If standard languages are equated with anonymity and publics and minority languages are valued because of their social indexicality and emphasis on difference, standardizing a minority language brings these competing ideologies into conflict. This paper examines these tensions within Limburgish, a regional language in the Netherlands, currently undergoing a standardization process. Although public discourses underscore the widespread belief that maintaining the dialectal diversity within Limburgish is crucial, these pluralistic discourses stand in stark contrast to prescriptive practices, such as local spelling contests and emphasis on the 2003 spelling norms. I argue that standardization is a way of institutionalizing social distinction (Bourdieu, 1991) in that these prescriptive measures further classify users along a hierarchical ranking. By drawing on interview data, policy texts, and public debates I demonstrate how the tensions between discourses of tolerance and prescriptive practice are entextualized at different scales and how users negotiate them through a polynomic approach.

Keywords: language standardization, ideologies, minority languages.