

Specific jargon and special cases

- When they're thanking their subscribers, write "**400K subscribers.**" In these instances change "thousand" to "**K.**" This is uppercased. Use "**subscribers**" not "**subs.**"
- "**all right**" vs. "**Alright**". All right has specific exceptions where it can be used because it has multiple meanings, some of which can be different from "alright."
- "**Ok**" vs. "**Okay**". Always write as Okay.
- "**Super Chat/s**" should always be capitalized in this way; in either singular or plural form as appropriate.
- "**hololive**" and "**hololive production**" should always be uncapitalized, as it is the way that is officially spelled.
- **VTuber**: not **vtuber**, **Vtuber** or **vTuber**.
- **Gen vs Generation**: Both of these are okay, pick whichever fits best on a case-by-case basis.
- **Viewers** vs. Listeners: when the VTuber is referring to the people watching or listening.
 - This is dependent on the media being translated or the context of the conversation.
 - If you are translating or the speaker is referring to a video or live-stream clip: use viewers.
 - If you are translating or the speaker is referring to an audio-only medium like radio shows, audio books (Drama CDs), or podcasts: use listeners.
- **Corporations/groups** are singular entities, so they should be referred to with singular pronouns/verb tenses, etc.
- "**lol**" and "**lmao**" should never be capitalized.
- Both "**Roboco**," "**Robocosan**," and "**Roboco-san**" are acceptable.

Hyphenate compounds or not?

(e.g. "On stream" vs "Onstream" vs "On-stream")

Case-by-case; a Google search should solve most of your problems.

More info: <https://www.grammarly.com/blog/hyphen/>

"S" vs no "S" (e.g. "Towards" vs "Toward").

Both versions work. Please, be consistent throughout a video and only stick to one or the other.

More info:

- [Is It 'Toward' or 'Towards'?](#)

- [Let's Talk About 'Anyways'](#)

Speaking in foreign language

If the character is **speaking in a foreign language** they are not fluent in, it's possible to either italicize the text, change the color of the subs, or both. In any case, discuss this with the subber.

TL;DR: Case-by-case.

Stock translations

(e.g. "It can't be helped," "Somehow," "I will never forgive," "This is?!", etc.)

Not wrong, but avoid them whenever possible.

Swear words

Is case by case, so left to the translator's discretion. But as a general rule, use them sparingly as English swears can be harsh. TLC/PR can provide a second opinion.

"You and me" vs "You and I"

“ The super easy way to figure out which one to use (without knowing shit about objects and subjects) is to just remove the other noun. If the sentence still works, then it's okay, if it doesn't, you need to switch.

Eg:

You and me are going to the zoo today.

~~You and Me~~ are/am going to the zoo today.

☐ Doesn't work, so you have to switch pronouns

You and I are going to the zoo today.

~~You and I~~ are am going to the zoo today.

☐ Sentence still works. It's good.

Come join Father and I for dinner.

Come join ~~Father and I~~ for dinner.

☐ Doesn't work, gotta switch pronouns.

Come join Father and me for dinner.

Come join ~~Father and me~~ for dinner.

□ Sentence still works so it's good.

- [Source](#)

If 2 or more people possess something

Single object, multiple owners:

Try to replace with “Their,” “Our,” etc. wherever possible. When this is not possible, consider “spreading” the possessive across all owners (e.g. “Kelly’s and Karen’s dog.”)

Multiple of the same type of object, multiple owners:

Add “ ‘s ” to all owners and pluralize the owned object (e.g. “**Karen’s and Kelly’s dogs.**”)

Exceptions

If the talent is quoting English text that appears on screen, consider using that text rather than the guidelines. That text should be relayed on-screen inside quotation marks and following the original presentation (i.e. without correcting any possible grammar error or inconsistencies).

For example, see [this video](#) for Pekora quoting “OK!” as it appears on screen.

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