

# Spanish (Mexico) Localization Style Guide

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# 1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Spanish (Mexico). This guide will help you understand how to localize Spanish (Mexico) content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Spanish (Mexico).

## 1.1 Reference material

Unless this style guide or [Microsoft Terminology - Globalization | Microsoft Learn](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

### **Normative references**

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. *Diccionario panhispánico de dudas*, Real Academia Española & Asociación de Academias de la Lengua Española, Madrid, Ed. Santillana, 2005 or online [here](#).

2. *Diccionario de la lengua española*, (Vigésima tercera edición), Real Academia Española, Madrid, Ed. Espasa-Calpe, 2014, or online [here](#).
3. *Nueva gramática de la lengua española*, Real Academia Española y Asociación de Academias de la Lengua Española, Madrid, Ed. Espasa-Calpe, 2009. Queries online [here](#).
4. *Ortografía de la lengua española*, Academias de la Lengua Española, Ed. Espasa, 2010. Queries online [here](#).

## Informative references

These sources may provide supplementary and background information.

1. *Diccionario de uso del español*, Moliner, M., Madrid, Ed. GredosS.A., 1991
2. *Diccionario de informática (2.ª ed.)*, Oxford University Press, Ed. Díaz de Santos, 1992
3. *Diccionario comentado de terminología informática*, Aguado de Cea, Ed. Paraninfo, 1996
4. *Microsoft Diccionario de Informática e Internet*, McGraw-Hill Interamericana, Madrid, 2001
5. *El lenguaje de la informática e Internet y su traducción*, Belda Medina, J.R., Publicaciones de la Universidad de Alicante, 2003
6. *Diccionario de Internet ATI*: <http://www.ati.es/novatica/glointv2.html>.
7. <http://www.fundeu.es/>
8. [Wikilengua del español](#)

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed:** We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear:** We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand:** We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical

terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

## 2.1 Choices that reflect Microsoft voice

Translating into Spanish for Mexico in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

### 2.1.1 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

Similarly, in Spanish long, formal constructions should be avoided in favor of a simpler, more direct syntax. Some connecting phrases are replaced by simpler alternatives; compound verbal tenses sometimes get replaced by simple tenses; and so on. The following table presents a short list of Spanish example words or phrases to avoid and their equivalents in the modern voice. **Note:** some of the suggestions below might not fit all contexts. They are provided as examples.

en-US source	es-XL word to avoid	es-XL word/phrase
(when) appropriate	(cuando sea) apropiado	<i>(cuando) corresponda / (cuando) sea posible / (cuando) se pueda</i>
...and then...	y, a continuación,...	<i>y después... / y luego...</i>
about	acerca de	<i>sobre</i>
as long as...	siempre y cuando...	<i>si...</i>
ask for	solicitar / requerir	<i>pedir</i>
detect	detectar (an error)	<i>encontrar (un error)</i>
follow these steps...	realice los siguientes pasos... / llevar a cabo los siguientes pasos	<i>haz lo siguiente / hacer lo siguiente...</i>
however	sin embargo / no obstante	<i>pero</i>
if you've already allowed...	si ya has permitido...	<i>si ya permitiste...</i>
in addition,...	asimismo,...	<i>además,... / también,...</i>
in conjunction with	junto con	<i>con</i>
provide	suministrar / proporcionar	<i>dar</i>
reinstall	volver a instalar	<i>reinstalar</i>
request	requerir / solicitar	<i>pedir</i>
subsequent	subsiguiente	<i>siguiente / que sigue a...</i>
to have the opportunity to	tener la oportunidad de	<i>poder</i>
try	intentar	<i>tratar</i>
try again	inténtelo de nuevo	<i>prueba otra vez / probar otra vez / volver a probar / volver a intentarlo</i>

## 2.1.2 Word choice

### Terminology

Use approved terminology from [Microsoft language resources](#) where applicable, for example for key terms, technical terms, and product names.

### Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

The Spanish modern voice can be conveyed through the use of shortened form of words and everyday words. See the table below for some examples. However, be careful with shortened English words such as "app" and "info" for which there is no shorter Spanish equivalent. For these two words, the full Spanish form should be used instead, regardless of the source.

en-US source term	es-XL word	Spanish word usage
demo	demo	This short version for "demostración" appears in the RAE dictionary. Use <i>demo</i> instead of the long form to refer to a demonstration of a product or service
gigabyte / GB	giga	Use instead of long form "gigabyte" following a number. For example, "necesitarás 2 gigas para ..."
email account	cuenta de correo	The full term "cuenta de correo electrónico" is too long and the shorter form or even "cuenta de email" is used instead.
PC	PC	In Spanish for Latin America, la PC will be used. Same gender as "la computadora".



## Synonyms

For en-US Microsoft voice, word variety can convey a more natural and conversational tone in especially longer text and informal topics.

The Spanish Microsoft voice can be conveyed through the use of synonyms too. For example, "to wish" is almost always translated as "desear" but in everyday speaking people usually use "querer". This translation may be used for a more natural and conversational tone and to deviate from what might be perceived as 'formal'.

The following target terms may be interchanged in translations with the following synonyms, except when quoting an already localized UI element.

es-ES source term	es-XL synonym
desear	querer
puntear	pulsar
funcionalidad	características, funciones
purgar	depurar, limpiar, eliminar
utilizar	usar
volver a instalar	reinstalar
iniciar ( <i>not as UI term</i> )	empezar
cancelar ( <i>not as UI term</i> )	anular

For usage of synonyms, always check [Microsoft Terminology - Globalization | Microsoft Learn](#) directly.

## 2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

## 2.2.1 Address the user to take action

en-US source	es-MX target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	La contraseña es incorrecta. Prueba otra vez. Las contraseñas distinguen mayúsculas de minúsculas.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again. For a more natural translation, "please" is omitted.
This product key didn't work. Check it and try again.	Esta clave no funciona. Fíjate si está bien y prueba otra vez.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again. For a more natural translation, "please" is omitted.
All ready to go	Todo listo	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	¿Quieres continuar? ¿Deseas continuar?	Use of the second person pronoun "you" to politely ask the user if they would like to continue. Conversational use is "quieres".
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Dale a tu PC el nombre que quieras. Si quieres cambiar el color de fondo, desactiva el contraste alto en Configuración.	Address the user directly using second person pronoun to take the necessary action.

## 2.2.2 Explanatory text and providing support

en-US source	es-MX target	Explanation
The updates are installed, but Windows 10 Setup	Las actualizaciones están instaladas, pero el	The language is natural, the way people talk. In this case

needs to restart for them to work. After it restarts, we'll keep going from where we left off.	programa de instalación de Windows 10 debe reiniciarse para que funcionen. Una vez reiniciado, seguiremos donde lo dejamos.	voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Si reinicias esta PC ahora, tú y las otras personas que la estén usando podrían perder el trabajo no guardado. OR, Si reinicias la PC ahora, todas las demás personas que la estén usando podrían perder el trabajo no guardado.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	El documento se moverá automáticamente a la biblioteca y carpeta correctas después de que corrijas las propiedades que no son válidas e incluyas las que faltan.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	¡Oh, no! No se encontraron los archivos descargados para crear la unidad flash USB reiniciable.	Colloquial translation. Without complexity and using short sentences inform the user what has happened.

### 2.2.3 Promoting a feature

en-US source	es-MX target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	Las contraseñas de imagen son una nueva manera de proteger tu PC con pantalla táctil. Tú eliges la imagen y los gestos que usarás con ella para crear una contraseña propia.	Promoting Picture Password feature. Make the user the protagonist. Use "PC" rather than "computadora" as it is a common acronym recommended for Microsoft voice.

Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Permitir que las aplicaciones te ayuden a personalizar el contenido según la ubicación, el nombre, la imagen de cuenta y demás información de dominio de tu PC. Or Deja que las aplicaciones te ayuden a personalizar el contenido según la ubicación, el nombre, la imagen de cuenta y demás información de dominio de tu PC.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words.
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#### 2.2.4 Providing how-to guidelines

en-US source	es-MX target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Para volver y guardar el trabajo, haz clic en Cancelar y termina lo que tengas que hacer.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Para confirmar tu contraseña de imagen actual, mira la reproducción y sigue los gestos de ejemplo que aparecen en tu imagen.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision. Use clear, direct instructions with everyday language.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Es hora de escribir la clave de producto. Cuando te conectes a Internet, activaremos Windows para ti. Or Ahora escribe la clave de producto. Cuando te	User is asked to provide product key. Use clear, direct and simple instructions.

	conectes a Internet, activaremos Windows para ti.	
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### 3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

#### **General guidelines**

##### **Comply with local language laws.**

**Use plain language.** Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

**Be mindful when you refer to various parts of the world.** If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

**In text and images, represent diverse perspectives and circumstances.** Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

**Don't generalize or stereotype people by region, culture, age, or gender,** not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

**Don't use profane or derogatory terms.**

**Don't use slang that could be considered cultural appropriation.**

**Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.**

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Spanish (Mexico) examples</b>	
primary/subordinate	master/slave	primario/subordinado	maestro/esclavo
perimeter network	demilitarized zone (DMZ)	red perimetral	zona desmilitarizada (DMZ)
stop responding	hang	detener llamada	colgar
expert	guru	experto	gurú
colleagues; everyone; all	guys; ladies and gentlemen	colegas	damas y caballeros

### 3.1 Avoid gender bias

**Use gender-neutral alternatives for common terms.** Avoid the use of compounds containing gender-specific terms.

The table below contains examples of gender-biased words or compounds that should be avoided in Spanish (Mexico) and the alternative that should be used to promote gender inclusivity.

Use this	Not this
humanidad	el hombre
personal	empleados
representante de ventas	vendedor
fabricado	hecho por el hombre
fuerza de trabajo	trabajadores

**When presenting generalization, use plural noun forms (for example, *personas, estudiantes, etc.*).**

**When possible, avoid using gendered pronouns (*ella, él, ellas, ellos, etc.*) in generic references.** Instead:

- Rewrite to use the second or first person (*tú o yo*).
- Rewrite the sentence to have a gender-neutral noun; for example, “estudiante” instead of “alumno”.
- Use “personas” to paraphrase nouns with non-gender-neutral forms: “personas empleadas” instead of “empleados”, “personas con interés” instead of “interesados”, for example.
- Look for “broader” ways to refer to people collectively, like “gente”, “personas”, “todo el mundo”, instead of going for feminine or masculine, or duplicating when it’s not needed.

Use this	Not this	Use this	Not this
<b>English examples</b>		<b>Spanish (Mexico) examples</b>	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Una persona con los permisos correspondientes puede establecer las contraseñas del resto.	Si el usuario tiene el permiso correspondiente, puede establecer las contraseñas del resto
Developers need access to servers in their development environments, but they don't need access to the servers in Azure.	A developer needs access to servers in his development environment, but he doesn't need access to the servers in Azure.	El personal de desarrollo necesita acceso a los servidores de su entorno de desarrollo, pero no a los servidores de Azure.	Los desarrolladores necesitan acceso a los servidores de su entorno de desarrollo, pero no a los servidores de Azure.
When the author opens the document ....	When the author opens her document ....	Cuando la persona que creó el documento...	Cuando el autor abre el documento...

When you're writing about a real person, use the pronouns that the person prefers, whether it's *él, ella, ellos/ellas*, or another pronoun. It's OK to use gendered pronouns (like *él, ella*) when you're writing about real people who use those pronouns themselves.

**Note:** Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

### 3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

**Focus on people, not disabilities.** Don't use words that imply pity, such as *padece de* or *sufre de*. The preferred option is not to mention a disability unless it's relevant.

Use this		Not this		Use this		Not this	
English examples				Spanish (Mexico) examples			
person with a disability	handicapped	persona con discapacidad	minusválido				
person without a disability	normal person; healthy person	persona sin discapacidad	persona normal, persona saludable				

**Use generic verbs that apply to all input methods and devices.** In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		Spanish (Mexico) examples	
Select	Click	Seleccionar; Elegir	Dar clic; Hacer clic

**Keep paragraphs short and sentence structure simple**—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

**Spell out words like *más*, and *aproximadamente*.** Screen readers can misread text that uses special characters like the plus sign (+), and tilde (~).



## 4 Language-specific standards

This part of the style guide contains information and guidelines specific to Spanish for Mexico.

### 4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

#### 4.1.1 Abbreviations

##### **Common abbreviations**

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

- The order of the letters in the abbreviation should match that of the source word (*art.* for "artículo").
- A word should not be abbreviated by omitting only one letter; a minimum of two characters should be omitted.
- Abbreviations formed by dropping the last syllables or letters should not end in a vowel (*pról.* and not *prólo.* [for "prólogo"]).
- Abbreviations created by contraction, i.e. omitting syllables or letters in the middle of the word can end in a vowel (*pdo.* for "pasado").
- In order to avoid confusing the reader, do not abbreviate a word in such a way that its abbreviation would coincide with an established convention for a different word.

**Note:** Follow the normative reference for this topic. There is a very comprehensive list of recommended abbreviations and rules in the new Ortografía de la Lengua Española.

List of common abbreviations:

Expression	Acceptable abbreviation
aproximadamente	aprox.
biblioteca	bibl.

capítulo	cap.
código	cód.
derecha	dcha.
documento	doc.
figura	fig.
izquierda	izqda.
máximo	máx.
mínimo	mín.
página	p. / pg. / pág.
por ejemplo	p. ej.
referencia	ref.

Don't treat words as "metro" or "litro" as abbreviations. They are considered "symbols" in Spanish and should not end in a period. Symbols are abbreviations used in the scientific and technical field and that are made up of letters or non-alphabetical characters. Symbols are used, for instance, to represent units of measurement or currency.

Example:

Symbol	Full term
cm	centímetro
h	hora
kB	kilobyte
SE	sudeste

### 4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Acronyms behave like nouns. If a gender is needed, it is that of the spelled-out form. In the case of non-Spanish words, the gender will vary according to usage.

They have no plural, i.e., no “-s” added at the end. The number is usually given by the preceding determiner. In the case of *PC*, for instance, it is incorrect to use the plural form *PCs*; the plural form should be “*las PC*”. In Spanish for Mexico (as well as for all of Latin America), the acronym *PC* will take the gender from “*computadora*” (computer).

#### Localized acronyms

When dealing with localized acronyms, if the acronym is widely used it should be used “as is” (without including the spelled out term). However, if the acronym appearing in the approved terminology database is not widely used or could be mistaken by another acronym, the recommendation is to spell out the term and include the acronym in brackets the first time the acronym appears in the text.

Example:

en-US source	es-MX target
Uninterruptible power supply (UPS) management.	Administración del sistema de alimentación ininterrumpida (SAI).

#### Unlocalized acronyms

When an acronym will remain in English throughout a manual or other text, we need to consider the following:

- If the acronym is rather common, adding the fully spelled-out form will only confuse users. In these cases, the acronym can be used on its own. The following list contains examples of acronyms and/or abbreviations that are commonly understood. These should not be localized or spelled out in full in English:

ANSI (American National Standards Institute)  
URL

USB  
HDMI  
ISO (International Standards Organization)  
IP

- If the acronym is not widely used, the first time it occurs, write its full name in Spanish in normal font followed in parentheses by the English acronym. If there would be a need to spell the full name in English the first time the acronym appears in order to make it clear to the reader, spell the full name in Spanish in normal font followed in parentheses by the acronym and its full spelling in English in italics.

Example:

en-US source	es-MX target
This policy setting controls whether Excel can exchange data with other applications that use Dynamic Data Exchange (DDE).	Esta configuración de directiva controla si Excel puede intercambiar datos con otras aplicaciones que usan Intercambio dinámico de datos (DDE).  OR  Esta configuración de directiva controla si Excel puede intercambiar datos con otras aplicaciones que usan Intercambio dinámico de datos (DDE, <i>Dynamic Data Exchange</i> ).

#### 4.1.3 Adjectives

In Spanish, adjectives change form depending upon whether the word they modify is masculine or feminine, singular or plural. In other words, the inflection of the adjectives should coincide with that of the word they modify. They can also be placed preceding the noun or following the noun. Please see the Nueva Gramática de la Lengua Española for more information.

Note that in Spanish, unlike English, adjectives of nationality are not capitalized.

en-US source	es-MX target
Column "%1!s!" combines operations on Japanese characters with operations for Chinese characters.	La columna "%1!s!" combina operaciones en caracteres japoneses con operaciones de caracteres chinos

### Possessive adjectives

The frequent use of possessives is a feature of the English language. However, in Spanish, this should be avoided. The possessive should be replaced by the definite article; **except** when using the article instead of the possessive would make the meaning too vague.

An exception to this rule is when the possessive adjective is used in UI items, like for example: My network places => *Mis sitios de red*

en-US source	es-MX target
Name your settings file	Asigna un nombre al archivo de configuración
Type your phone number	Escribe tu número de teléfono
Pick a file on your computer	Elige un archivo en la computadora OR Elige un archivo en tu PC

Alternatively, the original sentence containing "your" can be rephrased like in the following example:

en-US source	es-MX target
Your audio hardware cannot play files like the current file.	No se pueden reproducir archivos de este tipo con el hardware de audio en uso.

#### 4.1.4 Articles

Follow the normative reference on this topic and the Microsoft-specific guidelines in this section.

#### Note:

In the Term Usage Note field in [Microsoft Terminology - Globalization | Microsoft Learn](#), there are sometimes indications on how the use of the definite article will make a general term more specific.

en-US source	es-MX target	Term Usage Note
query clause	cláusula de consulta	When it refers to a clause for a specific query please use "cláusula de la consulta"; when it is used in general statements, please use "cláusula de consulta" or "cláusula de consultas", depending on context.

#### Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. We treat them the same way in Spanish products.

Example:

en-US source	es-MX target
Microsoft Office 365 component	Componente de Microsoft Office 365
Visual Studio Add-in	Complemento de Visual Studio

#### Localized feature names

Translated feature names are handled in the following way:

- When the localized feature can be treated as a proper noun, then no article is used.
- When the localized feature name starts with a common name (tool, wizard, etc.), then usually the articles is included.

Example:

en-US source	es-MX target
A page that can be easily edited in the web browser using Web Edit.	Una página que se puede editar fácilmente en el explorador web con Edición web.
Create a new report project using Report Wizard	Crea un nuevo proyecto de informe con el Asistente para informes.

#### 4.1.5 Capitalization

Spanish capitalization differs from English capitalization. Follow normative rules in regard to capitalization.

##### General guidelines

- For software interface elements, capitalize only the first letter of the first word in commands, dialog box titles, dialog box options, menus, buttons, and names of panes, views or windows.

Example:

en-US source	es-MX target
From the <b>File</b> menu, disable <b>Save As Web Page Complete</b> .	En el menú <b>Archivo</b> , deshabilita <b>Guardar como página web completa</b> .

- The use of capital letters on key names is normally limited to the initial letter of the key name (*tecla Control*); however, if the key name is abbreviated (CTRL, ALT, etc.) we recommend following the same character formatting used in the source: if the key appears all in caps in the source then it will be spelled the same way for Spanish; if the key appears in initial caps only, then the same approach will be followed in Spanish.

Example:

en-US source		es-MX target
Reply to group	CTRL+G	Responder al grupo CTRL+G
Mark all as read	Ctrl+Shift+A	Marcar todos como leídos Ctrl+Mayús+A

- In headings, captions, tables, and figure titles, use initial capitals only for the first word and for proper nouns and interface terms that require it.

Example:

en-US source	es-MX target
Quick Reference Guide	Guía de referencia rápida
Workings with Files	Trabajo con archivos

The following tables show the correct capitalization for different elements:

Item	Initial capital?		Example
	English	Spanish	
Adjectives of nationality	Yes	No	argentino, brasileño, holandés, ruso
Names of days, months, seasons	Yes	No	lunes, enero, primavera
Names of languages	Yes	No	inglés, francés, chino, alemán

### Accented capital letters

The use of accented capital letters is mandatory according to the Spanish grammar. Accented capital letters are to be used unless otherwise specified or when their use is not possible due to software incompatibilities. For instance, names of functions in programming languages cannot take accent marks. Should the user type the name of the function with an accented capital, the software will return an error message, very general in nature and not indicative of the actual cause of the error.



#### 4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

For information on spelling of compound words in Spanish, refer to normative rules in normative references listed in the Recommended reference material section. Also, please always follow the approved term for a given compound in the terminology database. If the approved term is inconsistent with similar approved terms, the inconsistency can be brought to the terminologist's attention by entering comments in the entry's feedback field. Below find a few examples of Microsoft-specific compound terms.

Example:

en-US source	es-MX target
bi-directional	bidireccional
auto-correct	autocorrección
auto-joining	unión automática
read-write	lectura y escritura

When considering compounds in variables, user input or programming language elements, the first point to take into account is if the term is localizable or not. If it is not localizable, the term in the Spanish text will remain unchanged. If the element is localizable, the following examples will provide an insight on how the terms should be rendered into Spanish.

Examples of generic conventions:

en-US source	es-MX target	Description
Sub, If, ChDir, Print, True, Click, Debug	Sub, If, ChDir, Print, True, Click, Debug	These indicate language-specific keywords. They will be either in English or Spanish, depending on the programming language.

object, varname, arglist	objeto, nombreDeVariable, listaDeArgumentos	These usually indicate placeholders for information the user supplies. They will always start with lowercase. If the placeholder is composed of more than one word, the first one will be in lowercase and the rest of the words will have the initial letters capitalized, to make it easier to read and understand.
PathName, fileNumber	nombreDeRutaDeAcceso, númeroDeArchivo	These indicate placeholders for arguments where you can use either positional or named argument syntax. They will always start with lowercase. If the placeholder is composed of more than one word, the first one will be in lowercase and the rest of the words will have the initial letters capitalized, to make it easier to read and understand.
[expressionlist]	[listaDeExpresiones]	In syntax, items inside square brackets are optional. They will be translated. They will always start with lowercase. If the variable is composed of more than one word, the first one will be in lowercase and the rest of the words will have the initial letters capitalized, to make it easier to read and understand.
MyString = "Hello, world!" MyVar = 312	miCadena = "Hello, world!" miVariable = 312	This is used for code, variables, and error message text.

4.1.7 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

Although not as frequently as in English in which the use of a conjunction at the beginning of the sentence is not recommended in formal writings, the Spanish Microsoft voice can be conveyed through similar use of conjunctions.

en-US source text	es-MX old use of conjunctions	es-MX new use of conjunctions
That is to say, you can enter the web page path in the above text box or click Browse to look for it	Es decir, puede escribir la ruta de una página Web en el cuadro de arriba o hacer clic en Examinar para buscarla.	O sea que puedes escribir la dirección de la página web en el cuadro de arriba o hacer clic en Examinar para buscarla
And finally, we need to find out a few things about the new IIS Virtual Server we will create...	Para finalizar, necesitaremos algunos datos sobre el Nuevo servidor virtual de IIS que vamos a crear...	Y, por último, necesitamos algunos datos sobre el nuevo servidor virtual de IIS que vamos a crear...
And, in some cases, the Player can automatically use the codecs installed by other digital media playback and creation programs on your computer.	Además, en algunos casos, el Reproductor puede usar, de manera automática, los códecs que otros programas de reproducción y creación de multimedia digital hayan instalado en el equipo.	Y, en otros casos, el Reproductor puede usar automáticamente los códecs que otros programas de reproducción y creación de multimedia digital hayan instalado en el equipo.

4.1.8 Gender

When faced with an English loan word previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Spanish language?
- Analogy: Is there an equivalent Spanish term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?

The internet may be a helpful reference here.

Always consult [Microsoft Terminology - Globalization | Microsoft Learn](#) to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

es-US Source	es-MX target	Comment
Web	la web	Feminine gender inflection used because of Spanish equivalent "(la) red" or "(la) telaraña".
cache	la caché	It takes the feminine inflection from the type of element it represents (memoria): la [memoria] caché.
firewall	el firewall	Masculine gender inflection used because of equivalent term in Spanish (servidor de seguridad).

**Note:** For information regarding gender neutrality on Microsoft products, see [Avoid gender bias](#).

#### 4.1.9 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with a Spanish colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	es-MX target
Thanks, you're all done and your PC is ready to go	Muchas gracias. Ya hemos terminado y la PC está lista para empezarla a usar

#### 4.1.10 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

The use of numerals versus the spelled out form of a number differs in Spanish (Mexico) from English.

In Spanish (Mexico) non-technical writing, the rule is to spell out numbers of one word or two words, or two words joined by the conjunction “y”. For example:

en-US	Spanish
Now, some 18 years later ...	Ahora, unos dieciocho años más tarde...
I counted 46 records on the shelf.	Conté cuarenta y seis discos en el estante.

Use figures for numbers that require more words to spell out.

In technical/scientific and business writing, figures are preferred even when spelling would be brief.

Generally, figures are accepted for dates, addresses, percentages, fractions, decimals, scores, statistics and other numerical results, pages, identification numbers, and the time.

**Note:** In software localization, usually the source usage is followed for simplicity and to avoid issues.

For more comprehensive rules on the appropriate use of numerals in Spanish (Mexico), consult the normative reference or visit the online spelling guidelines about numerals (page 663, section 2.2.1.1): <http://aplica.rae.es/orweb/cgi-bin/v.cgi?i=QuJKyoESNKJDiVHk>.

#### 4.1.11 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

Avoid the common mistake of coordinating two verbs, each of them followed by different prepositions, when they share a common complement. For example:

es-US source	es-MX target
<p>You'll be able to edit your document, but you won't be able to print or preview all of your data source entries until you reconnect.</p>	<p>(Incorrect) Podrás modificar el documento, pero no imprimir ni obtener vistas previas de los datos hasta que vuelvas a conectarte al origen de datos.</p> <p>(Correct) Podrás modificar el documento, pero no imprimir todos los datos ni obtener vistas previas de los mismos hasta que vuelvas a conectarte al origen de datos.</p>

Also, do not coordinate two verbs needing different prepositions, as in “correo enviado a y recibido de”, as this is also incorrect in Spanish.

### Queísmo and Dequeísmo

*Queísmo* is the omission of the preposition “de” in cases where it is required and *Dequeísmo* is inclusion of the preposition in cases in which it is not necessary. These are common mistakes found in translations:

es-US source	es-MX target
<p>Make sure your start date comes before the end of the repeating pattern.</p>	<p>(Incorrect) Asegúrate que la fecha de inicio sea anterior a la fecha de finalización de la pauta de repetición.</p> <p>(Correct) Asegúrate de que la fecha de inicio sea anterior a la fecha de finalización de la pauta de repetición.</p>
<p>This site may be experiencing a problem.</p>	<p>(Incorrect) Es posible de que se haya producido un error en el sitio.</p> <p>(Correct) Es posible que se haya producido un error en el sitio.</p>

For more information on this subject, see the normative references.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

Although ending a sentence with a preposition is not applicable to Spanish, sometimes the Spanish modern voice can be conveyed through the use of 'simpler' prepositions instead of the extended use of prepositional phrases.

en-US source	es-MX target	Comment
This lookup can only be modified using the design view.	Esta consulta solo puede modificarse <b>a través de</b> la vista de diseño.	Simpler: <i>Solo es posible modificar esta consulta <b>con/en</b> la vista de diseño.</i>

#### 4.1.12 Pronouns

The use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The user is addressed directly through the use of first-person and second-person pronouns like "you." Third-person references, such as "user," are avoided as they sound formal and impersonal.

Example:

en-US classic user reference	en-US modern user reference
Users can change when new updates get installed.	You can change when new updates get installed.
This setting provides users with the best display appearance.	Choose one of these schemes or make your own.

The Spanish Microsoft voice will be conveyed similarly through the use of first-person and second-person pronouns, as shown in the examples below. In general, use **first person** (I, me, my) when the customer is telling the program or a wizard what to do. Use second person (you, your) when the program or a wizard is telling the customer what to do. Please note that when the user is telling the program or a wizard what to do, the infinitive is used.

es-XL classic user reference	es-MX modern user reference
Los usuarios pueden determinar cuándo instalar nuevas actualizaciones.	Puedes determinar cuándo instalar nuevas actualizaciones.
Esta configuración proporciona la mejor visualización para los usuarios.	Elige una de estas combinaciones para ti.

For Spanish Microsoft voice, the informal second person singular pronoun “tú” is recommended.

## Leísmo

The term **leísmo** ("use of *le*") occurs largely in Spain and involves using the indirect object pronoun *le* instead of the masculine direct object pronoun *lo*, when the direct object refers to a male person. In Spanish for Mexico we will use *lo*.

en-US target	es-MX target
You will help him solve his problems ...	Lo ayudarás a resolver sus problemas...

### 4.1.13 Punctuation

Punctuation marks (periods, commas, colons, question marks, and so on) in each Latin-based language are the same as in English. The exceptions are the opening “¡” and “¿” used in Spanish. Follow normative rules regarding the use of punctuation.

## Bulleted lists

Bulleted lists composed of full sentences will start with initial caps and end with a period.

Example
<p>Cuando finalice la ejecución del programa de instalación de DoubleSpace:</p> <ul style="list-style-type: none"><li>• Tu PC tendrá una unidad sin comprimir.</li><li>• La unidad C estará comprimida y tendrá más espacio libre.</li></ul>

In a bulleted list of elements that form part of the same sentence, the text in the bullets will start with lower case and use the appropriate Spanish punctuation as per normative grammar (commas or semicolons, and ending period).



### Example

Estos conflictos surgen cuando:

- se deben ejecutar dos versiones de la misma aplicación al mismo tiempo,
- el departamento de finanzas migró a una versión más nueva del software de contabilidad o
- se requiere acceso a una versión antigua del software para cerrar el año fiscal.

Bulleted list items that are not full sentences, nor are they continuations of sentences will not have an ending period.

### Example

Tareas principales:

- Compatibilidad de las aplicaciones
- Virtualización del escritorio
- Seguridad y control

## Comma

For rules about correct and incorrect use of commas in Spanish, see the normative reference.

## Colon

For rules about correct and incorrect use of colons in Spanish, see the normative reference.

## Dashes and Hyphens

Three different dash characters are used in English:

## Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form. In Spanish, it is

used to join two parts of a compound term and to divide words (into syllables) at the end of a line.

Example:

es-MX target	Comment
Escribe <b>dblspace</b> a continuación del símbolo del sistema...	Hyphenation of "símbolo"
relación calidad-precio	compound term

### En dash

The en dash is used as a minus sign, usually with spaces before and after.

Example:

en-US source	es-MX target	Comment
- 18°C	- 18 °C	space after the n-dash, before the number

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Example:

en-US source	es-MX target	Comment
pages 204–206	páginas 204–206	no spaces

### Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. For uses of the em dash (*raya*) in Spanish, please see the normative references.

## Ellipses (Suspension points)

Please follow normative rules regarding the use of the ellipses.

Keep in mind the following when using ellipses/suspension points:

- Make sure you remove all spaces before the ellipses sign, even when this is used in source text.

Example:

en-US source	es-MX target	Comment
Connecting, please wait ...	Estamos conectando, espera...	no space before ellipsis

- Sometimes command names appear in menus followed by ellipses to indicate that when pressing it, a dialog window will open. The same convention applies in Spanish in SW; however, in references to that command (for instance in documentation or messages) the ellipses are not kept.

## Period

For general usage information, refer to the normative rules. Do not use two spaces after a period, even if this occurs in the source text.

## Quotation marks

In US source strings, you may find software references surrounded by English quotation marks.

The recommended use of quotations marks in the normative references for Spanish is to use chevrons (« »). However, with the widespread use of English texts and translations, that generally use the English soft text as the basis for the new translated text, curly quotes (" ") are seen in Spanish printed material. In Microsoft Spanish documentation, curly or smart quotes will be used in normal text. Use the term *comillas de apertura* (opening quotation marks) or *comillas de cierre* (closing quotation marks) when referring to an individual set of quotation marks.

Do not use quotation marks with user input unless the quotation marks are part of the input. In technical material, specify **sencilla** ( ' ) or **doble**( " ) quotation marks when the user must type them.

**Note:** For use of punctuation marks with quotes, please refer to the normative rules in the normative references listed in this Style Guide.

When translating the text into Spanish, please follow the source text.

Example:

en-US source	es-MX target
Try another ID, or tap "Show Available IDs" to see some suggestions.	Inténtalo con otro id. o pulsa "Mostrar id. disponibles" para ver algunas sugerencias.

## Parentheses

In English, there is no space between the parentheses and the text inside them.

Follow the basic rules for the use of parentheses in Spanish. Note that there is no space between the parentheses and the text inside them.

### 4.1.14 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

The Spanish Microsoft voice can be conveyed through the use of sentence fragments in some cases. See the corresponding table below for some examples.

en-US source text	es-MX long form	es-MX sentence fragment
Folow the steps below.	Sigue los pasos a continuación.	Cómo hacerlo / Haz lo siguiente (last example not a fragment)
Get more information	Obtener más información	Más información

#### 4.1.15 Subjunctive

The subjunctive is an important resource in Spanish. It should be used when required by the content. The lack of the subjunctive impoverishes the text. The only point to remember is that, when having the option of using "*cantara/cantase*", the second option is less common in some Latin American countries, so use "*cantara*" instead for Spanish for Mexico.

#### 4.1.16 Symbols & nonbreaking spaces

Use nonbreaking spaces (Ctrl+Shift+Spacebar) between words that should not separate onto different lines. If two words are connected by a non-breaking space, they will be kept together, even if subsequent editing causes line breaks to change. In Word, a nonbreaking space looks like a degree symbol ( ° ), but it will print like a space.

Use non-breaking spaces in the following instances:

- Between "capítulo" or "apéndice" and its corresponding number or letter.
- Between a unit of measure or currency and the number that goes with it.
- Between any items that should not be divided onto separate lines (For example, Microsoft Office, Microsoft).

Note: Nonbreaking spaces sometimes cause problems in the generation of the final documents. Nonbreaking spaces should not be used in online help and documentation live content

#### 4.1.17 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

The Spanish Microsoft voice can be conveyed similarly through the use of verb tense. Simple tenses are preferred over compound tenses. The use of future tense is OK to express something that will happen in the future or in conditional clauses where the context requires the use of the future tense.

en-US source text	es-MX classic use of verb tense	es-MX modern use of verb tense
<p>After you finished installing the tool, the icon appears on the desktop.</p>	<p>Después de haber terminado de instalar la herramienta, aparece el icono en el escritorio ["haber terminado" is a compound tense]</p>	<p><i>Después de que termines de instalar la herramienta, aparece el icono en el escritorio.</i> ["termines" is in simple present tense]  <i>Después de que termines de instalar la herramienta, aparecerá el icono en el escritorio.</i> ["termines" is in simple present tense but note the acceptable use of the future tense in the main clause]  <i>Después de que instales la herramienta, aparecerá el icono en el escritorio</i> ["instales" is in simple present tense but note the acceptable use of the future tense in the main clause]</p>
<p>It is likely that either this computer or its partner computer was set to the incorrect time zone.</p>	<p>Es probable que esta computadora o su computadora asociada se hayan configurado en la zona horaria incorrecta. ["hayan configurado" is a compound tense]</p>	<p><i>Es probable que esta computadora o la computadora asociada estén configuradas en una zona horaria incorrecta.</i> ["estén configuradas" is in simple present tense]</p>

## 5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Spanish, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

## 5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Spanish-speaking markets. Double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

## 5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g., IntelliSense™). Before translating any application, product, or feature name, verify that it is in fact translatable and not protected in any way.

When a product name contains a preposition, it is recommended to translate the preposition, unless there are specific trademark/copyright instructions preventing the translation. Make sure to consult [Microsoft Terminology - Globalization | Microsoft Learn](#).

en-US source	es-MX target
Visual Studio for Mac	Visual Studio para Mac

### Feature names

Wizard names into Spanish should follow the approved format: **Asistente + para + noun** or **Asistente + para + infinitive + object**.

### Version numbers

Version numbers always contain a period:

en-US source	es-MX target
Version 4.2	Versión 4.2

Version numbers are usually also a part of version strings, but technically they are not the same.

## Translation of version strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

en-US source	es-MX target
© 2024 Microsoft Corporation. All rights reserved.	Refer to <a href="#">Microsoft Terminology - Globalization   Microsoft Learn</a> to check the correct translations "All rights reserved" and "Microsoft Corporation".

## 5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

### Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific:** English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.



- **Keep it conversational:** Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use an informal tone of voice and form of address.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks:** This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization:** Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens:** An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.  
**Entity token localization exception:** Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.  
**Exception example:**  
Source string: List key points from [file]  
DevComment=Translate [file]
- **Be consistent:** Some English prompts are remarkably similar. Make sure to translate them consistently.

Source prompt	Target prompt	Comments
List ideas for a fun remote team building event	Enumera ideas para un divertido evento de creación de equipo remoto	Formulate grammatically correct sentences that facilitate the comprehension of the main idea.
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	¿Cuáles son los temas y los objetivos de la reunión? Da formato a cada sección con el encabezado y los nombres en negritas, y una lista con viñetas	You can reorder the nouns and adjectives to avoid word repetition without changing the

		meaning of the sentence.
Propose a new introduction to <entity type='file'>file</entity>	Sugiere una nueva introducción para este <entity type='file'>archivo</entity>	Once translated, try to read the whole sentence ignoring the placeholders to verify grammatical consistency.
What were the open issues from <entity type='meeting'>meeting</entity>?	¿Cuáles fueron los asuntos que se trataron en esta <entity type='meeting'>reunión</entity>?	Remember to include opening interrogation marks "¿" for questions.
Give me ideas for icebreaker activities for a new team	Dame ideas para realizar actividades que rompan el hielo en un nuevo equipo	Choose language that is correct but easy to understand for most speakers.
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Crea una lista de <placeholder>nombres de colores inspirados por el océano</placeholder>	Try to preserve the consistency of the text between placeholders as it could be used in other prompts.

## 5.4 Frequent errors and conflictive terms

The following table provides a short list of terms that should be avoided for Spanish for Mexico. This is not intended to be a complete list.

Not to be used	Recommended translation	Reason/Explanation
abortar	anular	Better
atajo	acceso directo, método abreviado	Depending on context: icons or keys
autenticar	autenticar	Approved by Subsidiaries
buffer	búfer	No need to use the English term. The plural form is "búferes".
formación	capacitación, curso, entrenamiento	More widely used in Latin America
chechar	comprobar, chequear	Incorrect term, although used in everyday language.
coger	tomar	Offensive word in Latin America
compartición	recurso compartido	
copia de respaldo	copia de seguridad	Established term in Microsoft
coste	costo	Not used in Latin America
defragmentar	desfragmentar	
el API	la API	
el PC	la PC	
el tablet	la tableta	
fallo	error	
marcación	marcado	In phone calls
mercadeo	marketing	Preferred by Subsidiaries
ordenador	computadora, PC	Not used in Latin America
por defecto	predeterminado, de forma predeterminada	Established Microsoft terminology

ratón, ratones	mouse, los mouse	Not used in Latin America
remover	extraer	Incorrect term
reporte	informe	
utilerías	herramientas	
vídeo	video	Accented form not used in Latin America

The following subsections include a list of word and word pairs that frequently pose problem in localization.

#### a) **Check and verify**

The distinction between *comprobar* and *verificar* should be maintained.

*Verificar* should be used:

- To check if something is true or false
- To check if a mathematical condition is met

*Comprobar* should be used with the meaning of:

- Make sure of something (something that is suspected or alleged)
- Know something with absolute certainty

The term "*comprobar*" will be used as the translation for "to check".

en-US source	es-XL target
Please, check that the network cable is...	(+) Comprueba si el cable de la red está...
CHKDSK is verifying free space (stage %1 of %2)...	(-) CHKDSK está verificando el espacio disponible (etapa %1 de %2)... (+) CHKDSK está comprobando el espacio disponible (etapa %1 de %2)...
Tells cmd.exe whether to verify that your files are written correctly to a disk.	(-) Especifica si cmd.exe debe comprobar que los archivos se escriban de forma correcta en un disco.

en-US source	es-XL target
	(+) Especifica si cmd.exe debe verificar que los archivos se escriban de forma correcta en un disco.

## b) Ignore

Translating “**ignore**” as *ignorar* is incorrect as it is a false friend. There are quite a few alternatives that can be used instead: *omitir*, *pasar por alto*, *hacer caso omiso*, *prescindir*, etc. The choice of one or another has to be determined on a case by case basis, to see which one fits best. Please, try to avoid the “bulk” translations using *omitir* in all cases.

en-US source	es-XL target	Comment
Ignore this error throughout the document	(-) Omitir este error en el resto del documento	In this example a better translation would be “ <b>Pasar por alto</b> ”
Ignore words in uppercase (in a spellchecker)	(-) Omitir palabras en mayúsculas	
Found a private Information Store mailbox for server %1. The DS/IS consistency check will be ignored.	(+) Se omitirá la comprobación de coherencia DS o IS...	<b>Omitir</b> is a suitable translation for these examples
The mapping of the URL %1 to the queue %2 was ignored. This URL is already mapped to another queue	(+) Se omitió la asignación de la dirección URL %1 a la cola %2. Esta dirección ya está asignada a otra cola.	

## c) Occurrence

The standard translation would be *repetición*, *caso*, not *ocurrencia*.

Examples:
(-) Número de ocurrencias (+) Número de repeticiones

## 5.5 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

### 5.5.1 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

en-US target	es-MX target
The password isn't correct, so try again. Passwords are case-sensitive.	La contraseña es incorrecta. Prueba otra vez. Las contraseñas distinguen mayúsculas de minúsculas.
Not enough memory to process this command.	Memoria insuficiente para procesar este comando.

### Spanish style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

### Syntax and punctuation

Syntax and punctuation in error messages may not necessarily be consistent in English. An error message is usually made of two distinct elements: the part that mentions the problem, and the sentence describing the steps to resolve it or indicating the consequences of the error. The English text can separate those two elements either with a period, a semicolon, or a colon. Because of the need to reach a concise and homogeneous style, we simplified all scenarios and choose **the period as a separator**. The result is that each element is clearly defined and is more visible.

The need for a concise style leads us to use phrases made out of nouns and adjectives to replace, instead of full sentences.

en-US source	es-MX target
The disk is full. You cannot save this file.	Disco lleno. No se puede guardar el archivo.

Quite often error messages in English take exclamation marks. There is no need to transfer those exclamation marks to the Spanish translation.

es-US source	es-MX target
Operation failed!	No se pudo realizar la operación.

The impersonal form is preferred over the excessive repetition of "tú". However, including the subject when the verbs are in 3rd person is required when an error or the cause for a problem is mentioned. Only if the context alone is clear enough, the reference to the user will be removed.

es-US source	es-MX target
You installed a hardware device, and your computer stopped working	La PC dejó de funcionar debido al dispositivo de hardware instalado.
You have not selected a modem. Press OK to go back and make a selection that matches your modem.	No seleccionaste un dispositivo. Presiona Aceptar para volver atrás y seleccionar un dispositivo compatible.

### Verbs *ser* and *estar*

Very often you can omit the verb "to be" without jeopardizing the message. Whenever possible, the nominal form will be adopted in short sentences.

en-US source	es-MX target
The specified device is invalid.	Dispositivo especificado no válido.
This command is not available.	Comando no disponible.

However, in long sentences when there are lots of participles, the verbal structure will be preferred.

en-US source	es-MX target
An error number was specified that is not defined in the system.	El número de error especificado no está definido en el sistema.

### Standard phrases in error messages

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ... Unable to...	No se puede...*	<i>No se puede</i> abrir el archivo.	Messages that start with one of these forms usually convey, in a generic way, the impossibility to carry on a task. These forms should all be translated as " <i>No se puede + infinitive</i> ". The stress should be in the action, rather than the subject.  *Note: For messages containing "could not", if it is important to convey the idea that the action occurred in the past, " <i>No se pudo</i> " should be used.
Failed to ... Failure of ...	Error...	<i>Error durante</i> la operación criptográfica.  <i>Error en</i> la conexión.	Translate messages that finish with <i>failed</i> or start with <i>Failure</i> or <i>Failed to</i> as " <i>Error + preposition</i> ". Avoid using fallo/falló.



			<p>Note: When the verb form <i>failed</i> to appears in the middle of the sentence, with a subject and a complement, follow this construction: <i>subject + no se pudo + complement</i>, as in:</p> <p>Setup <i>failed</i> to initialize.</p> <p>La instalación <i>no se pudo</i> inicializar.</p>
<p>... occurred</p> <p>... has occurred</p>	<omission>	<p>Error de escritura.</p> <p>Error durante la reconexión de %2 a 3%.</p>	<p>It is advisable to omit the translation for occurred or has occurred in error messages like "A write fault occurred" or "An error occurred while reconnecting %2 to %3" and whenever possible. Do not use "ha ocurrido" or "ocurrió"</p>
<p>Not enough memory</p> <p>Insufficient memory</p> <p>There is not enough memory</p> <p>There is not enough memory available</p>	...insuficiente	<p><i>Memoria insuficiente para completar la operación.</i></p> <p><i>Espacio en disco insuficiente para instalar los programas seleccionados.</i></p>	<p>Even though there are several valid ways to convey this idea, it is always preferable to be concise and consistent when translating error messages</p>
<p>... is not available</p> <p>... is unavailable</p>	...no disponible	Comando <i>no disponible</i> .	<p>In the source text, it is very common to omit the verb (<i>is/are</i>) in error messages. The verb should also be omitted in Spanish Neutral, even when it is present in the source error message</p>

... not found	No se encuentra...	<i>No se encuentra el archivo...</i>  <i>No se encuentra el valor en el Registro de configuraciones.</i>	Please, use this form when encountering messages like <i>File not found</i> or <i>Value not found in Configuration Registry</i>
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### Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>".

"INI file "%1!-.200s!" section" means "INI file "<string>" section".

Please take the meaning of the placeholder into the account when translating strings; treat it as a usual noun, numeral etc. and move it into the relevant position to comply with the rules of the language.

#### 5.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). The same formatting is applicable for Spanish.

en-US key name	es-MX key name
Alt	Alt
Backspace	Retroceso

en-US key name	es-MX key name
Break	Inter
Caps Lock	Bloq Mayús
Ctrl	Control
Delete	Supr
Down Arrow	Flecha abajo
End	Fin
Enter	Intro
Esc	Esc
Home	Inicio
Insert	Insertar
Left Arrow	Flecha izquierda
Num Lock	Bloq Num
Page Down	Av Pág
Page Up	Re Pág
Pause	Pausa
Right Arrow	Flecha derecha
Scroll Lock	Bloq Despl
Shift	Mayúsculas
Spacebar	Barra espaciadora
Tab	Tabulación
Up Arrow	Flecha arriba
Windows key	tecla Windows

en-US key name	es-MX key name
print screen	Imp Pant
menu key	tecla Menú

### 5.5.3 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly. For example, the following menu options:

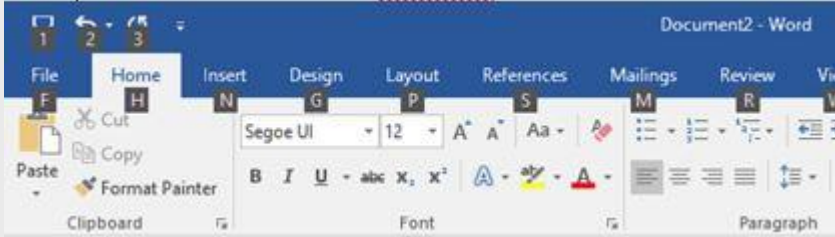
New  
Cancel  
Options

The following table lists special options for keyboard shortcuts in US-English interfaces and describes whether each option is allowed in Spanish:

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters", such as l, l, t, r, f can be used as keyboard shortcuts	yes	Only when no other character is available.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	Only when no other character is available.
Extended characters can be used as keyboard shortcuts	no	
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	no	
A number, appearing between brackets after item name, can be used as a keyboard shortcut	no	
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	no	

Duplicate keyboard shortcuts are allowed when no other character is available	n/a	This is an engineering decision.
No keyboard shortcut is assigned when no more characters are available (minor options only)	n/a	This is an engineering decision.

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
<b>access key</b>	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.            Example: F in Alt+F            Example in UI localization: H&amp;ome            In keyboard shortcuts, most access keys are used with the Alt key.</p> <p>The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “~” character.            Example: In UI localization Home`H</p>
<b>key tip</b>	
<b>shortcut key</b>	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.            Example: Ctrl+N, Ctrl+V            In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

Additional notes:

- When choosing keyboard shortcuts, it is important to choose the most significant letters, generally the first character, for the most important commands in a specific context, e.g., *A*rchivo, *N*uevo, and using the remaining letters for the remaining items. If possible, use characters as close to the beginning of a word as possible. Ideally, there should be no items in the same dialog using the same keyboard shortcuts, but if not enough letters are available, localizers will have to resort to duplicates.
- Keyboard shortcuts consistency should be kept throughout a product and within a product family. Office and Windows should be used as reference.

#### 5.5.4 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

For the equivalent arrow key names in Spanish for Mexico, see [Keys](#).

#### 5.5.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

#### 5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

### **Standard shortcut keys**

es-US command	en-US shortcut key	es-MX command	es-MX shortcut key
<b>General Windows shortcut keys</b>			
Help window	F1	Ayuda	F1
Context-sensitive Help	Shift+F1	Ayuda contextual	Mayús+F1
Display pop-up menu	Shift+F10	Mostrar el menú contextual	Mayús+F10
Cancel	Esc	Cancelar	Esc
Activate\Deactivate menu bar mode	F10	Activar o desactivar las opciones de la barra de menús	F10
Switch to the next primary application	Alt+Tab	Cambiar a la siguiente aplicación en ejecución	Alt+Tab
Display next window	Alt+Esc	Mostrar la siguiente ventana	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Mostrar menú emergente de la ventana	Alt+Barra espaciadora
Display pop-up menu for the active child window	Alt+-	Mostrar el menú emergente de la ventana secundaria activa	Alt+-
Display property sheet for current selection	Alt+Enter	Mostrar la hoja de propiedades del elemento seleccionado	Alt+Entrar ("Intro" in some keyboards, but it has been localized as "Entrar" in all Microsoft products)
Close active application window	Alt+F4	Cerrar la ventana de la aplicación activa	Alt+F4

es-US command	en-US shortcut key	es-MX command	es-MX shortcut key
Switch to next window within (modeless-compliant) application	Alt+F6	Conmuta entre varias ventanas de la misma aplicación	Alt+F4
Capture active window image to the Clipboard	Alt+Prnt Scrn	Capturar la imagen de la ventana activa al Portapapeles	Alt+Imp Pan
Capture desktop image to the Clipboard	Prnt Scrn	Capturar la imagen del escritorio al Portapapeles	Imp Pan
Access Start button in taskbar	Ctrl+Esc	Obtener acceso al botón Inicio en la barra de tareas	Ctrl+Esc
Display next child window	Ctrl+F6	Mostrar la siguiente ventana secundaria	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Mostrar la siguiente ficha	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Iniciar el Administrador de tareas	Ctrl+Mayús+Esc
<b>File menu</b>			
File New	Ctrl+N	Archivo Nuevo	Ctrl+U
File Open	Ctrl+O	Archivo Abrir	Ctrl+A
File Close	Ctrl+F4	Archivo Cerrar	Ctrl+F4
File Save	Ctrl+S	Archivo Guardar	CTRL+G
File Save as	F12	Archivo Guardar como	F12
File Print Preview	Ctrl+F2	Archivo	Ctrl+F2
File Print	Ctrl+P	Archivo Imprimir	Ctrl+P



es-US command	en-US shortcut key	es-MX command	es-MX shortcut key
File Exit	Alt+F4	Archivo Salir	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	Edición Deshacer	Ctrl+Z
Edit Repeat	Ctrl+Y	Edición Repetir	Ctrl+Y
Edit Cut	Ctrl+X	Edición Cortar	Ctrl+X
Edit Copy	Ctrl+C	Edición Copiar	Ctrl+C
Edit Paste	Ctrl+V	Edición Pegar	Ctrl+V
Edit Delete	Ctrl+Backspace	Edición Eliminar	Ctrl+Barra espaciadora
Edit Select All	Ctrl+A	Edición Seleccionar todo	Ctrl+E
Edit Find	Ctrl+F	Edición Buscar	Ctrl+B
Edit Replace	Ctrl+H	Edición Reemplazar	Ctrl+L
Edit Go To	Ctrl+B	Edición Ir a	Ctrl+I
<b>Help menu</b>			
Help	F1	Ayuda	F1
<b>Font format</b>			
Italic	Ctrl+I	Cursiva	Ctrl+K
Bold	Ctrl+G	Negrita	Ctrl+N
Underlined\Word underline	Ctrl+U	Subrayado	Ctrl+S
All caps	Ctrl+Shift+A	Mayúsculas	Ctrl+ Mayús+U
Small caps	Ctrl+Shift+K	Versalitas	Ctrl+ Mayús+L

es-US command	en-US shortcut key	es-MX command	es-MX shortcut key
<b>Paragraph format</b>			
Centered	Ctrl+E	Centrar	Ctrl+T
Left aligned	Ctrl+L	Alinear a la izquierda	Ctrl+Q
Right aligned	Ctrl+R	Alinear a la derecha	Ctrl+D
Justified	Ctrl+J	Justificado	Ctrl+J

## 5.6 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/>

## 5.7 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accents in voiceover.

### Successful techniques for voicing video content


- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

#### 5.7.1 English pronunciation

In general, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common

term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Spanish phonetic system if the original pronunciation sounds very awkward in Spanish.

- In general, English terms and product names should be pronounced in English with a slight Spanish accent
- If numbers are involved, pronounce them in Spanish, e.g.: *Windows 10* is pronounced "*Windows diez*" / 'ʷiN.doʷs 'diɛs /.
- "r" is always pronounced the Spanish way (rolling r; the "r" in "release" like the "r" in "rosa")

Example	Phonetics	Comment
SecurID	[sɪ'kjʊər aɪ di:]	
.NET	[dot net]	Do not pronounce "punto net", this is a proper name.
Skype	[skaip] 	It's the official name of the product, and should be pronounced as in English.

## Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Local pronunciation	Comment
RADIUS	RADIUS	
RAS	RAS	
ISA	ISA	Do not pronounce it "aisa"
LAN	LAN	
WAN	WAN	
WAP	WAP	
MAPI	MAPI	
POP	POP	

Other abbreviations are pronounced letter by letter.

Example	Local pronunciation
ICMP	i-c-m-p
IP	i-p
TCP/IP	t-c-p-i-p
XML	x-m-l
HTML	h-t-m-l
URL	u-r-l

## URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as "triple w" / 'tri.ple 'do.ble 'u/.

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Spanish way, as "punto".

Example	Local phonological transcription	Comment
<a href="http://www.microsoft.com">http://www.microsoft.com</a>	/ 'tri.ple 'do.ble 'u 'puN.to mi.kro.'sofD 'puN.to 'koN /	All punctuation marks are pronounced; "http://" should be left out.

## Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g., ? ! : ; ,

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e., as a short pause.

## Special Characters

Pronounce special characters such as / \ ~ < > + - using the Spanish for Latin America translations approved in [Microsoft Terminology - Globalization | Microsoft Learn](#). A hyphen will be pronounced as "guion" and an underscore as "guion bajo".

### 5.7.2 Tone

Use a tone matching the target audience, e.g., more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

### 5.7.3 Video voice checklist

#### Topic and script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

#### Title

- Includes the intent
- Includes keywords for search

#### Intro: 10 seconds to set up the Issue

- Put the problem into a relatable context

#### Action and sound

- Keep something happening, both visually and audibly, BUT...

- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person (for the second person, please use "tú")
- Repetition of big points is fine

### **Visuals**

- Eye is guided through the procedure
  - Smooth, easily trackable pointer motions
  - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

### **Ending**

- Recaps are unnecessary