



Tabi Kaeru (Travel Frog) Localization Style Guide

JA-EN

Localization Optimization Additions

Language Option Menu:

The ideal place to insert a language selection menu would be immediately upon opening the game for the first time. After initial loading, a box matching the overall UI design with a drop-down menu for languages could appear. The user would only see this selection box screen once but could change their initial language selection later in the settings menu. Adding small, circular icons of country flags could also be beneficial for user comprehension. The game would pull from the user's app store settings to load in their phone's language as the suggested language choice.

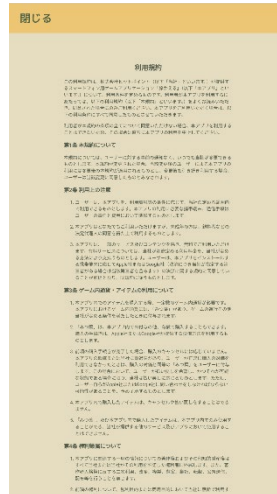
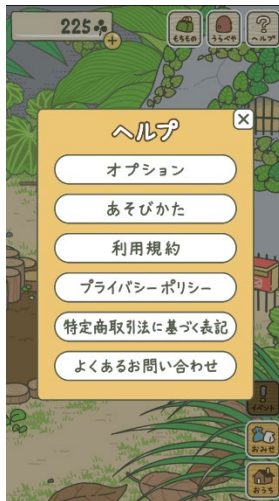
App Store Optimization (ASO):

In order for Tabi Kaeru (Travel Frog) to have the best chance of success in the Western market, the game's app store presence should be localized alongside the game itself. Mobile game app stores are flooded with similar looking games, or just flat out copies of games. Correctly utilized ASO is vital to set a game apart from the rest. ASO helps to improve apps; click through rates (CTR) which leads to increased downloads. This includes localizing the game's description, screenshots, and doing keyword research for relevant, highly searched keywords in the locale. Character limits or other requirements for listing and describing an app may differ depending on which app store the game is listed on. However, it is important to keep the icons, screenshots, and metadata as similar as possible to keep a consistent brand image.

Help Center:

The app's help center has several menu layers. The first layer has the same typography style as the game's general body text, and buttons lead to either another menu with instructions

(including screenshots) of how to play the game, embedded web site images with information, or redirect to an external webpage that opens in the user's phone browser. When localizing these menus and options, a consistent style should be established. Priorities for the help center and options for localization should be discussed with the client.



Store and Souvenir Items:

Japanese style and influence are integral to the overall design of Tabi Kaeru (Travel Frog). However, many of the items in the game's store would be unfamiliar to a Western audience – like chickweed sandwiches, wormwood focaccia, and a happiness bell. These items could easily be renamed without affecting the overall quality and design of the game.

The souvenirs the player's frog returns with after it's travels are slightly more complicated to localize, as they are clearly very Japanese products. These item titles will need to have plenty of room for text expansion, as item names will have to be long enough to give the player a general understanding of what the item is.

Lottery Localization:

While not strictly necessary for the player to understand what the lottery function is and how it works, changing the style of the feature may make it more approachable to Western audiences. The lottery is currently based off the Japanese *fukubiki* style of have a roller release different colored balls to correlate with different levels of prizes. Someone who is unfamiliar with the game may mistake it for something closer to a bingo roller. Possible style options are a *gacha* machine or pulling a prize ticket from a box.

Style Guide

Terminology:







Japanese Romanization	English	Notes	Category
旅カエル tabi kaeru	Travel Frog	Translation sourced from game website	Game title
したく shitaku	Pack	Game website translates as "preparation"	UI button





ふくびき fukubiki	Lottery	Only appears in store	UI button
おみせ omise	Store		Location/UI button
おうち ouchi	Home		Location/UI button
にわさき niwasaki	Garden		Location/UI button
イベント ibento	Event		UI button
メニュー menyu	Menu		UI button
おまもり omamori	good luck charm		Text/Item
おべんとう obento	lunch box		Text/Item category
どうぐ dougu	items		Text/Item category
もちもの mochimono	Inventory	UI button appears in the menu bar	Menu heading/UI button
ずかん zukan	Field Guide		UI button
つくえ tsukue	Desk		Menu heading
かばん kaban	Backpack		Menu heading
めいぶつ meibutsu	souvenirs	Translated from “local specialty” to “souvenir”	Item category
まいまい maimai	Snail character name	Character’s name can be changed in localization. If possible, include a snail mention/pun in the name.	Character name

Typography:

Banner Title	Indie Flower size 130 leading 130 tracking 110
Body Text	Corporate Logo rounded v2 Bold size 31 leading 60 tracking 60
UI Buttons	Corporate Logo Rounded ver2 Bold size 20 leading 60 tracking 50
Store/Lottery Font	Font file not found; inquire with client

Colors:

Banner Image Text	Hex: #545e4e RGB: 84, 94, 78	
Body Text	Hex: #575E4D RGB: 87, 94, 77	
Highlight Text	Hex: #61A8C7 RGB: 97, 168, 199	
Yellow Non-shaded Menu Buttons	Hex: #483C21 RGB: 72, 60, 33	
Yellow Semi-shaded Menu Buttons	Hex: #221C10 RGB: 34, 28, 16	
Yellow Shaded Menu Buttons	Hex: 100D07 RGB: 16, 13, 7	

White Non-shaded Menu Buttons	Hex: #483C21 RGB: 72, 60, 33	
White Semi-shaded Menu Buttons	Hex: #221C10 RGB: 34, 28, 16	
Backpack Contents Tab Non-shaded	Hex: #575E4D RGB: 87, 94, 77	
Backpack Contents Tab Shaded	Hex: #2A2E26 RGB: 42, 46, 38	

Target Audience:

The target audience for the game is someone who perhaps isn't overly into games but enjoys something that's easy and low pressure with cute aesthetics. Since the text and controls are not complicated, the game is accessible to people from all age groups – from children to the elderly. In other markets, such as China, the game has been highly popular among the 20-30 year old female demographic.

Tone:

The overall tone of the game is cheerful and upbeat, yet relaxing. This should be reflected in the tone of the translation as well. Use simplistic vocabulary to make the game accessible to players of all ages and literacy skills. Text should be informal, modern, and emphasize that the player is interacting with and being the caretaker for their frog. Use an active voice and strive for friendliness without being over-enthusiastic. Exclamation points may be used occasionally, but not extensively.

Sample Gameplay Screenshots

