

Catalan Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Catalan. This guide will help you understand how to localize Catalan 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 Catalan.

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

These normative sources must be adhered to. Take into account that the Institut d'Estudis Catalans (IEC) published a new grammar and orthography in 2016 and 2017, which include some changes in the rules. Any deviation from the normative sources automatically fails a string in most cases. When more than one solution is possible, the more recent rules apply, and you must also consult the other topics in this style guide for guidance.

1. Institut d'Estudis Catalans. Gramàtica de la llengua catalana. Barcelona: IEC, 2016.
2. Institut d'Estudis Catalans. Ortografia catalana. Barcelona: IEC, 2017. Available online at https://www.iec.cat/llengua/documents/ortografia_catalana_versio_digital.pdf.

Secondary normative sources:

1. Badia i Margarit, A. M. Gramàtica de la llengua catalana. Descriptiva, normativa, diatòpica, diastràtica. Barcelona: Enciclopèdia Catalana, 1994.
2. Fabra, P. Gramàtica catalana. Barcelona: Teide, various editions.
3. Jané, A. Gramàtica catalana. Barcelona: Salvat, 1977.

Informative references

These sources are meant to provide supplementary and background information.

1. Abreviacions. Barcelona: Direcció General de Política Lingüística. Departament de Cultura, 1997.
2. AVUI. Llibre d'estil. Barcelona: Empúries, 1997.
3. Badia, J. [et al.]. El llibre de la llengua catalana. Barcelona: Castellnou, 1997.
4. Coromina, E. El 9 Nou. Manual de redacció i estil. 3a edició. Vic: Diputació de Barcelona; Eumo Editorial; Premsa d'Osona, 1993.
5. Coromines, J. Lleures i converses d'un filòleg. Barcelona: Club Editor, 1971. (El Pi de les Tres Branques, II-III)
6. Dubtes lingüístics més freqüents. Barcelona: Universitat Politècnica de Catalunya, 1996.
7. Estella, M.; Riera, M. Les majúscules i les minúscules. 2a ed. Bellaterra: Gabinet de Llengua Catalana de la Universitat Autònoma de Barcelona, 1995.

8. Fabra, P. Converses filològiques. Barcelona: Barcino, 1954-1956. Also available in Edhasa, 1983-1988. 2 vol.
9. Fabra, P. Les principals faltes de gramàtica. Barcelona: Barcino, various eds. (Col. Popular Barcino", 2)
10. Fabra, P. Ortografia catalana. Barcelona: Barcino, various eds. (Col. Popular Barcino, 1)
11. Fabra, P. Sintaxi catalana. Barcelona: Aqua, 1982. (Biblioteca Vidal de Besalú, II)
12. Institut d'Estudis Catalans. Secció filològica. Documents de la Secció Filològica I. Barcelona: Institut d'Estudis Catalans, 1990. (Biblioteca Filològica; XIX)
13. Institut d'Estudis Catalans. Secció filològica. Documents de la Secció Filològica II. Barcelona: Institut d'Estudis Catalans, 1992 (Biblioteca Filològica; XXVII)
14. Institut d'Estudis Catalans. Secció filològica. Documents de la Secció Filològica III. Barcelona: Institut d'Estudis Catalans, 1996 (Biblioteca Filològica; XXX)
15. Marvà, J. Curs superior de gramàtica catalana. Barcelona: Barcino, various editions. (Manuals Lingüístics Barcino, 3)
16. Mestres, J. M. [et al.]. Manual d'estil: La redacció i l'edició de textos. Barcelona: Eumo Editorial; Universitat de Barcelona; Universitat Pompeu Fabra; A.M. Rosa Sensat, 1995.
17. Mestres, J. M.; Guillén, J. Diccionari d'abreviacions. Barcelona: Enciclopèdia Catalana, 1992.
18. Pujol, J. M.; Solà, J. Tractat de puntuació. Barcelona: Columna, 1989.
19. Ruaix, J. Observacions crítiques i pràctiques sobre el català d'avui 1/2. Moià: Josep Ruaix, 1994-1995
20. Solà, J. [et al.]. Llibre d'estil de l'Ajuntament de Barcelona. Barcelona: Ajuntament de Barcelona, 1995.
21. TERMCAT. Formació del plural dels manlleus. Barcelona: TERMCAT; Generalitat de Catalunya, Departament de Cultura, 1992. (Criteris Lingüístics per a la Terminologia, 4)
22. Universitat Autònoma de Barcelona. Gabinet de Llengua Catalana. Els signes de puntuació. 2a ed. Bellaterra: Servei de Publicacions de la Universitat Autònoma de Barcelona, 1995.
23. Xuriguera, J.B. Els verbs catalans conjugats. 8a ed. Barcelona: Editorial Claret, 1995.

Dictionaries

1. Alcover, A. M.; Moll, F. Diccionari català-valencià-balear. 2a ed. Palma de Mallorca: Moll, 1978. 10. vol. Also available at <http://dcvb.iecat.net/>.
2. Bruguera, J. Diccionari ortogràfic i de pronúncia. Barcelona: Enciclopèdia Catalana, 1990.
3. Gran diccionari de la llengua catalana. Barcelona: Enciclopèdia Catalana, 1998. Available online at <http://www.diccionari.cat>.
4. Diccionari de la llengua catalana. 2a ed. Barcelona: Institut d'Estudis Catalans, 1997. Available online at <http://dlc.iec.cat/>.
5. Diccionari de neologismes. Barcelona: Termcat; Edicions 62, 1997.
6. Ginebra, J.; Montserrat, A. Diccionari d'ús dels verbs catalans. Barcelona: Edicions 62, 1999.
7. Ruaix, J. Diccionari auxiliar. Moià: Josep Ruaix, 1996.
8. TERMCAT. Diccionari d'Internet. Barcelona: Enciclopèdia Catalana, 2001.

9. TERMCAT. Societat de la informació. Noves tecnologies i Internet: diccionari terminològic. Barcelona: TERMCAT, Centre de Terminologia, 2000.

The following resources are also useful:

- Optimot, consultes lingüístiques. A service offered by the Direcció General de Política Lingüística in cooperation with Institut d'Estudis Catalans and Centre de Terminologia TERMCAT. This resource is fully updated with the most recent changes in the rules. Available online at <http://gencat.cat/optimot/>
- ésAdir. Portal lingüístic de la Corporació Catalana de Mitjans Audiovisuals. Available online at <http://esadir.cat/>
- Enciclopèdia Catalana. Available online at <http://www.enciclopedia.cat>.

For references related to localization, see the [Localization Considerations](#) section.

UI references

The source copy may contain references to software options and controls in software (for example, Windows).

1. If the translations are available, use the existing translations followed by the source UI text in parentheses. Use this pattern for example in the case of references to Microsoft's UI, as their terminology/glossary is available at <https://www.microsoft.com/en-us/language>.
2. If translations are unavailable or if you don't have access to the translations, keep the source UI text in English, followed by your suggested translation in parentheses.

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The voice used 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 professionals and enthusiasts to casual computer users. Although content might be different for different audiences, the principles of the Microsoft voice are the same. However, the Microsoft voice also requires us to keep 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 the Microsoft voice should extend across Microsoft content for all language locales. Each language has specific choices in style and tone that evoke the Microsoft voice in that language.

2.1 Choices that reflect Microsoft voice

Translating into Catalan in a way that reflects the 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 everyday conversation, rather than the formal, technical language that's often used in technical and commercial content.

When you're localizing source text written in the 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 the Microsoft voice has a conversational style, translating the source text literally may produce target text that's not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to complete the task.

2.1.1 Words and phrases to avoid

The Microsoft voice avoids an unnecessarily formal tone. The table below lists the words and phrases to avoid in Catalan and their equivalent words and phrases that will help you convey the Microsoft voice in Catalan. Note that some of the suggestions might not fit all contexts. They are provided as examples.

en-US source	ca-ES word to avoid	ca-ES word/phrase
about	quant a	sobre

detect	detectar (un error)	trobar (un error), ensopegar amb (un error)
locate	localitzar	trobar, buscar (depending on context)
require	requerir	necessitar
request	sol·licitar	demanar
however	tanmateix, no obstant, no obstant això	però
reinstall	tornar a instal·lar	reinstal·lar
use	utilitzar	fer servir
have a chance to...	tenir l'oportunitat de...	poder...

2.1.2 Word choice

Terminology

Terminology must be used consistently and must adhere to the approved reference materials.

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

Short word forms and everyday words

Writing US English text in the Microsoft voice means choosing 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's important to use the everyday words that customers are accustomed to.

In Catalan, the Microsoft voice can be conveyed through the use of the shortened form of words and through the use of everyday words. However, shortened words are not as common as they are in US English, so be careful when you're considering their use in Catalan. See the table below for some examples.

en-US source term	ca-ES word	ca-ES word usage
demo	demo	This shortened form is acceptable to use instead of <i>demonstració</i> in informal contexts.
megabyte/MB, gigabyte/GB, terabyte/TB	mega, giga, tera	These abbreviations can be used instead of <i>gigabyte, megabyte, terabyte</i> . For example, <i>necessitaràs 2 giques per...</i>
photo	foto	Use <i>foto</i> instead of <i>fotografia</i> .
email account	compte de correu	The full term, <i>compte de correu electrònic</i> , is too long and people don't normally use it.

Synonyms

Variety in your choice of words can convey a more natural and conversational tone, especially in longer text and informal topics. You can deviate from established terminology **for general terms** if these happen to be used repetitively in a sentence or paragraph. For example, *use* is usually translated as *utilitzar*, but it can also be translated as *fer servir*. Likewise, in the case of two source terms that usually get translated in one way only, you can use synonyms to differentiate them. For example, *upload* and *load* tend to be translated as *carregar*. In this case, in informal contexts and long texts, you could also use *penjar* or *pujar* for upload (if they aren't used as UI terms and to avoid repetition of terms within a sentence or paragraph). This translation may be used for a more natural, more conversational, and less formal tone. Avoid at all costs using non-normative language influenced by Spanish or English, which may be heard in everyday conversations and may even be widely used, but it isn't correct. Such words and expressions, known as *barbarismes*, must be avoided.

en-US source term	ca-ES term	ca-ES synonym
purchase	adquirir	comprar, obtenir
warn	avisar	alertar
change	canviar	modificar
successfully	correctament	ben (for example: <i>ben instal·lat</i> instead of <i>instal·lat correctament</i>)

email	correu electrònic	correu (don't use the English words <i>mail</i> , <i>email</i> , <i>e-mail</i>)
duration	duració	durada
functionality	funcionalitat	funcions, característiques
enter	introduir	escriure (when it refers to actually typing/writing something)
select	seleccionar	triar, escollir
hint	suggeriment	pista (more informal, when referring in en-US to password hint)
call	trucada	telefonada (when referring to a phone call)
reinstall	tornar a instal·lar	reinstal·lar
use	utilitzar	fer servir

2.2 Sample Microsoft voice text

The following sections have source and target phrases that illustrate the intent of the Microsoft voice.

See the [Pronouns](#) section for more information about how to address the user. Always double-check.

2.2.1 Focusing on the user action

To make choices and next steps obvious for the user, focus on the action that the user needs to take.

US English	ca-ES target	Explanation
<p>The password isn't correct, so try again. Passwords are case-sensitive.</p>	<p>La contrasenya no és correcta; torna-ho a provar. Les contrasenyes diferencien entre majúscules i minúscules.</p>	<p>The user has entered an incorrect password, so provide the user with a short and friendly message that lets them know that they need to try again.</p>
<p>This product key didn't work. Check it and try again.</p>	<p>Aquesta clau del producte no funciona. Comprova-la i torna-ho a provar.</p>	<p>The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.</p>
<p>All ready to go</p>	<p>Llestos!</p>	<p>A casual and short message informs the user that setup has completed and the system is ready to be used.</p>
<p>Would you like to continue?</p>	<p>Vols continuar? (for example, in Windows) / Voleu continuar? (for example, in Office 365)</p>	<p>Use of the second person pronoun "you" to politely ask the user if they would like to continue. Note that the form you choose depends on how you must address the user.</p>
<p>Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.</p>	<p>Dona el nom que vulguis a l'ordinador. Si vols canviar el color de fons, desactiva el contrast alt a Configuració de l'ordinador.</p>	<p>Address the user directly, using the second person pronoun, to help the user take the necessary action.</p>

Note: See the [Pronouns](#) section for more information about how to address the user. Always double-check.

2.2.2 Explanatory text and providing support

US English	ca-ES target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	S'han instal·lat les actualitzacions, però el programa d'instal·lació del Windows 11 ha de reiniciar-se perquè funcionin. Després de reiniciar-se, continuarem des del punt on ens hem quedat.	The language is natural, the way people talk. In this case, the tone is reassuring, letting the user know that we're doing the work. The use of "we" contributes to the personal tone.
If you restart now, you and any other people using this PC could lose unsaved work.	Si el reinicies ara, tu i les altres persones que feu servir aquest ordinador podríeu perdre la feina que no hàgiu desat.	The tone 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.	Aquest document es desplaçarà automàticament a la biblioteca i a la carpeta correctes quan en corregeixis les propietats no vàlides o que faltin.	The text is informative and clearly and directly tells the user what will happen.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Tenim un problema: no s'han trobat els fitxers baixats per crear la unitat flaix USB d'arrencada.	Short, simple sentences inform the user what has happened.

Note: See the [Pronouns](#) section for more information about how to address the user. Always double-check.

2.2.3 Promoting a feature

US English	ca-ES 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	La contrasenya d'imatge és una nova manera de protegir els ordinadors amb pantalla tàctil. Per crear la teva contrasenya exclusiva, només has de triar la	Promoting a specific feature To promote the picture password feature, the text lists the

password that's uniquely yours.	imatge i els gestos que faràs servir.	requirements needed to enable the feature. The phrase set off by the em dashes clarifies and emphasizes the requirements.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Fes que les aplicacions et proporcionin contingut personalitzat basant-se en la ubicació, en el nom, en la imatge del compte i en altres dades de domini de l'ordinador.	Promoting the use of apps Depending on the context, everyday words, such as <i>PC</i> , can help make the text sound familiar and friendly.

Note: See the [Pronouns](#) section for more information about how to address the user. Always double-check.

2.2.4 Providing how-to guidelines

US English	ca-ES target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Per tornar enrere i desar la feina, fes clic a Cancel·la i acaba allò que estaves fent.	The second-person pronoun and short, clear direction help the user to understand what to do next.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Per confirmar la contrasenya d'imatge actual, mira la reproducció i ressegueix els gestos d'exemple mostrats a la imatge.	The tone 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.	Ha arribat l'hora d'introduir la clau del producte. Quan et connectis a Internet, t'activarem el Windows.	The second-person pronoun "you" and direct, natural language clearly tell the user about the product key and what action they need to take.

Note: See the [Pronouns](#) section for more information about how to address the user. Always double-check.

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.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		Target examples	
primary/subordinate	master/slave	principal/subordinat	mestre/esclau
perimeter network	demilitarized zone (DMZ)	xarxa perimetral	zona desmilitaritzada
stop responding	hang	sense resposta	penjat
expert	guru	expert	guru
meeting	pow wow	reunió	quedada
colleagues; everyone; all	guys; ladies and gentlemen	companys; personal; tothom	nois; senyors i senyores
parent	mother or father	parens; progenitors	pare/mare

3.1 Avoid gender bias

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

Avoid using the generic masculine form. Instead, use collective names or refer to titles or professions.

The table that follows contains examples of gender-biased words or terms that should be avoided in Catalan and the alternative that should be used to promote gender inclusivity.

Use this	Not this
El personal	Els treballadors/empleats
L'equip docent, el claustre	Els mestres
La ciutadania	Els ciutadans

La direcció, l'equip directiu	Els directius
El veïnat	Els veïns
Candidatura a la presidència	Candidatura a president

When presenting generalization, use plural noun forms (for example, “l’alumnat” (instead of “els alumnes), “el personal” (instead of “els treballadors i les treballadores”), “la parella” (instead of “els nuvis”), “el voluntariat” instead of “els voluntaris i les voluntàries”), etc.).

Don't use gendered pronouns (*ell, ella, ells, elles, etc.*) in generic references. Instead:

- Rewrite to use the second or third person (*tu*).
- Rewrite the sentence to have a gender-neutral noun. For example: “l’estudiantat” instead of “els estudiants”, “la humanitat” instead of “els homes” or “el jovent” instead of “el joves”.
- Use the term “persones” to paraphrase non-gender-neutral forms. For example, “les persones amb interès” instead of “els interessats”.
- Look for “broader” ways to refer to people collectively, like “gent”, “persones”, “tothom”, instead of going for feminine or masculine, or duplicating when it’s not needed.
- Make reference to the action or the function instead of the person; for example, “formació en mediació” instead of “formació de mediador”, “candidatura a la presidència” instead of “candidatura a president”.
- Use non-personal expressions: for example, “Redactat per:” instead of “Redactors:” or “Amb la col·laboració de:” instead of “Col·laboradors:”.

The following table contains strings and sentences that were translated taking those gender-neutral principles into account.

Use this	Not this	Use this	Not this
English examples		Target 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.	Una persona amb els permisos corresponents pot configurar les contrasenyes dels altres.	Si l'usuari té els permisos corresponents, pot configurar les contrasenyes dels altres.

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 desenvolupament ha de poder accedir als servidors de l'entorn de desenvolupament, però no als servidors de l'Azure.	Els desenvolupadors han de poder accedir als servidors de l'entorn de desenvolupament, però no als servidors de l'Azure.
When the author opens the document ...	When the author opens her document ...	Quan la persona que va crear el document l'obre...	Quan l'autor obre el document...

In Catalan, it is possible to use impersonal structures instead of masculine/feminine forms. For example, use "les dades de qui signa l'informe" instead of "les dades del signant de l'informe" or "Us donem la benvinguda" instead of "Benvinguts i benvingudes".

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

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 *afectat per* or *que pateix*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		Target examples	
person with a disability	handicapped	persona amb discapacitat	discapacitat; minusvàlid; disminuït
person without a disability	normal person; healthy person	persona sense discapacitat	persona normal; persona sana

Avoid using obsolete or pejorative terms, such as “boig/boja”, “contrafet/contrafeta” or “invàlid/invàlida”, **as well as euphemisms**, such as “persones diferents” instead of “persones amb discapacitat” or “un nen especial” instead of “un nen amb discapacitat”.

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.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

Use this	Not this	Use this	Not this
English example		Target example	
Select	Click	Seleccionar; triar	Fer clic; tocar

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 *més* and *aproximadament*. Screen readers can misread text that uses special characters like the plus sign (+), minus sign (-), greater than/smaller than (<>) and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Catalan.

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 button or option 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 (for example, *art.* for *article*).
- A word shouldn't be abbreviated by omitting only one letter.
- A word shouldn't be abbreviated in such a way that its abbreviation could be confused with another word.

List of common abbreviations:

Expression	Acceptable abbreviation
mínim	mín.
número	núm.
per exemple	p. ex.
pàgina	pàg.
telèfon	tel.
vegeu	veg.

Extended characters in abbreviations

Some abbreviations require the use of extended characters (such as °C, 1.^ª). Never use a degree symbol (°), obtained by pressing ALT+0176 or ALT+248, as a substitute for the ordinal (º), obtained by pressing ALT+167.

Product names

Don't abbreviate the names of products and applications unless you're told otherwise.

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), and HTML (Hypertext Markup Language).

We make the following distinction in Catalan between "acronyms" (*acrònims*) and "abbreviations by initials" (*sigles*):

- *Sigles* are abbreviations formed from the initial letters of each of the major parts of a compound term. Such abbreviations are usually set in all capital letters and have no plural, for instance, WYSIWYG (What you see is what you get).
- *Acrònims* are abbreviations formed from the initial syllables or from a combination of the syllables of each of the successive parts or major parts of a compound term, for example, radar (radio detecting and ranging) or modem (*mòdem* in Catalan for "modulador desmodulador").

Acrònims and *sigles* behave like nouns. If a gender is needed, it is that of the spelled-out form. In the case of non-Catalan words, the gender will vary according to usage.

Sigles have no plural—that is, no "-s" added at the end. The number is usually indicated by the preceding determiner.

When it's possible to pronounce the acronym as a name, it's OK to write it in sentence-style capitalization (for example, Unesco, Opep).

Localized acronyms

Localized acronyms must be used whenever the localized form is well known. For instance:

en-US source	ca-ES target
VAT	IVA
FAQ	PMF
USA	EUA

In all instances, check with the corresponding project-specific reference material for the proper usage of acronyms.

Unlocalized acronyms

Unlocalized acronyms must be used whenever their usage is widespread in Catalan and/or worldwide. For instance:

en-US source	ca-ES target
PC	PC
USB	USB
PIN	PIN

In all instances, check with the corresponding project-specific reference material for the proper usage of acronyms.

4.1.3 Adjectives

In Catalan, adjectives should usually be placed after the noun, unlike in English.

en-US source	ca-ES target
Create new folder	Crea una carpeta nova

Possessive adjectives

The frequent use of possessives is common in English. However, in Catalan, possessive adjectives are used only to express a sense of real ownership. Therefore, in most cases, translate the possessive simply with the determinate article.

en-US source	ca-ES target
Open your file	Obriu el fitxer

4.1.4 Articles

English texts tend to be more economical with words and tend to omit articles and other words that aren't crucial to the meaning. However, in Catalan, all necessary linguistic elements must be used (such as articles, pronouns, and prepositions).

en-US source	ca-ES target
Connect to the server	Connecta't al servidor
Add to message	Afegeix-ho al missatge
Change table properties	Canvia les propietats de la taula

Unlocalized feature names

In English, Microsoft product names and feature names that aren't translated are used without definite or indefinite articles. Unlike in English and Spanish, the definite article must always precede the name of programs and applications in Catalan.

Example:

en-US source	ca-ES target
Setting the default printer or options will affect Word and all other Windows-based applications.	La impressora i les opcions que definiu per defecte afectaran el Word i la resta d'aplicacions del Windows.

Localized feature names

Translated feature names are handled in the same way as the ones that aren't localized. The definite article must be used.

Example:

en-US source	ca-ES target
A page which can be easily edited in the web browser using Web Edit.	Una pàgina que pot editar-se de manera fàcil al navegador web mitjançant l'Edició web.

Articles for English borrowed terms

To choose the appropriate article for an English loan word that has been used in Microsoft products before, 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 Catalan language?
- Analogy: Is there an equivalent Catalan 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 the Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	ca-ES target
the internet	internet
a banner	un bàner
a blog	un blog
a URL	una URL

Note: Take into account that there has been a change recently, namely that the definite article "la" takes an apostrophe if it precedes a noun that starts with the prefix "a-" with negative value (for example, l'asimetria or l'anormalitat). This also applies to the preposition "de" (d'anormalitats, d'asimetria). See this [Optimot card](#) for more info.

4.1.5 Capitalization

English tends to capitalize much more often than Catalan. Avoid unnecessary capital letters in Catalan.

Example:

en-US source	ca-ES target
Table Definition	CORRECT: Definició de la taula INCORRECT: Definició de la Taula

When to use a capital letter:

- The first letter of a sentence
- After a period
- After an exclamation point, question mark, or ellipsis
- In proper names
- In menu and dialog box names

Also, only the first letter of a heading is capitalized, unless the heading also contains a word or words that would normally be written with an initial capital letter or in all capital letters (for example, the name of a product or an acronym).

As noted before, Catalan capitalization differs from English capitalization. For instance, only the first letter of the first word is capitalized in Catalan in places such as captions, headings, titles, commands, and menu names. The use of capital letters on key names is normally limited to the initial letter of the key name. In that regard, documentation and software should be the same; we recommend not changing the character format that's used in the English text. The following tables give the correct capitalization rules for various situations:

Item	Initial capital?		Example
	English	Catalan	
Genitive adjectives	Yes	No	argentí, brasiler, holandès, rus
Names of days, months, seasons	Yes	No	dilluns, gener, primavera
Names of languages	Yes	No	anglès, francès, xinès, alemany
Names of templates	Yes	Yes	la plantilla Normal
Views	Yes	No	visualització del full de dades

			visualització normal
Press Ctrl-C to exit from refresh	Yes	Yes	Premeu Control-C per sortir de l'actualització

The following text elements are usually formatted in all capital letters.

Item	All caps?		Example
	English	Catalan	
Device names	Yes	Yes	LPT1
Directories	Not necessarily	Not necessarily	directori TMP or Tmp
Drive names	Yes	Yes	unitat A:
Environment variables	Yes	Yes	INCLUDE
File extensions	Not necessarily	Not necessarily	els fitxers .TXT or .txt
File names	Not necessarily	Not necessarily	fitxer DESPESES.XLM or Despeses.xlm
Program name abbreviations	Yes	Yes	el compilador de recursos (RC, <i>Resource Compiler</i>)
Message constants	Yes	Yes	el missatge WM_PAINT
Paths	No	No	C:\Taules.Tax.xls
Registers	Yes	Yes	DS
Symbolic constants	Yes	Yes	NULL

The following text elements are usually formatted in lowercase.

Item	All lowercase?		Example
	English	Catalan	
Command-line commands	Yes	Yes	l'ordre copy

Command-line options	Yes	Yes	l'opció /l :
Toolbar	No	Yes	barra d'eines
Unnamed windows	Yes	Yes	la finestra del document
User input	Yes	Yes	escriu copy nom_de_fitxer b :
Utility names	Yes	Yes	la utilitat chkdsk

Accented capital letters

The use of accented capital letters is mandatory according to the Catalan grammar. Accented capital letters are to be used unless otherwise specified or when their use isn't possible due to software incompatibilities. For instance, the names of functions in programming languages can't take accent marks. If the user types the name of the function with an accented capital, the software returns an error message—one that's vague and not indicative of the actual cause of the error.

Software interface elements

Capitalize only the first letter of the first word in commands, dialog box titles, dialog box options, options or commands that contain "slashes," menus, buttons, and the names of windows.

Examples:

Al menú **Fitxer**, tria l'ordre **Anomena i desa**.

Al quadre de diàleg **Selecció especial**, tria l'opció "Cel·les en blanc".

A la finestra Ajuda, selecciona el botó "Cerca".

Al menú **Visualització**, tria **Capçalera i peu**.

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Avoid overly long or complex compounds. Keep in mind that compounds that are hard to understand diminish usability.

Usually, a hyphen isn't used in words that contain prefixes and most compounds.

On the one hand, nouns that are created with a prefix must be agglutinated—that is, formed without a hyphen (for example, "macroconcert," "ultraconservador"). In this

regard, consider the recent changes introduced in the new orthography: that "r" now becomes "rr" in compound nouns such as "arrítmia" or "corresponsable" (see [this](#) and [this](#) Optimot card), and that when the main noun that follows the prefix starts with "s+consonant," an "e" must always be added when this noun is a Catalan word with full independent meaning, for example, "autoescola" or "electroestàtic" (see [this](#) Optimot card) but never when it isn't (for example, "atmosfera").

On the other hand, hyphens aren't used in lexicalized nominal phrases (such as "sensepapers") or compounds derived from two verbal bases from the same semantic field (such as "a cuitacorrents"). For example, "antivirus," "audiovisual."

However, a hyphen should be used in the following cases:

- With compounds that contain two Catalan words, when the first one ends with a vowel and second one begins with "s," "r," or "x" (for example, Porta-retalls, posar ratolins, compta-revolucions), with the exceptions noted above
- When the prefix "no-" precedes a noun or an adjective (for example, "el no-res," "la no-ficció," "l'art no-figuratiu")

Additionally, the hyphen rule in compound words has been simplified as follows:

- When a prefix is followed by a word that starts in upper case, a number, a symbol, quotation marks or a word in italics, the prefix is now written with a (non-breaking) space between the prefix and the word, instead of a hyphen. E.g. *ex URSS, selecció sub 21, anti D, un ex "hippy", manifestació anti skinheads*. Please see [this card](#) in Optimot.
- When a prefix is attached to a lexicalized term or to a word that includes a hyphen, a (non-breaking) space must be inserted after the prefix, instead of a hyphen. E.g. *vice primer ministre, ex Unió Soviètica, manifestació anti cascos blaus, actitud anti nord-americana*. However, if the prefix constitutes a preexisting lexical unit with the first component, they shall be written together. E.g. *subdirecció general, subdirectora general, exsecretària general de Cultura, vicepresident segon del Parlament*. This also applies when the phrase is not lexicalized. E.g. *excompany de pis, exprofessora de química, postguerra nuclear, pseudoestrella de cinema*. More information on this point is available [here](#).
- Lastly, in order to avoid confusion with another homographic word or when a strange spelling results from adding the prefix, it can be [written with a \(non-breaking\) space](#). E.g. *pre fixat, co rector, ex portador, ex exiliat, ex xicot, ex xa*, etc.

See the new Catalan orthography available at the [IEC website](#) for a complete guide on how compound words are formed in Catalan.

4.1.7 Conjunctions

Writing in the Microsoft voice in English uses conjunctions to make the text sound friendly and conversational.

In Catalan, the Microsoft voice can be conveyed through a similar use of conjunctions, by starting a sentence with a conjunction, which is acceptable in writing that has an informal tone and style.

en-US source text	ca-ES old use of conjunctions	ca-ES new use of conjunctions
And finally, we need to find out a few things about the new IIS Virtual Server we will create...	Per acabar, cal esbrinar algunes dades sobre el servidor virtual de l'IIS que es crearà...	I, finalment, ens cal esbrinar algunes dades sobre el servidor virtual de l'IIS que crearem...

4.1.8 Diacritics

Diacritics are used in Catalan to differentiate two words that are identical but have a different meaning. The previous long list of diacritics has been reduced to only 15. Moreover, compounds and derivatives from these 15 words must *not* use diacritics (therefore, "adeu," for example), except for the ones formed with a hyphen (for example, "pèl-roig"). This topic is covered on pages 96–99 of the new Catalan orthography. The following are the remaining diacritics:

bé/be
déu/deu
és/es
mà/ma
més/mes
món/mon
pèl/pel

què/que
sé/se
sí/si
sòl/sol
són/son
té/te
ús/us
vós/vos

Former diacritics, such as “vés/ves,” “véns/vens,” “vénen/venen,” “sóc/soc,” and “dóna/dona” are no longer used.

4.1.9 Gender

When the same adjective or participle modifies two nouns of different gender, the recommendation is to use the masculine form of the adjective or participle.

Example:

en-US source	ca-ES target
Hide running programs and applications.	Amaga els programes i les aplicacions oberts.

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

4.1.10 Localizing colloquialism, idioms, and metaphors

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

To express the intent of the source text appropriately, choose from the following options:

- Don't attempt to replace the source colloquialism with a Catalan colloquialism that means the same thing unless the Catalan colloquialism is a perfect and natural fit for that context. This colloquialism must not be a localism, and you must avoid using what is known as *barbarisme*, that is, an incorrect form arising from the influence of Spanish.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the 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	ca-ES target
We've hit a snag...	Hem ensopegat amb un obstacle...
All ready to go	Llestos!
It's lonely in here without photos.	Això està molt desert, sense cap foto.
We're going through all items in your account, so bear with us.	Estem analitzant tots els elements del compte, tingues paciència.
Something went wrong in the Matrix and we can't send that text message at the moment. Try the blue pill?	A Matrix hi ha problemes i ara no es poden enviar missatges. Voleu la pastilla blava?

4.1.11 Nouns

In Catalan, nouns can vary in number and gender—for example, *el gos*, *la gossa*, *els gossos*, *les gosses*. Follow the general Catalan language grammatical rules.

Plural formation

When a noun ends in *-sc*, *-st*, *-xt*, or *-ig*, we recommended that you insert a vowel (except for *aquest* > *aquests*).

Example: *bosc* > *boscós*, *test* > *testos*, *context* > *contextos*, *sondeig* > *sondejós*

4.1.12 Numbers

This topic includes guidelines for when to use numerals (the symbol that represents a number, for example, *1, 2, 3,* and *234*) and when to spell out numbers (for example, *one, two, three,* and *two hundred thirty-four*).

In Catalan, numbers smaller than 10 should be spelled out (no digits).

Use numerals for 10 and above. Moreover, numerals should also be used for numbers followed by units of measurement or currency, even if the number is under 10.

Examples:

5 cm, 1 GB, 3 min, 2 EUR (**but** cinc centímetres, un gigabyte, tres minuts, dos euros).

4.1.13 Prepositions

Be careful to use prepositions correctly in the translated text. Many translators, influenced by the English source text, omit them or change the word order.

Preposition use is another consideration when trying to achieve a casual and conversational tone. In the Microsoft voice, starting or ending a sentence with a preposition is acceptable. Although ending a sentence with a preposition isn't applicable to Catalan, sometimes the Microsoft voice can be conveyed in Catalan through the use of "simpler" prepositions instead of the extended prepositional phrases or more "formal" prepositions.

Source text expression	ca-ES expression	Comment
Connect using a modem	Connecta't amb un mòdem	Instead of the more formal "Connecta't mitjançant un mòdem"
Connection broken due to an error	S'ha tallat la connexió per un error	Instead of the more formal "S'ha tallat la connexió a causa d' un error" or the now admitted "S'ha tallat la connexió degut a un error" (see sections 19.9.3c and 29.2.5d of new Catalan grammar)

Notes:

- "Per"/"per a"—In front of an infinitive, always use "per" (for example, "Fes clic aquí per baixar el fitxer").

- Starting with the new Catalan grammar, it's now OK to use the preposition+article "al" plus an infinitive both as causal (see section 29.2.5a of the new grammar) and as temporal constructions (see section 31.4.2.1f of the new grammar). However, the preferred preposition is still "en." Therefore, both "En entrar ell, tots van marxar" and "A l'entrar ell, tots van marxar" would be acceptable, but the second one is acceptable only in informal or colloquial contexts. Therefore, all the examples in this guide use the "en" preposition.
- Starting with the new grammar, the use of the prepositions "a" or "en" plus a sentence introduced by "que" is no longer considered incorrect. Therefore, a sentence such as "Soc contrari a que m'obliguin a fer-ho" would be correct. However, in formal contexts, the avoidance of the preposition is still preferred. See section 26.4.1 of the new grammar.
- Starting with the new grammar, it's now OK to use the preposition "a" followed by **living** direct objects in a sentence (see section 19.3.2 of the new grammar). Moreover, there are some other instances where the use of "a" is acceptable before a direct object, namely "tothom," "tots," "ningú," "cadascú," "qualsevol," "algú," and "molt" "poc" "bastants" (these last three when they refer to "molta gent," "poca gent," "bastanta gent"). For a detailed explanation, see this [Optimot card](#).
- It's acceptable to alternate the prepositions *en/amb* before infinitives. That is, either maintaining "en/amb" or changing them to "a/de" is OK, but the latter is preferred in formal registers, and maintaining "en/amb" isn't acceptable in verbs such as "afanyar-se," "tardar," "trigar," or "entretenir-se." Therefore, both "Insisteix a parlar de temes difícils" and "Insisteix en parlar de temes difícils" would be acceptable, but only "Ha trigat massa a carregar-se" (not "Ha trigat massa en carregar-se"). For a more detailed explanation, see section 26.5.2 of the new Catalan grammar.

4.1.14 Pronouns

As a general rule, Catalan doesn't use personal pronouns because the personal form is conveyed by the verb, and personal pronouns are used only when it's unclear who "does" the action.

Possessive pronouns can be used if necessary, but try not to transfer to the localized version the extensive use of possessive pronouns and adjectives found in the en-US source text. Pay special attention to the use of *pronomes febles*; they tend to be omitted due to the influence of the Spanish language. Also note that there have been some recent changes in the combination of *pronomes febles* (see the note below).

Example:

en-US source	ca-ES target	Comments
Connect to the server	Connecta't al servidor	Instead of "Connecta al servidor"
Add to message	Afegeix-ho al missatge	Instead of "Afegeix al missatge"
Open your browser.	Obre el navegador.	Avoid using the possessive pronoun (Obre el teu navegador.)

How to localize "you"

When addressing the user, the use of "tu" or "vós" depends on the product target audience. For example, in the case of immersive apps, "tu" must be used, whereas "vós" is used in more formal contexts. As for products, Office 365 and Skype (except for the immersive apps) address the user as "vós."

Note that the second-person singular of the imperative must always be used to address the system.

Note:

The following combinations of "pronoms febles" are now admissible in Catalan (although not in other dialects, such as Valencian): l'hi, la hi, els hi, les hi (instead of li'l, li la, li'ls, and li les); n'hi instead of li'n; l'hi instead of li ho.

4.1.15 Punctuation

Follow the general punctuation rules for Catalan. They are available in the recommended reference materials. Below you can find some guidelines.

Bulleted lists

Bulleted lists should follow Catalan general punctuation rules. That is, if the bulleted list items are complete sentences, each should start with an uppercase letter and end with a period. If the bulleted items continue an introductory clause, each should start with a lowercase letter and end with a comma, except the last, which should end with a period.

Another possibility is not to use any punctuation at all in lists without verbs. Take into account that this might be restricted in UI projects, where punctuation must follow the source.

Comma

Don't use a comma before the conjunctions "i" and "o" when listing related items.

Example:

US English	ca-ES target	Comment
Menus, toolbars, and keys.	Menús, barres d'eines i tecles.	Don't use a comma before "i."

Use a comma when combining phrases.

Example:

US English	ca-ES target
Check for new messages at startup.	En iniciar, comprova si hi ha correu nou.

Colon

Use a colon to introduce an enumeration belonging to the same sentence, before presenting an example, and before a quotation. There should be no space before the colon, and one space after it. We normally use lowercase after the colon. Exceptions are when there's a textual quote that begins with an uppercase letter and is a separate sentence, and when the sentence that goes after the colon starts in the following paragraph.

Example:

ca-ES example
Per exemple: un ordinador.

Don't use a colon twice in the same sentence. Replace the second one with a period or semicolon when necessary.

Example:

ca-ES example
S'ha acabat: aquesta secció s'ha revisat. Voleu continuar revisant la resta?

Dashes and hyphens

Three different dash characters are used in English: the hyphen, the en dash, and the em dash.

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. A **hyphen** (U002D or -) is used to join two parts of a compound term and to divide words (into syllables) at the end of a line. It's the shortest of the three dash characters.

In Catalan, a single vowel shouldn't be left alone at the beginning or the end of a line, and hyphenated words should never be broken and must appear on the same line.

Examples: porteu-vos, Porta-retalls

En dash

The en dash is used as a minus sign, usually with a space before. 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.

Examples: -18 °C, pàgines 112–123

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that isn't essential to the meaning of the sentence. When an em dash performs the same function as brackets (that is, to set off an element that isn't essential to the meaning of the sentence), a space must be placed before the opening em dash and after the closing em dash for Catalan.

Example:

US English	ca-ES target	Comment
These cells hold the individual elements—text, numbers, formulas, etc.—which make up the data to be displayed and manipulated.	Aquestes cel·les contenen elements individuals —text, números, fórmules, etc.— que constitueixen el conjunt de dades que es mostraran i es manipularan.	Don't forget to use spaces.

When used to emphasize an isolated element, the em dash should be replaced by comma or semicolon:

US English	ca-ES target	Comment
Going the other way is not so easy—you must delete and reinsert each image, one at a time.	Fer-ho de l'altra manera, no és tan senzill: cal suprimir i tornar a inserir cada imatge, una per una.	In this case, you could even start a new sentence, but never use an em dash for this situation in Catalan.

Ellipsis (suspension points)

No space should be used between an ellipsis and the preceding term.

Example:

US English	ca-ES target
Loading ...	S'està carregant...

If a sentence begins with an ellipsis, don't use a space at the beginning of the sentence, either. Also, don't use an ellipsis with "etc." or "etcetera." It's redundant.

Example:

US English	ca-ES target	Comment
... the field name is not empty.	...el nom del camp no és buit.	

Project directory, output file, etc.	Directori del projecte, fitxer de sortida... OR Directori del projecte, fitxer de sortida, etc.	Don't use "Directori del projecte, fitxer de sortida, etc..."
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Period

Periods are commonly used at the end of sentences or in abbreviations. Don't use a period after an ellipsis.

Example:

US English	ca-ES target
Change the preferences for downloading message headers.	Canvia les preferències per baixar capçaleres de missatge.
News, research, quotes, etc.	Notícies, treballs de recerca, cites, etc.

Quotation marks

The quotation marks that are commonly used in Catalan are the guillemets or chevrons (« ») (also called Latin quotes). With the widespread use of English text as the basis for text translated into Catalan, curly quotes (" ") have become more common in Catalan printed material. In Microsoft text that's translated into Catalan, as a general rule, we use double straight quotes. Don't use single quotation marks, even if the single quotation marks are used in the English text. An exception is when single quotation marks appear in the UI.

Examples:

- Per obtenir més informació sobre com reparar el sistema, consulta "Manteniment del sistema" al capítol 12, "Reparació del sistema".
- No s'ha pogut obrir el fitxer "%s".

Parentheses

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

Here are some peculiarities:

- In the US English software, often additional short text in brackets starts with a capital letter. In Catalan, when the short text in brackets isn't a full sentence, it doesn't require a capital letter.
- In Catalan, if the text within brackets is a full sentence, there is a period **inside** the closing bracket.

Examples:

US English	ca-ES target
Keep existing driver (Recommended)	Conserva el controlador existent (opció recomanada)
This chapter is about RTF (Rich Text Format).	Aquest capítol parla de l'RTF (Rich Text Format, <i>format de text enriquit</i>).

4.1.16 Sentence fragments

The Microsoft voice allows the use of sentence fragments to help convey a conversational tone. They are used whenever possible because they are short and to the point.

In Catalan, the Microsoft voice can be conveyed through the use of sentence fragments in some cases. See the table below for some examples:

US English source text	ca-ES long form	ca-ES sentence fragment
Get more information	Obtén més informació	Més informació

Follow the steps below. / Use the following steps. (and similar)	Seguiu aquests passos.	Feu això:
--	------------------------	-----------

4.1.17 Subjunctive

The subjunctive mood must be used in the following instances:

- És possible que/pot ser que + subjunctive
- És recomanable que + subjunctive (also for personal forms)

Example:

US English	ca-ES target
It may have been deleted.	És possible que s'hagi suprimit.
It is recommended that you remove this web part from the page.	Et recomanem que suprimixis aquest element web de la pàgina. OR És recomanable que suprimiu aquest element web de la pàgina.

4.1.18 Symbols and nonbreaking spaces

Units of measure can be abbreviated with their corresponding symbols. In the unlikely event that a measurement is given in the English Customary System (such as inches, pounds, and gallons), we recommend using the English symbol, not the abbreviation, because these units of measurement aren't commonly used outside English-speaking countries.

Examples:

US English	ca-ES target
KB	kB
€	€
h	h

inches	in
--------	----

In documentation, use nonbreaking spaces (Ctrl+Shift+Spacebar) between words that shouldn't appear on different lines. If two words are connected by a nonbreaking space, they will be kept together, even if subsequent editing causes line breaks to change. On your screen, a nonbreaking space looks like a degree symbol (°), but it will print like a space. In software, nonbreaking spaces () should be used only when they're used in the US English text. Otherwise, we recommend that you use a blank space instead because nonbreaking spaces can create functionality problems.

In documentation, use nonbreaking spaces in the following instances:

- Between *capítol*, *apèndix*, *apartat*, *secció* and its number or letter.
- Between a unit of measure or currency and the number that goes with it.
- Between any items that shouldn't be divided onto separate lines (for example, Windows 11, Microsoft Word).

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.

Ampersand (&)

For the ampersand symbol - always translate "&" as "and" when it refers to running text. Do not keep "&" in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

4.1.19 Verbs

The US English source text uses simple verb tenses to support the clarity of the Microsoft voice. The easiest tense to understand is the simple present, like we use in this guide. Avoid the future tense unless you're describing something that really will happen in the future and the simple present tense isn't accurate. Use the simple past tense when you describe events that have already happened.

In Catalan, the Microsoft voice can be conveyed in a similar way through the use of verb tenses. Simple tenses are preferred over complex tenses when they're grammatically appropriate. The use of the 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. The usage of the simple past **doesn't apply** to Catalan.

US English source text	ca-ES use of verb tense	Comments
After you finish installing the program, you can start playing music.	Després d'instal·lar el programa, podreu començar a reproduir música.	Instead of "Després d'haver instal·lat el programa, podreu començar a reproduir música."
Check that you've entered the name of the printer and print server correctly.	Comprova que el nom de la impressora i del servidor d'impressió estiguin ben escrits.	Instead of "Comprova que has introduït correctament el nom de la impressora i del servidor d'impressió."
After you finish installing the tool, the icon appears on the desktop.	Després d'instal·lar l'eina, la icona apareix a l'escriptori.	Instead of "Quan hàgiu acabat d'instal·lar l'eina, la icona apareixerà a l'escriptori."

The English forms often don't distinguish between various uses of verbs (for example, as a command, as a function name, or the description of an ongoing process). Find out what the string really means, and translate accordingly. For details on translating specific elements, see the corresponding item below.

- For commands, instructions, suggestions, and similar text, always use the imperative form, not impersonal forms or infinitives. (Use the second-person singular of the imperative, *tu*, to address the system. Unlike English and Spanish, the infinitive form should never be used in Catalan.) The only exception is the title of dialog boxes: in English, dialog box titles are usually identical with the command that opened the dialog box. In Catalan, they should normally be nouns except for questions (usually translated as questions).
- In menu, tab, and window titles, the use of nouns is preferred in Catalan, although sometimes the original is a verbal form.
- In English, the titles for chapters usually begin with "How to..." or with phrases such as "Working with..." or "Using..." In the Catalan version of Microsoft documentation, titles in the "-ing" form should never be translated using gerunds.
- Use the pronominal passive with *es* to refer to things like system status and ongoing processes. Always try to use complete sentences (for example, "S'està desant el fitxer" instead of "Desant el fitxer").
- In questions to the user about the actions of the system, start the question with "Voleu..." or "Vols...", depending on how you should address the user.

- It's now OK to use both "ser" and "estar" in contexts where a permanent action is expressed (for example "ser cec" or "estar cec"). See this [Optimot card](#) for more information.
- See the [Prepositions](#) section in this guide for new information on the combination of a preposition + verb.

The use of the passive voice is very common in English, but don't use it excessively in Catalan. Instead, try to use the active voice or the pronominal passive (for example: "S'ha enviat el missatge" instead of "El missatge ha estat enviat").

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 Catalan, using idiomatic syntax and terminology, yet it should maintain a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

The following resources deal specifically with the localization of software into Catalan. For detailed queries, contact the official Catalan terminology body, Termcat at <http://www.termcat.cat/>.

- SOFTCATALÀ. Guia d'estil. [Barcelona]: SOFTCATALÀ, 2010. <http://www.softcatala.org/guia>
- SOFTCATALÀ. Recull de termes. [Online]. [Barcelona]: SOFTCATALÀ, 2010. <http://www.softcatala.org/recull.html>
- TERMCAT. Cercaterm [Online]. [Barcelona]: TERMCAT, ongoing. <http://www.termcat.cat/ca/Cercaterm/Fitxes/>
- TERMCAT. Neoloteca [Online]. [Barcelona]: TERMCAT, ongoing. <http://www.termcat.cat/ca/Neoloteca/>

5.1 Accessibility

Accessibility options and programs 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 aren't available in Catalan-speaking markets. If you have questions about the availability of a specific accessibility product or service, 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

The names of applications and products are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense).

Unlike in English and Spanish, the definite article must always precede the name of programs and applications in Catalan.

Example:

US English	Correct ca-ES target	Incorrect ca-ES target
Setting the default printer or options will affect Word and all other Windows-based applications.	La impressora i les opcions que definiu per defecte afectaran el Word i la resta d'aplicacions del Windows.	La impressora i les opcions que definiu per defecte afectaran Word i la resta d'aplicacions de Windows.

Version numbers

Version numbers always contain a period (for example, *Version 4.2*). Version numbers are usually also a part of version strings, but technically they aren't the same.

Product, application, and feature name placeholders

When UI is localized, sometimes product, application, and feature names are represented by placeholders: for example, %s, [ProductName]. The content of the placeholder can usually be found out either by looking at the instructions or by looking at the resource ID of the string, and, when in doubt, you can ask.

In some cases, however, the content of the placeholder might be a product, an application, or a feature that starts with a vowel or a liquid *S*. In such cases, we might need to use an apostrophe, following the standard Catalan rules.

There is a third case in which a placeholder might be replaced by more than one product, feature, or application name. If some of the names start with vowels and some with consonants, a workaround is to state "aplicació," "producte," or the applicable item before the placeholder.

The following table shows examples of the three cases and possible workarounds.

en-US Example	ca-ES Example	Comments
Uninstall [ProductName] [ProductName] update	Desinstal·la el [ProductName] Actualització del [ProductName]	In this example, the ProductName placeholder is "Windows."
Uninstall [ProductName] [ProductName] update	Desinstal·la l'[ProductName] Actualització de l'[ProductName]	In this example, the ProductName placeholder is "Office 365" or "Skype."
Uninstall [ProductName] [ProductName] update	Desinstal·la el producte [ProductName] Actualització del producte [ProductName]	In this example, the ProductName placeholder could be two different things: "Windows" and "Office 365." The example shows alternatives to avoid apostrophe problems: <i>producte</i> , <i>programa</i> , <i>aplicació</i> , <i>eina</i> , and similar terms. In such cases, it's advisable to raise a query so that the same noun is used consistently.

Whenever you're in doubt about the content of the placeholder, raise a query.

5.3 Frequent errors

The following table lists some frequent errors when localizing Microsoft content into Catalan.

en-US	Wrong	Right
alert	alerta	avís
block	blocar	bloquejar
colleague	col·lega	company
could not	no es pot	no s'ha pogut
default	estàndard / predeterminat	per defecte
delete	eliminar	suprimir
download	descarregar	baixar
email address	adreça de correu electrònic	adreça electrònica
header	títol	capçalera
heading	capçalera	títol
lock	bloquejar	blocar
machine	màquina	ordinador (except for "virtual machine")
move	moure	desplaçar
overview	visualització general	informació general
pane	tauler	subfinestra
panel	subfinestra, panell	tauler
replace	reemplaçar	substituir
schedule	programar	planificar
set	establir	definir
show	visualitzar	mostrar
upload	penjar	carregar

view	vista	visualització
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5.4 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>

5.5 Software considerations

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

General considerations:

- Remember to use imperatives for things like commands, buttons, and other UI for actions done by the system. Don't use the infinitive. However, use nouns for items like the titles of dialog boxes and windows.
- Translate the English command *New* as the verbal form *Crea* in Catalan.
- The preferred actions to be performed with check boxes are *activar* (check) and *desactivar* (clear, uncheck). If the original text doesn't mention the check box and only refers to the item that the check box applies to, you can use *marcar* (check) and *desmarcar* (uncheck) in reference to the items themselves.
- Translate tooltips descriptively, using the third-person singular, present tense.

5.5.1 Arrow keys

The arrow keys move the 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.

When possible, refer to specific arrow keys by name: fletxa dreta, fletxa esquerra, fletxa amunt, fletxa avall.

5.5.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order 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.

When translating error messages, translators are encouraged to apply the [Microsoft voice principles](#) to help ensure that the target translation is natural sounding, empathetic, and not robot-like.

English term	Correct ca-ES translation
Something went wrong	Hi ha hagut un problema
Not enough memory to process this command.	No hi ha prou memòria per processar aquesta ordre.

Catalan style in error messages

It's important to use the correct Catalan style in the localized error messages. Don't just translate the US English messages. The US English messages tend to be short and abbreviated, but in Catalan, unless there are space constraints, the full wording is preferred.

Example:

en-US source	ca-ES target
Error saving file	(+) S'ha produït un error en desar el fitxer. (-) Error en desar el fitxer

The US English messages sometimes contain abbreviated sentences that use an imperative verb. In translating, change these to a question starting with *Voleu.../Vols...*

Example:

en-US source	ca-ES target
Continue without Undo?	(+) Voleu continuar sense desfer-ho? (+) Vols continuar sense desfer-ho? (-) Continuar sense desfer-ho?

Standard phrases in error messages

The phrases below commonly occur in error messages. When you translate them, try to use the target phrases provided. 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 ... Failed to ...	No es pot... No s'ha pogut...	No es pot crear un directori nou. No s'ha pogut suprimir el fitxer.	
... failed Failure of ... A failure occurred ... An error occurred ... Error / Failure ... (for example: Error / Failure reading from file)	S'ha produït un error en...	S'ha produït un error en carregar el fitxer. S'ha produït un error en llegir les dades del fitxer.	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	No es troba... No s'ha trobat...	No s'ha trobat el fitxer No es troba la llista de cerca.	Don't use "No es pot trobar"/"No s'ha pogut trobar"

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	No hi ha prou...	No hi ha prou memòria disponible	
... is not available ... is unavailable	...no està disponible	Aquesta pàgina no està disponible fora de línia.	

Error messages containing placeholders

When you localize error messages that contain 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 the 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."

Numeric or full-text placeholders can be reordered following the rules of Catalan grammar if necessary.

5.5.3 Keys

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

The following are the most common key names in Catalan:

en-US key name	ca-ES key name
Alt	Alt
Backspace	Retrocés
Break	Interrupció
Caps lock	Bloq Maj
Ctrl	Control
Delete	Supr
Down arrow	Fletxa avall
End	Fi
Enter	Retorn
Esc	Esc
Home	Inici
Insert	Inserció
Left arrow	Fletxa esquerra
Num lock	Bloq Núm
Page down	Av Pàg
Page up	Re Pàg
Pause	Pausa
Return	Retorn
Right arrow	Fletxa dreta
Scroll lock	Bloq Despl
Shift	Maj
Spacebar	Barra espaciadora

en-US key name	ca-ES key name
Tab	Tecla de tabulació
Up arrow	Fletxa amunt
Windows key	Tecla del Windows
Print screen	Impr Pant
Menu key	Tecla de menú

5.5.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands, and dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly. Usually the first key to be selected is the Alt key.

Examples:

New

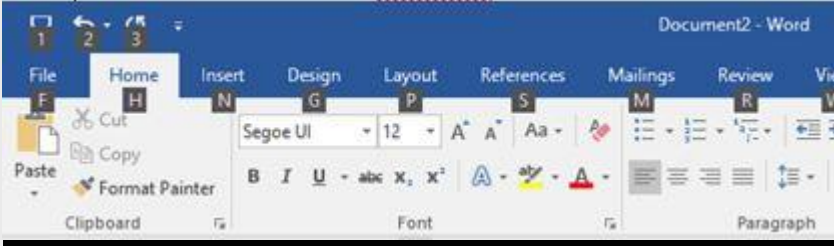
Cancel

Options

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

A punctuation sign, appearing between brackets after the item name, can be used as a keyboard shortcut	no	N/A
Duplicate keyboard shortcuts are allowed when no other character is available	yes	N/A
No keyboard shortcut is assigned when no more characters are available (minor options only)	no	N/A

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

Term	Usage
<p>access key</p>	<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&ome In keyboard shortcuts, most access keys are used with the Alt key.</p>
<p>key tip</p>	<p>The letter or number that appears in the ribbon when the Alt key is selected. In UI localization, the key tip is the last character present in the strings after the “” character. Example: In UI localization Home`H</p> 
<p>shortcut key</p>	<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 aren't 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>

5.5.5 Numeric keypad

Avoid distinguishing keys on the numeric keypad from other keys, unless it's required because the software makes that distinction. If it isn't obvious which keys the user needs to press, provide the necessary explanation. For example: Premeu la tecla – (menys) al teclat numèric.

5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that are used to perform defined functions in an app. Shortcut keys replace menu commands and are sometimes given next to the command that they represent. Access keys can be used only when they're available on the screen, whereas shortcut keys can be used even when they aren't accessible on the screen.

Note: The key names below are given in Catalan, but note that the user will usually have a keyboard with keys printed in Spanish or in French.

Standard shortcut keys

US command	US English shortcut key	ca-ES command	ca-ES shortcut key
General Windows shortcut keys			
Help window	F1	Finestra de l'ajuda	F1
Context-sensitive Help	Shift+F1	Ajuda contextual	Maj+F1
Display pop-up menu	Shift+F10	Visualitza un menú emergent	Maj+F10
Cancel	Esc	Cancel·la	Esc
Activate/deactivate menu bar mode	F10	Activa o desactiva el mode de barra de menús	F10
Switch to the next primary application	Alt+Tab	Passa a l'aplicació principal següent	Alt+Tab
Display next window	Alt+Esc	Mostra la finestra següent	Alt+Esc

Display pop-up menu for the window	Alt+Spacebar	Mostra un menú emergent de la finestra	Alt+Barra espaciadora
Display pop-up menu for the active child window	Alt+-	Mostra un menú emergent de la finestra secundària activa	Alt+-
Display property sheet for current selection	Alt+Enter	Mostra el full de propietats de la selecció actual	Alt+Retorn
Close active application window	Alt+F4	Tanca la finestra de l'aplicació activa	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Passa a la finestra següent dins de l'aplicació (sense mode)	Alt+F6
Capture active window image to the clipboard	Alt+Prnt Scrn	Captura la imatge de la finestra activa i la posa al porta-retalls	Alt+Impr Pant
Capture desktop image to the clipboard	Prnt Scrn	Captura la imatge de l'escriptori i la posa al porta-retalls	Impr Pant
Access Start button in taskbar	Ctrl+Esc	Accedeix al botó Inici de la barra de tasques	Control+Esc
Display next child window	Ctrl+F6	Mostra la finestra secundària següent	Control+F6
Display next tabbed pane	Ctrl+Tab	Mostra la subfinestra amb pestanyes següent	Control+Tecla de tabulació
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Inicia l'Administrador de tasques i el sistema	Control+Maj+Esc
File menu			
File New	Ctrl+N	Fitxer Crea	Control+U
File Open	Ctrl+O	Fitxer Obre	Control+A
File Close	Ctrl+F4	Fitxer Tanca	Control+F4

File Save	Ctrl+S	Fitxer Desa	Control+G
File Save as	F12	Fitxer Anomena i desa	F12
File Print Preview	Ctrl+F2	Fitxer Visualització prèvia d'impressió	Control+F2
File Print	Ctrl+P	Fitxer Imprimeix	Control+P
File Exit	Alt+F4	Fitxer Surt	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Edita Desfés	Control+Z
Edit Repeat	Ctrl+Y	Edita Repeteix	Control+Y
Edit Cut	Ctrl+X	Edita Retalla	Control+X
Edit Copy	Ctrl+C	Edita Copia	Control+C
Edit Paste	Ctrl+V	Edita Enganxa	Control+V
Edit Delete	Ctrl+Backspace	Edita Suprimeix	Control+Retrocés
Edit Select All	Ctrl+A	Edita Selecciona-ho tot	Control+E
Edit Find	Ctrl+F	Edita Cerca	Control+B
Edit Replace	Ctrl+H	Edita Substitueix	Control+L
Edit Go To	Ctrl+G	Edita Ves a	Control+I
Help menu			
Help	F1	Ajuda	F1
Font format			
Italic	Ctrl+I	Cursiva	Control+K
Bold	Ctrl+B	Negreta	Control+N
Underlined/word underline	Ctrl+U	Subratllat/Subratllat de paraules	Control+S

Large caps	Ctrl+Shift+A	Lletres majúscules grans	Control+Maj+U
Small caps	Ctrl+Shift+K	Lletres majúscules petites	Control+Maj+L
Paragraph format			
Centered	Ctrl+E	Centrat	Control+T
Left aligned	Ctrl+L	Alineat a l'esquerra	Control+Q
Right aligned	Ctrl+R	Alineat a la dreta	Control+D
Justified	Ctrl+J	Justificat	Control+J

5.6 Voice video considerations

A video that successfully conveys the Microsoft voice has these qualities:

- It addresses only one topic (one customer problem).
- It's brief.
- It has high-quality audio.
- Its visuals add to and complement the information.
- It uses the right language variant, dialect, and accent in the voice-over.

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 they're next to you, watching you explain the content.
- Record a scratch audio file. Use it to check for length, pace, and clarity.


5.6.1 Pronunciation of English terms and acronyms

General rules

Generally speaking, English terms and product names that are left unlocalized in the target material should be pronounced as English words. For instance, *Microsoft* must be pronounced the way it is in English. However, if your language has an established pronunciation for a common term (such as "server"), the local pronunciation should be used. Moreover, pronunciation can be adapted to the Catalan phonetic system if the original pronunciation sounds very awkward in Catalan.

If numbers are involved, pronounce them in Catalan (for example, Windows 10).

A useful resource for pronunciation in Catalan is the esadir.cat website (linguistic portal of the Corporació Catalana de Mitjans Audiovisuals).

Example	Phonetics	Comment
SecurID	[sɪ'kjuəɾ aɪ di:]	
.NET	[dot net]	Don't pronounce as [punt net]
Skype	[skaip] 	An epenthetic neutral [ə] is usually inserted before the initial consonant cluster [sk] in Catalan. Furthermore, a final unstressed -e is also pronounced as a neutral [ə].

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation (taking Central Catalan as a reference):

Example	Phonetics
RADIUS	[ráðius]
RAS	[rás]
ISA	[íza]
LAN	[lán]
WAN	[wán]
WAP	[wap]
MAPI	[mápi]
POP	[póp]

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	I-CE-EMA-PE	
IP	I-PE	
TCP/IP	TE-CE-PE BARRA I-PE	
XML	IX-EMA-ELA	
HTML	HAC-TE-EMA-ELA	
OWA	O-VE DOBLE-A	
SQL	ESSA-KU-ELA	
URL	U-ERRA-ELA	
SDK	ESSA-DE-CA	

URLs

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

"www" should be pronounced as "ve, ve, ve" or "tres ves." It's shorter and more direct than "ve doble, ve doble, ve doble" or "tres ves dobles."

The "dot" should be omitted, but can also be read aloud. If read aloud, it must be pronounced the Catalan way, as "punt."

Example	Phonetics	Comment
http://www.microsoft.com/spain/cat	ve, ve, ve, maicrosoft punt com barra inclinada spein barra inclinada cat	OR: ve, ve, ve, maicrosoft, com barra spein barra cat

Punctuation marks

Most punctuation marks (such as ? ! : ; ,) are naturally implied by the speaker's tone of voice.

En dashes (–) are used to emphasize an isolated element. An en dash should be pronounced the way a comma is, that is, as a short pause.

Special characters

Pronounce special characters such as / \ ~ < > + - using the Catalan translations approved in the Language Portal.

5.6.2 Tone

Use a tone that's appropriate for the text and target audience. For example, an informal, playful, and inspiring tone may be used for most Microsoft products and games, while a more formal, informative, and factual tone is appropriate in technical content.

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 the voice-over.
- Alternate between first and second person if that sounds more natural.
- Repeat major points if that's appropriate, *but avoid being overly repetitive in Catalan.*

Visuals

- The eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious use of callouts
- Appropriate use of motion graphics, branding-approved visuals, or both

Ending

- Recaps are unnecessary