WINDOWS PHONE

STYLE GUIDE FOR PORTUGUESE (BRAZIL)

Contents

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Portuguese (Brazil) 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

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

3.1 General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern people, who are connected to different social networks and use the phone for various purposes, not just for making calls.

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. As

the target user is not a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

3.2 Style—Help deliver the Voice

The Windows Phone design is focused on language and that is why it plays a fundamental role in this product. A clear, natural and direct style should be used.

The language used should be natural and should flow well. A balance should be sought between market terminology and the way people talk in daily life. Terms used on social networks and in the smartphone segment should be observed.

The language should be informal, but as this is not a product geared toward adolescents, the use of colloquialisms and slang must be avoided.

Please use the active voice, always sticking to a natural register, without being overly technical or formal. The user is addressed with the pronoun "you" (você), but be careful not to overuse it. The excessive use of the pronoun will impair the fluency of the text.

Examples:

EN US Source	Translation	Comment
How would you like your Windows Phone configured?	Como gostaria de configurar seu Windows Phone?	Please observe the voice and style. The style used must be friendly but not too colloquial.
Do you want to import one contact from your SIM card now?	Deseja importar um contato do seu cartão SIM agora?	
You already have a favorite site saved with this name. Do you want to replace it?	Você já tem um site favorito salvo com este nome. Deseja substituí-lo?	
Have fun!	Divirta-se!	

Sentences using the first person plural should be translated using the same grammatical person in Portuguese (Brazil). Preserve this structure to maintain the friendly and colloquial tone.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Agora vamos concluir a configuração de alguns itens.	Please preserve the first person plural structure.

Symbols such as "&" and "+" appear frequently in the source. Always translate the ampersand character (&) using the conjunction "and" (e), which is more natural in Portuguese (Brazil).

The plus sign is part of the Windows Phone UI design language and should be kept in the translation, as long as the result looks natural. Please don't surround it with spaces.

Example:

EN US Source	Translation
email+accounts	email+contas
app list+settings	lista de aplicativos+configurações

3.3 Usage—Sound Natural

In order to transmit a positive and friendly tone, the active voice should be used instead of passive. This will also help avoid redundancy and improve the fluency of the text.

The phrases "search for" and "sort" should be translated as follows:

Examples:

EN US Source	Translation	Resource ID (including filename)	Comment
1) We can't search for music while you're in a call. Try again after you end your call. 2) search {0} directory	1) Não podemos procurar músicas no meio de uma chamada. Tente de novo depois de terminar a chamada. 2) pesquisar diretório - {0}	N/A	The phrase "search for" must be translated as "procurar" for a more natural text. Please note that when the verb "search" is not followed by the preposition "for", it should be translated as as "pesquisar".
1) Sort list by 2) Can't sort	1) Ordenar lista por 2) Não é possível classificar	1) ContactsRes.dll.mui/ "STR"; 13004 2) XLUIXRes.dll.mui/"STR"; 4883	The verb "sort" must be translated as "ordenar" for fluency. But please observe that when the verb refers to an Excel option it should be translated as "classificar", as "sort" is widely known in Office desktop as "classificar". Make sure to check the filename to see if the string comes from an Office app.

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, emails, 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. **Flick** left or right for other results, or try a different search term.	Não encontramos uma correspondência. Para ver outros resultados, **vá** para a esquerda ou para a direta ou tente um outro termo de pesquisa.	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.
Counts how many cells in a **range** have a value.	Conta quantas células em um **intervalo** possuem um valor.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Sensor de dados**	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

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 (Brazil), please replace someone@example.com with pedro@example.com.

3.6 Measurements

The EN US source contains measurements in strings such as:

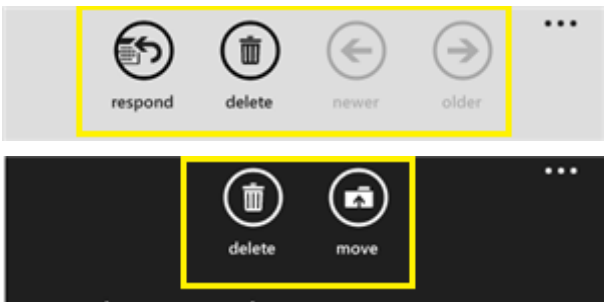| |
|---|
| {0} KB |
| Uploading %sMB… |
| Offline, downloading %sKB… |
| Uploaded %1KB of %2KB |
| Available storage: %s GB |

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.
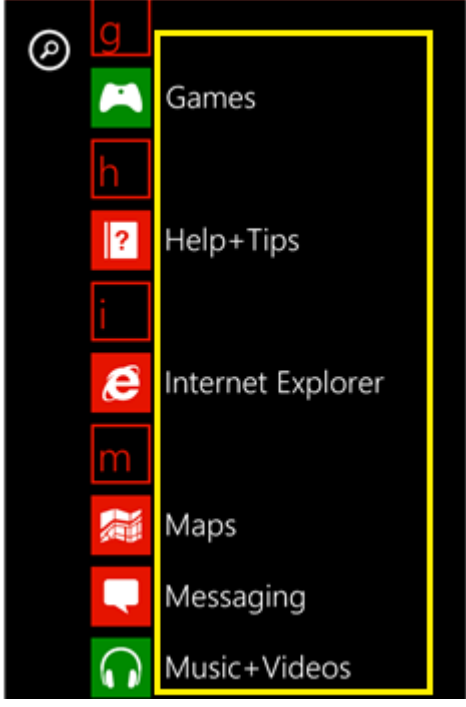
4. Windows Phone UI Localization Guidelines

4.1 How to Translate UI Elements

4.1.1 App Bar Icon

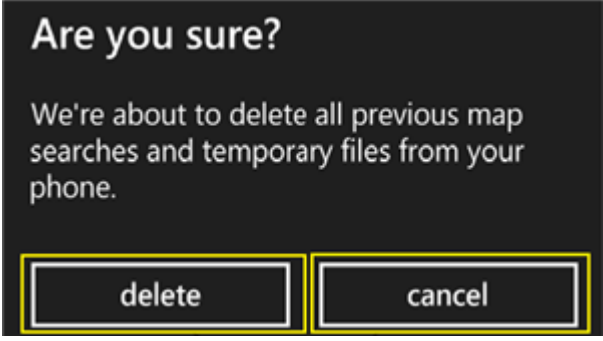| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that names the icons on the app bar can consist of verbs, nouns, adjectives. If they are nouns in source, translate them as nouns. For verbs, please use the infinitive structure. Example: delete - *excluir*

4.1.2 App List Item

App list item	Guidelines

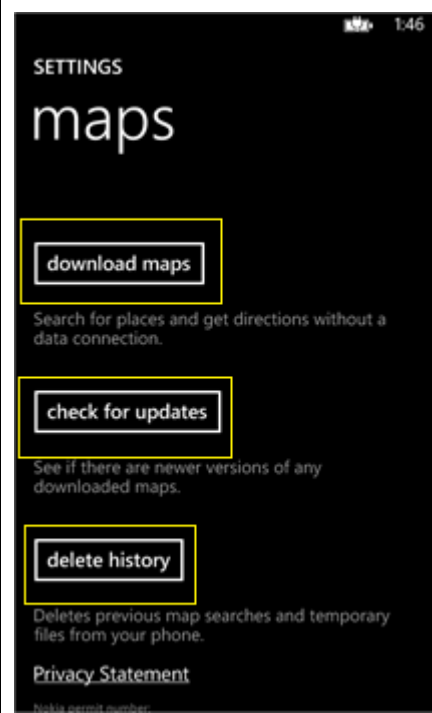|	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore,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

4.1.3 Buttons

4.1.3.1 Dialog Button
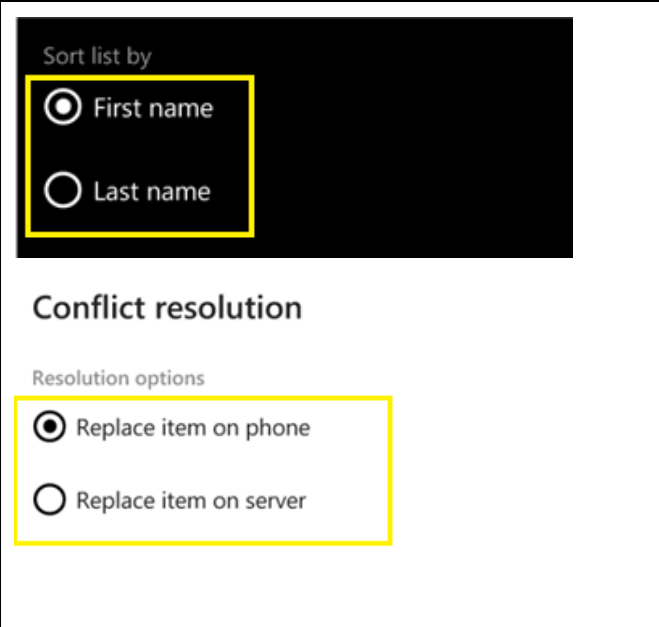
Dialog button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive and labels represented by nouns using nouns. Examples: - Labels containing verbs: delete - *excluir* - Labels represented by nouns: store - *loja*

4.1.3.2 Push Button

Push button	Guidelines

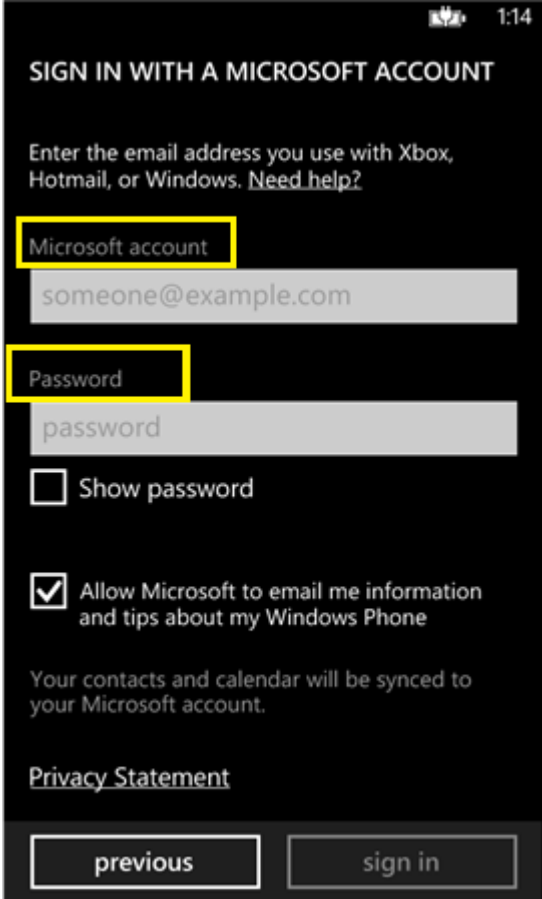|	
SETTINGS maps download maps Search for places and get directions without a data connection. check for updates See if there are newer versions of any downloaded maps. delete history Deletes previous map searches and temporary files from your phone. Privacy Statement Nokia permit number:	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Examples: - Labels containing verbs: check for updates - *verificar atualizações* - Labels represented by nouns: suggestions - *sugestões*

4.1.3.3 Radio Button

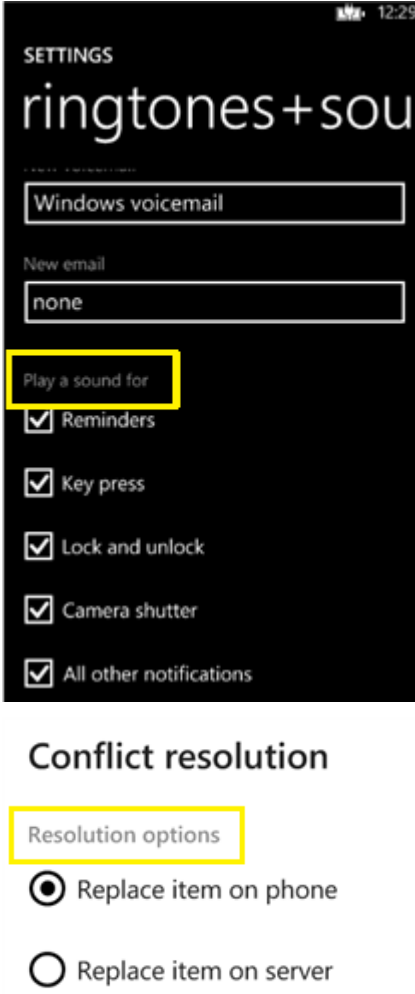| Radio button	Guidelines
Sort list by ⦿ First name ◯ Last name Conflict resolution Resolution options ⦿ Replace item on phone ◯ Replace item on server	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name - *Nome* When the radio button starts with a verb, use the infinitive. Follow the source punctuation. Example: Replace item on phone - *Substituir item no telefone*

4.1.4 Check Box Label

Check box label	Guidelines

SETTINGS

speech

Press and hold the Start button to use Speech.

☑ Use Speech when the phone is locked

☑ Play audio confirmations

Wrapping: Yes
Number of lines allowed: 3
Source capitalization style: Sentence case

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.

Example:
Use Speech when the phone is locked - *Usar o Controle por voz quando o telefone estiver bloqueado*

4.1.5 Edit Box Label

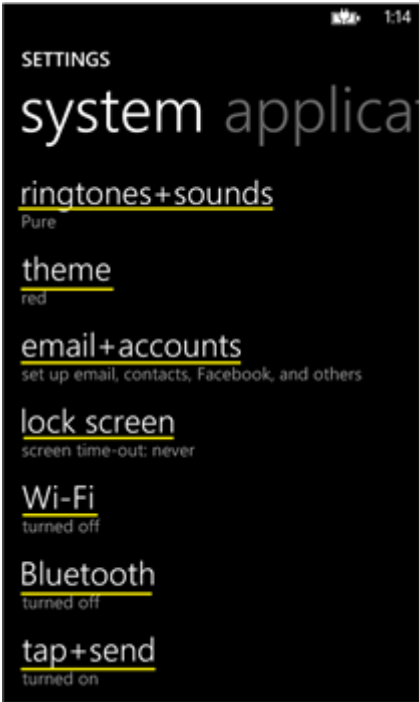| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password - *Senha*

4.1.6 Group Label

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

4.1.7 Hub Title

Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Example: photos - *fotos*

4.1.8 List Item in Settings

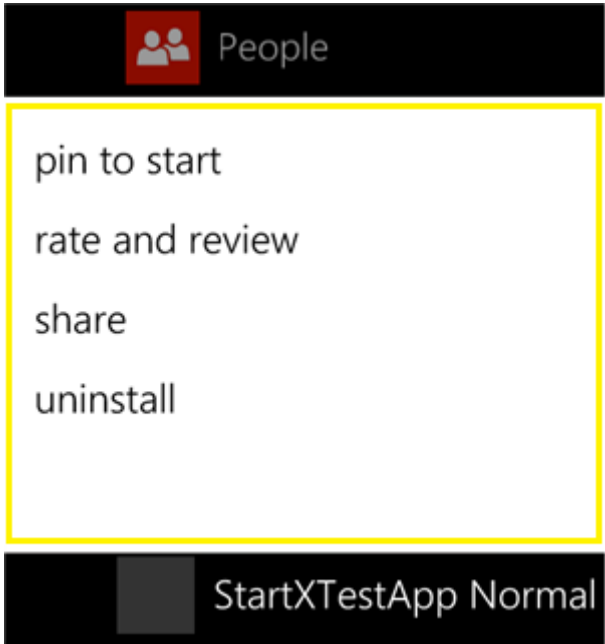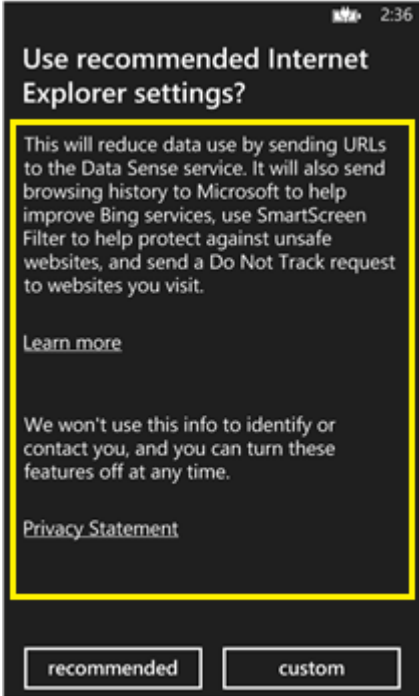| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9 Menu Items

4.1.9.1   Application Menu Item

Application menu item	Guidelines
  toggle flag mark as unread move	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Examples: mark as unread - *marcar como não lida*

4.1.9.2 Context Menu Item
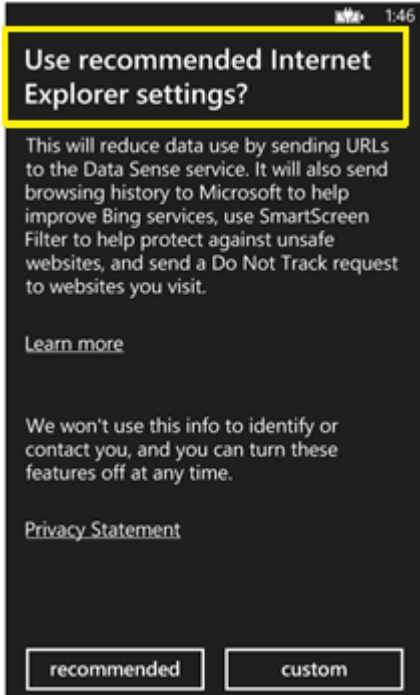
Context menu item	Guidelines
  pin to start rate and review share uninstall StartXTestApp Normal	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the infinitive. Example: rate and review - *classificar e dar opinião*

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

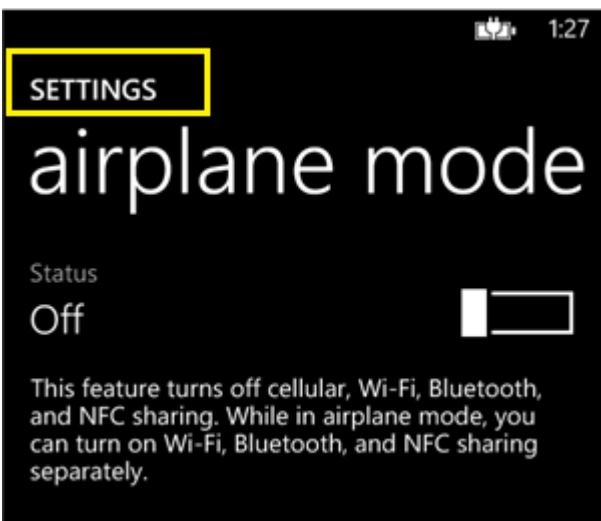### 4.1.10.2   Message Box Header

Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use the infinitive. Example: Use recommended Internet Explorer settings? *- Usar as configurações recomendadas do Internet Explorer?*

4.1.11 Notification Toast

Notification toast	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case 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. Example: **Wi-Fi available** Connect? **- *Wi-Fi disponível Conectar?***

4.1.12 Page Title

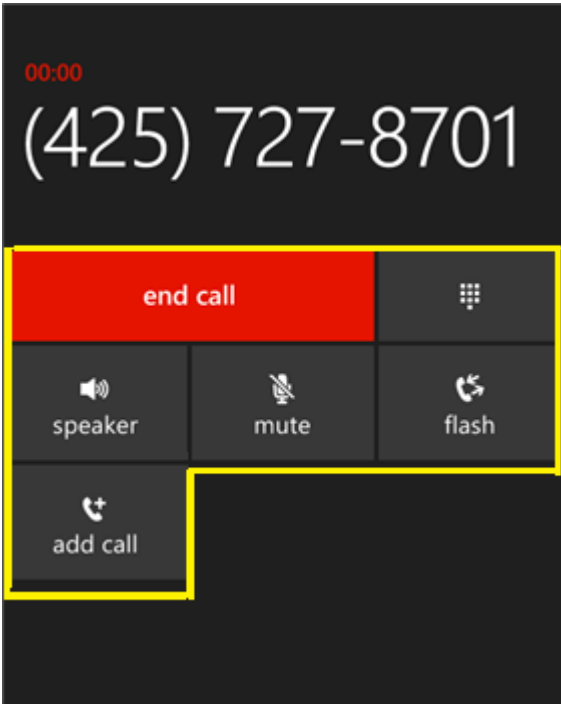| Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS - *CONFIGURAÇÕES*

4.1.13 Pane Section Title

Pane section title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Example: categories - *categorias*
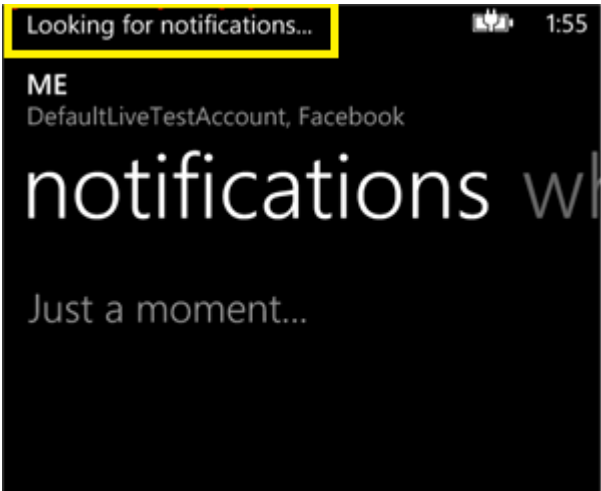
4.1.14 Phone Control Label

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

4.1.15 Pivot Item

Pivot item	Guidelines
INBOX - EXCHANGE14 **unread** flagged No unread messages	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower 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. Example: unread - *não lidas*

4.1.16 Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications...　　　1:55 **ME** DefaultLiveTestAccount, Facebook notifications wh Just a moment...	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case 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 a gerund and keep the ellipsis. Example: Looking for notifications... - *Procurando notificações...*

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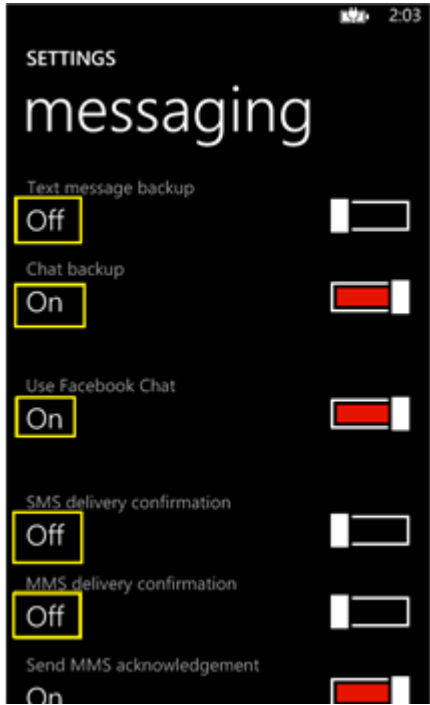
Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative. Example: type a message - *digite uma mensagem*

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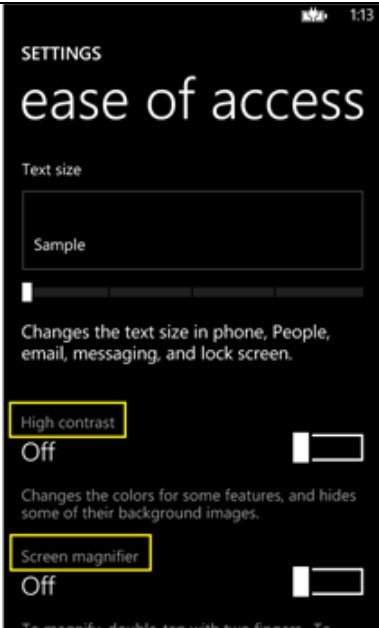
Tile label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages. Examples: Photos - *Fotos* People - *Pessoas*

4.1.19 Toggle Switch

4.1.19.1 Toggle Switch Label

Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using the masculine singular form of verb participle, regardless of the gender and number of feature it refers to. 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. Examples: On – *Ativado* Off - *Desativado*

4.1.19.2 Toggle Switch Title

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

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the Case](#).

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 one below.

Example:

Source

Try another ID, or tap Show Available IDs to see some suggestions.

Description

The string above makes a reference to the "Show available IDs" UI option. 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 UI messages, English does <u>not</u> use lowercase, but title casing instead, i.e. the first letter of each word is capitalized. This is why in the source example above "Show Available IDs" appears in title casing.

Translation Strategy

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

Translation

Tente outra ID ou toque em Mostrar IDs disponíveis para ver algumas sugestões.

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 (Brazil) 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:

Always capitalize only the first letter of the sentence. If the sentence contains product, company or trademark names, these terms should be capitalized.

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 (Brazil), only the first word in titles is capitalized, the following words are capitalized only if they are proper nouns or would normally be capitalized when appearing on their own in other contexts.

ALL CAPS:

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Examples:
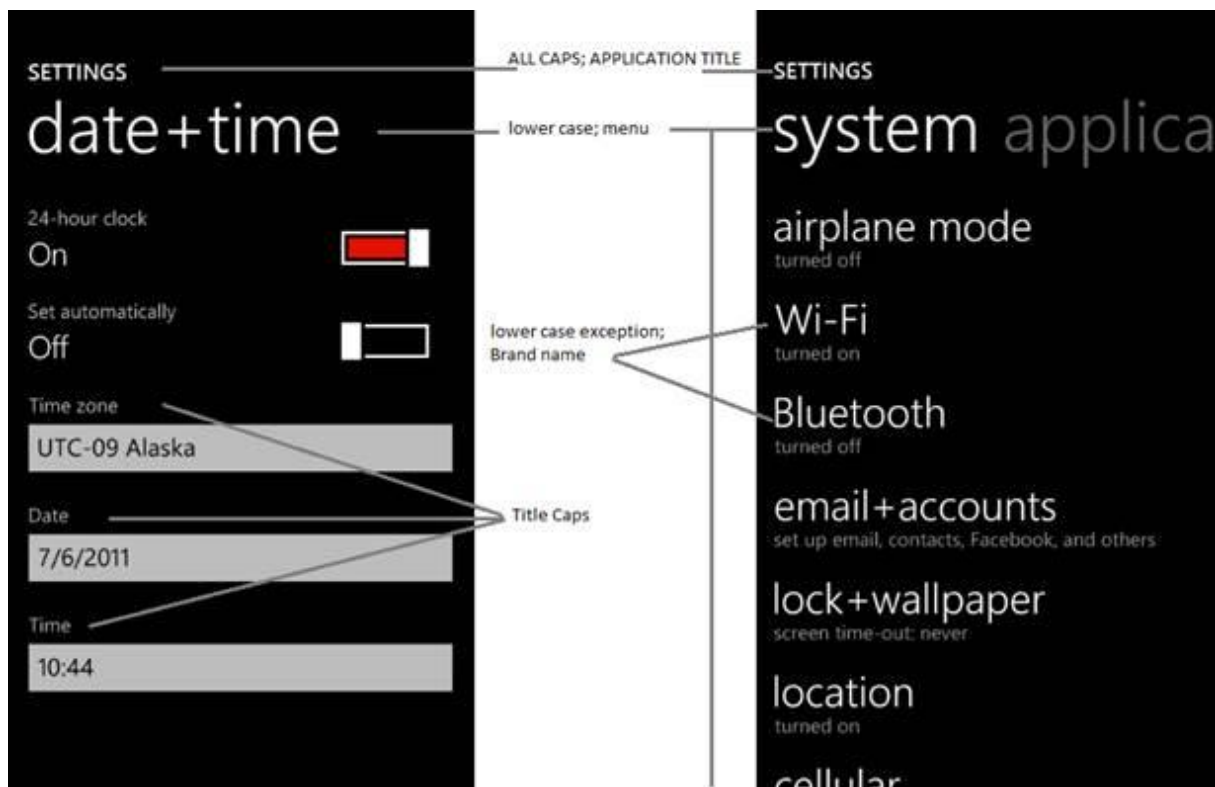
To sum up, all the above product specific capitalization guidelines should be followed during translation into Portuguese (Brazil).

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 language that customers use.

- Translate colloquial and conversational phrases in a friendly tone and style.

- Do not omit interjections like Aha!, Oooops!, etc., as they help create a more informal tone, which is the primary characteristic of this product.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Downloading pictures…	Fazendo o download de fotos…	Baixando fotos…
Oops! The media content you're looking for isn't there anymore.	A mídia que está procurando não está mais aqui.	Ops! A mídia que está procurando não está mais aqui.

4.6 Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u>

- Do not use semicolons. Two shorter sentences are better and easier to read.

- Don't overuse exclamation marks. Choose stronger words. Please note that exclamation marks are often part of tags, which must stay intact.

Examples:

EN US Source	Translation	Comment
Success! Facebook is now on your phone	Pronto! Agora você pode acessar o Facebook em seu telefone.	Keep the exclamation mark for emphasis.
Activating…	Ativando…	Keep the ellipsis in progress messages.

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
try again	tentar novam.	repetir
Connection unsuccessful	Conexão malsucedida	Falha ao conectar

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

Please explore the already published windowsphone.com pages for Portuguese (Brazil) at the following location: http://www.microsoft.com/windowsphone/pt-br/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 on 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 (Brazil)? 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

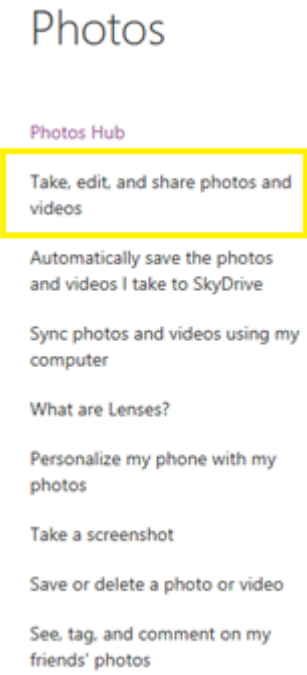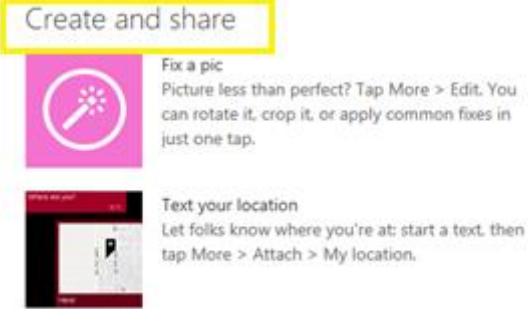Image captions can be found in the text in the following structure:

<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="ícone Favoritos"/>.

5.3.2 Topic Titles

Use the imperative verb form where the EN US source contains an imperative, because this tense has greater marketing appeal and lends a certain informal quality to the text. Only capitalize the first letter of the first word unless the title contains proper nouns, names of products or trademarks.

Topic title in English	Context	Portuguese (Brazil)
Take, edit, and share photos and videos		Use the imperative. Tire, edite e compartilhe fotos e vídeos
Create and share		Use the imperative. Crie e compartilhe

5.3.3 References to UI Elements

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

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	Toque em **Desligar** para terminar a chamada.	This UI element appears as all lowercase in the device, but both English and Portuguese (Brazil) use sentence case to highlight the UI option in the text.
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	Na **Tela inicial**, mexa a tela para a esquerda até a lista **Aplicativos**, toque em **Configurações** e depois toque em **Email+contas**.	These UI elements appear as all lowercase in the device, but both English and Portuguese (Brazil) use sentence case to highlight the UI option in the text.

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
Lock screen
Customize your lock screen to show upcoming appointments, new calls or texts, updates from apps, and more—plus a pretty new picture as often as you like.
Portuguese (Brazil)
Tela de bloqueio
Personalize sua tela de bloqueio para mostrar compromissos, chamadas, mensagens de texto, emails e até mesmo atualizações dos seus aplicativos favoritos. Depois é só escolher a sua foto favorita para a tela de bloqueio.

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.

Portuguese (Brazil)
Que música é essa? Músicas que você ouve no rádio, ou quando você está longe de casa, não precisam mais ser um mistério. Com o Windows Phone, você pode procurar pela música que está tocando para saber mais sobre ela, como o título da música, o artista, o álbum e modos de ouvi-la ou comprá-la. **Para procurar uma música gravada que está tocando** 1. Pressione o botão Pesquisar 🔍 no seu telefone. 2. Com a música tocando, segure o telefone onde você possa ouvi-la claramente e toque em Músicas ♪.   Depois da leitura, o título da música, o artista, o nome e a arte do álbum aparecerão para músicas que forem reconhecidas.

> 3. Para encontrar a música na Loja Xbox Music, toque em Loja.
>
> Se você tiver um Xbox Music Pass e a música estiver disponível na Loja Xbox Music, será possível ouvir a música toda ou baixá-la. Também é possível fazer isso para outras músicas do álbum. Para obter mais informações, consulte [Obter músicas, vídeos e podcasts na 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.

5.6 Video Localization

Videos are the most visible content on windowsphone.com and an embodiment of the Windows Phone voice in the local market. Their purpose is to:

- Generate excitement for Windows Phone
- Deliver support and informational experience

The creation of localized videos consists of the following parts:

1. Localization of the audio script and on-screen texts—performed by translators
2. Narration (voice recording)—performed by voice talents

5.6.1 Script Localization

The localization of the script is governed by the following rules:

- Local market fit

  View the EN US source video first to become acquainted with the content and the purpose of the video. Make sure the translated content reads naturally and the messaging is effective with respect to the target market.

- Alignment with Windows Phone style guidelines
  Adhere to the basic principles of the Windows Phone style. Use everyday language and a friendly tone. Vary the style of the translation according to the source script (apply the appropriate tone and voice for How-to videos and for marketing videos).

- UI consistency and terminology

  UI references need to be checked carefully against the localized files, especially in the case of How-to videos, so that users can follow the steps described in the videos and are not confused by not being able to locate the UI options on their own phone. By the same token, approved terminology must be used for a clear and consistent experience.

- Correspondence between the script and video

  Make sure the script corresponds to the actual video. When translating, always bear in mind that your translation will set the rules for narration of the script by a voice talent.

- Length limitations

  Follow the instructions from the project team with regard to length limitations for the audio script. Generally, it's recommended to keep the same or shorter length of the script compared to the source (note that the localized strings tend to be up to 10% longer than the source strings and there has to be

enough time for the voice talent to read the whole content in time to fit the video).

- Persona Deck

The names used in the scripts and in on-screen texts are fictitious and should be replaced with target locale equivalents using the Persona Deck (or any similar document provided by the project team). The Persona Deck is a table of fictitious persons including their names, email addresses and telephone numbers. The names are approved for marketing purposes.

5.6.2 Narration (Guidelines for Voice Talents)

The narration is governed by the following rules:

- Modulation

View the EN US source video first to become acquainted with its content. Use appropriate gusto and modulation that fits the purpose of the video (informational, marketing...). Remember that you should talk to the customer like the customer is at your desk, watching you over your shoulder. Never adopt a disinterested or monotonous tone.

- Clear and proper pronunciation (free from dialect or other accent)

Use proper pronunciation. Follow the guidelines for pronunciation of English words (see below) to pronounce words of English origin (mainly product and feature names) consistently and in the most appropriate way.

- Natural pace (not too fast)

The speed of narration should be natural and contribute to an easy comprehension. Make a pause after logical units.

5.6.2.1 Pronunciation Guidelines for English Product and Feature Names

During voice recording, please adhere to the following guidelines for pronunciation of product and feature names of English origin. Generally speaking, English terms and product names should be pronounced the English way, with a slight Portuguese (Brazil) accent, e.g.:

- "r" is pronounced the Portuguese (Brazil) way, e.g. Maicrosófti

- "w" is pronounced as "u", e.g. "Uíndous"

Product or Feature Name	Phonetic Transcription	Pronunciation in Portuguese (Brazil)
Windows Phone	/ˈujndəʊz foːnj/	Uíndous Fone
Bluetooth	/bluːˈtuːfj/	Blutufi
Bing	/ˈbɪŋgɪ/	Bingui
Facebook	/ˈfeɪsjˌbʊkj/	Feicibúqui
Microsoft Tag	/maɪk.ro.ˈsɔftj tɛg/	Maicrosófti Tég
Microsoft	/maɪk.ro.ˈsɔftj/	Maicrosófti
Xbox	/ɛksˈbɔks/	Écsbox
Xbox Music Pass	/ɛksˈbɔks ˈmjuːzɪk pɛːs/	Écsbox Míusiqui Péss
Xbox Music	/ɛksˈbɔks ˈmjuːzɪk/	Écsbox Míusiqui
Live Tile	/ˈlaɪv ˈtaɪl/	Laivi Taiol
Live Apps	/ˈlaɪv ˈɛps/	Laivi Épis
Data Sense	/ˈdata ˈsensj/	Data Sensi
Twitter	/tʊˈɪtəɹ/	Tuíter