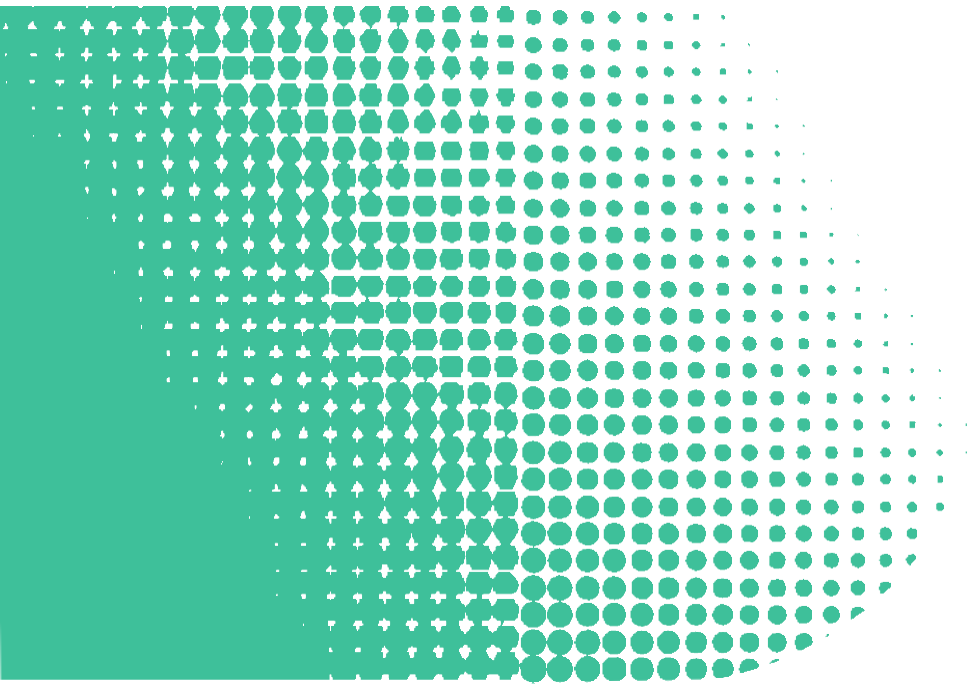
ATLAS translations

# Localisation and Transcreation Checklist

October 2026



## Localisation and Transcreation

We know that first impressions count! If you're planning to enter a new market, don't leave your branding and marketing material impact to chance. Our Localisation and Transcreation service will make sure that your message 'translates' and makes sense to your new market.

These are some of the things we will consider when localising your texts:

- Spelling, e.g. American English versus British English
- Meaningful cultural references
  - What works well in the UK may need a different reference for another country
- Colloquialisms and idioms, which may have different translations in other languages
- Cultural and social differences in countries that use the same language
  - Spanish in Spain vs. Spanish in Mexico, for example
- Measurement, weight, currency, and date formats will be converted to those used in your target market
- Pictures, photos, artwork, icons, symbols and colours that may have different connotations in your target country

*We refer you to our terms and conditions of business; please ask us if you need a copy.*

**Here are some questions to ask and things to remember when contacting us about your project:**

- What material is to be localised? E.g. a landing page, video game, brochure?
- Are there any parts of the material that do not require localisation?
  - If so, please specify
- What is the subject matter?
- What language(s) combination is required?
- Is any reference material available, e.g. a glossary of terms?
- Do you have a style sheet or guide?
- If known, how many words and pages are there in total?
- When is your deadline?
- How will you supply the source text to us, and in which format?
- In what format do you require the completed work to be returned to you?
- Who will be responsible for proofreading and typesetting the Index?
  - We can also provide these services, so please let us know if you would like a quote sent to you
- Do you have any other particular instructions or comments for us?