

# WINDOWS PHONE

## STYLE GUIDE FOR PORTUGUESE (PORTUGAL)

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## 1. Goals of This Guide

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This document describes the tone, style and some specific translation instructions which should be used as reference during the Portuguese localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

1. Windows Phone Voice
2. Language-specific guidelines on tone, style and terminology
3. UI-specific Localization Guidelines—e.g. capitalization, text overflow, punctuation
4. UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document—it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

## 2. The Windows Phone Voice

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The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

### *Genuine*

- Speak with confidence.
- Be an experienced guide.
- Be friendly, focusing on the customer's needs.

### *Spirited*

- Genuinely express your own enthusiasm.
- Express the achievable and talk about the difference it makes.
- Reveal the unexpected, the sparkle, the delight.
- Express a pleasant, engaging rhythm.

#### *Balanced*

- Be an experienced concierge: personal, friendly, enthusiastic, attentive.
- Know when to keep things light, when to get down to facts.
- Keep the moment, the audience, and the message in mind.
- Don't overpromise—be quick, clear, concise.

#### *Supportive*

- Lend help where it's needed, when it's needed.
- Convey your knowledge like a trusted friend.
- Strive to put others at ease.
- Frame things positively, with a friendly demeanor.

## 3. Language-Specific Guidelines

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### 3.1. General Tone & Voice—Share the Message

The Windows Phone device targets the general public, from young teens looking for a full-fledged multimedia phone, to modern, career-oriented adults interested in its business productivity features.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content. Although the target group also includes teenaged users, try to avoid overly colloquial language, and keep a professional tone instead, which is the standard for software and technology localization in Portugal.

### 3.2. Style—Help Deliver the Voice

The style is direct and personal. Ensure that the translation is clear and unambiguous. Avoid literal translations and use short and concise solutions.

Address the user directly using the formal tone; the only exception may be strings which directly address a user under the age of 18.

While the personal pronoun "you" is commonly used in English, the usage of the pronoun "você" should be avoided whenever possible, for instance, by using the passive voice. The same goes for possessive pronouns, as long as this doesn't compromise the coherence of the information conveyed. For instance, when "you" cannot be omitted in the translation, please use "você" to directly address the user and "o utilizador" (as in "you accept the terms" = "o utilizador aceita os termos") for formal/legal text.

#### Example:

EN US Source	Translation	Comment
If you think you should be able to view this page...	Se considera que deveria conseguir ver esta página...	Do not use "você".
Call your voicemail to check your messages.	Ligue para o correio de voz para ouvir a suas mensagens.	Drop the possessive pronoun in case it is redundant in Portuguese. In the second clause, keep the pronoun to avoid the repetition of "o seu correio de voz".

When the first person plural ("we") is used in the source text, try to use an impersonal translation. However, if the impersonal form sounds forced or unnatural, feel free to follow the first person plural structure.

#### Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Agora iremos ajudá-lo a concluir algumas configurações.	Whenever an impersonal translation cannot be used, use the first person plural but try to omit the personal pronoun "nós".
We could not process your	Não foi possível processar o	In this case, an impersonal translation

request.	seu pedido.	is more adequate.
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The device should address the user directly and personally. Where references to social networks are made, follow the style of the source more closely, even if it should sound rather colloquial (e.g. interjections) to make the interface more intimate/expressive.

Whenever symbols such as "&" and "+" appear in the source, always consult the terminology reference first. If the term is not included in the reference material, use the following approach:

- The "+" symbol should be kept in the translation and no spaces should be added before and after it (e.g. "email+accounts" = "e-mail+contas").
- The "&" character should be localized with the preposition "e" or similar (according to the context) to express the connective meaning (e.g.: "Shoes & shoe repair" = "Sapatos e sapateiros").

### 3.3. Usage—Sound Natural

In order to transmit a clear and straightforward tone, indirect speech should be used instead of the direct one in most cases. This will also help avoid redundancy and improve the fluency of the text.

#### **Example:**

EN US Source	Incorrect Translation	Correct Translation
The message you sent was delivered.	A mensagem que você enviou foi entregue.	A mensagem enviada foi entregue.

### 3.4. Terminology—Be Consistent

Use terminological options which are easy to understand, up to date and in line with the terminology used by competitors. The focus should not be on following Microsoft

standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but please do not attempt to change approved terminology before receiving confirmation from the project team).

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail) —even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

## Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Não foi possível encontrar uma correspondência. <b>Deslize rapidamente</b> para a esquerda ou para a direita para outros resultados ou experimente um termo de pesquisa diferente.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a <b>range</b> have a value.	Conta quantas células têm valores num <b>intervalo</b> .	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
<b>Data Sense</b>	<b>Sensor de Dados</b>	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

### 3.4.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

## 3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

[Someone@example.com](mailto:Someone@example.com)

The domain name example.com should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names



and Numbers) for sample purposes. "Someone" can be replaced with a first name from the Approved People Name list or any common name in the country. For Portuguese, please replace [someone@example.com](mailto:someone@example.com) with [fernando@example.com](mailto:fernando@example.com).

### 3.6. Measurements

The EN US source contains measurements in strings such as:

{0} KB
Uploading %sMB...
Offline, downloading %sKB...
Uploaded %1KB of %2KB
Available storage: %s GB

Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number and a unit of measurement.

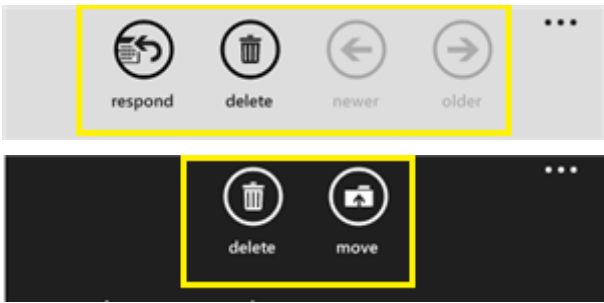
The unit "KB" (kilobyte) should be translated as "KB", keeping the letter "K" in uppercase.

## 4. Windows Phone UI Localization Guidelines

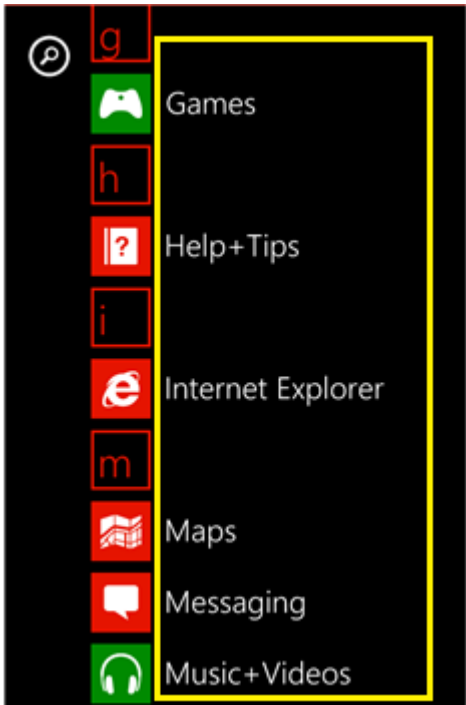
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

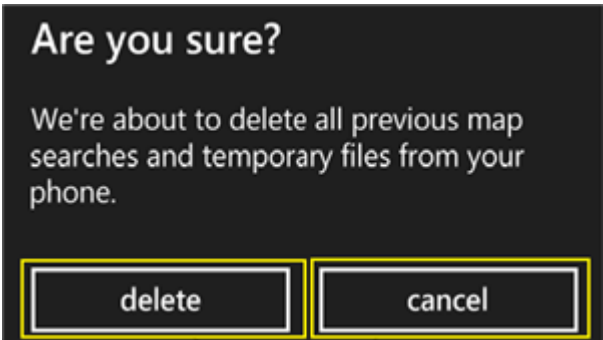
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the infinitive.</p> <p>Example: delete - eliminar</p>

### 4.1.2. App List Item

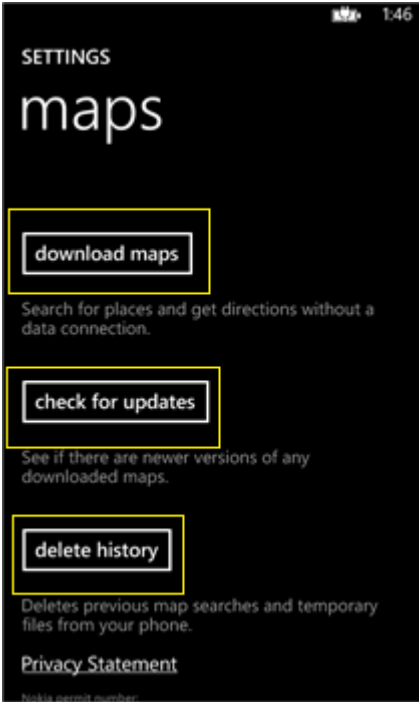
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.</p> <p>Example: Games - Jogos</p>

### 4.1.3. Buttons

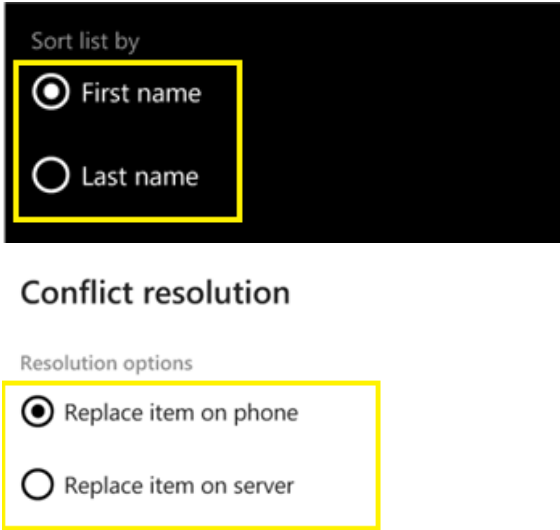
#### 4.1.3.1. Dialog Button

Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Labels containing verbs: delete - eliminar</li><li>- Labels represented by nouns: store - loja</li></ul>


#### 4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs:  check for updates - procurar atualizações</li> <li>- Labels represented by nouns:  suggestions - sugestões</li> </ul>

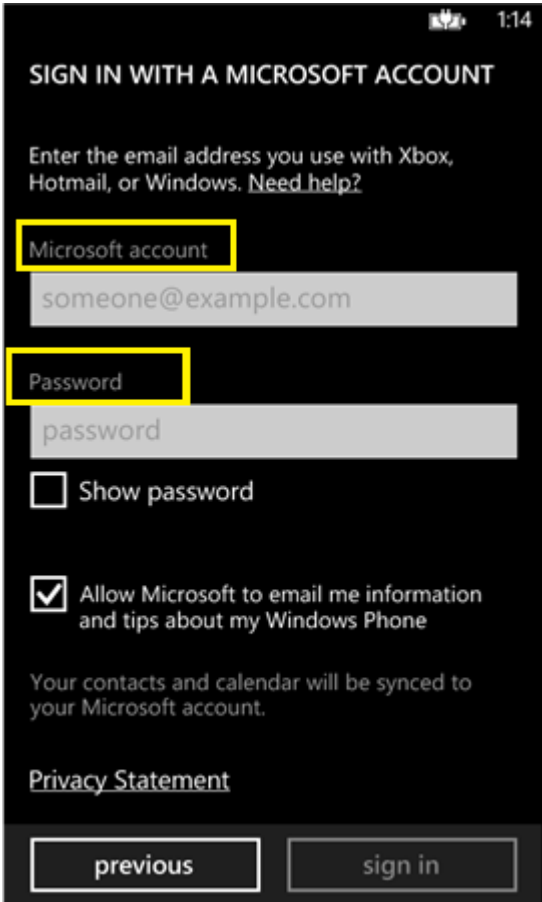
#### 4.1.3.3. Radio Button

Radio button	Guidelines
	<p>Wrapping: Yes  Number of lines allowed: 3  Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:  First name - Nome próprio</p> <p>When the radio button starts with a verb, use the infinitive. Follow the source punctuation.</p> <p>Example:  Replace item on phone - Substituir item no telemóvel</p>

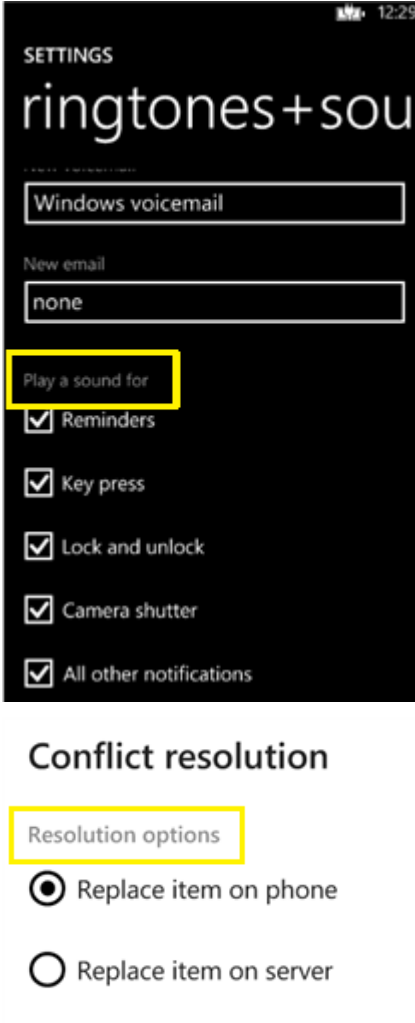
#### 4.1.4. Check Box Label

Check box label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case</p> <p>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the infinitive. Follow source punctuation.</p> <p>Example: Use Speech when the phone is locked - Utilizar a funcionalidade Voz quando o telemóvel estiver bloqueado</p>

#### 4.1.5. Edit Box Label

Edit box label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Example: Password – Palavra-passe</p>

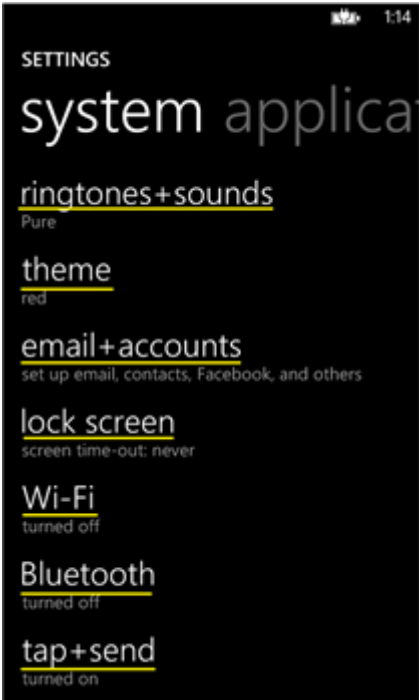
#### 4.1.6. Group Label

Group label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the infinitive.</p> <p>Examples Play a sound for - Reproduzir um som para</p> <p>When the group label consists of a noun, use a noun.</p> <p>Example: Resolution options - Opções de resolução</p>

#### 4.1.7. Hub Title

Hub title	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example:  photos - fotografias</p>


#### 4.1.8. List Item in Settings

List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower (except for proper nouns)</p> <p>Example:  email+accounts - e-mail+contas</p>

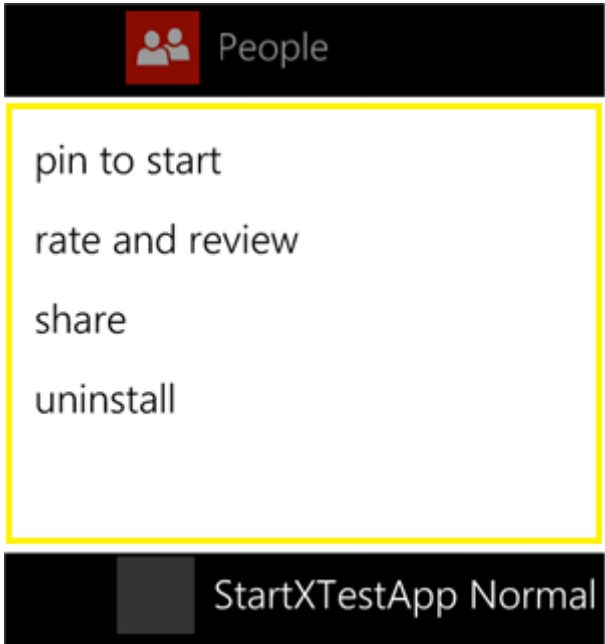


## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

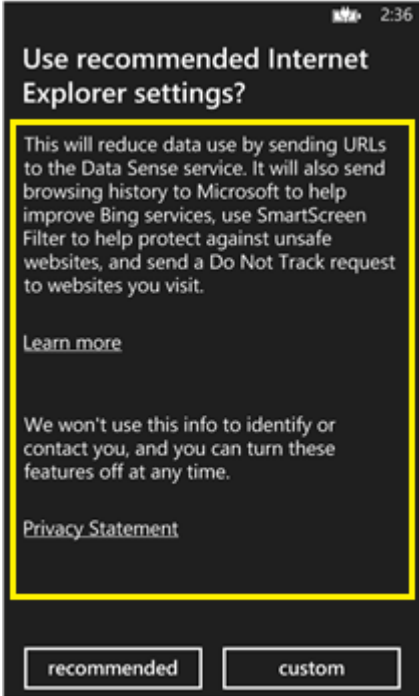
Application menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the infinitive.</p> <p>Example: mark as unread - marcar como não lida</p>

### 4.1.9.2. Context Menu Item

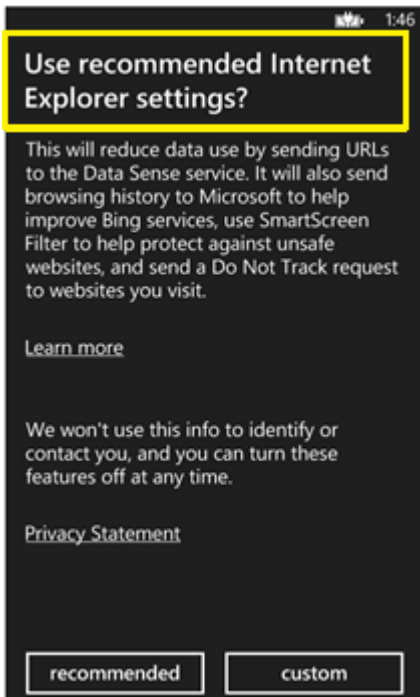
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the infinitive.</p> <p>Example: rate and review - avaliar e comentar</p>

## 4.1.10. Message Box


### 4.1.10.1. Message Box Body

Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case

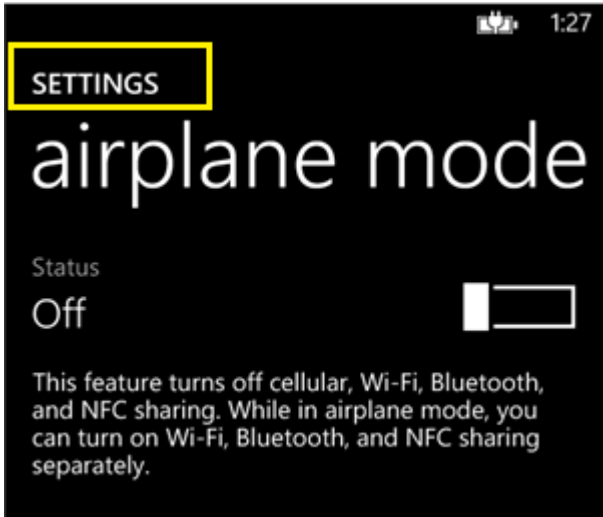
#### 4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes  Number of lines allowed: 2  Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use the infinitive.</p> <p>Example:  Use recommended Internet Explorer settings?  – Utilizar definições recomendadas do Internet Explorer?</p>


#### 4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: Sentence case</p> <p>A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood.</p> <p>Example:  <b>Wi-Fi available</b> Connect?- <b>Wi-Fi disponíveis.</b> Ligar?</p>

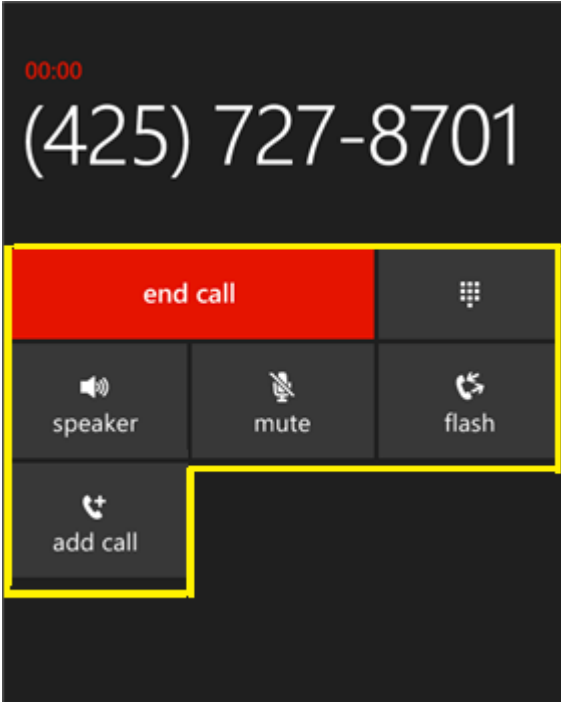
#### 4.1.12. Page Title

Page title	Guidelines
 <p>The screenshot shows the 'airplane mode' settings page. The word 'SETTINGS' is highlighted in a yellow box at the top left. The title 'airplane mode' is prominently displayed in the center. Below it, the status is 'Off' with a toggle switch. A descriptive paragraph explains that this feature turns off cellular, Wi-Fi, Bluetooth, and NFC sharing, but they can be turned on separately.</p>	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All caps</p> <p>Example:  SETTINGS - DEFINIÇÕES</p>

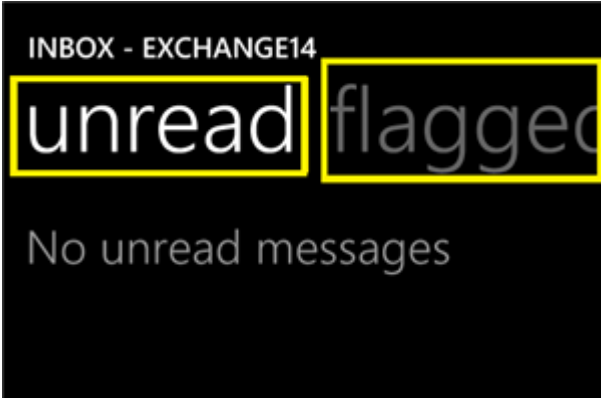
#### 4.1.13. Pane Section Title

Pane section title	Guidelines
 <p>The screenshot shows the Windows Phone Start screen. Two pane section titles are highlighted with yellow boxes: 'categories' and 'spotlight'. The 'categories' pane lists various app categories like 'all', 'entertainment', 'music + video', etc. The 'spotlight' pane shows various app tiles like Google, IMDb, eBay, etc.</p>	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed.</p> <p>Example:  categories - categorias</p>

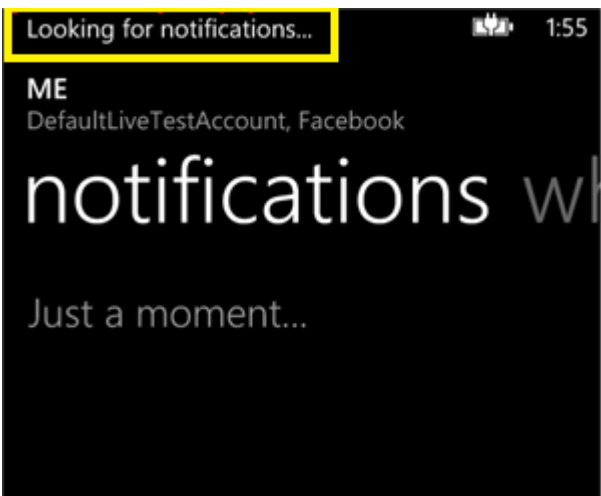
#### 4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as a noun.</p> <p>Example: speaker - altifalante</p> <p>If the source phone control label contains a verbal form, translate using the infinitive.</p> <p>Example: add call - adicionar chamada</p>


#### 4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: All lower</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example:</p> <p>unread - não lidas</p>


#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the structure „a + infinitive” and keep the ellipsis.</p> <p>Example:</p> <p>Looking for notifications... - A procurar notificações...</p>

#### 4.1.17. Text Box

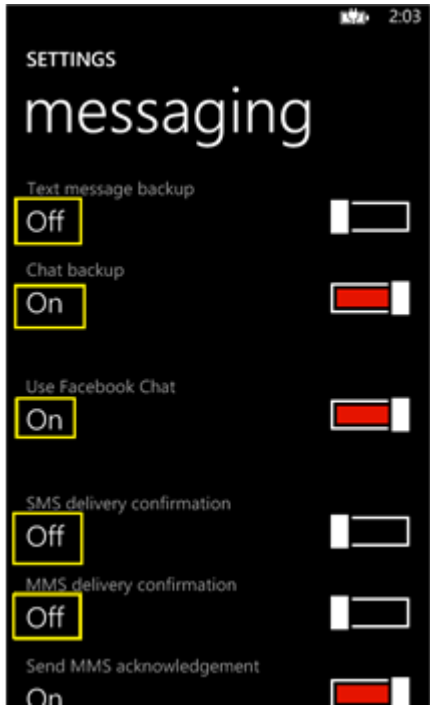
Text box	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.  Translate using the imperative.</p> <p>Example:  type a message - escreva uma mensagem</p>

#### 4.1.18. Tile Label

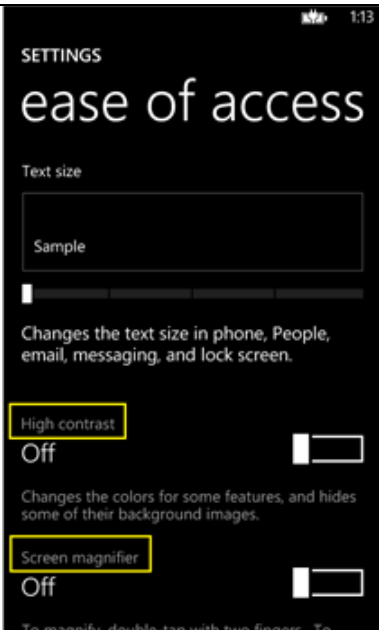
Tile label	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:  Photos - Fotografias  People - Pessoas</p>

## 4.1.19. Toggle Switch

### 4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using the masculine gender as a neutral form, agreeing with “feature”.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: “On”, under “Chat backup” means that the feature “Chat backup” is on.</p> <p>Examples: On - Ligado Off - Desligado</p>

### 4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast - Alto contraste</p>



**Note:** Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#)**Error!**  
[Reference source not found.](#)

## 4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

### **Example:**

#### Source

Make sure your email address and password are correct, and then tap Sign In.

#### Description

The string above makes a reference to the “sign in” push button. In the EN US source, push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e. the first letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

#### Translation Strategy

For Portuguese, references to UI elements within UI strings should be translated using Title Case. As a result, the translation of the source string in the example above would be as follows.

#### Translation

Certifique-se de que o endereço de e-mail e palavra-passe estão corretos e, em seguida, toque em Iniciar Sessão.

### 4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design.

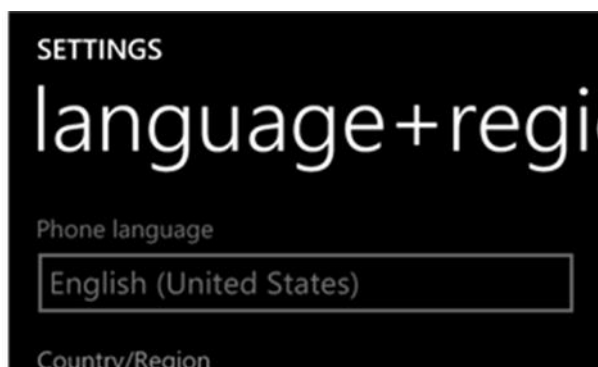
Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

#### **Examples:**

Control—Label with Title1Style



### 4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style – and Portuguese follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

#### **Lowercase:**

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)
- link controls (also called inline links; links that are within a set of content)
- phone control labels

Exceptions:

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

### **Sentence case:**

Please always follow source capitalization when sentence case is applied.

### **Title Case:**

The following UI elements appear in Title Case in source:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card)

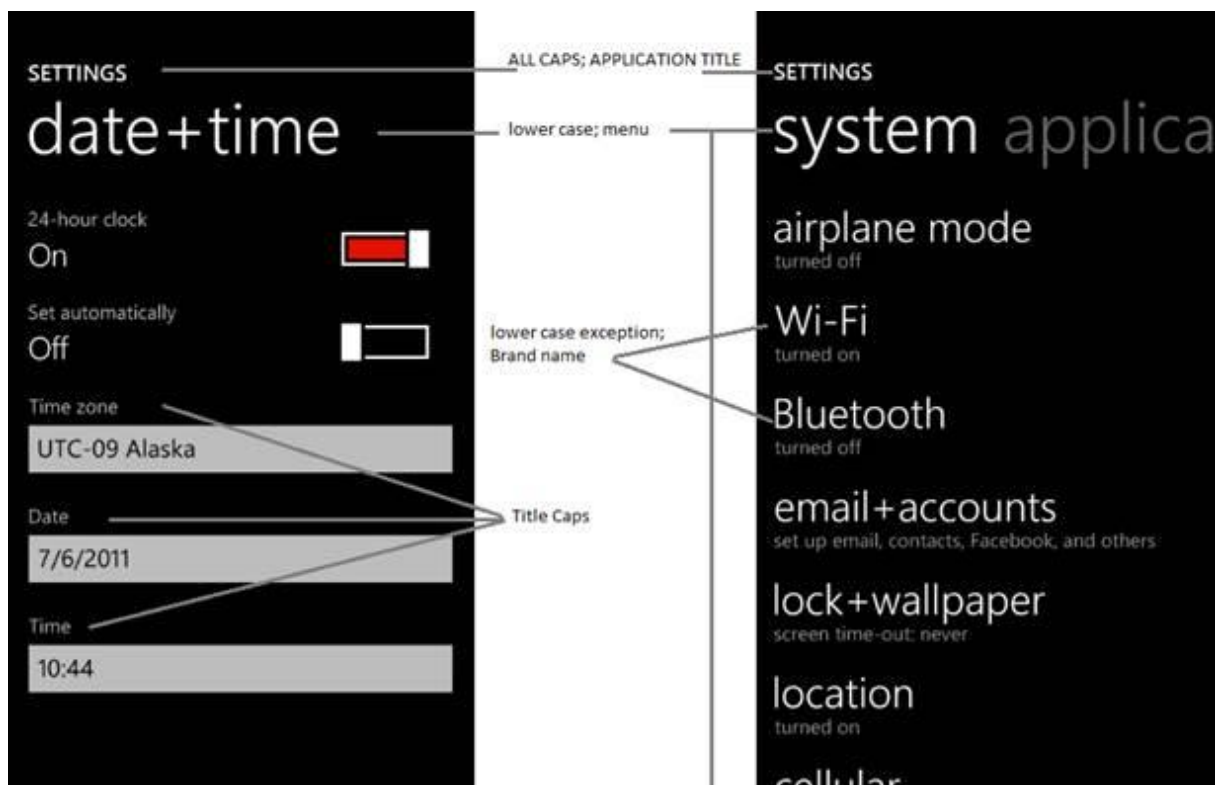
In Portuguese, these will remain in Title Case. For example, “Live Tiles” is translated as “Live Tiles”, “Me Card” is translated as “Cartão Eu”.

### ALL CAPS:

ALL CAPS is used in source for the following UI elements:

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

### Examples:



To sum up, all the above product specific capitalization guidelines should be followed during translation into Portuguese.

### 4.5. Words—Show as well as Tell

- To show simple and easy, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use the language that customers use.

- Translate colloquial and conversational phrases in a friendly tone and style.
- Whenever interjections are present in the source segments, always use the Portuguese equivalent so as to convey the intended effect. Please refer to <http://www.priberam.pt/dlpo/> to confirm the correct words used in Portuguese.

#### Examples:

EN US Source	Incorrect Translation	Correct Translation
We're having trouble downloading this podcast.	Estamos a encontrar problemas ao transferir este podcast.	Existem problemas ao transferir este podcast.
Retail demo mode has experienced an unexpected error.	O modo de demonstração de retalho encontrou um erro inesperado.	Ocorreu um erro inesperado no modo de demonstração de retalho.

## 4.6. Punctuation—Divide and Conquer

- Do not use abbreviations!
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.

#### Examples:

EN US Source	Translation	Comment
Something happened and we couldn't complete this action.	Ocorreu um erro. Não foi possível concluir esta ação.	By using two sentences, the message is more direct and easier to understand.

## 4.7. Editing/Screen Review—Fine-Tune the Translation

Screen editing is a key step to detect any style, terminology or other linguistic inconsistencies or errors introduced during translation. Here are some important issues to look out for during your review:

- Strings that include redundant words. Unnecessary repetitions should be avoided.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.
- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (masculine/feminine or singular/plural).
- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

#### Examples:

EN US Source	Incorrect Translation	Correct Translation
Marking as read...	A marcar como lido...	A marcar como lida...
Something interrupted your purchase. Please try again later.	Alguma coisa interrompeu a sua compra. Tente novamente mais tarde.	A compra foi interrompida. Tente novamente mais tarde.
Screen times out after	O tempo limite do ecrã expira após	Tempo limite do ecrã:

## 4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

## 5. Windowsphone.com

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Please explore the already published windowsphone.com pages for Portuguese at the following location: <http://www.microsoft.com/windowsphone/pt-PT/default.aspx>.

### 5.1. General

The language used in windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy-to-understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

### 5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched terminology might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in [this section](#) as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found in the Windows Phone MultiTerm database.

Other aspects to take into account:

**Rigid term-to-term approach:** Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—"Can that sound awkward or incorrect in Portuguese? Do people speak like that?" If needed, provide feedback on terminology that you consider incorrect.

**"Layers" of localization:** The style tends to change when localization occurs in phases. Please refer to legacy or earlier translations for specific solutions or guidelines. Correct past mistakes and continue with good solutions. If the legacy translation is not up to the standard, disregard it. However, do not ever change approved terminology. Any inappropriate terminology should be flagged.

### 5.3. Elements Specific to Windowsphone.com

#### 5.3.1. Image Captions

Image captions can be found in the text in the following structure:

```
<hhtInlineImage href="/global/windowsphone/en-  
ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Favorites icon"/>.
```

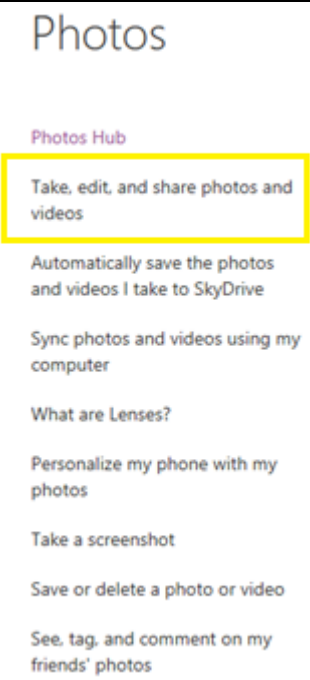
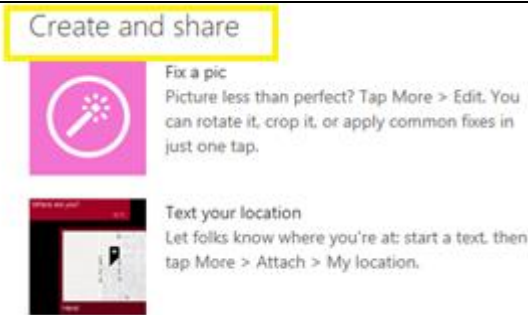
Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-  
ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="icone  
Favoritos"/>.
```



### 5.3.2. Topic Titles

Topic titles are mostly translated using verbs in the infinitive. Sentence case applies.

Topic title in English	Context	Portuguese
Take, edit, and share photos and videos		Use the infinitive. Tirar, editar e partilhar fotografias e vídeos
Create and share		Use the infinitive. Criar e partilhar

### 5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Portuguese, references to UI options should be localized using Sentence case.

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Toque em <b>Terminar chamada</b> para terminar a chamada.	In the EN US source, UI options are usually in all lowercase when appearing on their own; however, when there is a direct reference to these elements in windowsphone.com, English uses sentence casing instead. Portuguese uses the same strategy.
On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	Em <b>Iniciar</b> , deslize rapidamente para a esquerda para a lista <b>Aplicações</b> , toque em <b>Definições</b> e, em seguida, toque em <b>E-mail + contas</b> .	

## 5.4. Sample Translations of Windowsphone.com Texts

The two sample translations included in this section illustrate the approach adopted for the localization of UA sites.

### 5.4.1. Marketing Text

EN US Source
<p>You are what you pin</p> <p>START</p> <p>Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.</p>
PT PT Target

# Você é aquilo que afixa

## ECRÃ PRINCIPAL

Afixe os Live Tiles que pretende e já está! Tudo aquilo que lhe interessa, atualizado em tempo real, diretamente no seu ecrã inicial. Pode afixar pessoas, aplicações, músicas, Web sites, direções, jogos, documentos e muito mais. Só o Windows Phone tem Live Tiles e só o Windows Phone lhe permite afixar aquilo que adora.



### 5.4.2. How-to Text

#### EN US Source

##### What song is this?

Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.

##### To search for recorded music that's playing

1. Press the Search  button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music .

Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

In the Store, you can preview the song and other ones on the album, and then buy if you'd like.

If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see [Get music and podcasts from the Store](#).



#### PT PT Target

##### Que música é esta?

As músicas que ouve na rádio quando anda por fora já não têm de ser um mistério. Com o Bing Música incorporado no seu Windows Phone, pode pesquisar a música que está a ser reproduzida para saber mais acerca dela, como o título, artista, álbum e modos de a escutar ou

comprar.

#### Para pesquisar música gravada que está a ser reproduzida

1. Prima o botão de Pesquisa  no telemóvel.
2. Com a música a tocar, segure o telefone numa posição em que a ouça claramente e, em seguida, toque em Música .

Depois de uma análise, serão mostrados o título da música, artista, nome do álbum e capa do álbum das músicas que forem reconhecidas.

3. Para encontrar a música na Loja Xbox Music, toque em Loja.

Na Loja, poderá pré-visualizar essa música e outras no álbum e, em seguida, comprá-las se quiser.

Se tiver um Xbox Music Pass e a música estiver disponível na Loja Xbox Music, pode escutar a música toda e outras no álbum ou transferi-las. Para mais informações, consulte [Obter música, vídeos e podcasts a partir da Loja](#).

### 5.5. Fine-Tuning during Editing/Screen Review

The review stage—either on the file or the screen—is key to verify that the translation is accurate and adheres to the Windows Phone voice and style as well as the approved key terminology. When reviewing, please take particular care on the following linguistic aspects:

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice staples into your language.
- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.