Analysis so far:

http://www.pokemonaaah.net/research/sinnohese/

(referenced links, since that's a picture:)
https://en.wikipedia.org/wiki/Daidarabotchi
https://en.wikipedia.org/wiki/Inari_%C5%8Ckami

NOTE: The first character in Jubilife's sign *may* be the same as the second in Twinleaf's sign - it's difficult to tell. This doesn't necessarily change any of the translations here but may inform Jubilife's sign translation better.

Text	Location	Japanese Translation	English Translation	Comments
◇∷∬Ŀ∷ʮᵢᵢ	Jubilife City	？ト タ？ト カ イ	?tota? City	
ʮ℧Ⅴ米∷ʮᵢᵢ	Snowpoint City	オ ミ ツ ヌ ト カ イ	Ōmitsunu City	link
ᵢᵢᗅ↻ᘰ∬ᘰ	Floaroma Town	イ ナ リ　コ タ ン	Inari Town	link
∪⊕ʮᘰ∬ᘰ	Twinleaf Town	シ ヨ オ　コ タ ン	Shiyō Town	From Japanese for cotyledon

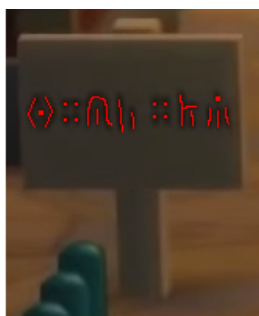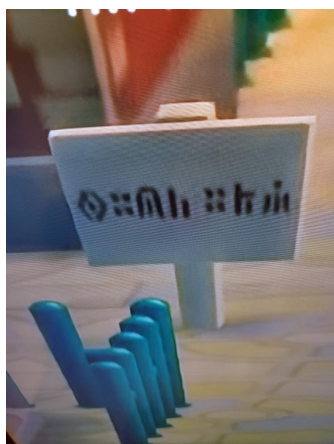|		A		I		U		E		O	
		ア	ᵢᵢ	イ	ʮ	ウ		エ	ʮ	オ	
k	ʮ	カ	Ƒ	キ		ク		ケ	ᘰ	コ	
g		ガ		ギ		グ		ゲ		ゴ	
s		サ	∪	シ		ス		セ		ソ	
z		ザ		ジ		ズ		ゼ		ゾ	
t	∬	タ		チ	Ⅴ	ツ		テ	∷	ト	
d		ダ		ヂ		ヅ		デ		ド	
n	ᘰ	ナ		ニ	米	ヌ		ネ	Ｚ	ノ	
h		ハ	t	ヒ		フ		ヘ		ホ	
b		バ		ビ		ブ		ベ		ボ	
p		パ		ピ		プ		ペ		ポ	
m		マ	℧	ミ		ム		メ		モ	
y		ヤ				ユ			⊕	ヨ	
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◇∷∬Ŀ米ʮᗅ米朿米Ｚʮᘰ↻ʮᵢᵢ∪⊕☐口米ᗅ t Ⅴ Ɋ⊞Ƒ☆ἀᘰ

Screencaps:

Pokemon Brilliant Diamond / Shining Pearl trailer:
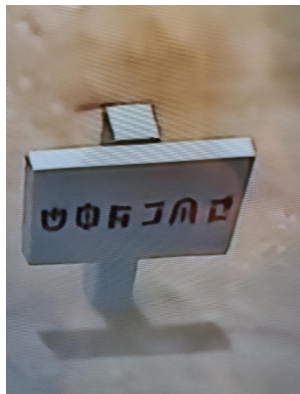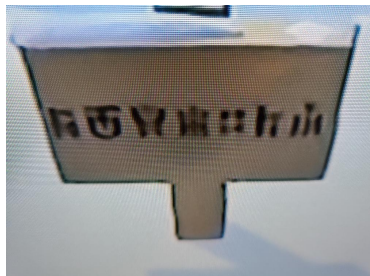

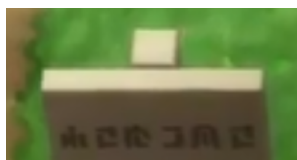Twinleaf Town /

Futaba Town / フタバタウン

Jubilife City / Kotobuki City / コトブキシ

Snowpoint City / Kissaki City / キッサキ

シティ

Floaroma Town / Sonoo Town / ソノオタウン

Sinnohese - An Explanation/Summary:

Looking at the screencaps of town signs, book covers and other texts across the twin trailers for *Pokemon Brilliant Diamond / Shining Pearl* and *Pokemon Legends: Arceus*, one can spot the use of an unusual writing system that is visually distinct from any known language. This language does not appear to be random, as characters show up with various frequencies and patterns readily emerge, but what it actually translates *to* is more mysterious. The goal of this document is to outline what Sinnohese (as a language) *is*, and to do that we have to first begin with what it is *not* - in other words, rule out possibilities.

Before we start with that, however, it's important to establish what criteria we are looking for. This essentially boils down to two things: Character count and character uniqueness. Character count is, quite simply, the number of characters expected in each translation - for instance, there are 7 characters on the sign for Jubilife City, so we should expect that any valid translation *must* also be 7 characters in length. Secondly, character uniqueness determines whether any character is repeated, either within the sign itself or across various signs (incidentally, the Galarian language can be said to be an example of matching character count while completely failing at character uniqueness, as characters used in one word have vastly different translations in another). In this case, we would expect the third and fifth characters in Jubilife's sign to match, as they use the same symbol.

For brevity, we will map Latin letters to each symbol on each sign as a form of ciphertext - this allows us to keep track of both character count and uniqueness in a more recognizable format. This is as follows:

(Jubilife City sign) - ABCDBEF
(Snowpoint City sign) - GHIJBEF
(Twinleaf Town sign) - KLGMCN
(Floaroma Town sign) - FNOMCN

The first, and most obvious possibility is that Sinnohese is a monoalphabetic substitution cipher for plain English - each character maps to a Latin alphabet letter. This is easily proven incorrect via two methods - one, expected translations such as 'JUBILIFE' or 'SNOWPOINT' or 'TWINLEAF' or 'FLOAROMA' simply do not fit within the characters shown on their respective sign - and two, letters that would be expected to repeat in those translations do not do so.

The alternative interpretation of this, a hybrid between Latin letters and Japanese pronunciation called 'romaji,' is also incorrect for the same reasons - 'KOTOBUKI,' 'KISSAKI,' 'SONOO' and 'TSUINRAIFU' all fail to provide a valid translation between characters.

From there, the logical next assumption is proper Japanese, instead of English, as the companies producing both games are Japanese in origin. This would then relegate Sinnohese from an alphabet to a *syllabary*, where each character represents a syllable (such as *to* or *ki* or *su*) instead of a singular letter. This is a solid assumption - it allows entire words to be much

shorter in character length, matching the few characters actually present on the signs. However, the expected literal translations (Kotobuki City - コトブキシティ; Kissaki City - キッサキシティ; Futaba Town - フタバタウン) fail at character uniqueness - each has various instances of katakana failing to match each other when translated and vice versa. For example, the 'ta' タ of Futaba Town is not repeated in its associated sign. More importantly, we have three different instances of the syllable 'ki' キ, each with a *different* symbol assigned - two of which are in the same sign! This is clearly not the answer either. Equally, converting the romaji names of each location into katakana fails to provide a valid match for either character count or uniqueness.

It *is* possible to generate a valid solution for Jubilife's town sign - using the Japanese word *tokai* (city), the *to* of Kotobuki matches the repeated four-dots character. However, Snowpoint's sign cannot be solved in the same manner, nor can Twinleaf's due to being a town instead of a city (and thus having no shared character string). However, Floaroma's sign *may* be solvable using the translations assigned by Jubiife's sign - because the first character must be I (or イ in katakana), Floaroma's sign might translate to 'INARI TOWN.' This would make sense because the legend of Floaroma Town, where a local citizen in the barren town expressed gratitude only to find it had burst into bloom, is highly similar to the Japanese legend of Inari Okami, who blessed the early, Japanese swamplands with sheaves of rice and cereal, turning them into fertile rice paddies.

Similarly, the sign for Snowpoint City could then be translated using the same logic as 'OMITSUNU CITY' (オミツヌ トカイ). Omitsunu was a Japanese king of ancient folklore and the grandson of the god Susano-o, who pulled land from the neighboring Korea using ropes and his giant-like strength to expand his kingdom - this is a near-direct match for Regigigas, whose name means '*King* of Giants' and who pulled continents into place using ropes (and whose temple is the main feature of Snowpoint City). This also solves the translation of 'ki' キ - in this case, it is now only (potentially) used once and thus has only one possible symbol.

Lastly, using the characters from other signs, a possible translation for Twinleaf Town's sign is then Shiyō Town (シヨオ), as *shiyō* is another Japanese word for the cotyledon (one or more leaves that signify a plant sprouting and beginning to grow), just like *futaba* (Twinleaf's current Japanese name). Additionally, the word for town *may* be 'kotan' コタン (village), but this would make the 'na' character ナ equivalent to the 'n' character ン. Notably, the first two symbols bear a visual similarity to the first two kana in 'kotan,' which gives further credence to this translation.

Other possible gods or legendary Japanese figures who Sinnoh cities might be named after are Amaterasu/Ohirume, the sun goddess - Sunyshore, Tsukuyomi or Baku - god of the moon and dream eater monster respectively - Canalave, Kagutsuchi - god of blacksmiths, ceramic artists or Kanayamahiko/Kanayamabime - gods of mining - Oreburgh, and Sarutahiko - the patron god of the martial art *aikido* - Veilstone.

However, this means the signs could effectively say *anything* as long as it's vaguely related to the town in question, which is problematic for translation. However, possible examples of translations may be found within the games - for example, an NPC close to the Pokemon

Center in Sunyshore mentions that it's called the Sunshine City, which is not directly reflected by any of its known names or town slogans.

It is also possible that the language used has no strict solution - that is, while certain strings of characters mean 'town' or 'city', they do not map to specific real-world translations of those same meanings, and similarly the characters preceding them are pure gibberish. This would make any attempt at solving Sinnohese a conlang, in that it has no formal structure and it would have to be given one to make sense.

Pokemon Legends: Arceus trailer