



MEDIALOCATE

Cultural Validation of Images

Quick Checklist

QUICK CHECKLIST: IMAGES

Areas of Concern	Validation / Comments
1. Localizable text elements imbedded in graphics?	
2. Appropriate symbols or icons used? (Animals, flags, hand gestures, currency, etc.)	
3. Ethnicity appropriate photos or images? (Asia, Africa, Europe, Middle East, etc.)	
4. Conflicting color symbolism? (meaning of color in different countries and cultures)	
5. Acronyms or visually implied colloquialisms or synonyms?	
6. Religious undertones or gender conflicts?	
7. People display appropriate dress code and level of formality?	
8. Potential legal liabilities or product restrictions in target country?	
9. Similarity to competing brand(s) or conceivable copyright infringement in target country?	
10. Other concerning observations?	



WE SPEAK HUMAN

If you've been searching awhile for the right language service provider, this may all sound familiar. Unlike some, however, **MEDIALOCATE** proves its value to you not just in our words ... but in our work!

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US REGIONAL SUPPORT

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