

Past participles after “être” auxiliary

Use the “point médian”.

- 👍 `Vous êtes connecté-e à l'espace de travail`
- `Vous êtes connecté(e) à l'espace de travail`
- `Vous êtes connecté à l'espace de travail`
- `Vous êtes connectée à l'espace de travail`

To indicate plural forms, only add the “s” and no double “points médians”, in order to apply this punctuation in a reasonable way.

- 👍 Les étudiant-es qui se connectent à l'espace de travail
- Les étudiant-e-s qui se connectent à l'espace de travail

Nouns in -eur

Early 2024, we took advantage of the launch/localization of Notion Calendar, as a sort of different and narrower scope, to introduce more progressive forms of inclusive writing, such as `organisateurice`. However, we think words like `utilisateurices` or `administrateurices` still sound too weird to use them — especially in the wider scope of the whole Notion product.

Consequently, for now, we're still using the masculine default for words ending in `-eur`.

Headings and Titles

- In headings and captions, only use initial capitals for the first word and proper nouns.

Bullet lists

- If the bullet points are complete sentences, begin each with a capital letter and end each with a period.
- Otherwise, begin each with a capital letter, but do not use a period or any other punctuation at the end.

UI placeholders

An **UI placeholder** is a short piece of text that appears inside an input field before the user types anything. Example: “Type your message”.

- If the placeholder indicates an action to perform → use the imperative (as a direct instruction).

Enter your email address → Saisissez votre adresse e-mail

Search for a teamspace → Recherchez un espace d'équipe

- If the placeholder provides an example of content → use the infinitive or neutral text.
- "Full name" → « Nom complet »

Lists: sorting order

- Follow the source.

Lists: enumeration



Either use `, etc.`, or use `...` directly after the last character (no space).

- ❌ item 1, item n, ...
- ✅ item 1, item n...
- ✅ item 1, item, etc.

CTAs ("call to action")

A CTA (« Call to Action ») button is a clickable element on a webpage or application designed to prompt the user to take a specific action, such as "Buy Now" or "Sign Up".

For consistency reasons, use infinitive tense to translate CTAs.

- Write  Essayer Notion gratuitement, not  Essayez Notion gratuitement

CTAs ("call to action")

Units of measurement



- Units of measurement have to be converted to metric units of measure: use *kilometers* instead of *miles*, *centimeters* instead of *inches*, etc.

Notion

Apps

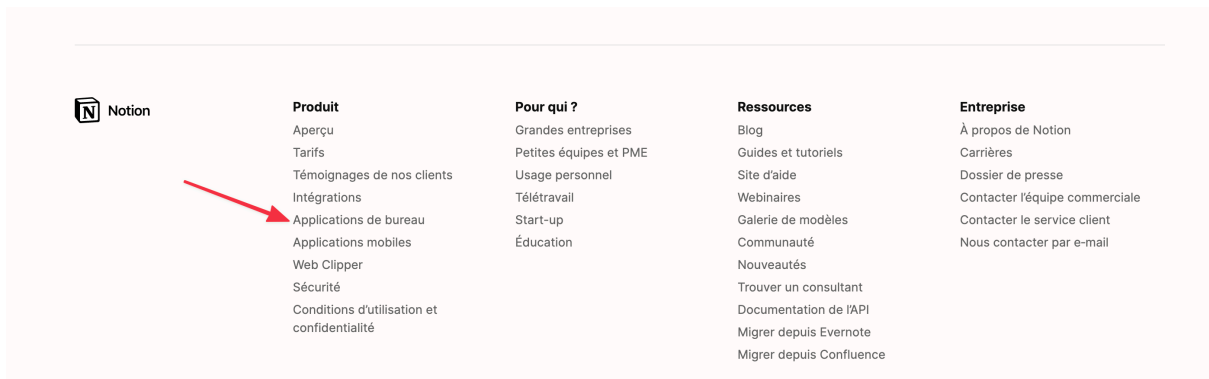
When possible, prefer **depuis un ordinateur** to **application de bureau**.

Examples:

-  Vous devrez vous connecter depuis un ordinateur.
-  ~~Vous devrez vous connecter depuis l'application de bureau, ou dans un navigateur.~~

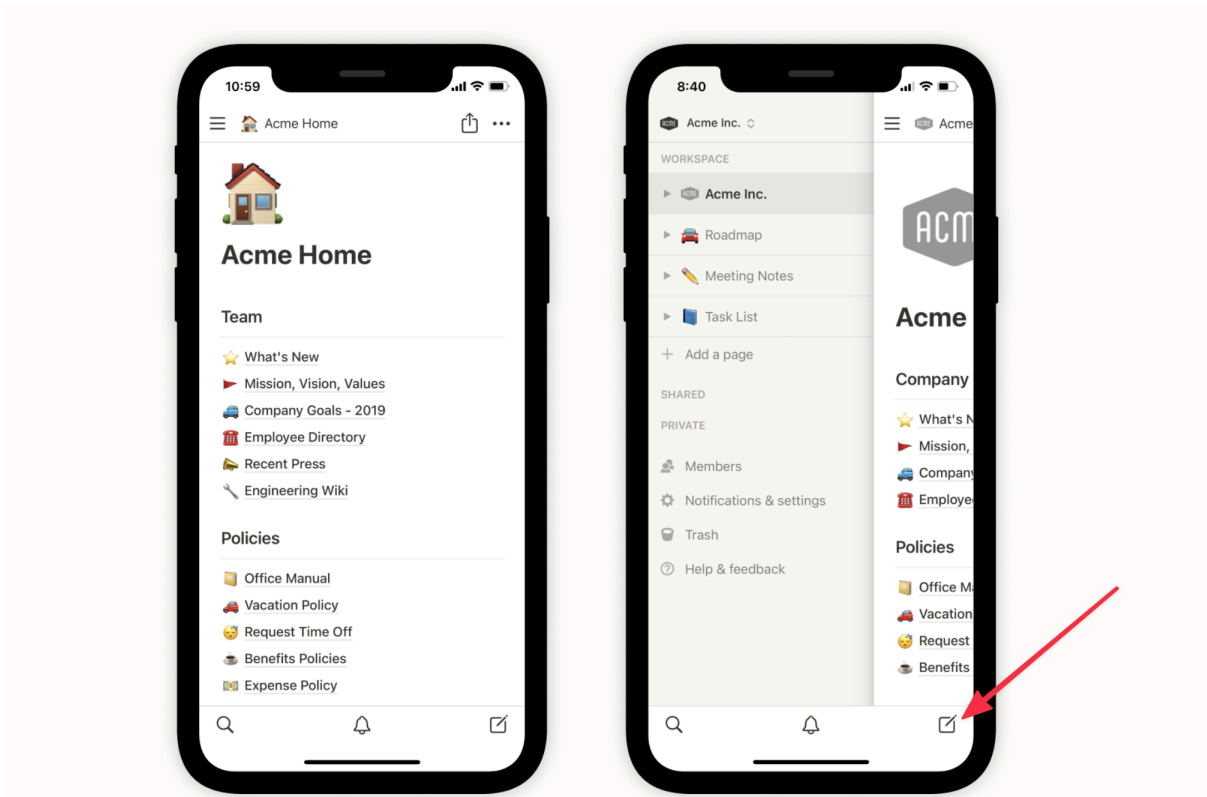
Some exceptions concern titles targeting specifically the app. In those cases, use **application de bureau** (not application bureau).

▼ Example



Elements

- **popup** → **fenêtre contextuelle**, or **fenêtre** (for mobile as well)
- ▼ **pencil & paper icon** → **icône de crayon**.



- **block handle** → **poignée de bloc** (use the icon, it's immensely useful in the context).
- **photo roll** → **galerie de photos** (not really a standard Notion element, rather a mobile app standard element).
- **developer hub** → **espace pour les développeurs**
- You may translate template names, even if templates are not yet localized.
- When naming a property, follow the source. For instance:
 - **add a date property** → **ajoutez une propriété de date**
 - **add a Date property** → **ajoutez une propriété Date**
- **favicon** → (une) **favicône**

Actions

We assume that users know how to select blocks. Just use **sélectionner**.

- **drag across blocks** → **sélectionnez**.
- **upload** → **importez**
- **syntax highlighting** → **coloration syntaxique**

Product names

Product names are not to be translated, as they are products launched by Notion.

- **Notion Calendar**
- **Notion Docs**
- **Notion Mail**

- **Notion Forms**

A few exceptions for readability:

- **Notion IA** → **IA de Notion**
- **Notion Marketplace** → **Marketplace de Notion**

In some cases, when referring to the tool itself and not the whole product, it is acceptable to use the translation.

- **Open the calendar** → **Ouvrez le calendrier**
- **Insert text in the Notion Form** → **Insérez du texte dans le formulaire de Notion**
- **Prevent members from publishing Notion Sites** → **Empêcher les membres de publier des sites Notion**

For product names composed of various words (from Notion or other companies), as well as proper names, add a non-breaking space between each word.

- **Notion_Sites**
- **Google_Workspace**
- **Ivan_Zhao**

Programs

- **Beta** → **Bêta**
 - In particular: **Beta tester** → **Bêta-testeur**
- **Notion Affiliate program** → **Programme d'affiliation de Notion** (no caps)
- **AI Autofill** → **Remplissage automatique par l'IA**

Mission

Make [software] toolmaking ubiquitous

Démocratiser la conception d'outils [logiciels]

API & SSO

- API and SSO are common nouns. Use **l'API** / **une API** and **le SSO** / **un SSO** . Don't use them as proper nouns.
- Prefer **authentification unique (SSO)** to just **SSO** .
- **SAML SSO** should be translated as **SSO SAML** (see line 234 of <https://docs.google.com/spreadsheets/d/18cviPTACnGNteydtDEkzLs8vIKzqjgo27dqtZ14Q7e0/edit#gid=0>). Name it with **le** when needed (for instance: **Activer le SSO SAML**).

▼ Rationale

- For the same reason that we write "Utiliser l'API REST" (ou "une API REST") instead of "Utiliser REST API".
- SAML is a kind of SSO, and SAML SSO is not a proper noun.

Keyboard keys and shortcuts

Write keyboard shortcuts in full letters, using **+** if there are more than one keys to be pressed simultaneously.

-  → La touche Entrée .
-  → command + D .

Proper nouns

Unless they correspond to local culture references, do not translate proper nouns.

Exception: “fake” names used as examples in UI examples and marketing content.

- When you come across invented names and surnames used as examples in marketing content (e.g. chat conversations, tasks owners in project board...), localize the name to adapt to the French culture, either by replacing by the French equivalent, or by finding a new name.
- Chloe Chau → Chloé Chauvin (adaptation)
- Kameron Shiller → Camille Simon (new name)

Teams (at Notion and elsewhere)

- Translate standard titles
 - Product Manager → Responsable produit
 - CEO → PDG
 - CTO → Directeur technique
 - CPO → Directeur produit
 - Note that both titles above (CTO and CPO) are usually not talked about in plural, and thus can be adapted to the genre of the designated individual (Directrice technique or Directrice produit if we're designating a woman).
 - Customer Success Manager (CSM) → Gestionnaire de compte client
 - Head of People / Head of HR → Directrice/Directeur des Ressources Humaines (DRH)
 - People Ops → Responsable RH
 - Product designer → Designer produit
 - Engineering manager → Responsable de l'ingénierie
 - SVP of Product → Senior Vice Présidente
- Translate team names (and don't capitalize them)
 - support team → service client
 - product team → équipe produit
 - design team → équipe design
 - engineering team → équipe technique or équipe ingénierie
 - ops team → équipe de direction
- Don't translate titles when they're related to a specific person at Notion
 - Aaron S., Head of customer care

Formulas in the App UI

▼ Preview of the formula menu in the Notion app



- For more information on Formulas, see: [Formulas guide](#).

- **Translate:**

- Formula error messages, except for the cases defined below ⬇

- **Do not translate:**

1. Formula property keywords

`prop()`

2. Formula constants

`e`, `pi`, `true`, `false`

3. Formula operators & functions

Note: always followed by opening and closing parentheses `()`

- Operators

`if()`, `add()`, `subtract()`, `multiply()`, `divide()`, `pow()`, `mod()`, `unaryMinus()`, `unaryPlus()`, `not()`, `and()`, `or()`, `equal()`, `unequal()`, `larger()`, `largerEq()`, `smaller()`, `smallerEq()`

- Functions

`concat()`, `join()`, `slice()`, `length()`, `format()`, `toNumber()`, `contains()`, `replace()`, `replaceAll()`, `test()`, `empty()`, `abs()`, `cbrt()`, `ceil()`, `exp()`, `floor()`, `ln()`, `log10()`, `log2()`, `max()`, `min()`, `round()`, `sign()`, `sqrt()`, `start()`, `end()`, `now()`, `timestamp()`, `fromTimestamp()`, `dateAdd()`, `dateSubtract()`, `dateBetween()`, `formatDate()`, `minute()`, `hour()`, `day()`, `date()`, `month()`, `year()`

4. `" "` Text in double quotes in formulas

These are usually referring to database property names which are created by a user or reserved function parameters so we should leave them as-is.

- **Formula Examples**

subtract(prop("Amount"),prop("Phone"))

1

Done

Properties

Phone

Done?

Amount

Name

Qty

Constants

e

pi

true

Phone

Returns the Phone property for each entry.

Syntax

prop("Phone")

Examples

prop("Phone") == "123-456-7890"

Type mismatch: prop("Phone") is not a Number.

2

Learn more about formulas

format

Functions

format

formatDate

formatDate

Format a date using the Moment standard time format string.

Syntax

formatDate(date, text)

Examples

formatDate(now(), "MMMM D YYYY, HH:mm") == Marc
formatDate(now(), "YYYY/MM/DD, HH:mm") == 2010/
formatDate(now(), "MM/DD/YYYY, HH:mm") == 03/30
formatDate(now(), "HH:mm A") == 12:00 PM
formatDate(now(), "M/D/YY") == 3/30/10

Undefined constant: format

Learn more about formulas

1 —

subtract should NOT be translated because it's a function.

prop should NOT be translated because it's a reserved keyword.

"Amount" and "Phone" should NOT be translated because they are database property names that a user created.

2 —

Type mismatch should be translated because it's regular text

prop should NOT be translated because it's a reserved keyword

"Phone" should NOT be translated because it's a database property name that a user created.

Number should be translated because it's a database property type and it's part of the UI.

MMMM D YYYY, HH:mm and the rest of the highlighted text should NOT be translated because these are function parameters.

Terms from external apps

When using terms from other apps than Notion, use the following priority:

1. The official translated term, if there is one (e.g. `thread` → `fil de discussion` for `Slack`).
2. The most common translation of the term, if it is a common concept (e.g. `mind map` → `carte mentale`, for `Whimsical`).
3. The original term, if the concept is specific to the app (e.g. `Google Docs` for `Google`).

When describing steps to perform in an app that doesn't have a French version (e.g. Okta or Azure), use the English terms for the interface, in double quotes.

Example:

Dans la page d'aperçu des applications, recherchez la section « Manage » et sélectionnez « Users and groups ».

Almost anglicisms & RATATATs



RATATAT: Recurring and Ambivalent Terms Annoying to Translate And Transcribe

Do your best to rephrase the whole sentence and avoid having to dry-translate them. If you can't avoid it, here are some ideas.

- **startup** (🇺🇸) → **start-up** (🇫🇷)
 - Is invariable in French (source). Therefore: **des start-up**.
- **RFC** → **Appel à commentaires (RFC)**
- **overkill** → **pire que mieux** / **aller trop loin** / **en faire trop**
- **stalk** → **traquer** / **harceler**
- **track** → **suivre** for most cases. Otherwise: **mesurer**, or even **faire le suivi**.

▼ **onboarding**

- In most cases: **intégration**.
- In edge cases:
 - **embarquement**
 - **bienvenue** (as in **onboarding email** → **e-mail de bienvenue**)

▼ **wireframe**

- In context of feature spec → **structure** or **structure haut niveau** (as in **application wireframe**).
- In context of design → **prototype** (as in **wireframe of a feature**).
- In context of drawing → **schéma** (as in **drawing a wireframe**).
- In context of physical
- Could be **armature** (in the strict context of physical wireframe) — probably rare in the Notion environment.

▼ **issue**

▼ **GitHub**: **une issue GitHub**.

- It's an official (and important) feature of GitHub, so it can't easily be paraphrased.
- GitHub is not translated in French, so any translation could lead to confusion.
- Any GitHub user would be familiar with the term **GitHub issue**.

If someone forces you to pronounce it, say “une ichyou”. English pronunciation with French accent is accepted. Bonus points if you can fit in “baguette” and waltz around with straps.

This is incidentally the same situation as for “pull request” (or “PR”), if anyone asks.

▼ **Jira**: **un ticket Jira**.

- **Source**

▼ **projects, issues and tasks** → **projets et tâches**

Some sentences mention issues as an intermediary granularity between projects and tasks — but unrelated to any specific feature. In this case, ignore it and just translate as **projets et tâches**.

▼ **this is an issue** → **c'est un problème** (or **question** or **enjeu**, depending on the context)

- **Source**

Don't use **question**, however, to downplay something that actually is a **problème**. Call things for what they are.

- Original discussion and context

▼ support → prendre en charge

Supporter for support (in the sense of « supporter une vieille version d'un navigateur ») is an anglicism.

- ❌ Nous supportons cette version .
- ✅ Nous prenons en charge cette version .

• Stocker (for store , usually) → rassembler .

• User flow → flux d'utilisateurs (source : <https://miro.com/fr/diagramme/>)

• Churn (as in customer churn) → taux de résiliation

▼ workflow

- In most cases: étapes . Try to understand what's really behind the workflow, and write about that specific goal.
- Please, please, don't translate streamlining workflows into harmoniser les flux de travail . The problem lies with the source, of course, which means nothing. Try your best to cut through the original bullshit and describe more precisely what's being addressed.
- feedback → usually commentaires . Sometimes avis . Try to avoid retours d'utilisateurs , which feels like an awkward translation.

5. Help Center

Sections

Follow the source.

- ▼ If the section title uses the infinitive form in English, use the infinitive in French.

Unsync blocks → Désynchroniser des blocs

- ▼ If the section title uses the be + ing form in English, use nouns in French.

Unsyncing blocks → Désynchronisation de blocs

Locators & prepositions

Follow the source, unless blatantly incoherent.

- on the page → sur la page .
- in the page → dans la page .
- into the page → dans la page .