

Portuguese (Portugal) Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Portuguese (Portugal). This guide will help you understand how to localize Portuguese (Portugal) 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 Portuguese (Portugal).

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. ILTEC's [Vocabulário Ortográfico do Português](#), accessible for free. Here you will also find a free spelling reform converter called **Lince**.

Informative references

These sources may provide supplementary and background information.

1. [Ciberdúvidas](#) is an accepted resource. Also, a good summary of the new spelling can be found [here](#).
2. [Dicionário Priberam de Língua Portuguesa](#) is a free online resource.

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 Portuguese (Portugal) 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.

The best way to achieve this is to read the source sentence, understand its meaning, and then think how you would convey the same information in natural, untranslated Portuguese.

2.1.1 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to European Portuguese customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the contents yourselves. It will make the contents more perfect for European Portuguese users. Sometimes, you may need to remove any unnecessary contents.

en-US example	pt-PT example
Your cloud backpack for school	A sua vida escolar na nuvem
Classes, homework, and exams can be stressful, but OneDrive makes it easy for	O OneDrive assegura a sua produtividade em qualquer lugar.

en-US example	pt-PT example
<p>you and your classmates to be productive from anywhere.</p>	
<p>Be a presentation machine</p> <p>If you do a lot of presentations, OneDrive can help you access them and share them with clients. Keep your PowerPoint on OneDrive, and if your computer dies or goes missing, you can view your presentation using the PowerPoint Web App. Make last-minute edits from any device with a web browser, even if the computer doesn't have Office installed.</p>	<p>Domine as apresentações</p> <p>Se costuma criar apresentações, o OneDrive pode ajudá-lo a aceder às mesmas e partilhá-las com seus clientes. Com o seu PowerPoint no OneDrive, caso o seu computador se avarie ou não esteja à mão, poderá ver a sua apresentação com o PowerPoint Web App. Faça alterações de última hora em qualquer dispositivo que tenha um browser, mesmo que o computador não tenha o Office instalado.</p>
<p>Your Windows, everywhere</p> <p>Perfect it once, have it always. Sign in to any of your devices running Windows 10 and your personalized settings and apps are right there.</p>	<p>O seu Windows, onde quer que esteja</p> <p>Personalize uma única vez, com efeito perpétuo. Inicie sessão em qualquer dispositivo com o Windows 10, onde terá todas as suas aplicações e configurações pessoais.</p>

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

en-US source	European Portuguese classic word/phrase	European Portuguese modern word/phrase
is used to	é utilizado para	serve para
is in accordance with	está em conformidade com	obedece, cumpre, satisfaz
refer to	fazer referência a	mencionar

make a recommendation	fazer uma recomendação	recomendar
provide help	fornecer ajuda	ajudar
be required	ser necessário	ser preciso
are you sure you want to	tem a certeza de que pretende	quer realmente, quer mesmo
using (something)	utilizando	com
you cannot	não é possível	não pode
you can	é possível	pode

2.1.3 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.

In European Portuguese, short word forms are less common than in English, but they still occur. In addition, using acronyms is more common in Portugal than in English-speaking countries, and in many cases, people do not even know what the acronym means. Both facts should also be reflected when translating. Here an example:

en-US source term	Portuguese word	Portuguese word usage
Internet Protocol address	endereço de Protocolo da Internet	endereço IP

2.1.4 Word-to-word translation

To provide a more fluent translation, word-to-word translation should be avoided. If they are translated directly without overall understanding of the paragraph or the page, the contents will not be natural and even ridiculous. And our customers will not come again. Strict word-to-word translation would make the tone stiff and unnatural. The text may be split into different sentences if necessary, simplified. You can omit descriptors to make the text snappier:

English text	Correct pt-PT translation	Incorrect pt-PT translation
With this remarkably thin and light convertible, you can have it all without sacrificing performance for portability.	Com este excepcionalmente fino e leve conversível, pode ter tudo sem sacrificar o desempenho pela portabilidade.	Com este conversível que consome poucos recursos é excepcionalmente leve, pode ter tudo sem sacrificar o desempenho em detrimento da portabilidade.

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

US English	Portuguese (Portugal) target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	A palavra-passe está errada, por isso tente novamente. Tem de respeitar as maiúsculas e minúsculas nas palavras-passe.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Check it and try again.	Esta chave do produto não funcionou. Veja se está certa e tente novamente.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Está tudo pronto	Casual and short message to inform user that setup has

		completed, ready to start using the system.
Would you like to continue?	Pretende continuar?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Dê o nome que quiser ao seu PC. Se quiser alterar a cor de fundo, desative o alto contraste nas definições do PC.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Portuguese (Portugal) target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	As atualizações estão instaladas, mas é preciso reiniciar a Configuração do Windows 10 para funcionarem corretamente. Depois de esta ser reiniciada, retomamos a partir do ponto onde tínhamos parado.	The language is natural, the way people talk. In this case 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.	Se reiniciar agora, todos os utilizadores deste PC podem perder o trabalho não guardado.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to	Após corrigir as propriedades inválidas	Voice talks to the user informatively and

the right library and folder after you correct invalid or missing properties.	ou em falta, este documento será movido automaticamente para a biblioteca e pasta corretas.	directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Algo correu mal! Os ficheiros transferidos para criar a sua pen USB de arranque não foram encontrados.	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Portuguese (Portugal) 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.	A palavra-passe por imagem é um método novo para o ajudar a proteger o seu PC de ecrã tátil. Escolha a imagem — e os gestos associados à mesma — para criar uma palavra-passe exclusiva.	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	Deixe que as aplicações sugiram conteúdo personalizado com base na localização, nome, imagem de conta e outras informações de domínio do seu 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 for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Portuguese (Portugal) target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Para voltar atrás e guardar o trabalho, clique em Cancelar e acabe o que tem para fazer.	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 a sua palavra-passe por imagem, basta assistir à repetição e acompanhar os gestos de exemplo mostrados na imagem.	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.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Está na hora de introduzir a chave de produto (Product Key). Quando se ligar à Internet, ativaremos o Windows automaticamente.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

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
English examples		Portuguese examples	
perimeter network	demilitarized zone (DMZ)	rede de perímetro	zona desmilitarizada (DMZ)
expert	guru	especialista	guru
colleagues; everyone; all	guys; ladies and gentlemen	colegas, pessoal	rapazes, senhoras e senhores
parent	mother or father	familiar, família, adulto, tutores, figura parental (choose the more suitable option according to the context)	mãe ou pai

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 Portuguese and the alternative that should be used to promote gender-inclusivity.

Use this	Not this
representante de vendas	vendedor, vendedora
estudante	aluno, aluna
Direitos Humanos	Direitos do Homem

When presenting generalization, use plural noun forms (for example, *peessoas, indivíduos, estudantes, etc.*).

Don't use gendered pronouns (*ela, dela, ele, dele, etc.*) in generic references. Instead:

- Rewrite the sentence to use a plural noun (such as *os utilizadores*) or pronoun (*eles*). Don't use constructions like *ele(a)*.
- If the subject pronoun can be omitted without interfering with the meaning, omit the subject pronoun.
- Use articles instead of a pronoun (for example, *o documento* instead of *o document dele*).
- Refer to a person's role in the plural (*leitores, colaboradores* ou *clientes*, for example).
- Use *peessoa* or *indivíduo*.

Use this	Not this	Use this	Not this
English examples		Portuguese examples	
A user with the appropriate rights can set other users' passwords.	If the user has the appropriate rights, he can set other users' passwords.	Os utilizadores com os direitos adequados podem definir as palavras-passe de outros utilizadores.	Se o utilizador tiver os direitos adequados, pode definir as palavras-passe de outros utilizadores.

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.	Os programadores precisam de acesso aos servidores nos respectivos ambientes de desenvolvimento, mas não precisam de acesso aos servidores no Azure.	Um programador precisa de acesso aos servidores no respetivo ambiente de desenvolvimento, mas não precisa de acesso aos servidores no Azure.
When the author opens the document	When the author opens her document	Quando uma pessoa abre o documento que criou...	Quando o autor abre o documento...
To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial.	To call someone, select his name, select Make a phone call, and then select his number.	Para telefonar a alguém, selecione o nome da pessoa, selecione Efetuar chamada e, depois, escolha o número que pretende marcar.	Para telefonar a alguém, selecione o nome do utilizador, selecione Efetuar chamada e, depois, escolha o número que pretende marcar.

When you're writing about a real person, use the pronouns that the person prefers, whether it's *ele*, *ela*, *eles*, or another pronoun. It's OK to use gendered pronouns (like *ele*, *ela*, *dele* and *dela*) when you're writing about real people who use those pronouns themselves.

Notes:

- At the moment, there is no guidance from official Portuguese language bodies regarding the use of specific pronouns to address non-binary people.
- 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 *que sofre de*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		Portuguese (Portugal) examples	
person with a disability	handicapped	pessoa com deficiência	deficiente, portador de deficiência
person without a disability	normal person; healthy person	pessoa sem deficiência	pessoa normal, pessoa saudável
n/a	n/a	pessoa com deficiência motora, pessoa com mobilidade reduzida	deficiente motor

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		Portuguese (Portugal) examples	
Select	Click	Selecione	Clique

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 *e*, *mais*, and *aproximadamente*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Portuguese for Portugal.

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

When a Portuguese abbreviation ends on a superscript letter, the superscript letter must be preceded by a period representing the omitted letters. Example: **número** > **n.º**

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:

Try using fewer words without sacrificing any meaning

Omit any prepositions or similar words

Abbreviate words by placing a period at the end. Note that it is not necessary to stop the word at a specific point in order to clarify meaning.

Example:

Spelled-out	Possible a bbreviation
Mensagem	Msg.
Mensagens	Msgs.

List of common abbreviations:

Abbreviation	Meaning
a/c	ao cuidado
Art.º	artigo
cm	centímetro
col.	coluna
c/c	conta corrente

CP	código postal
etc.	et caetera
EUR	euro
p.ex.	por exemplo
g	grama
h	hora
Hz	Hertz
kg	quilograma
km	quilómetro
m	metro
min	minuto
mm	milímetro
N.º, n.º or núm.	número
p. or pág; pp. or págs.	página; páginas
Ref. n.º	referência número
s	segundo
Sr.	senhor
Sr. ^a or Sra.	senhora
W	watt

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 in Portuguese (Portugal)

Write acronyms in capital letters, without periods or spaces. Should a gender be needed, it is that of the first substantive if the acronym is Portuguese. In the case of non-Portuguese acronyms, the gender will vary according to common usage. For instance, "ISDN" in Portuguese is RDIS, where the first word in the Portuguese acronym is "Rede" (feminine), hence RDIS is feminine. For non-Portuguese acronyms commonly used in Portugal, make sure to research on European Portuguese sites that are clearly not translations, such as university documents, etc., or else confirm with specialists in the corresponding technical field. Note that in some cases, no gender is used, i.e., no articles are used at all.

To form the plural of a Portuguese acronym, an "s" can be added — and definitely must be added when its omission would result in conveying incorrect information, e.g., **Connection URLs** must be translated as **URLs de ligação**.

When the acronym can be pronounced as a proper name, it is permissible to write it in lower case with an initial capital (Euratom, Unesco, Opep).

Some acronyms, having become common nouns, are treated as such (laser, ovni).

Unlocalized acronyms

Names of international protocols, standards, formats and entities

Unlike English, Portuguese is a language in which exclusive acronymisation is a common phenomenon, to the degree that people use acronyms in everyday conversation without knowing what the acronyms stand for (some common examples are IVA, OPA, HDMI, RDIS, ONU, SMAS, POC, USB, PC, etc.). To take this cultural specificity into account, acronyms of names must be translated according to the following examples:

FIRST INSTANCE IN A TEXT

EN: Private Communication Technology Protocol

PT: protocolo PCTP (Private Communication Technology Protocol)

EN: PCTP
PT: PCTP

EN: Joint Photographic Experts Group format

PT: formato JPEG (Joint Photographic Experts Group)
EN: JPEG
PT: JPEG

SUBSEQUENT INSTANCES

EN: Private Communication Technology Protocol

PT: protocolo PCTP
EN: PCTP
PT: PCTP

EN: Joint Photographic Experts Group format

PT: formato JPEG
EN: JPEG
PT: JPEG

Exceptions

The following must always be translated as shown:

ISDN - RDIS

IT - TI

HR - RH

IM (stands for *Instant Messaging*): MI

tone dial - MF

VAT - IVA

4.1.3 Adjectivated nouns

How do you use nouns that function as an adjective? For instance, **MIDI Setup**—is it **Configuração MIDI**? Or rather **Configuração de MIDI**?

When omitting the preposition (in this case **de**), the noun (here **MIDI**) becomes an adjective that describes the noun. In our example, using MIDI as an adjective means that the setup is MIDI. Hence:

- **Configuração MIDI** = setting up to be MIDI, e.g., setting a soundcard up to use MIDI rather than WAV
- **Configuração de MIDI** = setting up the various functionalities of MIDI

Not always is it easy to determine when to use a noun as an adjective. Here some Portuguese examples illustrating clearly when a noun works like an adjective: *esquema-padrão*, *azul-céu*, etc. Here a few more examples:

- **multimedia driver** - (+) **controlador de multimédia**, not (-) *controlador multimédia*. A *controlador multimédia* would be a driver that has audio and video.
- **multimedia PC** - (+) **computador multimédia**, not (-) *computador de multimédia*. A computer that has audio and video.
- **audio recorder** - (+) **gravador de áudio**, not (-) *gravador áudio*. The recorder is for recording audio.

NOTE: Notwithstanding these considerations, the usage of adjectivised nouns is becoming more and more common in Portugal, especially when the noun is a non-Portuguese word or an acronym.

4.1.4 Articles

While English texts use only a minimum amount of articles, Portuguese texts often require adding articles. Before adding an article that does not exist in the source text, check first whether it should be indefinite [*um/uma*], definite [*o(s)/a(s)*] or whether it may equally be omitted in the translation. Here a case where the article must be omitted also in European Portuguese:

This wizard helps you migrate service accounts from Windows to Active Directory.

If you add an article before the translation of *accounts*, the sentence means that all existing accounts will be migrated, whereas the original sentence only means any accounts that you wish. Hence, the European Portuguese translation must be:

Este assistente ajuda a migrar contas de serviço do Windows para o Active Directory.

In many cases, in order to avoid the article, the word order will need to be changed:

English	Incorrect	Equally incorrect	Correct
Accounts need to be added now.	As contas devem ser adicionadas agora.	Contas devem ser adicionadas agora.	Agora devem ser adicionadas contas.

In any case, when translating you should try to keep the use of articles to a minimum.

Examples:

English	Incorrect	Correct
Negotiate Line Type	(-) Negociar o Tipo da Linha	(+) Negociar Tipo de Linha

Here is an example of an article that must not be omitted:

English	Incorrect	Correct
System will shut down.	(-) Sistema vai encerrar.	(+) O sistema vai encerrar.

Unlocalized feature names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language. In a Portuguese sentence, untranslated product names are always masculine singular, and they are always preceded by the definite article.

Example:

English	Incorrect	Correct
This option installs Office on your system.	(-) Esta opção instala Office no sistema.	(+) Esta opção instala o Office no sistema.

Localized feature names

Translated feature names are handled as per the standard Portuguese grammar and syntax rules for nouns.

Example:

English	Portuguese (Portugal)
This option installs the Print Driver on your system.	Esta opção instala o Controlador de Impressão no seu sistema.

Wizard names

All wizards whose name starts on a verb are translated into Portuguese as follows:

Assistente para [verb] [etc.],

Example:

English	Incorrect	Correct
Print Document Wizard	(-) Assistente de Imprimir Documento	(+) Assistente para Imprimir Documentos

All wizards whose name starts on a noun or an adjective are translated into Portuguese as follows:

Assistente de [etc.]

Example:

English	Portuguese
Printer Wizard	Assistente de Impressora

Articles for English borrowed terms

The gender of English borrowed terms words is usually determined by the gender of its translation. Note though that this only a general rule, and the actual gender of an untranslated word (including its acronyms) is determined by common usage, e.g., 'frame' is feminine because so is 'moldura', whereas 'patch' is masculine even though it actually means 'atualização' (feminine).

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

4.1.5 Capitalization

Always follow the capitalization used in the English text. Note also that when the English UI term is composed of a single word and the translation has more than one word, all nouns, verbs, adjectives, prepositions etc. should be capitalized.

Examples:

Source	Target
Desktop	Área de Trabalho
Toolbar	Barra de Ferramentas
Save As	Guardar Como
Save on Desktop	Guardar no Ambiente de Trabalho

We do not want to provide excessively detailed instructions for this as there is always a degree of freedom in interpreting which words should not be capitalised, but you might want to consult http://www.publico.pt/nos/livro_estilo/ as a general reference.

Also, you might want to consider not capitalising the word "e" (and) in the middle of a sentence, regardless of whether it is capitalized or not in the English text.

Note that if a single English upper-case word appears in a context where Sentence case is used in English, then the same must be done in the translation. This requires checking the surrounding context.

Examples:

Context	Source	Target
A	Save As...	Guardar Como...
A	Slideshow	Apresentação de Diapositivos
A	Compressed Folder	Pasta Comprimida
B	Save as...	Guardar como...
B	Slideshow	Apresentação de diapositivos
B	Compressed folder	Pasta comprimida

In case of doubt, request clarification of context.

4.1.6 Compounds

Compounds (also known as *noun clusters*) are groups of nouns only, for instance, **keyboard driver software disk**. They are very common in English, and are normally translated by inverting their order, although there are exceptions to this rule, e.g., when a compound contains within itself another compound.

Normally all nouns in an English compound appear grammatically as singular, but this can be misleading. In fact, when translating them, some of these nouns will become plural. For example:

Application Log

The correct translation of this utility name is:

Registo de aplicações

i.e., application becomes plural, as it means a log that records all events coming from various applications, and not only from one application.

In other cases, the singular needs to be used. For example:

Server Manager, defined in Terminology Studio as "An expanded Microsoft Management Console (MMC) component available in Windows Server that provides a

single source for securely deploying and managing roles, role services, and features on a server; managing a server's identity and system information, including local user accounts; starting and stopping available services; and displaying server status, critical events, and issues with role configuration."

Note that the definition says 'a server', i.e., it's for one server only, hence the correct translation is:

Gestor de servidor

However, Terminology Studio has a second entry called **Server Manager**, defined in [Microsoft Terminology - Globalization | Microsoft Learn](#) as "A component of Microsoft CRM Deployment Manager that you can use to view your Microsoft CRM servers, server connection information, and enable or disable them as necessary. In Server Manager, you can also specify a Microsoft SQL Server Reporting Services server." Note that this definition says "server," i.e., it's for several servers, hence the correct translation for this is:

Gestor de servidores

This shows clearly that the localiser needs to understand the full meaning of the compound to be translated. You can obtain full definitions on [Microsoft Terminology - Globalization | Microsoft Learn](#).

4.1.7 Frequent errors

The following section of the style guide is not designed to be a complete manual of proper Portuguese style, grammar and punctuation; rather, it is a summary of basic styles, rules and miscellaneous remarks as they apply to Portuguese versions of Microsoft products. The following topics are a compilation of the most commonly found issues, which makes it a dynamic manual to which more answers and other sections will be added or deleted as the need arises. Feel free to send us your suggestions for topics that you'd like to see added to this section.

Certificar, translation of

The correct translation of *check to*, *check if* and *make sure* is **certifique-se de que**.

Character, translation of

As per the new spelling, the translation of the English word *character* has two possible spellings: *caráter* and *carácter*, depending on how one pronounces it. While some people claim that *carácter* is a computer term, there is no actual fundament to this claim as all dictionaries list the word as referring both to the generic meaning as well as to meaning a visual symbol. As such, always spell it **caráter**. The plural is **carateres**.

Display, translation of

In Windows, the Portuguese name of the Display control panel is **Visualização**. As a rule, the verb to display has two translations:

1. **mostrar** (what the computer displays to the user)

Example:

Source	Translation
Excel displays a list of values.	O Excel mostra uma lista de valores.

2. **visualizar** (what the user sees on the computer)

Example: You can display a list of values.
 Pode visualizar uma lista de valores.

Source	Translation
You can display a list of values.	Pode visualizar uma lista de valores.

An alternative translation for the verb display is *apresentar*.

Error (phrases starting with)

To translate sentences starting with the words *error* or *problem*, follow these structures:

Error/Problem+gerund = Erro/Problema+ao+infinitive

Error/Problem+in = Erro/Problema+em (+articles)

Error/Problem+while = Erro/Problema+ao+infinitive

Examples:

Source	Translation
Error accessing file.	Erro ao aceder ao ficheiro.
Error while accessing file.	Erro ao aceder ao ficheiro.
Error in configuration file.	Erro no ficheiro de configuração.
Problem converting file.	Problema ao converter o ficheiro.

Note that this is not binding as the verb can also be translated using a noun. Still, following the above recommendation will increase consistency.

Fail(ed)/Failure, translation of

Translate messages that finish with *failed* or start with *Failed to* as *Falha+preposition a*. *Fail on* as *Falha+preposition em*, and the noun *failure* as *falha*.

Examples:

Source	Translation
Failed to create empty document.	Falha ao criar um documento vazio.
Failed to launch Help.	Falha ao iniciar a Ajuda.
Failed to save document.	Falha ao guardar o documento.
Fail on Interrupt 24.	Falha na Interrupção 24.
General failure.	Falha geral.
Read failure.	Falha de leitura.
Opening file failed.	Falha ao abrir o ficheiro.

Note that this is not binding as the verb can also be translated using a noun. Still, following the above recommendation will increase consistency.

Please/Sorry, translation of

As a general rule, these words, so common in the English text, should not be used in our translations.

Protocol Names

For translating protocol names, first refer to the section about [Acronyms](#).

Example:

Source	Translation
Internet Group Messaging Protocol (IGMP)	IGMP (Internet Group Messaging Protocol), i.e., <i>acronym (protocol name in English)</i>

If the English text uses only the acronym, then use only the acronym too in the translation.

Note that in [Microsoft Terminology Studio](#) you might find old translations of protocol names that do not adhere to this rule. Should this happen, use this rule all the same.

Double Spaces

Unlike in English, Portuguese does not use double blanks after a punctuation sign, nor in the middle of strings or sentences.

Required, translation of

Wherever possible, avoid translating required as "requerido" and use necessário or obrigatório instead.

Double blanks

Always check if double blanks have been inserted by accident, e.g., **Abrir ficheiro** instead of **Abrir ficheiro**. Also, punctuation signs such a comma, full stop, question mark, etc., are not preceded by a period, and they are followed only by a single blank space

Not enough disk space, translation of

This expression appears in a few different forms. All of them should be translated as *Espaço insuficiente no disco*:

Source	Translation
Insufficient disk space to recover lost data.	Espaço insuficiente no disco para recuperar os dados perdidos.
Not enough disk space	Espaço insuficiente no disco.
Out of Disk Space	Espaço Insuficiente no Disco.
There is not enough disk space for all of the selected components.	Espaço insuficiente no disco para todos os componentes selecionados.
Your computer has run out of disk space.	Espaço insuficiente no disco.
Your computer does not have enough available space to install the selected programs.	Espaço insuficiente no disco para instalar os programas selecionados.

Convert to, translation of

The correct translation of *convert to* is *converter em*.

Untranslated words, gender of

The gender of untranslated words is usually determined by the gender of its translation. Note that this only a general rule, and the actual gender of an untranslated word (including acronyms) is determined by common usage, e.g., 'frame' is feminine because 'moldura' is too, whereas 'tag' is feminine even though 'sinalizador' is masculine. For detailed gender information, check the respective entries in [Microsoft Terminology - Globalization | Microsoft Learn](#).

Untranslated product names are always masculine singular.

4.1.8 Gender of untranslated words

The gender of **untranslated** words is usually determined by the gender of its translation. Note though that this only a general rule, and the actual gender of an untranslated word (including its acronyms) is determined by common usage, e.g., 'frame' is feminine because so is 'moldura', whereas 'patch' is masculine even though it actually means 'atualização' (feminine).

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 Portuguese 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. Choose this option when the equivalent Portuguese colloquialism is not suitable for the target audience. E.g., you can't use "bué fixe" if the target audience isn't kids or young teenagers.

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.

Numbers from one to ten need to be spelled out, the other numbers—written with numerals.

In general texts, round numbers from 1,000 such as "1,000," "3,000," "4,000,000," or "16,000,000,000" should be translated as "mil," "três mil," "quatro milhões" and "16 bilhões," respectively.

In technical, scientific and mathematical texts, as well as in signage, labels, headlines and marketing text, numbers should be written as numerals.

4.1.11 Prepositions

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators use the same ones as in English, even when that is not correct. Here a few examples of typical mistranslations of prepositions:

Source text	Incorrect	Correct
convert (sth.) to	(-) converter para	(+) converter em
register (sth.) with	(-) registar com	(+) registar em
set (sth.) to	(-) definir para	(+) definir como

4.1.12 Pronouns

While the personal pronoun "you" is commonly used in English, it should be avoided in Portuguese, except when the information conveyed becomes unclear (and even in those cases, usage of the word "você" should be avoided by rephrasing the sentence altogether, e.g. by using the passive voice). Here some examples:

Source	Translation
You cannot close a running macro.	Não pode fechar uma macro em execução.
You may only copy public folders to this folder.	Só pode copiar pastas públicas para esta pasta.
You might want to check the data.	Recomendamos que verifique os dados.
You must close all dialogs before exiting.	Tem de fechar todas as caixas de diálogo antes de sair.

4.1.13 Punctuation

Comma

Follow the standard Portuguese grammar rules for commas, including no comma before the word "e" except when there are multiple instances in a sentence.

Colon

Follow the colon usage from the source text, but note that the capitalisation is often not the same as in English. Specifically, lower-case must be used in Portuguese after a colon.

Example:

Source text	Translation
Note: You must close the file first.	Nota: terá de fechar o ficheiro primeiro.

Exceptions

Upper-case must be used when the case throughout the sentence is Title Case. Example:

Source text	Translation
Important: Close the File First!	Importante: Feche o Ficheiro Primeiro!

Upper-case must be used in section or procedure titles. Example:

Source text	Translation
SharePoint document libraries IV: Tips and tricks	Bibliotecas de documentos de SharePoint IV: Sugestões e truques

Upper-case must be used when there is a line break after the colon.

Important Note

In some cases, the translator will have no way of knowing whether a given text comes after a colon. The same however applies to the reviewer too. Should a translator be penalised in such a case, it is strongly recommended that the reviewer retract the resulting error from the report.

Dashes and hyphens

Three different dash characters are used in English and in Portuguese:

Hyphen

In English, 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 Portuguese, hyphens should only be used to connect two words when the absence of a hyphen would result in different information (compare *primeiro-ministro* versus *primeiro ministro*).

Note that hyphenation has been affected by changes with the use of the new spelling (refer to words such as “fim de semana”, whose former spelling included hyphens).

En dash

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

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.

Follow the same rules for Portuguese.

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. Follow the same rule for Portuguese.

Ellipses (Suspension points)

Apply ellipses in exactly the same way as in the source text.

Period

Apply periods in exactly the same way as in the source text. Important note on periods: some English authors might occasionally use a full-stop at the end of a command, e.g. **Refresh Microsoft Dynamics CRM data.** This is a command issued by the user to the machine (the user is telling the machine to refresh the data that’s in the Microsoft Dynamics CRM software), so the Portuguese verb must be in the infinitive. As common Portuguese punctuation rules prescribe that a sentence with a verb in the infinitive is not a complete sentence, hence should not have a period (strictly speaking, the same rule applies to English as well, translators sometimes assume that this cannot be a command. Note that this is a wrong assumption, i.e., the presence or absence of a period is not indication of whether a text is a user-to-machine command or not!

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. Note that unlike English, Portuguese uses double straight quotes instead of single quotes. Example:

Source	Translation
Select 'Open' and choose a file.	Selecione "Abrir" e escolha um ficheiro.

Parentheses

In English, there is no space between the parentheses and the text inside them. The same rule applies to Portuguese.

4.1.14 Sentence fragments

For en-US Microsoft voice, use of sentence fragments help convey a conversational tone. They are used when possible, and are short and to the point.

The same applies for Portuguese. Here are an example:

en-US source text	Portuguese long form	Portuguese sentence fragment
play the game	jogue o jogo	<i>jogue</i>
play the track	reproduza a faixa	<i>oiça a música</i>
see related Help topics	consulte os tópicos da Ajuda relacionados	<i>consulte a Ajuda</i>
get more information about	obter mais informações sobre	<i>saiba mais sobre</i>

4.1.15 Symbols & nonbreaking spaces

Follow symbols and nonbreaking spaces as per the source text.

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.

4.1.16 Verbs

Continuous operations are usually expressed in English with a gerund, which should be translated into Portuguese by using the preposition *a* followed by the verb in the infinitive. Example:

English	Portuguese
File printing...	A imprimir ficheiro...

INFINITIVE VERSUS IMPERATIVE

When translating, it is not always easy to decide whether to use the infinitive or the imperative. Note that the usage of the infinitive or imperative is in no way ruled by the punctuation used in the source sentence! Here are the basic rules:

Imperative: instructions to user

All instructions to the user must be translated using the imperative (*faça*), and not the infinitive (*fazer*). For instance, a dialog box presents the user with the following instructions:

English	Portuguese
Open the file to edit its contents.	Abra o ficheiro para editar o conteúdo.
Close the file to continue	Feche o ficheiro para continuar

Infinitive: commands

All instructions from user to machine (i.e., commands) must be translated using the infinitive. Examples:

English	Portuguese
Open file to edit contents	Abrir ficheiro para editar conteúdo
Open the file and edit contents.	Abrir ficheiro e editar conteúdo.

Infinitive: descriptions

All descriptions of commands, keystroke functions, etc., must be translated using the infinitive. Examples:

English	Portuguese
Open\nOpen file in Excel /QUERY Query current session login mode.\nEnable, disable, or drain session logins.\n\n	Open\n Abrir ficheiro no Excel /QUERY Consultar o modo atual de início de sessão.\n Ativar, desativar ou drenar inícios de sessão.\n\n
PAGE UP\tMove 3 lines up in the text	PAGE UP\t Subir 3 linhas no texto

Tip: In order to determine whether a text is an instruction, a command or a description, try placing the word "Please" before the source text.

Example:

English	If you can add the word "Please," this is an instruction:	If you cannot add the word "Please," this is not a Command or a Description:
Open the file to edit its contents.	Please open the file to edit its contents.	Open the file to edit its contents.

Naturally you will not be able to assess this without any additional context. You can try guessing by looking at the surrounding strings, but this is not a fully reliable method. When there is no way of telling, the reviewer should not penalise this.

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 Portuguese for Portugal, 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 European Portuguese 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™).

Version numbers

Version numbers always contain a period (e.g. Version 4.2). Note the following punctuation examples of "Version x.x":

US English	Portuguese Portugal)
Version 2.5	Versão 2.5

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:

US English	Portuguese (Portugal)
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Terminology - Globalization Microsoft Learn 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 when translating Copilot predefined prompts.
- **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
List ideas for a fun remote team building event	Cria uma lista de ideias para um evento divertido de desenvolvimento de equipas à distância
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Quais são os objetivos e tópicos da reunião? Formata cada secção com um cabeçalho a negrito, uma lista com marcas e nomes a negrito.
Propose a new introduction to <entity type='file'>file</entity>	Propõe uma nova introdução para o <entity type='file'>ficheiro</entity>
What were the open issues from <entity type='meeting'>meeting</entity>?	Quais foram as questões em aberto da <entity type='meeting'>reunião</entity>?
Give me ideas for icebreaker activities for a new team	Dá-me ideias de atividades para quebrar o gelo com uma nova equipa
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Cria uma lista de <placeholder>nomes de cores inspirados pelo oceano</placeholder>

5.4 Software considerations

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

5.4.1 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.

5.4.2 Error messages

What is an error message?

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

Portuguese style in error messages

It is important to use consistent terminology and language style in the localized error messages, so wherever feasible, try not to translate them simply as they appear in the US product. IMPORTANT NOTE: the following examples are merely recommendations.

Standard phrases in error messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

Examples:

English	Translation	Example	Comment
Cannot ... Could not ...	Não é possível ...	<i>Cannot activate application.</i>	Messages that start with one of these forms usually convey, in a generic way,

English	Translation	Example	Comment
	Não foi possível ...	Não é possível ativar a aplicação.	the impossibility to carry on a task. You may translate such forms as <i>Não é possível + infinitive</i> . Note that this does not imply that You cannot should be translated the same way!
Failed to ... Failure of ...	Falha ao ... Falha de...	<i>Failed to save the file.</i> Falha ao guardar o ficheiro.	You may translate messages that finish with <i>failed</i> or start with <i>Failed to</i> as <i>Falha + preposition "a"</i> and the noun <i>failure</i> as <i>falha</i> .
... failed to não ...	<i>Setup failed to install a required file.</i> O programa de configuração não instalou um ficheiro necessário.	When the verb form <i>failed</i> to appears in the middle of the sentence, with a subject and a complement, you may use this construction: <i>Subject + não + complement</i>
Cannot find ... Could not find ... Unable to find ... Unable to locate não encontrado	<i>Cannot find file.</i> Ficheiro não encontrado.	In the source text, it is very common to omit the verb (<i>is/are</i>) in error messages. The verb may also be omitted in European Portuguese, even when it is present in the source error message.
Not enough ... Insufficient ... There is not enough ... There is not enough ... available	... insuficiente	<i>Memória insuficiente</i> para carregar "%'. <i>Espaço em disco insuficiente</i> para instalar os programas seleccionados.	Even though there are several valid ways to convey this idea, it is always preferable to standardize when translating error messages.
... is not available ... is unavailable	... não está disponível	<i>The driver is unavailable.</i> O controlador não está disponível.	Avoid using (-) <i>indisponível</i> .

Error messages starting with the words "Error/Problem"

To translate sentences starting with the words *error* or *problem*, follow these structures:

Error/Problem+gerund = Erro/Problema+ao+infinitive

Error/Problem+in = Erro/Problema+em (+articles)

Error/Problem+while = Erro/Problema+ao+infinitive

Source	Translation
Error accessing file.	Erro ao aceder ao ficheiro.
Error while accessing file.	Erro ao aceder ao ficheiro.
Error in configuration file.	Erro no ficheiro de configuração.
Problem converting file.	Problema ao converter o ficheiro.

Note that this is not binding as the verb can also be translated using a noun. Still, following the above recommendation will increase consistency.

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."

5.4.3 Keyboard shortcuts

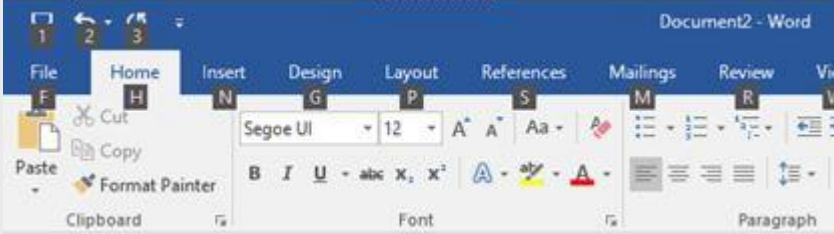
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts (also known as

access keys) that allow you to run commands, perform tasks, etc., more quickly. For example, the following menu options:

New
Cancel
Options

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
access key	<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.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>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.</p> <p>Example: In UI localization Home`H</p>
key tip	
shortcut key	<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.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>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's important to choose the most significant letters, generally the first character, for the most important commands in a specific context, for example, Eicheiro, Novo, and using the remaining letters for the remaining items. If possible, use characters as close to the beginning of a word as possible, e.g., Guardar, but Guardar Como
- Keyboard shortcuts consistency should be kept throughout a product and within a product family. Office and Windows should be used as reference.

5.4.4 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

Key names

English key name	Portuguese (Portugal) key name
Alt	Alt
Backspace	Tecla de retrocesso
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Seta para baixo
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Seta para a esquerda
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up

English key name	Portuguese (Portugal) key name
Pause	Pause
Right Arrow	Seta para a direita
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Barra de espaço
Tab	Tecla de tabulação
Up Arrow	Seta para cima
Windows key	Tecla Windows
Print Screen	Print Screen
Menu key	Tecla de menu

5.4.5 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.

5.4.6 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

English command	English shortcut key	Portuguese command	Portuguese shortcut key
General Windows shortcut keys			
Help window	F1	Ajuda	F1
Context-sensitive Help	Shift+F1		Shift+F1
Display pop-up menu	Shift+F10		Shift+F10
Cancel	Esc	Cancelar	Esc
Activate\Deactivate menu bar mode	F10		F10
Switch to the next primary application	Alt+Tab		Alt+Tab
Display next window	Alt+Esc		Alt+Esc
Display pop-up menu for the window	Alt+Spacebar		Alt+Spacebar
Display pop-up menu for the active child window	Alt+-		Alt+-
Display property sheet for current selection	Alt+Enter		Alt+Enter
Close active application window	Alt+F4		Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6		Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn		Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn		Prnt Scrn
Access Start button in taskbar	Ctrl+Esc		Ctrl+Esc

English command	English shortcut key	Portuguese command	Portuguese shortcut key
Display next child window	Ctrl+F6		Ctrl+F6
Display next tabbed pane	Ctrl+Tab		Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc		Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	Ficheiro Novo	Ctrl+N
File Open	Ctrl+O	Ficheiro Abrir	Ctrl+O
File Close	Ctrl+F4	Ficheiro Fechar	Ctrl+F4
File Save	Ctrl+S	Ficheiro Guardar	Ctrl+S
File Save as	F12	Ficheiro Guardar Como	F12
File Print Preview	Ctrl+F2	Ficheiro Pré-visualizar	Ctrl+F2
File Print	Ctrl+P	Ficheiro Imprimir	Ctrl+P
File Exit	Alt+F4	Ficheiro Sair	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Editar Anular	Ctrl+Z
Edit Repeat	Ctrl+Y	Editar Repetir	Ctrl+R
Edit Cut	Ctrl+X	Editar Ccortar	Ctrl+X
Edit Copy	Ctrl+C	Editar Copiar	Ctrl+C
Edit Paste	Ctrl+V	Editar Colar	Ctrl+V
Edit Delete	Ctrl+Backspace	Editar Eliminar	Ctrl+Backspace

English command	English shortcut key	Portuguese command	Portuguese shortcut key
Edit Select All	Ctrl+A	Editar Selecionar Tudo	Ctrl+T
Edit Find	Ctrl+F	Editar Localizar	Ctrl+L
Edit Replace	Ctrl+H	Editar Substituir	Ctrl+U
Edit Go To	Ctrl+B	Editar Ir Para	Ctrl+B
Help menu			
Help	F1	Ajuda	F1
Font format			
Italic	Ctrl+I	Itálico	Ctrl+I
Bold	Ctrl+G	Negrito	Ctrl+N
Underlined\Word underline	Ctrl+U	Sublinhado	Ctrl+S
Large caps	Ctrl+Shift+A	Todas em maiúsculas	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Maiúsculas pequenas	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	Centrar	Ctrl+Y
Left aligned	Ctrl+L	Alinhar texto à esquerda	Ctrl+E
Right aligned	Ctrl+R	Alinhar texto à direita	Ctrl+H
Justified	Ctrl+J	Justificar	Ctrl+J

5.5 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/>.

5.6 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.

5.6.1 English pronunciation

General rules:

- Generally speaking, English terms and product names should be pronounced the English way, with a perfect UK/US/other English accent or with a slight accent.
- **Microsoft** must be pronounced the Portuguese way.
- If numbers are involved, pronounce them in Portuguese.

Example	Sound	Comment
SecurID	Cequiúr ai-di	
Release Pack	Rilize péque	

Microsoft Windows Server 2019	Microsoft uíndouze sârver dois mil e dezanove	Numbers are pronounced the Portuguese way. Microsoft is pronounced the Portuguese way.
Outlook Web Access	Áutluque uéb ákssése	
Office 365	Ófisse trezentos e sessenta e cinco	
Skype	[skaip] 	Product names are normally pronounced the way they are pronounced in the source language.

Acronyms and abbreviations

- Strict acronyms are pronounced like real words. They should be pronounced the Portuguese way.

Example	Sound	Comment
RADIUS	Rádios	
GIF	Guife	
JPEG	Jota pégue	Numbers are pronounced the Portuguese way. Microsoft is pronounced the Portuguese way.
POP	Pópe	

- Other abbreviations are pronounced letter by letter. They should be pronounced the Portuguese way.

Example	Sound
SQL	Esse quê el
STMP	Esse tê eme pê

URLs

Example	Sound
http://www.microsoft.com/pt-pt/	agá tê tê pê dois pontos barra barra microsófte ponto come barra pê tê hífen pê tê

Special characters

- Pronounce special characters such as / \ ¢ > < + - using the translations approved in Terminology Studio. E.g. \ (backslash) should be pronounced “barra invertida.”

5.6.2 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.

5.6.3 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
- 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