



RingCentral Localization Style
Guide
Portuguese (Brazil)

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Style Guide History

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August 06,2015	0	Localization Style Guide Template Creation	Language Expert
June 22, 2017	1.0	Compilation of Brazilian Portuguese Style Guide, including: Formatting, syntax and stylistic guidelines + Uncategorized products and trademarks + Trademark status report + Registered trademark symbol + Service mark symbol + Trademark symbol + Ellipsis + Reference Material	Becker, Isabella
July 26, 2021	2.0	Spacing around tags Product names official translations	PTBR specialist

What's New?

LastUpdated:

(This section will contain detailed update changes for further versions)

General Overview

The purpose of this Localization Style Guide for RingCentral is to set basic style, grammar, punctuation and terminology guidelines to ensure top language quality content in Portuguese (Brazil).

In general, your main goal as a translator is to produce the most natural-sounding translation. It is important you capture RingCentral content's intended meaning and transfer it into natural language that is best suited to a wide Brazilian Portuguese-speaking audience. Avoid literal transposition of the English syntax in Portuguese: most of the times, sentences need to be rewritten with an adapted syntax. Try to balance faithfulness to the source and readability in the target language.

As a rule, please use a clear and precise style. The translation should be easily understood and should not read like a translation. Put yourself in the reader's place, and determine whether the output is clear and fluent, as well as consistent and accurate.

Avoid heaviness, ambiguities, repetitions and Anglicism. Also, avoid enriching the text excessively.

Important: *If any of the topics developed in this style guide conflict with RingCentral approved terminology lists, instructions or reference material provided, the client's specific instructions should take precedence over this document.*

Style Guide Conventions

Throughout RingCentral Localization Style Guide, the main subjects will be illustrated with examples (the incorrect translation in red and the correct option in green).

This is the example in source language.

This is the example of the incorrect translation.

This is the example of the correct translation.

Software Localization

Buttons

Buttons should typically be translated as verbs; generally, the infinitive form is used. Be concise, avoid using articles or prepositions and go straight to the point. Depending on the project-specific requirements, pay particular attention to possible character/space limitations.

English	Incorrect translation	Correct translation
Insert	Insira	Inserir
Add User	Adicione um usuário	Adicionar usuário
Save & Close	Salve e feche	Salvar e fechar

Names of RingCentral Products, Applications and Features

In many cases, product/application names are trademarked, thus not localizable: however, it is paramount that before translating any product, application, third party or feature names you check your reference material and linguistic instructions, including terminology lists.

Adaptation to Brazilian Market

Sometimes you may need to replace English examples by Portuguese equivalents. The explanation about the use of wildcards is a good example of text in need of localization/adaptation:

Two wildcard operators are supported:

** will match any combination of characters*

? will match any single character

*For example, searching on '*ing' will select any knowledge base items that contain 'fishing', 'hunting', 'ring' or 'drinking'. Searching on '?ing' will return knowledge base items containing the word 'ring'.*

In addition, there is an implicit '' added to the end of all keywords so that searching on 'print' will also select 'printer' and 'printing'.*

Linguistic Overview

Style and Tone

Be precise and clear, consistent and natural. Rephrase sentences that are not clear enough, and rework sentences that sound like a translation. Do not hesitate to break up long English sentences into smaller friendlier parts in order to provide better understanding.

Please use an appropriate style for technical texts and documents:

- **Accurate and concise (exact):** no ambiguities or mistranslations
- **Clear and coherent (readable):** target reader should understand the text easily
- **Objective:** neutral, do not insert your own opinion, avoid colloquial or slang words, be always politically correct
- **Correct:** content and numbers should be free of mistakes
- **Idiomatically correct:** use of correct verbs, metaphors, expressions, etc. so that text does not sound like a translation
- **Complete:** do not leave out content (words, phrases, whole paragraphs)
- **Keep an eye on the target reader:** use an appropriate tone

Cross-references

You might encounter cross-references in some technical document.

Cross-references mention other parts of text or other documents, and can be either “internal” or “external”:

Internal Cross-references

References to chapters, sections, headings or titles within the file or within the document you are translating. (Do not forget that one document might be part of a larger translation kit.)

External Cross references

References to titles of other documents that you are not translating or have been already translated in a previous project. In these instances, please check whether this text or document has been localized before, and match the relevant translations, unless otherwise specified by project-specific instructions.

Tip: Cross-references shall be referenced consistently throughout your translation as well as throughout all files. Translation of document titles (external cross-reference) might be included in the terminology list or the reference material. If you are unable to retrieve this information, please contact the Project Management team or your Language Lead; if, on the other hand, the document has not been translated before, please leave as in source language.

Cross-references normally include the following standard or similar phrases:

Key phrases for internal cross-references:

- Refer to section [...]
- For more information see chapter [...] in this document
- See also table [...] below.
- See graphic 12.1 “[*title of graphic*]”

Examples of a key phrase for external cross-references:

- o For more information, see user manual “[*title*]” of previous product.
- o See also previously published user guide “[*title*]”

Politically Correctness

Politeness

While in general English is more informal than Portuguese, it may sometimes tend to be “over polite”. Instructions given to the user often begin with “Please”.

Brazilian Portuguese does not often use the equivalent expression “Por favor/Favor”. Do not hesitate to be more direct and use the imperative form or similar constructions where appropriate.

English	Incorrect translations	Correct translation
Please enter your user name.	Por favor, insira seu nome de usuário.	Insira seu nome de usuário.

Gender

Gender is also a sensitive matter as shown in the examples. As far as gender is concerned, Brazilian Portuguese usually gives priority to masculine forms, unless differently needed based on a specific context.

English	Incorrect translation	Correct translation
The service team will contact the customer and inform him/her.	A equipe de serviço entrará em contato com a/o cliente e lhe fornecerá informações.	A equipe de serviço entrará em contato com o cliente e lhe fornecerá informações.

Passive voice

Whenever possible, avoid the passive voice, which is too formal and wordy, and use the active form, to improve readability. Passive voice is only advised in specific texts like legal and official documents (e.g. privacy policies, terms of a contract, NDAs, etc.)

English	Incorrect translation	Correct translation
All files are saved in the directory by the software.	Todos os arquivos são salvos no diretório pelo software.	O software salva todos os arquivos no diretório.
This white paper highlights some new features.	Alguns novos recursos estão destacados neste informe.	Este informe destaca alguns novos recursos.

Use of Possessives

Use of possessives is quite common in English. Do not transfer the extensive use of English possessive adjectives to target. When translating them, be aware of the following:

- In some cases, “our” refers to a subject in the third person.
- Simple articles can often replace possessive adjectives.

English	Incorrect translation	Correct translation
You can edit <i>your</i> files on either <i>your</i> computer, or <i>your</i> mobile device.	Você pode editar seus arquivos no seu computador ou no seu dispositivo móvel.	Você pode editar os arquivos em um computador ou dispositivo móvel.

Articles

For the proper use of articles, please refer to standard Brazilian Portuguese grammar rules.

Translation of the –ing form

The –ing form can be translated in different ways, based on context, such as a verb, a noun, an infinitive clause, a subordinate clause, a gerund etc.

You should use the most appropriate option among those suggested in the following table.

English	Suggestion
Our controllers come with a cache protecting your data integrity	Nossos controladores acompanham um cache que protege a integridade dos dados
These services can assist with implementations from initial site architecture to implementing a complete farm.	Esses serviços podem auxiliar as implementações, desde a arquitetura do site inicial até a implementação de um farm completo.
By accessing this web site, you agree to the terms and conditions (...)	Acessando este site, você aceita as condições gerais (...)

Conciseness

English sometimes uses additional words to express concepts. Check the context, concentrate on the meaning and render it as clearly as you can.

English	Incorrect translation	Correct translation
Your Name, Your Email Address, Your Phone Number	Seu nome, seu endereço de email, seu telefone	Nome, endereço de email e telefone
This means you can now...	Isso significa que agora, você pode...	Agora, você pode...

Repetitions

Besides standard grammar rules, when localizing software or documentation you should consider that repetitions are acceptable in English, but it is not the case in Brazilian Portuguese. Do not hesitate to use pronouns or other “tricks” in order to avoid them.

English	Incorrect translation	Correct translation
To delete a <i>file</i> from your computer, select the <i>file</i> from the right pane and click Delete.	Para excluir um arquivo do computador, selecione o arquivo no painel direito e clique em Excluir.	Para excluir um arquivo do computador, selecione-o no painel direito e clique em Excluir.

False friends

Please be careful with the so-called “false friends” and with literal translations that can have a different meaning from the source. Here are some of the most common examples:

English	Incorrect translation	Correct translation
actually	atualmente	realmente
support, to	suportar	oferecer suporte, apoiar
comprehensive	compreensivo	completo, abrangente
<i>particular</i>	particular	específico
<i>proper</i>	Próprio	adequado
<i>pretend</i>	pretender	fingir

Capitalization

Brazilian Portuguese capitalization differs from the English one, so please follow the Brazilian Portuguese rules.

These are some examples where capital letter is necessary:

- Proper names, product names, geographical names.
- The first word after a period, an exclamation mark, a question mark, ellipsis.
- In title case, nouns and adjectives of organizations (Nações Unidas), bodies, departments (Ministério da Agricultura), awards, and events.

English makes extensive use of capitalization. The same might not apply in Brazilian Portuguese, where only the first word should be capitalized.

In addition, contrary to English, lower case is needed for nationalities, languages, religions, days of the week, months, season names, currencies, job titles in Brazilian Portuguese.

English	Incorrect translation	Correct translation
Tuesday	na Terça-feira	na terça-feira
July	em Julho	em julho
1 US Dollar	1 Dólar Americano	1 dólar americano
Users who speak English	Usuários que falam Inglês	Usuários que falam inglês
Our friend is Spanish	Nosso amigo é Espanhol	Nosso amigo é espanhol

In titles, headings, UI options, etc., only the first word of the string should be capitalized:

English	Incorrect translation	Correct translation
XXX Terms And Conditions	Termos E Condições De XXX	Termos e condições de XXX
Page Layout	Layout da Página	Layout da página
Model Name	Nome do Modelo	Nome do modelo

An exception to this are legal texts, where capitalization conveys a specific meaning and must be retained in the translation.

English	Incorrect translation	Correct translation
This agreement (the "Agreement") is a binding agreement	O presente acordo (o "acordo") é um acordo compulsório	O presente acordo (o "Acordo") é um acordo compulsório
Install and use a copy of the Software.	Instale e use uma cópia do software.	Instale e use uma cópia do Software.

Note: Sometimes whole paragraphs are written with all upper case, and that formatting must be preserved as these conventions may have legal implications.

Accented Capital Letters

Here is a list of the main ASCII codes for accented letters used in Brazilian Portuguese.

Code	Character
ALT+0193	Á
ALT+0194	Â
ALT+0195	Ã
ALT+0201	É
ALT+0202	Ê
ALT+0205	Í
ALT+0211	Ó
ALT+0212	Ô
ALT+0213	Õ
ALT+0218	Ú
ALT+0220	Ü
ALT+0224	à
ALT+0225	á
ALT+0226	â

ALT+0227	ã
ALT+0233	é
ALT+0234	ê
ALT+0237	í
ALT+0243	ó
ALT+0244	ô
ALT+0245	õ
ALT+0250	ú
ALT+0252	ü
Shift+RightAlt + <	Ç
RightAlt + <	ç

Spelling

Do not forget to run the spell-checker when you have completed your translation.

Xbench report

Please run an Xbench report using updated glossaries. After checking and fixing the issues, export the results to an Excel spreadsheet. You must comment the entries in column G by adding "FP" (false positive) ou "Fixed", accordingly. This report is a deliverable file for every translation project.

Punctuation

Spacing

Brand name tags need to be separated from the preceding or following text with a space.

In Brazilian Portuguese, a non-breaking space is needed before double punctuation signs; colons, semicolons, question, exclamation marks and quotation marks.

Also use non-breaking spaces to prevent certain expressions to be separated at the end of a line, such as people's names, numbers, software names and versions, etc. To obtain such a space, press Ctrl + Shift + Space bar in MS Word or use Alt+0160.

English documents often include double spaces after full stops. Run a controlled search and replace them by single spaces in Brazilian Portuguese.

No space is needed between a word and a round bracket.

Use of punctuation

Comma

A comma is used when a natural pause is heard, but use of comma is quite subjective. There are, though, some guidelines to be followed in Brazilian Portuguese

- Comma must only be inserted before the word "e" when it is absolutely required and at the end of an enumeration, in order to avoid any ambiguity.
- A comma may be needed before "e", "ou" or "nem" if the coordinated elements have different subjects.
- No comma is needed when the coordinates are simple.
- A comma is generally inserted between elements coordinated by another conjunction than "e", "ou" or "nem".
- The typical mistake originated by some CAT tools is to add a comma before subordinate clauses, please give a special care to those unnecessary commas. Example of an incorrect sentence:
**O pessoal de serviço informou, que um caso será gerado para o problema informado por telefone.*

Examples
O software determina a melhor configuração, e o usuário tem a opção de utilizá-la ou definir uma configuração personalizada.

O final da comunicação não é indicada nem por um sinal sonoro, nem por uma mensagem na tela.

Period

A period is used to end a sentence, a paragraph or an abbreviated word. When a sentence is placed between brackets or quotes, the period is placed outside. Do not use full stops after headings and titles, after columns in a table, or after captions used with illustrations, tables etc., unless the expression considered is a full sentence. Do not use full stops if a sentence ends with an abbreviation, an interrogation or exclamation mark, ellipsis, or colon.

Colon

As a rule, try to avoid using colons, as English makes a wider use of them. Prefer commas or period wherever possible, or to use an expression to avoid the use of colon. A colon must be preceded by a non-breaking space.

English	Incorrect translation	Correct translation
Open the Create Package wizard: click the Package tab.	Abra o assistente Criar um módulo: clique na guia Pacote.	Abra o assistente Criar um módulo e clique na guia Pacote. OU Abra o assistente Criar um módulo. Em seguida, clique na guia Pacote.

Semi-colon

Semi-colons are used less in Brazilian Portuguese than in English: they are mainly used to separate items in an enumeration, when using only commas would be confusing. As a rule, avoid the use of semi-colons. Start a new sentence instead. A semi-colon must be preceded by a non-breaking space.

English	Incorrect translation	Correct translation
Categories include: computers, laptops, and mobile devices; operating systems, applications, and mobile apps; network, routers, and firewalls.	As categorias incluem: computadores, laptops e dispositivos móveis; sistemas operacionais, aplicativos e aplicativos móveis; rede, roteadores e firewalls.	As categorias incluem: computadores, laptops e dispositivos móveis, sistemas operacionais, aplicativos e aplicativos móveis, bem como

		rede, roteadores e firewalls.
Note the information in the Username and Password fields; you will need them later for logging in.	Observe as informações nos campos Nome de usuário e Senha; você precisará delas mais tarde para fazer login.	Observe as informações nos campos Nome de usuário e Senha. Você precisará delas mais tarde para fazer login.

Question mark

As a rule, avoid question marks, as they are much less used in Brazilian Portuguese than in English. A question mark must be preceded by a non-breaking space.

English	Incorrect translation	Correct translation
What' new?	O que há de novo?	Novidades
What is RingCentral?	O que é o RingCentral ?	Sobre o RingCentral

Exclamation mark

Exclamation marks are not as common in Brazilian Portuguese as they are in English. Sometimes it is better to remove them. When they appear in groups (!!!), you may keep only one. An interrogation mark must be preceded by a non-breaking space.

English	Incorrect translation	Correct translation
File not found!	Arquivo não encontrado!	Arquivo não encontrado.
Be careful!!!	Atenção!!!	Atenção!

Hyphen/En dash (-), Em dash (—)

Hyphen/en dash is used in compound terms, for page ranges and as minus sign.

Incorrect use	Correct use	Note
6-2=4 6 -2 = 4	6 – 2 = 4	use an en dash as minus sign
RingCentral–A solução ideal!	RingCentral: a solução ideal!	use an en dash where it replaces a colon or comma

Segunda-sexta, 8-16 h Páginas 1-4	De segunda a sexta, das 8 h às 16 h Pages de 1 a 4	use an en dash for indicating ranges
Ativar — Clique nessa opção para ativar o servidor.	Ativar: clique nessa opção para ativar os servidor.	rather use a colon than a dash here

Round and square brackets

Use round brackets for further explications which would otherwise disrupt the sentence, for spelling out acronyms, for indicating singular/plural forms or for translations of UI items in cases where the UI has not been localized.

Square brackets are sometimes used for indicating variables or for indicating additional information within round brackets.

Examples
Indique o endereço (UNC ou URL) e clique em Validar.
Arquivos grandes podem ser transferidos via FTP (File Transfer Protocol).
Clique em Open File (Abrir arquivo).

Quotation marks

To avoid creating any functional issues in the target text, always use double straight quotation marks consistently, regardless of the quotation mark type used in source text.

(Reference: Analytics Portal Basics - Single Quote is NOT allowed:
<https://sites.google.com/a/ringcentral.com/l10n-kb/5---translation-instructions-pool/analytics-portal-tips/analytics-portal-basics---single-quote-is-not-allowed>)

Apostrophe

Please use straight apostrophe consistently in the translations, instead of curly apostrophe.

Style to use in bulleted lists

Example 1 – complete sentences

If the bulleted items are complete sentences (with a conjugated verb), each begins with a capital and ends with a period.

Example 2 – phrases/words

If the bulleted items are phrases or single words, items shall not be followed by a period.

Example 3 – continued sentences

If the list items are not full sentences and depend syntactically on the introductory sentence, each element should start with a lower case letter and end with a semicolon. End the last item with a period.

Abbreviations

Abbreviations should be avoided whenever possible, but you may need to abbreviate words in item such as UI options.

- Shorten a word by at least two letters, abbreviation should end with a consonant and end with a period.
- If the word has a double consonant, abbreviate after the second consonant.

Acronyms

Translation of acronyms depends on RingCentral project-related requirements, and should always be investigated to confirm their localizability.

Here are some examples of how to approach the translation of acronyms:

Description	English	Brazilian Portuguese	Guidelines
<i>The acronym is before the spelled out version.</i>	CSV (Comma Separated Values)	Valores separados por vírgulas (CSV)	<i>If there is an existing translation, it must be inserted before the English term.</i>
	HPFS (High Performance File System)	HPFS (High Performance File System)	<i>If there is no translation, keep the spelled out term between brackets.</i>
<i>The spelled out term is followed by an acronym in brackets.</i>	Operating System (OS)	Sistema operacional (SO)	<i>If there is a translation, insert the developed version and the acronym between brackets.</i>
<i>The acronym is not spelled out.</i>	OLE	Objeto OLE	<i>Use the acronym only.</i>

Numbers

Numbers should be written in full:

- When used as nouns
- When at the beginning of a sentence
- When appearing alone and representing simple quantities, usually the numbers up to 9.
- In expressions like “in the 80s”.

Dates, large numbers, ages, document references (paragraph, page, etc.) should be written as numbers.

Remember to replace the decimal point by a comma and the thousand separator by a dot.

English	Incorrect translation	Correct translation
0.25	0.25	0,25
1,254.28	1,254.28	1.254,28
18,567	18,567	18.567
8,990,500	8,990,500	8.990.500

Note: Avoid mixing numerical and alphabetical forms.

Units of Measure

Units of measure should be separated from the preceding number by a non-breaking space, e.g. 533 MHz.

If the content includes units of measures that do not apply to your locale, for example imperial system ones, you might be instructed to either add converted value of the system that applies to your locale first and leave the original one in brackets, or to convert the value into its metric equivalent, based on the project requirements. Use the following table for reference.

Imperial	Metric
1 inch (", in)	2,54 cm
1 foot (ft.)	30,48 cm
1 yard (yd.)	91,44 cm
1 mile (m, ml)	1,609 km
1 pint (pt.)	0,57 l
1 quart (qtr.)	1,136 l
1 gallon (g, gal)	4,546 l
1 ounce (oz.)	28,349 g

1 pound (lb.)	453,59 g
1 stone (st)	6,348 kg
1 ton (t)	1 016 kg

Note: monitor sizes are always expressed in inches and represent, therefore, one of the few exceptions.

Here is a list of some current units of measure and their Brazilian Portuguese equivalents:

English	Translation	Abbreviation
Kilometer (Km)	quilômetro	km
meter	metro	m
decimeter	decímetro	dm
centimeter	centímetro	cm
millimeter	milímetro	mm
liter	leto	l, L
deciliter	decilitro	dl
centiliter	centilitro	cl
milliliter	mililitro	ml
ton	tonelada	t
kilogram	quilograma	kg
pound	libra	£
gram	grama	g
decigram	decigrama	dg
centigram	centigrama	cg
milligram	miligrama	mg
kilobyte	quilobyte	Ko
megabyte	megabyte	Mo
gigabyte	gigabyte	Go
gigabit	gigabit	Gbit
inch	polegada	pol.
feet	pés	p.
mile	milha	mi.
gallon	galão	gal

millisecond	milissegundo	ms
second	segundo	s, sec
minute	minuto	min
Volt	Volt, volt	V
Watt	Watt, watt	W
Hertz	Hertz, hertz	Hz
Megahertz	megahertz	MHz
Celsius degree	graus Celsius	°C
bits per second	bits por segundo	bit/s
points	pontos	pt

Percentages

Percentages are usually written in figures followed by the symbol %. A non-breaking space is used between the figure and the symbol, e.g.: 37 %.

Date and time

Adapt date and time formats to Brazilian Portuguese standards.

Date format, for example, should follow day-month, and not month-day.

The short format can be separated either by a slash and less frequently by a hyphen.

Recommended formats:

Short date: DD/MM/YYYY. Example: 18/08/2015

Long date: dddd d MMMM yyyy. Example: quarta-feira, 18 de agosto de 2015

The standard time format is hh:mm:ss. The 24-hour clock format should be used.

English format	Brazilian Portuguese format
11:30 PM	23h30, 23 h 30
8AM to 8PM	Das 8 h às 20 h
8-June-2014	8 junho 2014
2000-04-05	05/04/2000

The name of the months, in extended and abbreviated forms should be as follows:

janeiro	jan.
fevereiro	fev.
março	mar.
abril	abr.
maio	mai.
junho	jun.
julho	jul.
agosto	ago.
setembro	set.
outubro	out.
novembro	nov.
dezembro	dez.

Currency

For Reais, use the currency symbol and a non-breaking space according to the example below. R\$ 145,80

For US dollars and other currencies, follow the same procedure and use the currency symbol and a non-breaking space according to the example below.

US\$ 100

Ellipsis (...)

- An ellipsis indicates omitted words in a direct quote—not a thought that’s trailing off.
- Don’t capitalize the first word after an ellipsis (unless it’s a proper noun).
- Don’t begin a sentence with an ellipsis.
- Don’t use spaces before or after an ellipsis.
- If ending a complete sentence with an ellipsis, no period is needed.
- To create an ellipsis on a Mac, press opt + [;]. In Windows, hold alt and type 0133.

- An ellipsis is one character, not three periods. However, if an ellipsis is needed in plain-text format, use three periods: Four score and seven years... a new nation.

Specific expressions

Here are some examples and suggestions on how to translate some recurrent expressions:

English	Brazilian Portuguese
about	sobre
as shown in figure xx	como mostra a imagem xx
For more information on xxx, see xxx.	Para obter mais informações sobre xxx, consulte xxx.
N/A (Non Available)	N/D (não disponível)
Please note that	Observe que
Refer to xxx for instructions on xxx.	Consulte xxx para obter instruções sobre xxx.
registered trademark	marca registrada
troubleshooting	solução de problemas
trademark	marca comercial
User's Guide	Guia do usuário
want (to), would like	deseja
we recommend...	convém...
Follow these steps to xxx	Para xxx, siga estas etapas:

Miscellaneous

Trademarks and Product Names

RingCentral has a number of registered and unregistered trademarks and trademarked phrases. Please refer to the most updated version of the approved RingCentral term list for your language. Note that, unless otherwise indicated, you shall use trademark and registered trademark symbols only on the first mention in the translated version of your content.

Third Party Trademarks and Product Names

For third party trademarks and products mentioned in RingCentral content, please complete an extensive research to determine whether an official, approved trademarked translated version is available before using as in source.

Below are some useful links:

Adobe trademarks list:

http://www.adobe.com/content/dam/acom/en/legal/licenses-terms/pdf/adobe_trademark_database_external.pdf

Apple trademarks list:

<https://www.apple.com/legal/intellectual-property/trademark/appletmlist.html>

Google trademarks list:

<http://www.google.com/permissions/trademark/trademark-list.html>

Microsoft trademarks list:

<https://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx>

Salesforce trademarks list:

http://www.sfdcstatic.com/assets/pdf/misc/salesforce_TM_list.pdf

As a general rule, for product names from the third parties, it's correct to follow the localized equivalence in official websites if there's one.

Uncategorized products and trademarks

RingCentral Localization Style Guide

AOL®	Firefox®	Netflix®
Ars Technica	Flickr®	Okta Opera
	Glassdoor®	
BlackBerry®	Grandstream	Pinterest
Box	inContact®	Polycom®
Cisco®	Instagram	Reddit
Cisco WebEx®	Intel®	ServiceNow®
CNET Desk, Desk.com	Intel® Core™	SlideShare
Dropbox™ [When using our brand materials, please include the statement: "Dropbox and the Dropbox logo are trademarks of Dropbox, Inc."]	JIRA®	Snom
Evernote®	Kapost	Twitter
Facebook®	LinkedIn®	Tumblr
Vimeo	Linux®	UNIX®
Vine	Yealink	Zendesk®
Wikipedia®	Yelp	YouTube™

Trademark status report (by mark)**RingCentral, Inc.****Trademark Country Class App. Date App. No. Reg. Date Reg. No. Status**

1800RINGCENTRAL United States 38 5/28/2007 77191493 12/23/2008
3550956 Registered

BUZME United States 38 2/9/2004 76574503 2/1/2005 2922477 Registered

EXTREME FAX United States 09; 38 6/29/2004 78443081 8/15/2006
3130779 Registered

LING SHENG (RINGCENTRAL in Chinese characters)

China 09 2/23/2012 10525948 4/14/2013 10525948 Registered

LING SHENG (RINGCENTRAL in Chinese characters)

China 38 2/23/2012 10525949 4/14/2013 10525949 Registered

NO HARDWARE! (and cloud design) United States 38 4/6/2011 85288334
9/25/2012 4214840 Registered

NO HARDWARE! (and design) United States 38 4/6/2011 85288340
9/18/2012 4210945 Registered

PAGOO United States 09; 38; 42 8/5/2014 86358001 Allowed

PAGOO (and design) United States 09; 38; 42 8/5/2014 86358004 Allowed

PLUG & RING United States 38 9/20/2010 85133450 5/24/2011 3965537
Registered RINGCENTRAL Canada CG; CS 2/13/2008 1383333 11/6/2009
TMA752487 Registered RINGCENTRAL China 09 2/23/2012 10525947
4/14/2013 10525947 Registered

RINGCENTRAL China 38 2/23/2012 10525950 4/14/2013 10525950
Registered

RINGCENTRAL European Union 09; 38 11/16/2007 A0010363 11/16/2007 IR
945395 Registered - Intl Reg

RINGCENTRAL United States 09; 38 4/27/2006 78870660 10/2/2007
3302115 Registered RINGCENTRAL WIPO – Madrid

Agreement/Protocol

09; 38 11/16/2007 A0010363 11/16/2007 IR 945395 Registered - Intl Reg

RINGCENTRAL (and design) United States 38; 42 9/25/2008 77579126
4/7/2009 3602430 Registered

RINGCENTRAL (stylized) (in color) China 09 2/23/2012 10525943 4/14/2013
10525943 Registered

RINGCENTRAL (stylized) (in color) China 38 2/24/2012 10528269 4/14/2013
10528269 Registered

RINGCENTRAL (stylized) (in color) United States 09; 38 3/27/2009
77700923 11/3/2009 3704843 Registered

RINGCENTRAL CALL CONTROLLER United States 09; 38 9/26/2008 77580304
3/31/2009 3598447 Registered

RINGCENTRAL CLOUDFAX United States 09; 38 3/22/2012 85577447
1/21/2014 4471507 Registered

RINGCENTRAL DIGITALLINE United States 38 9/26/2008 77580179
3/31/2009 3598444 Registered

RINGCENTRAL FAX United States 38; 42 3/9/2010 77954821 10/12/2010
3860657 Registered

**Trademark Country Class App. Date App. No. Reg. Date Reg. No.
Status**

RINGCENTRAL MAKING COMMUNICATIONS

EASY (and design) (in color)

Canada CS 2/13/2008 1383341 11/6/2009 TMA752488 Registered

RINGCENTRAL MAKING COMMUNICATIONS

EASY (and design) (in color)

European Union 38; 42 11/16/2007 A0010364 11/16/2007 IR 945968
Registered - Intl Reg RINGCENTRAL MAKING COMMUNICATIONS

EASY (and design) (in color)

WIPO – Madrid

Agreement/Protocol

38; 42 11/16/2007 A0010364 11/16/2007 IR 945968 Registered - Intl Reg

RINGCENTRAL MOBILE Australia 38; 42 4/9/2010 A0019405 4/9/2010 IR
1063616 Registered - Intl RegRINGCENTRAL MOBILE Canada CS 4/12/2010 1476558 9/27/2011
TMA807679 RegisteredRINGCENTRAL MOBILE European Union 38; 42 4/9/2010 A0019405 4/9/2010
IR 1063616 Registered - Intl RegRINGCENTRAL MOBILE United States 38; 42 10/12/2009 77846484
12/7/2010 3887697 Registered

RINGCENTRAL MOBILE WIPO – Madrid

Agreement/Protocol

38; 42 4/9/2010 A0019405 4/9/2010 IR 1063616 Registered - Intl Reg

RINGCENTRAL OFFICE Australia 38; 42 4/12/2010 A0019424 4/12/2010 IR
1040583 Registered - Intl RegRINGCENTRAL OFFICE Canada CS 4/12/2010 1476556 9/27/2011
TMA807682 RegisteredRINGCENTRAL OFFICE European Union 38; 42 4/12/2010 A0019424
4/12/2010 IR 1040583 Registered - Intl RegRINGCENTRAL OFFICE United States 38; 42 10/12/2009 77846492
12/7/2010 3887698 Registered

RINGCENTRAL OFFICE WIPO – Madrid

Agreement/Protocol

38; 42 4/12/2010 A0019424 4/12/2010 IR 1040583 Registered - Intl Reg

RINGCENTRAL PROFESSIONAL United States 09; 38 6/19/2013 85964375
2/25/2014 4487734 RegisteredRINGCENTRAL QUALITY ASSURANCE United States 42 8/6/2014 86358834
Pending

RINGCENTRAL YOUR PHONE SYSTEM,

EVERYWHERE (stylized) (in color)

United States 09; 38 3/27/2009 77700945 11/3/2009 3704846 Registered

RINGME United States 38 7/13/2005 78669077 7/17/2007 3266058
Registered

RINGOUT United States 09 7/21/2010 85090056 12/27/2011 4077759
Registered

RINGOUT United States 38 7/13/2005 78669076 7/10/2007 3262605
Registered

TAKE YOUR BUSINESS ANYWHERE United States 38 10/12/2009 77846477
7/26/2011 4003074 Registered

YOUR PHONE SYSTEM, EVERYWHERE United States 09; 38 3/27/2009
77700939 11/3/2009 3704845 Registered

Registered trademark symbol (®)

- Unless specifically instructed otherwise, use this symbol on first mention only.
- Always apply superscript formatting to this symbol: RingCentral®, not: RingCentral®.
- To create a registered trademark symbol on a Mac, press opt + [r]. In Windows, hold alt and type 0174.

Editorial Style Guide | Formatting, syntax, and stylistic guidelines | 34

- When a registered trademark symbol is needed in plain-text format, use a lowercase “r” in parentheses: RingCentral Office(r).

Service mark symbol (SM)

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- To insert a service mark symbol, either choose superscript then type SM, or go to Insert > Symbol > Symbol Browser and choose SM.
- When a service mark symbol is needed in plain-text format use a lowercase “sm” in parentheses: App Store(sm).

Trademark symbol (™)

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- To create a trademark symbol on a Mac, press opt + [2]. In Windows, hold alt and type 0153.
- When a trademark symbol is needed in plain-text format, use a lowercase “tm” in parentheses: RingCentral Messaging(tm).

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References to UI Options

In regards to UI option translation for software projects, instructions may vary based on RingCentral project-specific guidelines. However, in general, please adhere to the following:

- If software has been translated, please match the relevant translation memory or string list provided with the translation package.
- If software has not been translated, please use bilingual format, i.e. English first, followed by target in brackets.

When necessary, please refer to Microsoft approved terminology for your language on the MS Portal: <http://www.microsoft.com/Language/en-US/Default.aspx>

Addresses and Phone Numbers

In general, please follow the principles outlined below:

- Translate country and city names based on your country/region's conventions.
- Localize address formats, if necessary, based on your country/region's conventions.
- If source only includes toll free numbers and US numbers, please add an international country code to the local number for international users, as shown below:

Source:

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94402
Phone: 888-528-RING (7464) or 650-472-4100

Target:

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94402
Phone: 888-528-RING (7464) or **+1**-650-472-4100

Formatting, syntax, and stylistic guidelines

File names, Addresses, boilerplate, and legal copy.

File names

File names should include the KID or JIRA number, name and asset type, your initials, date, followed by the version number.

Example:

KID-1000_Salesforce_App_Feature_Page_V2_TB_5.6.16

Addresses

RingCentral, Inc. (Belmont/HQ) 20 Davis Drive, Belmont, California 94402
Phone: 888-528-RING (7464) or 650-472-4100

RingCentral, Inc. | Boca Raton Office 5901 Broken Sound Parkway, NW, Suite 202 Boca Raton, FL 33487 – USA

RingCentral, Inc. (Charlotte) 200 South College Street, Suite 2200,
Charlotte, North Carolina 28202

RingCentral, Inc. (Denver) 8005 South Chester Street, Suite 200, Centennial,
Colorado 80112

RingCentral UK Ltd. 85 Uxbridge Road, 2nd Floor, Ealing, London, W5 5TH

RingCentral Xiamen Software Co. Ltd. A201, Building 16, Wanghai Road,
Xiamen Software Park 2, Xiamen, China 361000

Boilerplate copy

About RingCentral boilerplate text

RingCentral, Inc. (NYSE: RNG) is a global provider of cloud unified communications and collaboration solutions. More flexible and cost-effective than legacy on-premise systems, RingCentral empowers today's mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax. RingCentral provides an open platform that integrates with today's leading business apps while giving customers the flexibility to customize their own workflows. RingCentral is a leader in the 2016 Gartner Magic Quadrant for Unified Communications as a Service Worldwide for thesecond consecutive year. RingCentral is headquartered in Belmont, Calif.

About us from the webpage: Corporate overview

Since 2003, RingCentral has been transforming how companies communicate and collaborate. Breaking down the barriers created by traditional on-premise PBX hardware, our cloud-based communication and collaboration platform offers a comprehensive set of capabilities that unify voice, business messaging, team collaboration, video conferencing, and online meetings.

Today, more than 350,000 businesses worldwide rely on RingCentral to connect employees, boost workforce productivity, share knowledge, and strengthen customer relationships—however and wherever they want.

WHY RINGCENTRAL?

RingCentral revolutionizes the power of the cloud to help companies across the globe work smarter, radically improving the way businesses partner with customers and co-workers. We offer nimble business communication solutions, used in more than 350,000 organizations worldwide, that rapidly scale as enterprises grow. It's a capable platform that offers more than VoIP phone service or cloud PBX. We deliver complete unified communications as a service (UCaaS)—the kind of solutions that integrate seamlessly within your current application and framework, without expensive on-premise hardware or hassles. Bridging the divide across multiple devices—including

smartphones, tablets, computers, and desk phones—RingCentral solutions provide today’s mobile workforce with the flexible communication tools needed to get the job done right.

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Usage requirements copy for RingCentral for Desktop For computers (long)*

NEW:

For Windows® 7 (or later):

- 2 GHz processor
- Minimum of 1 GB of RAM
- 300 MB of hard drive space

For Mac OS X® 10.8 Mountain Lion (or later):

- Intel® processor
- Minimum of 1 GB of RAM
- 300 MB of hard drive space

OLD:

For Windows® 7 (or later):

- 1 GHz (32 bit) or 2 GHz (64 bit) processor
- Minimum of 512 MB of RAM
- 200 MB of hard drive space

For Mac OS X® 10.7 Lion (or later):

- Intel® processor
- Minimum of 512 MB of RAM
- 100 MB of hard drive space

For computers (short)* You'll need RingCentral for Desktop on a computer running Windows® 7 (or later) or Mac OS X® 10.7 Lion (or later).

For mobile devices (long)* You'll need the RingCentral mobile app on an iPhone®, iPad®, or iPod® touch with iOS® 6.0 (or later) or any Android™ device with Android OS 4.0 (or later).

For mobile devices (short)* You'll need the RingCentral mobile app on a device running iOS® 6.0 (or later) or Android™ OS 4.0 (or later).

Gartner Magic Quadrant

<http://www.gartner.com/technology/about/policies/copyright.jsp>

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Named a Leader

Gartner recognizes RingCentral as a Leader

Gartner has positioned/placed/recognized/acknowledged/evaluated RC a Leader

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Figure 1. Magic Quadrant for Unified Communications as a Service, Worldwide



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Gartner Hype Cycle

Gartner Magic Quadrant

Gartner Market Guide

Gartner Vendor Rating

Recommended Reference Materials

BRASILEIRA DE LETRAS. Vocabulário Ortográfico da Língua Portuguesa, quinta edição, 2009, created by Academia Brasileira de Letras in conformance with 2009 Spelling Agreement (printout version or online).

2. AULETE, Caldas. Aulete Digital - Dicionário Contemporâneo da Língua Portuguesa. Lexikon Editora Digital 2007.

3. CUNHA, Celso e CINTRA, Lindley. Nova Gramática do Português Contemporâneo. Rio de Janeiro: Editora Nova Fronteira.

4. FERREIRA, Aurélio Buarque de Holanda. Novo Dicionário da Língua Portuguesa. Rio de Janeiro: Editora Positivo; 5ª edição.

5. INSTITUTO ANTÔNIO HOUAISS. Dicionário Houaiss da Língua Portuguesa. Rio de Janeiro: Objetiva, 2009.

6. LIMA, Carlos Henrique da Rocha. Gramática Normativa da Língua Portuguesa. Rio de Janeiro: Livraria José Olympio Editora S.A.

6

Internet material:

Online dictionaries

1. Academia Brasileira de Letras:

<http://www.academia.org.br/abl/cgi/cgilua.exe/sys/start.htm?sid=23>

2. Aulete Digital: <http://www.aulete.com.br/>

3. Dicionário Priberam: <http://www.priberam.pt/DLPO/>

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