Microsoft

Estonian Style Guide

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1 Welcome

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

1.1   Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Eesti keele käsiraamat (Eesti Keele Sihtasutus, 2007); available online at http://www.eki.ee/books/ekk09/
2. Eesti õigekeelsussõnaraamat ÕS 2018 (Eesti Keele Sihtasutus, 2018); available online at http://www.eki.ee/dict/qs/
3. Eesti ortograafia (Eesti Keele Sihtasutus, 2015)
4. Eesti Keele Instituut (The Estonian Language Institute); http://portaal.eki.ee/
5. Sõnaveeb; available online at Sõnaveeb (sonaveeb.ee)

Informative references

These sources are meant to provide supplementary and background information.

1. Väikesed tarbetekstid. Käsiraamat (Maire Raadik, 2014)
2. Keeleseadus (Language Act); https://www.riigiteataja.ee/akt/114032014046
3. E-keelenõu, available online at e-keelenõu (eki.ee)

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 Estonian in a way that reflects the Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly, and concise. Use language that resembles everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because the Microsoft voice has a conversational style, translating the source text literally may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

2.1.1   Flexibility

When choosing a translation that deviates from the source text, try to understand the whole intention of the sentences, paragraphs, and pages, and then rewrite just like you're writing the content yourself. It will make the resulting translation sound more natural for Estonian users. Sometimes, you need to remove unnecessary content.

English example	Estonian example
Look for the trusted sender icon to identify emails that are safe to open.	Usaldusväärse saatja ikoon näitab, milliste meilide avamine on ohutu.
Open, edit, and share Word, Excel, and PowerPoint files even if you do not have Office installed.	Saate Wordi, Exceli ja PowerPointi faile avada, redigeerida ja jagada ka juhul, kui Office ei ole arvutisse installitud.
Get a fast and fluid experience right away.	Kasutage kiiret ja sujuvat teenust.

2.1.2   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. Below is a table of Estonian words and phrases to avoid and alternatives that are more in keeping with the Microsoft voice.

en-US source	Estonian word to avoid	Estonian word/phrase
process	protsess	toiming
crypt	krüpteerima	krüptima
keyboard shortcut	klaviatuuri otsetee	kiirklahv
navigate	navigeerima	liikuma

2.1.3   Word choice

Terminology

Use approved terminology from the [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 Estonian, the Microsoft voice can be conveyed through similar means, by using the short and abbreviated words that people use in everyday conversation. Take care to adhere to approved terminology. Don't use a different target term when an established and approved term already exists.

Note regarding Estonian translation for the word "app": Pay special attention to the context in which the term "app" is used in the source text. Usually, the Estonian translation for "app" is "rakendus" or "minirakendus," but it depends on the specific context.

en-US source term	Estonian word	Estonian word usage
information, info	teave	Preferred over „informatsioon"—shorter and more concise.
synchronize, sync	sünkroonima	Preferred over „sünkroniseerima"—avoid words with the „-eeri-" suffix when possible.
modify	muutma	Preferred over „modifitseerima," which sounds formal.
drag and drop	lohistama	Preferred over „pukseerima," which sounds too technical.
[use of pronouns]	[use of pronouns]	In general, when the sentence structure or verb already defines the object, pronouns aren't needed—for example, "Te saate teha järgmist" vs. "Saate teha järgmist."

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. 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.

Please pay special attention to the word *experience*. In most cases, this word shouldn't be translated literally into Estonian.

English text	Correct Estonian translation	Incorrect Estonian translation
Go beyond email.	See on palju rohkem kui ainult meiliteenus.	Minge meilist kaugemale.
Save time hunting for email addresses.	Ärge kulutage aega meiliaadresside otsimisele.	Säästke aega meiliaadresside jahtimise arvelt.
Get the unlimited Skype experience by signing in with a Microsoft account.	Kui soovid Skype'i kasutada piiranguteta, logi sisse Microsofti kontoga.	Hangi piiramatu Skype'i kogemus, logides sisse Microsofti kontoga.
This practical, full-day, hands-on experience led by a specialized Power BI instructor is designed to give you broad exposure to the different functionalities of the product.	Selle praktilise, kogu päeva kestva seminari eesmärk on anda teile laialdane ülevaade toote mitmesugustest funktsioonidest. Seminari juhib Power BI asjatundja.	See praktiline kogu päeva kestev kogemus, mida juhib spetsialiseerunud Power BI instruktor, on loodud selleks, et anda teile laialdast ülevaadet toote erinevatest funktsioonidest.

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	Estonian target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	Parool pole õige. Proovige uuesti. Paroolid on tõstutundlikud.	The user has entered an incorrect password, so provide the user with a short and clear message that lets them know that they need to try again.

US English	Estonian target	Explanation
This product key didn't work. Check it and try again.	Tootevõti pole õige. Vaadake see üle ja proovige uuesti.	The user has entered incorrect product key. The message politely asks the user to check it and try again.
All ready to go	Kõik on valmis	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?	Kas soovite jätkata?	The second person is used to politely ask whether the user 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.	Pange oma arvutile soovitud nimi. Taustavärvi muutmiseks lülitage arvutisätetes suur kontrastsus välja.	Address the user directly, using the second person, to help the user take the necessary action.

2.2.2   Explanatory text and providing support

US English	Estonian 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.	Värskendused on installitud, kuid nende töötamiseks tuleb Windowsi installiprogramm taaskäivitada. Pärast taaskäivitamist jätkame sealt, kuhu pooleli jäime.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work.
If you restart now, you and any other people using this PC could lose unsaved work.	Kui taaskäivitate arvuti kohe, võib teie ja teiste seda arvutit kasutavate inimeste salvestamata töö kaotsi minna.	The tone is clear and natural, informing the user what will happen if this action is taken.
This document will be automatically moved	Kui olete asendanud sobimatud või lisanud puuduvad atribuudid,	The text is informative and

to the right library and folder after you correct invalid or missing properties.	teisaldatakse dokument automaatselt õigesse teeki ja kausta.	clearly and directly tells the user what will happen.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Midagi läks valesti. Alglaaditava USB-mäluseadme loomiseks vajalikke allalaaditud faile ei leitud.	Short, simple sentences inform the user what has happened. Avoid a literal translation if it sounds odd in Estonian.

2.2.3   Promoting a feature

US English	Estonian target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Piltparool on uus viis, kuidas oma puuteekraaniga arvutit kaitsta. Valite ise nii pildi kui ka koos sellega kasutatavad liigutused, et luua enda jaoks ainuomane parool.	In English, em dashes are used to emphasize what's needed to enable the picture password feature. In Estonian, dashes can often be left out.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Saate lasta rakendustel pakkuda teile arvuti asukoha, nime, kontopildi ja muu domeeniteabe põhjal isikupärastatud sisu.	Depending on the context, commonly used abbreviations (such as "PC" and "apps") can help make text sound familiar and friendly.

2.2.4   Providing how-to guidelines

Note that in Estonian the purpose of the action (the reason why the user should do something) should preferably precede the steps to be performed. And the steps that make up that action (that is, the UI elements that need to be selected) should be provided in the actual order that the user needs to complete them.

US English	Estonian target	Explanation
To go back and save your work, select Cancel and finish what you need to.	Tagasi minemiseks ja töö salvestamiseks valige nupp Loobu ja tehke vajalikud toimingud.	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.	Praeguse piltparooli kinnitamiseks vaadake taasesitust ja järgige pildil kuvatavaid näidisliigutusi.	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.Voice is simple and natural.
It's time to enter the product key. When you connect to the internet, we'll activate Windows for you.	Nüüd on aeg sisestada tootenumber. Kui loote Interneti-ühenduse, aktiveerime Windowsi teie eest.	The second-person pronoun "teie" and direct, natural language clearly tell the user about the product key.
Close these applications and then select **Retry** to continue setup or **Exit** to exit it.	Sulgege need rakendused ja valige siis installimise jätkamiseks nupp **Proovi uuesti** või väljumiseks **Välju**.	The purpose of the action ("to continue setup" and "to exit") precedes the action itself ("select **Retry**" and "select **Exit**").

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.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
perimeter network	demilitarized zone (DMZ)	piirvõrk, perimeetervõrk	demilitaartsoon
expert	guru	ekspert, asjatundja, spetsialist	guru
colleagues; everyone; all	guys; ladies and gentlemen	kolleegid, töökaaslased, igaüks, kõik	daamid ja härrad, seltsimehed
parent	mother or father	lapsevanem, vanem	ema või isa

3.1   Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms (*mees*, *naine*, etc.).

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

Use this	Not this	Comments
Target examples		
abiline, assistent	abimees	Use gender-neutral word.
juhataja, eesistuja, spiiker, juht	esimees	Use any gender-neutral word fitting in the context.
turvatöötaja	turvamees	Use gender-neutral word.
võistkond	meeskond, naiskond	Use gender-neutral „võistkond" for „team" in sports context.
ettevõtja	ärimees, ärinaine	Use gender-neutral word. The use of both separated by

		a slash (ärimees/ärinaine) is not recommended.
müügiesindaja	müügimees	Use gender-neutral word.

When presenting generalization, use gender-neutral plural noun forms (for example, *inimesed*, *isikud*, *õppurid*, etc.).

In English it's OK to use a plural pronoun (*they, their,* or *them*) in generic references to a single person. Consider the meaning of such pronouns in the sentences carefully to figure out whether they refer to one person or several people and use singular form (*tema/ta*) in the first case and plural form (*nemad/nad*) in the latter one when translating these sentences.

The table that follows contains some English sentences with the plural pronoun *they/ their/them* in generic references and how to handle that appropriately on the target text.

Source text	Correct translation	Incorrect translation
To see your screen time use and insights, ask a family organizer to turn on activity reporting. When they do, they'll be able to see your activity, too.	Oma seadmekasutusaja ja ülevaadete vaatamiseks paluge pereasjade korraldajal tegevusaruandlus sisse lülitada. Kui ta seda teeb, saab ka tema teie tegevust vaadata.	Oma seadme kasutusaja ja ülevaadete vaatamiseks paluge pereasjade korraldajal tegevusaruandlus sisse lülitada. Kui nad seda teevad, on neil samuti võimalik teie tegevust näha.
When a user signs in through www.outlook.com, Outlook redirects them to their organization's sign-in page, which is pre-populated with the email address they entered.	Kui kasutaja logib veebisaidi www.outlook.com kaudu sisse, suunab Outlook ta edasi tema organisatsiooni sisselogimislehele, kus on meiliaadressi väli juba tema sisestatud aadressiga täidetud.	Kui kasutaja logib veebisaidi www.outlook.com kaudu sisse, suunab Outlook nad edasi nende organisatsiooni sisselogimislehele, kus on meiliaadressi väli juba nende sisestatud aadressiga täidetud.

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 *kannatama (millegi käes, all)* or *vaevama (miski vaevab kedagi)*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	vaegnägija, vaegkuulja, erivajadustega inimene	nägemispuudega inimene, kuulmispuudega inimene, puudega inimene, invaliid
person without a disability	normal person; healthy person	erivajadusteta inimene	tavainimene, terve inimene

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.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example		**Target example**	
Select	Click	valima	klõpsama

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

Spell out words like *ja, pluss,* and *umbes*. 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 Estonian.

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 or options) due to lack of space. This can be done in the following ways:

- Abbreviate the words according to the general abbreviating rules for the Estonian language. For detailed instructions, see "Eesti keele käsiraamat."
- Avoid using too many abbreviations and don't use unfamiliar abbreviations because they can make the text difficult to comprehend. If a shorter string is needed, consider using shorter synonyms or rephrase the string.

en-US source text	Estonian long form	Estonian abbreviated/shortened form
Download program	Laadi programm alla	+ Laadi progr. alla + Laadi alla - Laad. pr. al.
Turn off mobile device.	Lülitage mobiilsideseade välja.	+ Lülitage telefon välja. - Lül. mobiilsides. välja.

List of common abbreviations:

a – aasta
aj – ajutine
pr – aprill
AS – aktsiaselts
aug – august
aü – ametiühing
dets – detsember

dots – dotsent
dr – doktor
e – ehk
E – esmaspäev
eKr – enne Kristuse sündi
e.m.a – enne meie ajaarvamist
end – endine
hr – härra
hrl – harilikult
j – jõgi; jagu
j.a – juures asuv
jaan – jaanuar
jj – ja järgmine, -sed
jm – ja muu(d); ja mujal
jms – ja muud sellised, ja muud seesugust
jmt – ja mitmed teised, ja mõned teised
jn – joonis
jne – ja nii edasi
jpt – ja paljud teised
jrk – järjekord, järjekorranumber
jsk – jaoskond
jt – ja teised
juh – juhataja
jun – ju(u)nior
K – kolmapäev
k.a – käesoleval aastal; kaasa arvatud
kd – köide
kk – keskkool; käskkiri
kl – klass; klaas, klaasitäis; kell
l – leht; loe; linn; laht
L – laupäev
lk – lehekülg
LK – looduskaitse all
lp – lugupeetud
lüh – lühend; lühemalt
mag – magister
m.a.j – meie ajaarvamise järgi
min – minut; miinimum
mld – miljard
mln – miljon

mnt – maantee
ms – muuseas, muide
N – neljapäev; naistele
nn – niinimetatud
nov – november
nr – number
nt – näiteks
n-ö – nii-öelda
okt – oktoober
OÜ – osaühing
p – punkt
P – pühapäev
pKr – pärast Kristuse sündi
pms – peamiselt
p.o – peab olema
pr – proua
prl – preili
prof – professor
ptk – peatükk
R – reede
s – sekund; sajand; saar; sent
s.a – sel aastal
saj – sajand
sealh, sh – sealhulgas
sen – se(e)nior
sept – september
skp – selle kuu päeval
s.o – see on
st, s.t – see tähendab
t – tänav; tund (rahv-vah süsteemis h)
T – teisipäev
tehn – tehnika; tehniline
tel – telefon
tk – tükk(i)
tlk – tõlkija; tõlkinud
Tln – Tallinn
tn – tänav
tr – trükk
Trt – Tartu
tv, TV – televisioon

u – umbes

v – või; veerg; vihik, vihk; väin; vald

v.a – välja arvatud; väga austatud

van – vananenud

veebr – veebruar

vm – või muu(d)

vms – või muud sellist, või muu seesugune

vrd – võrdle

vt – vaata

õa – õppeaasta

õp – õpetaja

õpil – õpilane

The following list shows some common technical abbreviations used in Microsoft content.

Expression	Acceptable abbreviation
kilobitti sekundis	kbit/s
kilobaiti sekundis	kB/s
megabitti sekundis	Mbit/s
megabaiti sekundis	MB/s
pööret minutis	p/min

For a more detailed list of abbreviations, refer to „Lühendiraamat" by Martin Ollisaar (2006, Valgus).

Expression	Acceptable abbreviation
For more information see page 58.	Lisateabe saamiseks vt lk 58.

Don't abbreviate words that are already short, such as *mai, juuni, juuli,* and *märts.*

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).

Localized acronyms

Example:

en-US source	Estonian target
GDP	SKP
Arabic (U.A.E)	araabia (AÜE)
English (U.S.A)	inglise (USA)

Unlocalized acronyms

International acronyms that are widely used stay the same in Estonian.

Example:

en-US source	Estonian target
USB	USB
LAN-connection	LAN-ühendus

If a US English acronym isn't widely used and isn't explained in the original, we recommend that you localize the full term and leave the original acronym in brackets.

Example:

en-US source	Estonian target
DRM	digitaalõiguste haldus (DRM)

Sometimes, it's useful to use a modifier before a US English acronym, include the full term in English, or both.

en-US source	Estonian target
To use the 30-Day Trial, you will be required to activate the software over the internet by using	30-päevase prooviversiooni kasutamiseks tuleb teil aktiveerida tarkvara Internetis. Aktiveerimiseks

the PID Key located on the back of this card.	kasutage selle kaardi tagaküljel olevat identimiskoodi PID (Product Identification Key).

In case of English acronyms not familiar to the users, we suggest using full localized terms instead of acronyms.

Example:

en-US source	Estonian target
AUM	valitsetavad varad
Higher investment inflows and higher AUM are a positive indicator of management.	Suuremad investeeringuvood ja suuremad valitsetavad varad annavad märku heast haldusest.

4.1.3   Adjectives

In Estonian, adjectives are handled as nouns. They are declined, and they also have plural forms like nouns have. If they appear with a noun, they concord to a noun. See „Eesti keele käsiraamat" for detailed information.

en-US source	Estonian target
New file	Uus fail
New files	Uued failid

4.1.4   Capitalization

Because the English language tends to use capitals more than Estonian does, don't follow English capitalization rules and style in the Estonian translation. Follow the general grammar rules pointed out in "Eesti keele käsiraamat."

1. Capitalization of sentences

In Estonian, the first letter of the sentence is capitalized. After a colon, the sentence should generally continue with a lowercase letter.

2. Capitalization of proper nouns

In Estonian, like in English, proper nouns (that is, the names of programs, modules, wizards, and similar elements) are capitalized. If the name of the localizable software item is a phrase, capitalize only the first word.

en-US source	Estonian capitalization
Select **Save As**	+ Valige nupp **Salvesta nimega**. + Valige **Salvesta nimega**. – Klõpsake nuppu **Salvesta Nimega**.

However, in trademarks (such as *Microsoft Dynamics*), every word should be capitalized.

3. Capitalization of text in brackets

In the US English software, additional short text in brackets often starts with a capital letter. In the Estonian localized software, when the short text in brackets isn't a complete sentence, it should start with a lowercase letter.

In Estonian, we capitalize only the following:

- toponyms (including countries/regions and states)
- companies, organizations
- the names of people
- media editions, documents, and literary and art works
- historical events
- events
- goods
- plant species
- rewards

The following list consists of items that aren't names and shouldn't be written in capital letters:

- months, weekdays, holiday names
- job titles, titles of honor, ranks, scientific degrees

- all designations and appellations
- derivates of names (shakespearelik väljend = Shakespearean phrase)
- the sentence that follows a colon or a dash
- list items (with exceptions)
- language names

Example:

en-US source	Estonian capitalization
To find the last **Product Use Rights** document in which a product appeared…	Kõige värskemat **tootekasutusõiguste** dokumenti, milles teile huvipakkuvat toodet käsitleti…
We updated the **Additional Terms** section of the <u>Online Services</u> section of this document.	Värskendasime selle dokumendi <u>võrguteenuste</u> jaotise **lisatingimuste** osa.
Corporate **Error Reporting**	Ettevõttesisene **tõrgetest teavitamine**

The examples above are neither names nor titles, which use a capital letter only for the first word of the title.

4.1.5   Compounds

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

In Estonian, compounds—words created by adding one word to another word's stem—are very common. Compounding words creates a new word with new meaning. For example, the phrases „lapse põlv" (child's knee) and „lapsepõlv" (childhood) have completely different meanings. See „Eesti keele käsiraamat" for detailed information about the formation of compounds.Example:

en-US source	Estonian target
PDF file	PDF-fail
toolbar	tööriistariba

4.1.6 Contractions

Writing in the Microsoft voice in English makes frequent use of contractions to convey a conversational tone. In Estonian, contraction applies only to the verb „olema" in a negative sentence.

en-US source text	Estonian long form	Estonian contracted form
Not available	Ei ole saadaval	Pole saadaval

4.1.7 Genitive

The genitive case shows affiliation and answers the question *whose?* The genitive case doesn't have a specific case ending. See "Eesti keele käsiraamat" for detailed information.

Convention 1

In English, attaching a genitive "s" to product names isn't acceptable because it could be interpreted as a modification of such names. In Estonian, adding the genitive case ending to a product name is consistent with grammar rules and sounds natural. Estonians don't interpret it as a modification of such names because names are declined in the Estonian language. If it isn't possible to decline the name, the correct modifier should be used. Be aware that the excessive use of modifiers makes the text sound unnatural, so names should be declined whenever possible.

Example:

en-US source	Estonian target
Sign in to **Office** before adding this service.	Enne selle teenuse lisamist logige **Office'isse** sisse.
This is the new feature of **Microsoft**.	See on **Microsofti** uus funktsioon.

4.1.8 Localizing colloquialism, idioms, and metaphors

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

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

- Don't attempt to replace the source colloquialism with an Estonian colloquialism that means the same thing unless the Estonian 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.

Example:

en-US source	Estonian target
We've hit a snag.	Ilmnes probleem.

4.1.9   Modifiers

You'll often need to use modifiers for correct grammatical agreement in localized Estonian text. Modifiers must be used when there are variable tags in the text. Because tags are replaced with different names, and different words are declined differently in Estonian, we can't always add a case ending to the tag. In these cases, a modifier must be used and then the modifier is declined. However, because it sounds most natural in Estonian to decline words, you should decline words whenever possible. The excessive use of modifiers makes the text sound unnatural.

To help the user, you will have to add modifiers (descriptors) before the Estonian names of keys, menus, commands, dialog box elements, icons, and other software objects, in addition to acronyms, even if the modifiers aren't included in the English text. Note that only the modifier is declined; the names of the menus, commands, dialog box elements, icons, and other software objects have to be used exactly the way they appear in the user interface. Note that the modifier goes before the name modified, not vice versa. Note that the use of modifiers is required with the verb „click" (*klõpsake*) and optional with the verb „select" (*valige*).

Example:

en-US source	Estonian target
Click **Save**.	+ Klõpsake nuppu **Salvesta**. - Klõpsake **Salvesta** nuppu. - Klõpsake **Salvestamise** nuppu.
Select **Save**.	+ Valige nupp **Salvesta**. + Valige **Salvesta**. - Valige **Salvesta** nupp. - Valige **Salvestamise** nupp.

Before using a modifier, always find out what a particular name or abbreviation refers to. When referring to different types of software, use the following descriptors when needed:

en-US source	Estonian target
Office	tarkvarakomplekt
Microsoft 365	teenusekomplekt
Windows or other operating system	operatsioonisüsteem, opsüsteem
Any other type of software	programm, rakendus etc.

Note about a long list of UI elements: in case the verb „click" is followed by a long list of UI elements that appears in instructions telling the user how to perform a task, we recommend that you use the word „valima," which requires the nominative case, instead of the word „klõpsama," which requires the partitive case. In this case, you don't need to add modifiers. This suggestion is valid only for sentences where imperative mood is used (*valige*). Don't use it with other verb forms (*valides*, *valisite*, etc) because these forms require the use of genitive case.

Example:

en-US source	Incorrect target	Correct target
Click Format > Reset Picture	Klõpsake suvandeid Vorming > Lähtesta pilt	Valige Vorming > Lähtesta pilt

Note: Be careful with using the modifier "suvand" because it doesn't fit every context. "Suvand" has a specific meaning in Estonian, indicating an optional parameter or setting, and it can't be used as modifier for buttons.

en-US source	Estonian target
Click Close.	+ Klõpsake nuppu **Sule**. - Klõpsake suvandit **Sule**.
Select **Close**.	+ Valige nupp **Sule**. + Valige **Sule**. - Valige suvand **Sule**.

4.1.10 Nouns

The noun is one of the basic parts of speech in Estonian. There are hardly any sentences without nouns in Estonian. Typically, nouns change in case and number, name different objects (including things and persons), and can used be in a sentence as a subject and an object.

Examples:

> + **Meri** kohises. **Tüdrukud** kuulavad **muusikat**.

Besides typical nouns, there are other nouns that have a different meaning. They express action (*jooksmine, jooks*—running) or property (*ilu*—beauty). Nouns can also serve as other parts of speech: adverbial as an adverb, for example *Tüdrukud kuulasid* ***laupäeval*** *muusikat* (as *Tüdrukud kuulasid* ***eile*** *muusikat*); attribute as an adjective, for example ***poisi*** *raamat* (as ***hea*** *raamat*); and subject predicative, for example *Joosep on* ***üliõpilane*** (as *Joosep on* ***imelik***).

All names are nouns.

See "Eesti keele käsiraamat" for detailed information.

Inflection

There are 14 cases in Estonian.

Example:

Nominative (Microsoft)
Genitive (Microsofti)
Partitive (Microsofti)
Allative (Microsoftile)
Adessive (Microsoftil)
Ablative (Microsoftilt)
Illative (Microsofti)
Inessive (Microsoftis)
Elative (Microsoftist)
Translative (Microsoftiks)
Terminative (Microsoftini)
Essive (Microsoftina)
Abessive (Microsoftita)
Comitative (Microsoftiga)

Note: Because names are nouns, they are also declined in Estonian.

Plural formation

The plural partitive is formed from either the singular genitive or the singular partitive and can take the following endings. Some words have two forms.

  * -id: one-syllable words with long vowels aa, ee, õõ, uu, öö, ää, two-syllable words with long vowels or endings -em, -en, -el, -er, -ar, -ur, -e, -ne, -s or singular genitive with one or three syllables, three-syllable words with endings -ne, -s,

  * -sid: one-syllable words with long vowels ii, üü, or a diphthong, two-syllable words with short vowels, three-syllable words with endings -um, -on, -er, -ar, -är, -ov, -nna,

  * -e: words with singular partitive endings -i, -u, -j, or singular partitive ending -a with the preceding syllable containing u,

* -i: words with singular partitive ending -e, or singular partitive ending on consonant with singular genitive ending -e, or singular partitive ending -a with the preceding syllable containing vowels e, o, ä, ö, ü or a diphthong with one of these vowels as the first sound with the exception of ei, äi,

  * -u: words with singular partitive ending -a with the preceding syllable containing vowels a, i, õ or diphthongs ei, äi.

The plural illative, inessive, elative, allative, adessive, ablative, and translative have a short form in some words. If the plural partitive ends with -id, then the short plural stem is this form without -d instead of the plural genitive with -de-; if it ends with a vowel, then the short plural stem is this form; if it ends with -sid, then the short plural can't be formed.

See „Eesti keele käsiraamat" for detailed information.

4.1.11 Numbers

This topic includes guidelines for when to use numerals (the symbols that represent 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*).

The main rule is that the numbers 1–10 should be written as words, and numbers larger than 10 should be written as numerals.

Examples:

Add at least one address.—Lisage vähemalt üks aadress.
Less than 24 hours left in trial—Prooviperioodi lõpuni on jäänud vähem kui 24 tundi

However, if the sentence contains several numbers, some of which are smaller than 10 and some of which are larger, use numerals for all the numbers.

Example:

You have 8 photos, 21 videos, and 124 other documents.—Teil on 8 pilti, 21 videot ja 124 muud dokumenti.

There are no other dependencies between the numerals and the nouns that follow them.

For more detailed information about the use of numerals, refer to "Eesti ortograafia" and "Eesti keele käsiraamat" (available online at http://www.eki.ee/books/ekk09/).

4.1.12 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.

Estonian doesn't use many prepositions: for example, *enne* (*õhtut*), *keset* (*teed*), *piki* (*randa*). Prepositions are usually used with the noun in the partitive case, but a few prepositions require other cases (such as *tänu sõbrale, ilma pikema jututa*).

Use prepositions according to general Estonian grammar rules. See „Eesti keele käsiraamat" for detailed information.

Source text expression	Estonian expression
See Terms and Conditions **before** download.	**Enne** allalaadimist tutvuge tingimustega.

4.1.13 Pronouns

Pronouns are typically syntactically independent words that change in case and number and behave like nouns, adjectives, or numerals in sentences, but they have more abstract content (*mina, tema, see, niisugune, iga, mitu*). Use the second-person plural (*teie*) to address the user (only Teams and Skype use the second-person singular to address the user). Normally, the pronoun *teie* (*sina*) itself isn't needed, but if you use it, make it lowercase. This is to ensure consistency with any printed material on the same topic (which traditionally uses lowercase pronouns). See "Eesti keele käsiraamat" for detailed information about pronouns usage.

Example:

en-US source	Estonian target
My Computer	Minu arvuti
Select **Copy.**	Valige käsk **Kopeeri**.
If you haven't saved the file...	Kui te pole faili salvestanud...

 Note: Avoid using "we" in translations when referring to the computer or system, even if it's present in the source text.

Example:

en-US source	Incorrect target	Correct target
We couldn't save the file.	Me ei saanud faili salvestada.	Faili ei saanud salvestada.

4.1.14 Punctuation

- No punctuation marks are needed at the end of menu and command names.
- Check boxes and radio buttons in English don't end with a period unless they are complete sentences or contain several sentences, even if the English source string includes a period.
- The headings of list boxes and tables in English never end with a period, even if the English source text includes a period.
- Column and row headings should start with a capital letter and usually have no punctuation at the end.
- Error messages should always end with a period or question mark, even though this isn't always true in English. In Estonian, use a period at the end of error messages unless the message is a question. Exclamation points and other punctuation marks are used only in exceptional cases. See "Eesti keele käsiraamat" for detailed information.

Bulleted lists

Follow general Estonian grammar rules when forming lists. Detailed instructions can be found in „Keelenõuanne soovitab 3" (article „Kuidas vormistada loetelu") at http://keeleabi.eki.ee/artiklid3/loetelu.html, and in „Väikesed tarbetekstid" by M. Raadik.

Comma

Follow general Estonian grammar rules regarding the use of the comma. Detailed instructions can be found in "Eesti keele käsiraamat."

Note: The decimal value is separated from the integer number with a comma (for example, 5,6 km).

Colon

Follow general Estonian grammar rules regarding the use of thecolon. Detailed instructions can be found in "Eesti keele käsiraamat."

Use the colon to introduce a list that contains single words or phrases. The list items must start with a lowercase letter and are separated with a comma or semicolon. The last item ends with a period.

Example:

+   RTF-vormingus faili loomiseks tuleb teha järgmist:

- avada tekstiredaktoris (näiteks Microsoft Wordis) soovitud dokument (või tuleb see ise koostada),
- valida Fail > Salvesta nimega.

Don't use a colon when a bulleted list contains full sentences. In this case, the phrase preceding a bulleted list must end with a period.

Example:

+   RTF-vormingus faili loomiseks tehke järgmist.

- Avage tekstiredaktoris (näiteks Microsoft Wordis) soovitud dokument (või koostage see ise).
- Valige Fail > Salvesta nimega.

Dashes and hyphens

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

Hyphen

In English, the hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Estonian, the hyphen is used as word break. It's also used between two words to create a one-word compound. For more detailed information about the hyphen, see "Eesti keele käsiraamat."

Example:

US English	Estonian target	Comment
DNS server	DNS-server	Hyphen used to form a compound.
Download Center	Allalaadimis-keskus	Hyphen used as word break.

En dash

The en dash is used as a minus sign. There is no space when it's used with a single number, but there must be spaces around the en dash in mathematical operation.

Example:

US English	Estonian target	Comment
–15 °C	–15 °C	Minus sign without space in temperature
9–5 = 4	9 – 5 = 4	Minus sign with spaces in mathematical operation

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	Estonian target	Comment
700–800 euros	700–800 eurot	Range without spaces.
1–6 km	1–6 km	Range without space.

In Estonian, the en dash is also used to emphasize or separate a phrase or clause within a sentence. There is always a space before and after the en dash. This differs from English usage, where the em dash is used without spaces in such circumstances.

For detailed instructions about en dash usage, refer to "Eesti keele käsiraamat."

US English	Estonian target	Comment
Computers, printers, scanners—these are office machines.	Arvutid, printerid, skannerid – need on kontoriseadmed.	En dash with spaces in translation.

Em dash

The em dash is used only in English, to emphasize an isolated element or introduce an element that isn't essential to the meaning. In Estonian, the em dash isn't used at all. Instead, the en dash is used.

Ellipsis (suspension points)

An ellipsis is used to indicate an interruption of the sentence, to show that the sentence is more or less finished but there's more to say, and to replace letters omitted from the word.

Although according to Estonian grammar rules, an ellipsis can be used with or without a preceding space, we recommend that you use it without a preceding space in UI translations. This is due to the character limits and to avoid an ellipsis appearing alone on a row or line.

Example:

US English	Estonian target	Comment
Downloading...	Allalaadimine...	Ellipsis indicating progress; without space
Change Name...	Muuda nime...	Ellipsis in button title; without space

If you use ellipses, make sure you use them consistently throughout a product—that is, use them all with or without spaces.

Period

Sentences usually end with a period. After a period, the next sentence must start with capital letter.

A caption isn't followed by a period if it consists of one word or a phrase (Sissejuhatus). However, if a caption consists of a complete sentence or if one caption is directly followed by another, the period is used.

When items in a table are complete sentences, each item starts with a capital letter and ends with a period.

Estonian error messages (except questions) always end with a period. Exclamation points and other punctuation marks are used only in exceptional cases.

Don't use a period after abbreviations unless the abbreviation could be misread as another word in Estonian.

Example:

US English	Estonian target	Comment
An unexpected error has occurred	Ilmnes ootamatu tõrge.	Error message

Apostrophe

More than one apostrophe type can be used in Estonian. In general, the preferred type is the curly apostrophe.

For UI localization, the apostrophe type used depends on the localization tool/environment. The curly apostrophe should be used if the CAT tool supports the curly apostrophe as the default one, i.e., if the curly apostrophe can be used pressing the apostrophe key on the keyboard. If this is not the case and the apostrophe key produces the straight apostrophe, the straight apostrophe should be used. We should not have to insert the apostrophe by a key combination.

Quotation marks

Quotation marks are used when referring to a phrase as it appears in the UI; for product and service names that should be separated from the rest of the sentence for clarity reasons; for the title of a help topic, magazine article, or a book chapter; in place of bold when the UI doesn't allow for bold formatting; and when describing a word rather than referring to its meaning.

In US source strings, you may find software references surrounded by English quotation marks. For clarity, this can be done in the Estonian text, too.

In Estonian, several quotation marks are allowed, including curly quotation marks— „ (Alt+0132, Unicode U+201E) and " (Alt+0147, Unicode U+201C)—and keyboard quotation marks (keyboard shortcut Shift+2). Use one type of quotation marks consistently throughout a product, version, or body of text.

Example:

US English	Estonian target
Site administrator enables Office on Demand.	Saidiadministraator lubab funktsiooni „Office nõudmisel".

If UI element references aren't highlighted, rephrase the reference to the UI element or use quotation marks.

Example:

En-US source	Incorrect target	Correct target
Send a Smile. Send a Smile allows you to send an email to Microsoft with your feedback. By default, this email will provide to Microsoft:	Saada naeratus. Saada naeratus võimaldab saata Microsoftile meili tagasisidega. Vaikimisi edastab see meil Microsoftile järgmised andmed:	+ Saada naeratus. Funktsioon „Saada naeratus" võimaldab saata Microsoftile meili tagasisidega. Vaikimisi edastab see meil Microsoftile järgmised andmed: + Saada naeratus. Naeratuse saatmise funktsioon võimaldab saata Microsoftile meili tagasisidega. Vaikimisi edastab see meil Microsoftile järgmised andmed:

Parentheses

In Estonian, as in English, there's no space between the parentheses and the text inside them.

Example:

US English	Estonian target
Text must be in italic (cursive).	Tekst peab olema kursiivis (kaldkirjas).

4.1.15 Sentence fragments

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

Because of the structure of the Estonian language, the use of sentence fragments is limited. But you should use them when possible; they're a useful way to get straight to the point.

US English source text	Estonian long form	Estonian sentence fragment
To get additional info, see...	Lisateabe saamiseks vaadake...	Lisateavet vt...
Here's how:	Järgige neid juhiseid.	Tehke järgmist.
Use the following steps.	Järgige neid juhiseid.	Tehke järgmist.

4.1.16 Symbols and nonbreaking spaces

Instead of the ampersand (&) symbol, the word „ja" must be used in Estonian. Use the ampersand only if it's part of a (trademarked) name.

For detailed instructions on how to use various symbols, refer to "Eesti keele käsiraamat."

Example:

US English	Estonian target
Questions & Answers	Küsimused ja vastused

A nonbreaking space is recommended when it's necessary to prevent an automatic line break from separating a text string (for example, in numbers).

Example:

US English	Estonian target
10,000	10 000

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 Estonian, 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.

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 Estonian-speaking markets. If you have questions about the availability of a specific accessibility product or service, check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2   Applications, products, and features

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

We treat product names as proper nouns in Estonian. Either these names are in the nominative case, or they are declined (and the case ending is added). When declining these names, we add a modifier and decline that. If a modifier can't be used or it sounds unnatural in Estonian, we decline the name directly by adding a case ending to it. Note that it's very common and natural to decline names in Estonian. The excessive use of modifiers makes the text sound unnatural, so it's OK to use declination as needed.

Version numbers

Version numbers always contain a period (for example, Version 4.2). Note the following punctuation examples of "Version x.x":

US English	Estonian target
Version 4.2	Versioon 4.2

Version numbers are usually also a part of version strings, but technically they aren't the same.

5.3   Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

5.4   Software considerations

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

5.4.1   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 key 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.

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 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 Estonian translation
Something went wrong.	Midagi läks valesti.

Not enough memory to process this command.	Selle toimingu tegemiseks pole piisavalt mäluruumi.

Estonian style in error messages

It's important to use consistent terminology and language style in the localized error messages. Don't just translate them as they appear in the US English product. Be clear, address the user politely, and avoid a tone that's too colloquial. Error messages should have the same style and structure as regular sentences.

Standard phrases in error messages

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	Ei saa… Ei saanud…	Cannot save file—Faili ei saa salvestada.	N/A
Failed to ... Failure of ...	Ei saanud… Nurjus…	Failed to delete [2]—Üksust [2] ei saanud kustutada.	Try to avoid using „ebaõnnestus"; it's redundant. The phrase "ei saanud" is also more casual than "nurjus."
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Ei leia… Ei leitud… Ei saa…	Could not find folder—Kausta ei leitud. Unable to locate your position.—Teie asukohta ei saa määrata.	Try to avoid using "ei õnnestunud leida"; it's redundant.

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Mälu(ruumi) pole piisavalt	There is not enough memory to save the document.—Dokumendi salvestamiseks pole piisavalt mälu(ruumi).	When space is limited, we recommend the shorter version "mälu" instead of "mäluruumi."
... is not available ... is unavailable	...pole saadaval	Service is currently unavailable.—Teenus pole praegu saadaval.	We recommend the shorter version "pole" instead of "ei ole."

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."

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:

New

Cancel

Options

Keyboard shortcuts special options	Usage: is it allowed?
"Slim characters," such as I, l, t, r, and f can be used as keyboard shortcuts	yes
Characters with downstrokes, such as g, j, y, p, and q, can be used as keyboard shortcuts	yes
Extended characters can be used as keyboard shortcuts	yes
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	yes
Duplicate keyboard shortcuts are allowed when no other character is available	no
No keyboard shortcut is assigned when no more characters are available (minor options only)	yes

Content writers usually just refer to "keyboard shortcuts" in content for a general audience. In localization, however, we distinguish the following terms:
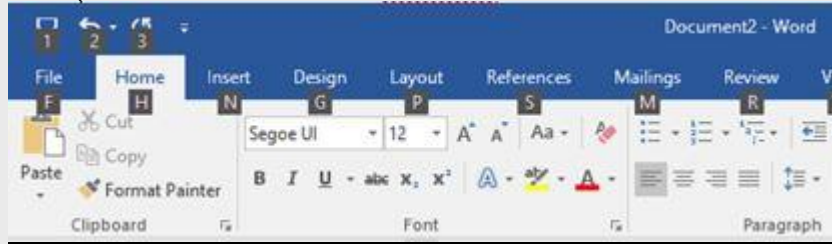
Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome

key tip	In keyboard shortcuts, most access keys are used with the Alt key. The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys 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).

Many of the keys have localized names in Estonian that are widely used. In other cases, the English name as it appears on the keyboard is used with the descriptor "klahv." If you feel that the localized name might be unfamiliar to the user, you can add the English name (muuteklahv Alt).

Key names that are generally localized

Alt—muuteklahv
Backspace—tagasilükkeklahv
Caps lock—suurtähelukk
Ctrl—juhtklahv
Delete—kustutusklahv
Down arrow—allanool
Enter—sisestusklahv
Esc—paoklahv

Insert—lisamisklahv
Left arrow—vasaknool
Num lock—numbrilukk
Right arrow—paremnool
Shift—tõstuklahv
Spacebar—tühikuklahv
Tab—tabeldusklahv
Up arrow—ülesnool
Windows key—Windowsi klahv
Menu key—menüüklahv

Names that are generally left in English

Print screen—klahv Print Screen
Scroll lock—klahv Scroll Lock
Pause—klahv Pause
Page down—klahv Page Down
Page up—klahv Page Up
Home—klahv Home
Break—klahv Break

5.4.5 Numeric keypad

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

5.4.6 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.

Standard shortcut keys

US command	US English shortcut key	Estonian command	Estonian shortcut key
General Windows shortcut keys			
Help window	F1	Spikriaken	F1
Context-sensitive Help	Shift+F1	Kontekstitundlik spikker	Shift + F1
Display pop-up menu	Shift+F10	Kuva hüpikmenüü	Shift + F10
Cancel	Esc	Loobu	Esc
Activate/deactivate menu bar mode	F10	Aktiveeri/inaktiveeri menüüribarežiim	F10
Switch to the next primary application	Alt+Tab	Aktiveeri järgmine põhirakendus	Alt + Tab
Display next window	Alt+Esc	Kuva järgmine aken	Alt + Esc
Display pop-up menu for the window	Alt+Spacebar	Kuva akna hüpikmenüü	Alt + tühikuklahv
Display pop-up menu for the active child window	Alt+-	Kuva aktiivse tütarakna hüpikmenüü	Alt + miinusklahv
Display property sheet for current selection	Alt+Enter	Kuva praeguse valiku atribuutide leht	Alt + Enter
Close active application window	Alt+F4	Sule aktiivne rakenduseaken	Alt + F4
Switch to next window within (modeless-compliant) application	Alt+F6	Aktiveeri rakenduse (režiimita) järgmine aken	Alt + F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Tee aktiivsest aknast lõikelauapilt	Alt + Prnt Scrn

Capture desktop image to the clipboard	Prnt Scrn	Tee töölauast lõikelauapilt	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Juurdepääs tegumiriba nupule Start	Ctrl + Esc
Display next child window	Ctrl+F6	Kuva järgmine tütaraken	Ctrl + F6
Display next tabbed pane	Ctrl+Tab	Kuva järgmine vahekaartidega paan	Ctrl + Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Käivita tegumihaldur ja süsteemilähtestus	Ctrl + Shift + Esc
File menu			
File New	Ctrl+N	Uus fail	Ctrl + N
File Open	Ctrl+O	Fail > Ava	Ctrl + O
File Close	Ctrl+F4	Fail > Sule	Ctrl + F4
File Save	Ctrl+S	Fail > Salvesta	Ctrl + S
File Save as	F12	Fail > Salvesta nimega	F12
File Print Preview	Ctrl+F2	Fail > Prindieelvaade	Ctrl + F2
File Print	Ctrl+P	Fail > Prindi	Ctrl + P
File Exit	Alt+F4	Fail > Välju	Alt + F4
Edit menu			
Edit Undo	Ctrl+Z	Redigeeri > Võta tagasi	Ctrl + Z
Edit Repeat	Ctrl+Y	Redigeeri >Korda	Ctrl + Y
Edit Cut	Ctrl+X	Redigeeri > Lõika	Ctrl + X
Edit Copy	Ctrl+C	Redigeeri > Kopeeri	Ctrl + C
Edit Paste	Ctrl+V	Redigeeri > Kleebi	Ctrl + V

Edit Delete	Ctrl+Backspace	Redigeeri > Kustuta	Ctrl + Backspace
Edit Select All	Ctrl+A	Redigeeri > Vali kõik	Ctrl + A
Edit Find	Ctrl+F	Redigeeri > Otsi	Ctrl + F
Edit Replace	Ctrl+H	Redigeeri > Asenda	Ctrl + H
Edit Go To	Ctrl+G	Redigeeri > Mine	Ctrl + G
Help menu			
Help	F1	Spikker	F1
Font format			
Italic	Ctrl+I	Kursiiv	Ctrl + I
Bold	Ctrl+B	Paks	Ctrl + B
Underlined/word underline	Ctrl+U	Allakriipsutus / sõna allakriipsutus	Ctrl + U
Large caps	Ctrl+Shift+A	Suurtähed	Ctrl + Shift + A
Small caps	Ctrl+Shift+K	Kapiteelkiri	Ctrl + Shift + K
Paragraph format			
Centered	Ctrl+E	Joonda keskele	Ctrl + E
Left aligned	Ctrl+L	Joonda vasakule	Ctrl + L
Right aligned	Ctrl+R	Joonda paremale	Ctrl + R
Justified	Ctrl+J	Rööpjoonda	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

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

Example	Phonetics	Comment
SecurID	[sɪˈkjuər aɪ di:]	In Estonian, pronounced as sekjuur-aidii
.NET	[dot net]	In Estonian, pronounced as punkt-nett
Excel	[ɪkˈsel]	In Estonian, pronounced as eksel (the first syllable should be stressed).
Skype	[skaip] 🔊	Product names are pronounced the way they're pronounced in the source language, but the pronunciation has an "Estonian touch"—that is, they're articulated a bit differently from the English. The Estonian "i" is a high front vowel, and in the pronunciation of Skype, both vowels "a" as well as "i" are of equal length (whereas in Englsh the "a" is a bit longer than the "i").

Acronyms and abbreviations

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

Example	Pronunciation	Comment
RADIUS	raadius	Pronounced like a word.
RAS	rass	Pronounced like a word.
ISA	isa	Pronounced like a word.
LAN	lann	Pronounced like a word.
WAN	vann	Pronounced like a word.
WAP	vapp	Pronounced like a word.
MAPI	mapi	Pronounced like a word.
POP	popp	Pronounced like a word.
OWA	ova	Pronounced like a word.

Other abbreviations are pronounced letter by letter. In general, that pronunciation is used when the abbreviation doesn't resemble a word.

Example	Pronunciation	Comment
URL	uu-err-ell	Pronounced letter by letter.
IP	ii-pee	Pronounced letter by letter.
TCP/IP	tee-tsee-pee/ii-pee	Pronounced letter by letter.
XML	iks-emm-ell	Pronounced letter by letter.
HTML	haa-tee-emm-ell	Pronounced letter by letter.
SQL	ess-kuu-ell	Pronounced letter by letter.

URLs

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

"www" should be pronounced as vee-vee-vee.

The "dot" should be read as "punkt."

Example	Pronunciation	Comment
http://www.microsoft.com/et-ee	haa-tee-tee-pee-koolon-kaldkriips-kaldkriips-vee-vee-vee-maikrossoft-punkt-komm-kaldkriips-ee-tee-sidekriips-ee-ee	Symbols should be read aloud as words.

Punctuation marks

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

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

Special characters

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

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