Portuguese (Brazil) Localization Style Guide

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1 Welcome

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

Before you dive in:

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

1.1 Reference material

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

Normative references

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

1. ACADEMIA 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.
3. AZEREDO, José Carlos de. *Gramática Houaiss da Língua Portuguesa – Conforme a Nova Ortografia*. Publifolha; 3a. edição, 2010 / 2a. reimpressão, 2012.
4. CUNHA, Celso e CINTRA, Lindley. *Nova Gramática do Português Contemporâneo*. Rio de Janeiro: Editora Nova Fronteira.
5. FERREIRA, Aurélio Buarque de Holanda. *Novo Dicionário da Língua Portuguesa*. Rio de Janeiro: Editora Positivo; 5ª edição 2010.
6. INSTITUTO ANTÔNIO HOUAISS. *Dicionário Houaiss da Língua Portuguesa – Com a Nova Ortografia*. Rio de Janeiro: Objetiva, 2009.
7. LIMA, Carlos Henrique da Rocha. *Gramática Normativa da Língua Portuguesa*. Rio de Janeiro: Livraria José Olympio Editora S.A.

Informative references

These sources may provide supplementary and background information.

1. ANTAS, Luis Mendes. Dicionário Técnico Científico. São Paulo: Traço Editora Ltda.
2. DOWNES, John e GOLDMAN, Jordan Elliot. Dicionário de Termos Financeiros e de Investimento. São Paulo: Editora Nobel.
3. F. DE SÃO PAULO. Manual da Redação. São Paulo: Publifolha; 18ª edição; 2013.
4. MIGLIAVACCA, Paulo Norberto. Dicionário de Termos de Negócios. São Paulo: Editora Edicta 3.
5. O ESTADO DE SÃO PAULO. Manual de Redação e Estilo. Eduardo Martins. São Paulo: Editora Moderna
6. LANDO, Isa Mara. Vocabulando – Vocabulário Prático Inglês – Português. Disal Editora

2   Microsoft voice

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

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.

- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

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

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

2.1 Choices that reflect Microsoft voice

Translating Portuguese (Brazil) in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

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

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

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

2.1.1 Flexibility

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

English example	pt-BR example
Your cloud backpack for school Classes, homework, and exams can be stressful, but OneDrive makes it easy for you and your classmates to be productive from anywhere.	Sua vida escolar na nuvem Com o OneDrive, você e seus colegas podem continuar produtivos em qualquer lugar.
Be a presentation machine If you do a lot of presentations, OneDrive can help you access them and share them with clients. Keep your PowerPoint on OneDrive, and if your computer dies or goes missing, you can view your presentation using the PowerPoint Web App. Make last-minute edits from any device with a web browser, even if the computer doesn't have Office installed.	Domine apresentações Se você está sempre criando apresentações, o OneDrive pode ajudá-lo a acessá-las e compartilhá-las com seus clientes. Utilizando o PowerPoint no OneDrive, caso o seu computador pife ou não esteja à mão, você poderá ver sua apresentação com o PowerPoint Web App. Faça alterações de última hora em qualquer dispositivo que tenha um navegador da internet, mesmo que o computador não tenha o Office instalado.
Your Windows, everywhere Perfect it once, have it always. Sign in to any of your devices running Windows 10 and your personalized settings and apps are right there.	Seu Windows, onde você estiver Personalize uma única vez e tenha todos os seus aplicativos e configurações pessoais acessando qualquer dispositivo com o Windows 10.

2.1.2   Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. See below words or phrases to avoid in pt-BR and their equivalent words or phrases to be used to convey the Portuguese (Brazil) Microsoft voice.

en-US source	pt-BR word to avoid	pt-BR word/phrase
to be able to	ser capaz de	poder

subsequent	subsequente	seguinte
any	quaisquer	*<omit the pronoun>*
refer to	consulte	veja

2.1.3 Word choice

Terminology

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

Synonyms

Word variety can convey a more natural and conversational tone in especially longer text and informal topics. The following terms may be interchanged in translations with the following synonyms.

en-US source term	pt-BR term	pt-BR synonym
select	selecionar	escolher
find	localizar	encontrar
change	alterar	mudar
modify	modificar	mudar
access	acessar	visitar (context: web pages)
support	suportar	ser compatível, permitir
view	visualizar	ver
search	pesquisar	procurar

Short word forms and everyday words

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

For Portuguese (Brazil), short words used by people in daily conversations are preferred in Microsoft voice text. Having said that, it is important to adhere to approved terminology.

en-US source term	Portuguese (Brazil) word	Portuguese (Brazil) word usage
select	escolher	*Escolher* is more appropriate in less formal or in light-weight situations ("escolha uma cor"); *selecionar* is more appropriate for more formal situations.
refer to	veja	When instructing the user to refer to a Help topic or a Web page, 'veja' is more suitable than 'consulte.'
see	confira	When instructing the user to check out an offer or something that might be of their interest on the web, use 'confira' instead of 'consulte.'

2.1.4 Word-to-word translation

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

English text	Correct pt-BR translation	Incorrect pt-BR translation
Keep track of your friends' and family's special days	Lembre-se dos aniversários de seus amigos e familiares	Controle as datas especiais dos amigos e da família

Use the To-do list to track tasks, remind you of appointments, or share lists with others.	Use a lista de tarefas pendentes para acompanhar tarefas, se lembrar de compromissos ou compartilhar listas com outras pessoas.	Use a lista de tarefas pendentes para controlar tarefas, lembrar-se de compromissos ou compartilhar listas com os outros.
Your files wherever you need them	Seus arquivos sempre na ponta dos seus dedos	Seus arquivos, onde quer que você precise deles
Share your memories	Compartilhe suas fotos	Compartilhe suas memórias
Simply type in an email address and password, follow a few more steps, and then you're ready to go!	Basta digitar o endereço de email e a senha.	Basta digitar o endereço de email e senha, e seguir mais algumas etapas e pronto!
Conversation view	Agrupamento por conversa	Exibição de conversa
Movie-making magic	Faça filmes incríveis	Filmes mágicos
Get Skype or get them all—they're free	Você pode baixar somente o Skype ou todos os programas gratuitamente	Obtenha o Skype ou todos os programas. Eles são gratuitos
Try an AutoMovie theme	Deixe o Story Remix criar filmes para você	Experimente um tema de Filme Automático
Insert them and apply cool borders and effects. You can even pull your photos together into an album—just choose the style you want.	Você pode inserir bordas e efeitos, além de poder reunir suas fotos em um álbum com o estilo que desejar.	Insira-os e depois aplique bordas e efeitos interessantes. Você pode até mesmo reunir suas fotos em um álbum, basta escolher o estilo desejado.
Stay in touch with your friends	Fique em contato com os amigos	Mantenha o contato com os amigos
And connect your social networks to see important updates in one place—Skype	Além disso, veja todas as atualizações de suas redes sociais sem sair do Skype	E conecte suas redes sociais para ver as atualizações importantes em um só lugar: Skype
With Skype for Windows, you can stay connected with	Com o Skype para Windows, você fica em contato com as	Com o Skype para Windows, você mantém o contato com

English	Portuguese 1	Portuguese 2
the people who matter the most to you.	pessoas que mais importam para você.	as pessoas que lhe são mais importantes.
The basics about Skype	Como usar o Skype	Noções básicas do Skype
Choose the right level of permission and make sure only the right people see your stuff.	Escolha o nível de permissão mais adequado para você e compartilhe informações somente com as pessoas que você escolher.	Escolha o nível correto de permissão e certifique-se de que apenas as pessoas certas vejam as suas informações.
Have a face-to-face video chat, share photos or even a slide show, and challenge a friend to a game.	Converse em vídeo com os seus amigos, compartilhe fotos e apresentações ou jogue pelo Skype.	Tenha uma conversa face a face com vídeo, compartilhe fotos ou até mesmo uma apresentação de slides e desafie um amigo para um jogo
Start conversations with the click of a button	Comece conversas com apenas um clique	Comece conversas com o clique de um botão
When you're browsing the web on any computer, you can go to http://outlook.com to see which of your friends are online and start chatting.	Quando você estiver usando um computador sem o Skype instalado, vá para http://outlook.com e use o Skype online.	Quando você estiver navegando na Internet em qualquer computador, poderá ir para o endereço http://outlook.com para ver quais amigos estão online e começar a conversar.
Create great panoramics	Crie incríveis fotos panorâmicas	Crie incríveis panorâmicas
Select photos and videos in Photo Gallery to import into Story Remix.	Selecione os vídeos e fotos que serão importados da Galeria de Fotos para o Story Remix.	Selecione os vídeos e fotos no Galeria de Fotos a serem importados para o Story Remix.
When your friends are on the go, you can still reach them using Skype.	Fique em contato com seus amigos mesmo se eles estiverem desconectados.	Quando seus amigos estão em trânsito, você pode manter contato com eles usando o Skype.

Under Bing, click Images, and then type a search term into the search box.	No Bing, clique em Imagens e digite o que deseja na caixa de busca.	No Bing, clique em Imagens e digite um termo de pesquisa na caixa de pesquisa.
Type a message and then press Enter to send it to your friend.	Escreva uma mensagem para seu amigo.	Digite uma mensagem e pressione Enter para enviá-la a seu amigo.
With Photo Gallery, you can remove red eye, retouch photos, and even add creative color and tonal effects to photos.	Com a Galeria de Fotos, é possível remover olhos vermelhos, retocar e até mesmo adicionar cores e efeitos às fotos.	Com a Galeria de Fotos, é possível remover olhos vermelhos, retocar e até mesmo adicionar cores e efeitos tonais criativos às fotos.
Photo Gallery makes it possible to share photos and videos by publishing them to sites like OneDrive, Facebook, and YouTube.	A Galeria de fotos possibilita o compartilhamento e publicação de fotos e vídeos no OneDrive, Facebook e Youtube.	O Windows Galeria de Fotos possibilita compartilhar fotos e vídeos publicando-os em sites como o OneDrive, Facebook e YouTube.
Even if someone isn't online, you can still send them offline messages.	Mesmo que seus amigos não estejam online, você poderá enviar mensagens offline.	Mesmo que uma pessoa não esteja online, você poderá enviar-lhe mensagens offline.
Social updates in one place	Todas as suas redes sociais no mesmo lugar	Um só local para suas atualizações de redes sociais
Choose how you get notified in email or Skype when someone comments on your stuff, sends you an invitation, or shares something with you.	Escolha como receber notificações quando forem feitos comentários sobre você e suas atividades ou quando alguém compartilhar algo com você.	Escolha como ser notificado por email ou no Skype quando forem feitos comentários no seu conteúdo, você receber um convite ou alguém compartilhar algo com você.
You can also go full screen for a more immersive experience.	Você também pode usar a tela inteira para obter uma experiência ainda melhor.	Você também pode usar a tela inteira para obter uma experiência mais profunda.
Skype is the next best thing to being there.	O Skype é quase tão bom quanto estar presente.	O Skype é quase tão bom quanto estar lá.

English	Translation 1	Translation 2
And if your cameras aren't HD, the audio and video are still high quality.	E, mesmo se a sua câmera não for de alta definição, ainda assim o áudio e o vídeo terão ótima qualidade.	E, se as suas câmeras não forem HD, o áudio e o vídeo ainda terão alta qualidade.
HD video	Vídeo em alta definição	Vídeo HD
Browse to the photos you want to share on your PC or online, and then click Add to conversation...	Selecione as fotos que deseja compartilhar do seu computador ou de álbuns online e clique em Adicionar à conversa...	Navegue até as fotos que deseja compartilhar no seu PC ou online e clique em Adicionar à conversa...
Make your photos look great	Suas fotos ainda mais incríveis	Torne suas fotos incríveis
and set privacy levels to control how much information you want to share.	Defina os níveis de privacidade para controlar quais informações você deseja compartilhar.	... e definir níveis de privacidade para controlar quanta informação você deseja compartilhar.
Group photos can be hard to capture.	Pode ser difícil tirar boas fotos de um grupo de pessoas.	Pode ser difícil tirar fotos em grupo.
...and tell Photo Gallery who the people are.	...e marcar corretamente as pessoas.	...e conte à Galeria de Fotos quem são as pessoas.
It's that easy to create a polished, professional-looking movie	É fácil criar um filme com aparência profissional.	É fácil criar um filme refinado e com aparência profissional.
Your online personal photos and videos.	Seus vídeos e fotos online.	Seus vídeos e fotos pessoais online.
Edit your project so it appears how you want.	Edite seu filme para que ele fique do jeito que você quer.	Edite seu projeto para que ele fique do jeito que você desejar.
Now, you can see what's happening with your friends on different social networks, right in Skype.	Agora você pode ver o que os seus amigos estão fazendo nas diferentes redes sociais, direto do Skype.	Agora, você pode ver o que está acontecendo com seus amigos em redes sociais diferentes no próprio Skype.

See what you're sharing with others.	Veja o que você está compartilhando.	Veja o que você está compartilhando com os outros.
Mobile running Opera browser version 77.0.4054.64 or later	Celular com o navegador Opera versão 77.0.4054.64 ou mais recente	Mobile executando o navegador Opera versão 77.0.4054.64 ou mais recente
Coordinate with others	Sincronize diferentes agendas	Coordene em conjunto
Apply fades, wipes, or cuts in between scenes.	Aplique efeitos entre as cenas.	Aplique fades, apagamentos ou cortes entre as cenas.
Since the photos are uploaded on OneDrive, nobody's inbox gets overloaded.	Como as fotos ficam guardadas no OneDrive, não sobrecarrega a caixa de entrada dos destinatários.	Como as fotos são carregadas para o OneDrive, nenhuma caixa ficará sobrecarregada.
To make them look even better.	Para deixá-las com uma aparência ainda melhor.	Para tornar as suas aparências ainda melhor.
OneDrive: Share just the way you want	OneDrive: compartilhe como desejar	OneDrive: compartilhe exatamente como desejar
Great-looking improvements automatically	Ajustes automáticos para melhorar a aparência	Aprimoramentos de ótima aparência automaticamente
Need some fresh air! Who's in for some Frisbee??	Preciso de ar fresco! Quem quer jogar frescobol?	Preciso de ar fresco! Quem quer jogar frisbee?
Less than 24 hours to the long weekend!	Menos de 24 horas para o fim de semana prolongado!	Menos de 24 horas antes do longo fim de semana!
Keep your information in sync across your smartphone and your PC.	Mantenha suas informações sincronizadas no smartphone e no computador.	Mantenha suas informações em sincronia no smartphone e no PC.
Find your favorite photos and share them with friends and family.	Localize suas fotos favoritas e compartilhe com os amigos e a família.	Localize suas fotos favoritas e compartilhe-as com os amigos e a família.

| Have some fun with friends and invite them to play one of the many games available | Convide seus amigos para jogar | Divirta-se com os seus amigos e convide-os para jogar um dos vários jogos disponíveis |

2.2   Sample Microsoft voice text

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

2.2.1   Address the user to take action

en-US source	pt-BR target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	A senha está incorreta. Tente novamente. Senhas diferenciam maiúsculas de minúsculas.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Check it and try again.	Esta chave do produto (Product Key) não funcionou. Confira e tente novamente.	The user has entered an invalid product key. The message casually and politely asks the user to check it and try again.
All ready to go	Pronto para começar	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Quer continuar?	Conversational tone; casual way of addressing the user.
Give your PC a name–any name you want. If you want to change the background color, turn high contrast off in PC settings.	Dê ao seu computador o nome que desejar. Se quiser mudar a cor da tela de fundo, desligue o alto contraste nas configurações do computador.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

en-US source	pt-BR target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	As atualizações foram instaladas, mas a Instalação do Windows 10 precisa ser reiniciada para que elas funcionem. Depois de reiniciar, vamos continuar de onde paramos.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of the 1st person plural provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Se você reiniciar agora, você e qualquer pessoa que estiver usando este computador poderão perder o trabalho não salvo.	Voice is clear and natural, using simple language and terminology to inform 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.	Este documento será movido automaticamente para a biblioteca e a pasta corretas depois que você corrigir as propriedades inválidas ou que estão faltando.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Houve um problema. Não é possível localizar os arquivos baixados para criar seu pen drive inicializável.	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

en-US source	pt-BR target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	A senha com imagem é uma nova forma de proteger um computador com tela sensível ao toque. Você escolhe a imagem e os gestos para criar uma senha exclusiva.	Promoting Picture Password feature.

en-US source	pt-BR target	
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Receba conteúdo personalizado em seus aplicativos de acordo com a localização de seu computador, seu nome, imagem da conta e outras informações do domínio.	Promoting the use of apps.

2.2.4 Providing how-to guidelines

en-US source	pt-BR target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Para voltar e salvar seu trabalho, clique em Cancelar e termine o que for necessário.	Short and clear action using the second person.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Para confirmar sua senha com imagem atual, veja a reprodução e trace os gestos de exemplo mostrados na imagem.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Agora insira a chave do produto (Product Key). Quando você se conectar à Internet, vamos ativar o Windows para você.	Speak to the user directly and naturally on clear actions to enter the product key.

3   Inclusive language

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

General guidelines

Comply with local language laws.

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

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

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

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

Don't use profane or derogatory terms.

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

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

Use this	Not this	Use this	Not this
English examples		**Portuguese (Brazil) examples**	
primary/subordinate	master/slave	primário/subordinado	mestre/escravo
stop responding	hang	parar de responder	ficar mudo
expert	guru	especialista	guru
colleagues; everyone; all	guys; ladies and gentlemen	pessoas, colegas, homens e mulheres	rapazes; rapaziada

3.1 Avoid gender bias

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

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

Use this	Not this	Comments
Portuguese (Brazil) examples		
A humanidade	O homem	Use this: Há uma teoria de que **a humanidade** surgiu na África e começou a se dispersar pelo mundo após 5 milhões de anos. Not this: Há uma teoria de que **o homem** surgiu na África e começou a se dispersar pelo mundo após 5 milhões de anos.
A classe política	Os políticos	Use this: **A classe política** não ficou satisfeita com a decisão do supremo tribunal. Not this: **Os políticos** não ficaram satisfeitos com a decisão do supremo tribunal.
O corpo docente	Os professores	Use this: **O corpo docente** da escola foi homenageado. Not this: **Os professores** da escola foram homenageados.
Estudantes	Alunos	Use this: **Estudantes** do ensino médio já podem realizar a inscrição. Not this: **Alunos** do ensino médio já podem realizar a inscrição.
A coordenação	Os coordenadores	Use this: **A coordenação** já resolveu todos esses problemas. Not this: **Os coordenadores** já resolveram todos esses problemas.

- Consider using invariable pronouns (for example, use *a empresa não recrutará ninguém que (...)* instead of *a empresa não recrutará um candidato que (...)*)

- Use a different grammatical structure. Example: instead of *O candidato deve enviar o seu pedido até sábado*, use, depending on the surrounding context:

  Passive voice - *O pedido deve ser enviado até sábado*

  Imperative - *Envie o pedido até sábado*

  Infinitive - *Enviar o pedido até sábado*

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

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

- Rewrite to use the second or third person (*você*).
- Rewrite using the pronouns "lhe(s)" (formal) and "te" (informal).
- Rewrite the sentence to have a plural noun (such as *usuários*) and pronoun (*eles*). Don' use constructions like ele(a).
- Use articles instead of a pronoun (for example, *o documento* instead of *o documento dele*).
- Refer to a person's role in the plural form (*leitores, clientes, administradores,* for example). If possible, replace the role with collective and generic terms (for example, use *a coordenação* instead of *o coordenador*).
- Use *pessoa* or *indivíduo.*

Use this	Not this	Use this	Not this
English examples		**Portuguese (Brazil) 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.	**Usuários** com direitos apropriados poderão definir as senhas de outros usuários.	**O usuário** com os direitos apropriados pode definir as senhas de outros usuários.
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.	**Desenvolvedores** precisam de acesso aos servidores em seus ambientes de desenvolvimento, mas não precisam de acesso aos servidores no Azure.	**Um desenvolvedor** precisa de acesso aos servidores em seu ambiente de desenvolvimento, mas não precisa de acesso aos servidores no Azure.

| To call someone, select the person's name, select Make a phone call, and then choose the number you'd like to dial. | To call someone, select his name, select Make a phone call, and then select his number. | Para ligar para alguém, selecione o nome **da pessoa**, selecione Fazer uma chamada e, em seguida, selecione o número **da pessoa**. | Para ligar para alguém, selecione o nome **dele**, selecione Fazer uma chamada e, em seguida, selecione o número **dele**. |

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

Notes:

- At the moment, there is no guidance from official Portuguese (Brazil) language bodies regarding the use of specific pronouns to address non-binary people.
- Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

3.2 Accessibility

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

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

Use this	Not this	Use this	Not this
English examples		**Portuguese (Brazil) examples**	
person with a disability	handicapped	pessoa com deficiência	deficiente
person without a disability	normal person; healthy person	pessoa sem deficiência	pessoa normal, pessoa saudável

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

Use this	Not this	Use this	Not this
English examples		**Portuguese (Brazil) examples**	
Select	Click	Selecione	Clique

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

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

4   Language-specific standards

This part of the style guide contains information and guidelines specific to Portuguese (Brazil).

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

You might need to abbreviate some words in the UI due to lack of space. Having said that, abbreviating strings should be the last alternative to resolve truncation issues and should be avoided as much as possible. In case an abbreviation needs to be use, it can be done in the following ways:

- Abbreviations end with a consonant, except in the following examples: ago. (agosto), dra. (doutora), profa. (professora), sra. (senhora), etc.
- Extended characters are preserved in the abbreviated form of a word (see examples in the table below). If a sentence ends with an abbreviation, do not add a final period to the sentence.
- Abbreviations may be made plural by adding an "s" to a single or compound term, except when the abbreviation is a unit of measure or a scientific symbol.
- If the space is extremely limited, the most important word should be abbreviated the least possible.
- The period is also eliminated when it may be misunderstood, as in abbreviations of macros and commands.

List of common abbreviations:

Expression	Acceptable abbreviation
artigo	art.
feminino	fem.
masculino	masc.
requisição de compra atribuída	RC atrib.
século	séc.

4.1.2   Acronyms

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

Acronyms behave like nouns: the plural is made by adding an "s" to the acronym (e.g. *Agora mais do que nunca os PCs estão mais potentes e inovadores*). In the case of non-Portuguese words, the gender will vary according to usage (*o PC*, *a URL*).

Localized acronyms

When the usage of the English acronym is not widespread among the Brazilian audience of the product, the general recommendation is to use the spelled-out form instead. There are some products, however, that uses multiple acronyms and it may not be possible to replace the acronyms with the spelled-out form due to space limitations in the user interface. Microsoft Project is a good example of this scenario.

See examples of Microsoft Project localized acronyms in the table below:

en-US Acronym	en-U spelled-out form	pt-BR acronym	pt-BR spelled-out form
ACWP	Actual Cost of Work Performed	CRTR	Custo Real do Trabalho Realizado

en-US Acronym	en-U spelled-out form	pt-BR acronym	pt-BR spelled-out form
BCWP	Budgeted Cost of Work Performed	COTR	Custo Orçado do Trabalho Realizado
BCWS	Budgeted Cost of Work Scheduled	COTA	Custo Orçado do Trabalho Agendado

Unlocalized acronyms

Most technical acronyms are not translated, as they are known by the target audience in Brazil in English. The localized spelled-out form should be used the first time the acronym appears in a dialog box (space permitting) or UA file. Note that the localized spelled-out form should be provided in parentheses after the acronym, and not before, as a courtesy service to the user. After that, only the acronym should be used.

Example:

en-US source	pt-BR target	Comments
EFI Boot Manager	Gerenciador de Inicialização de EFI *(followed by the localized spelled-out form the first time it appears)	EFI is a technical acronym, which is known in Brazil in English. The first time it appears in the text, the spelled-out form follows the acronym (space permitting). In the subsequent occurrences, only the acronym is used.
Invalid API call	Chamada à API *(followed by spelled-out form the first time it appears) inválida	API is a technical acronym, which is known in Brazil in English. The first time it appears in the text, the spelled-out form follows the acronym (space permitting). In the subsequent occurrences, only the acronym is used.

Note: Specifically for UI material, there is usually not enough space for the two terms (acronym, translation in parentheses. If there are space constraints or there is no "first" occurrence, it is up to the localizers to judge to the best of their knowledge if the acronym's translated spelled-out form should be mentioned as well.

Protocol names, file formats, and well-established English acronyms

Protocol name and file formats do not follow the rules described above, since the English acronyms are widely known and recognized in the Brazilian market. Additionally, the spelled-out form is rarely used and, when it is used, it is not translated.

Example:

en-US source	pt-BR target
Graphic Interchange Format (.gif)	formato GIF
JPEG File Interchange Format (.jpg or .jpeg)	formato JPEG

In the case of a well-established English acronyms in Brazil, such as acronyms representing standards, organizations, there is no need to provide a spelled-out form.

Example:

en-US source	pt-BR target
USB	USB
HDMI	HDMI
ISO	ISO

The localizer's judgment should also take into account that users of distinct products will also have different levels of knowledge: while for a Windows Server user identifying "ACL" won't pose any issue, the average Office user may experience difficulties in understanding "ACL" and prefer "lista de controle de acesso." Be consistent within a product.

Microsoft product names

Follow the source text.

en-US source	pt-BR target
Internal error in O365	Erro interno no O365

4.1.3   Adjectives

In Portuguese (Brazil) language, adjectives can be postposed or preposed to the noun, but it is important to stress that the direct order, noun followed by adjective, is more frequent. As in English the predominant order is adjective followed by noun, when translating into Portuguese (Brazil), give preference to the Portuguese direct order, unless the postposition plays a stylistic role in the text.

Example:

en-US source	pt-BR target
Create **impressive panoramic photos**.	Crie **fotos panorâmicas fantásticas**.

Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Portuguese (Brazil), possessive adjectives are not used as frequently. Do not transfer to the localized version the extensive use in English of possessive adjectives.

Example:

en-US source	pt-BR target
Arrange **your** desktop icons.	Organize os ícones da área de trabalho.
The keys on **your** keyboard can be divided into several groups based on function	As teclas no teclado podem ser divididas em diversos grupos de acordo com a função.

4.1.4   Articles

Unlocalized feature names

Unlocalized feature/product names should be preceded by an article, for fluency.

Note: When a placeholder replaces a product name in a string, make sure that the placeholder is preceded by a definite article and a space (see last example in the table).

Example:

en-US source	pt-BR target
When you play games and earn achievements **on Xbox Series X**, they'll show up here	Quando você jogar e alcançar as conquistas **no Xbox Series X**, elas aparecerão aqui.
Insert a removable drive to use **BitLocker To Go.**	Insira uma unidade removível para usar **o BitLocker To Go.**
<a> will automatically save the subdocuments to new files in the same file format as the master document.	**O <a>** salvará automaticamente os subdocumentos em novos arquivos no mesmo formato do documento mestre.

Localized feature names

Translated feature names should be treated as regular proper names, preceded by definite/indefinite articles.

Example:

en-US source	pt-BR target
Increase the visibility of **Accessibility Checker** violations.	Aumentar a visibilidade de violações **do Verificador de Acessibilidade**.

4.1.5   Capitalization

The English language tends to do extensive use of capitalization. When localizing Microsoft products, the standard capitalization rules for Portuguese (Brazil) language should be followed **except for** software strings.

Note: In the past, the capitalization rules for Portuguese (Brazil) were different. Because of that, legacy files (software, UA, and Web) may contain capitalization inconsistencies. Legacy texts can remain as is, as it can be costly and time-consuming to implement any kind of formatting changes in recycled material. The legacy strings will eventually be phased out as our products evolve. We believe that the results achieved with this rule simplification are cost- and time-effective, outweighing the inconsistency issue.

Capitalization of software strings

The source (English) capitalization is followed in UI options. In some cases, this may sound unnatural for the Portuguese language, but the text in the user interface follows a different nature, as it is composed of strings, which often times have *to be translated decontextualized. This rule is adopted for localization simplicity.* This capitalization rule should also apply to Skype for UI options (follow source).

Example:

Source: Add to Contacts
Old Target: Adicionar a contatos
New Target: Adicionar a Contatos

Note: This rule does not apply to error messages. Normally, the source text uses sentence case in error messages, but it is not rare to see error messages using title case capitalization in the source files. For pt-BR, sentence case should be used in error messages.

Example:

Source: Failed to Report Event
Target: Falha ao relatar evento

4.1.6   Gender

When faced with an English loan word, pay special attention to the gender that should be used. Consider the following options:

- Analogy: Is there an equivalent Portuguese (Brazil) term whose article could be used?
- Frequency: What article is used most often in other sources in pt-BR

Internet may be a helpful reference here. Try to find the loan words in reliable sources (such as newspapers, academic publications, Websites/blogs from subject matter experts) that can better illustrate how the word is normally referred to in Brazil.

Always consult Microsoft Language Portal to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

en-US source	pt-BR target
home page	[a/uma] home page
Web site	[o/um] site
widget	[o/um] widget

Note: For information regarding gender neutrality on Microsoft products, see Avoid gender bias.

4.1.7   Localizing colloquialism, idioms, and metaphors

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

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

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

en-US source	pt-BR target
It's lonely in here. Go to the Store to add some podcasts.	Não há nada aqui. Acesse a Loja para adicionar alguns podcasts.

4.1.8   Nonbreaking spaces

Use nonbreaking spaces (Ctrl+Shift+Spacebar) between words that should not separate onto 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. In Word, a nonbreaking space looks like a degree symbol (°), but it will print like a space.

Use nonbreaking spaces in the following instances:

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

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

4.1.9 Numbers

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

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

High and round numbers such as "1,000," "4,000,000," and "16,000,000,000" should be translated to "mil," "quatro milhões," and "16 bilhões."

In technical, scientific and mathematical texts, as well as in signage, labels, headlines and marketing text, numbers should be written. In non-technical texts, spell them out, unless the number is too complex. In that case, the numeral may be used.

4.1.10 Prepositions

Special attention should be dedicated to prepositions, as English prepositions tend to cause difficulties for translators. Portuguese has far fewer prepositions, and there is no simple correspondence between those that do exist and their English equivalents.

Influenced by the English language, when translating noun phrases, many translators do not contract the preposition "de" with the respective definite article when the determinant is not generic. The reverse situation is also recurrent: translators contract the preposition "de" with the definite article when dealing with a generic reference. In order to avoid this type of error, it is very important to pay attention to the surrounding context. Another common error is to omit the preposition.

Example:

en-US source	pt-BR target	Correction & comments
Publisher Object Model Reference	(-) Referência do Modelo **do** Objeto do Publisher	(+) **Referência do Modelo de Objetos do Publisher** (the context refers to several Publisher objects and not a specific one.)
When the Project application creates the first project, the result is a **Microsoft Project dialog box** with the message You created the Project2 project.	(-) Quando o aplicativo Project criar o primeiro projeto, o resultado será uma **caixa de diálogo Microsoft Project** com a mensagem Você criou o projeto Projeto2.	(+) Quando o aplicativo Project criar o primeiro projeto, o resultado será uma **caixa de diálogo do Microsoft Project** com a mensagem Você criou o projeto Projeto2. (Without the preposition, the translation is misleading, as it may give the impression that the dialog box title is "Microsoft Project.")

4.1.11 Pronouns

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

Example:

en-US source
You can change when new updates get installed.
Choose one of these schemes or make your own.

These guidelines also apply to Portuguese (Brazil): address the user as "você" instead of replacing "you" with either 'usuário' or converting the sentence into passive voice.

For a more fluent text, avoid redundancy of pronouns in a sentence. In pt-BR, omitting some pronouns when the meaning is implicit in the context makes the text more natural.

Example:

en-US source	pt-BR target
Contacts you can text:	Contatos para os quais você pode enviar SMS:
Depending on your service agreement, you might pay more for calls or text messages when your phone is roaming.	Dependendo do contrato de serviço, você pode pagar mais por ligações ou SMS quando o telefone estiver em roaming.
You're near your data limit. Tap for details.	Você está próximo do seu limite de dados.
You can enter whatever information you want. Then, you can create your database.	Você pode inserir as informações que desejar e depois criar o banco de dados.

4.1.12 Punctuation

General punctuation rules available in the recommended Portuguese (Brazil) Grammar books apply. To promote a consistent style within Microsoft products, we recommend that translator adhere to the guidelines that follow.

In software, it is safer to follow the source text use of final periods, as we cannot foresee how the strings will combine at run-time.

Bulleted lists

Bulleted list items composed of full sentences are followed by a period in the end of the sentence. Bulleted list items not composed by full sentence have no period.

Comma

The general Portuguese (Brazil) grammar rules should be followed. It is worth pointing out that, in a few cases, the rules on the usage of comma in pt-BR differ from the en-US rules.

Example:

en-US source	pt-BR target	Comments
Sync your mail, contacts, calendar, and tasks	Sincronizar seus emails, contatos, calendários e tarefas	In pt-BR, no comma should be used before the conjunctions "e," "ou," and "nem" between the last two elements of a series.

Colon

Do not capitalize common words after a colon.

Example:

en-US source	pt-BR target
NOTE: This purchase can't be charged to your mobile phone account. A different payment method has been selected.	OBSERVAÇÃO: esta compra não pode ser debitada na conta do seu celular. Um outro método de pagamento foi selecionado.

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The standard hyphenation rules for word formation presented in Portuguese recommended grammar books should be followed.

En dash

The en dash is used as a minus sign, usually with spaces before and after. The en dash is also used in number ranges, such as those specifying page numbers.

Note: When you type a space and one or two hyphens between text, Microsoft Office Word automatically inserts an en dash (–).

Example: If you type *Consulte as seções A - E*, Word converts it to *Consulte as seções A – E*

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

Ellipses (Suspension points)

No particular guidelines for Portuguese (Brazil). Follow the source usage.

Period

Do not use two spaces after a period, even if this occurs in the source text.

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks. When translating the text into Portuguese (Brazil) follow the source text.

Example:

en-US English	pt-BR target
Try another ID, or tap "Show Available IDs" to see some suggestions.	Tente outro ID ou toque em "Mostrar IDs disponíveis" para ver algumas sugestões.

Parentheses

As in English, in pt-BR there is no space between the parentheses and the text inside them.

4.1.13 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point. The same can be applied to Portuguese (Brazil).

Example:

en-US source text	pt-BR long form	pt-BR sentence fragment
Follow these steps:	Siga as etapas abaixo:	Veja como fazer:
Plug it in and you're ready	Conecte e passe a utilizar	Ligue e pronto
See related Help topics	Consulte os tópicos da Ajuda relacionados	Consulte a Ajuda
Play the track	Reproduza a faixa de música	Ouça a música

4.1.14 Subjunctive

Don't overuse the subjunctive mode!

When translating sentences containing "Make sure" and "Ensure," it is very common to see stiff translations using the Subjunctive mode. A more fluent translation can be achieved if the text is not translated literally.

Example:

en-US source	pt-BR target
Ensure .NET Framework is correctly installed.	Verifique se o .NET Framework foi instalado corretamente.
Make sure to run Windows Update.	Não deixe de executar o Windows Update.

4.1.15 Verbs

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

For Portuguese (Brazil), whenever possible, use primitive tenses ("Presente do Indicativo," "Pretérito Perfeito do Indicativo" and "Infinitivo Pessoal") instead of derivative tenses.

Avoid future tense unless you need to describe an action to happen in the future, or in conditional clauses where context requires future tense.

Note that sentences included in a temporal context might not be candidates for the use of primitive tenses, so always take the context into consideration.

en-US source	pt-BR classic use of verb tense	pt-BR Microsoft voice
After you have installed this tool, an icon will be displayed in your desktop.	Após ter terminado de instalar a ferramenta, o ícone será exibido na área de trabalho.	Quando você termina de instalar a ferramenta, o ícone é exibido na área de trabalho.
Applications configured using this option will be enabled by default.	Aplicativos que tenham sido configurados usando essa opção estarão habilitados por padrão.	Aplicativos configurados usando essa opção estão habilitados por padrão.
When the window is open, icons will be displayed.	Quando a janela for aberta, os ícones serão exibidos.	Quando você abre a janela, os ícones são exibidos.
If you wish to save your changes, you must click on the Save button.	Se desejar salvar as mudanças, você deverá clicar no botão Salvar.	Se deseja salvar as mudanças, clique no botão Salvar.
When you are creating a new search, you must insert a name in this field.	Se você estiver criando uma pesquisa nova, você deverá inserir um nome neste campo.	Quando criar uma nova pesquisa, insira um nome neste campo.

Avoid "gerundism"

It is also worth mentioning that the gerund should not be used to express the notion of progressive future, as it is commonly used in English:

en-US source	pt-BR target	Comments
We will be arriving tomorrow.	Chegaremos amanhã.	A literal translation, *Estaremos chegando amanhã*., is grammatically incorrect.

Parallellism of verb forms

A very common error when translating subordinate clauses is to ignore the verb parallelism within clauses. The table below contains some examples.

en-US source	pt-BR target	Comments
When you **tap** or **click** inside the search box, the Search Tools tab **appears**.	1. Quando você **tocar** ou **clicar** na caixa de pesquisa, a guia Ferramentas de Pesquisa **será exibida.** OR 2. **Quando você toca** ou **clica** na caixa de pesquisa, a guia Ferramentas de Pesquisa **é exibida**.	1. The future tense is used in both clauses. 2. The present tense is used in both clauses.

5   Localization considerations

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

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

5.1   Accessibility

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

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

General accessibility information can be found at https://www.microsoft.com/pt-br/accessibility/.

5.2   Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

When a product name contains a preposition, it is recommended to translate the preposition, unless there are specific trademark/copyright instructions preventing the translation. Make sure to consult Microsoft Language Portal.

Example:

en-US source	pt-BR target
Microsoft Dynamics CRM for Microsoft Office Outlook	Microsoft Dynamics CRM para Microsoft Office Outlook

Version numbers

Version numbers always contain a period.

Example:

en-US source	pt-BR target
Version 4.2	Versão 4.2

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

Translation of version strings

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

Version strings that contain copyright information should always be translated. For Portuguese (Brazil), "Microsoft Corporation" is not translated.

Example:

en-US source	pt-BR target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3   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/

5.4   Software considerations

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

5.4.1   Arrow keys

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

For the equivalent arrow key names in Portuguese (Brazil), see Keys.

5.4.2   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.

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

en-US source	pt-BR target
The password isn't correct, so try again. Passwords are case-sensitive.	A senha está incorreta. Tente novamente. Senhas diferenciam maiúsculas de minúsculas.
Not enough memory to process this command.	Memória insuficiente para processar este comando.
Failed to Save the File on the Asset Library.	Falha ao salvar o arquivo na Biblioteca de Ativos.

Portuguese (Brazil) style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product. The error message capitalization style should be sentence case in all cases, even if the English applies title case capitalization.

When translating error messages, bear in mind these basic principles:

Clarity

To communicate with efficiency. Sometimes, breaking the source string in two sentences increases its legibility. The idea is to avoid too many subordinate sentences and conjunctions. The communication must be as direct and efficient as possible.

A number of messages refer to highly specific technical procedures. It is important to understand the meaning of an obscure message in order to increase the legibility of the translated information.

Example:

en-US source	pt-BR target
Since a virus was detected, rebooting is recommended to minimize the possibility of further infection.	Vírus detectado. É aconselhável reinicializar o computador para minimizar possíveis danos.
Can't rename with different drive.	Não é possível renomear em uma outra unidade.

Economy

To communicate with brevity. The increase of text length is a crucial problem in software localization. The localization of a message, for example, may be limited to a single line or allow for only a few extra characters. In order to use the available space appropriately, it is necessary to eliminate the redundant material without compromising the clarity of the information. The idea is to avoid lengthy and complex sentences, whose contents may be better expressed in a shorter, more explicit structure.

Example:

en-US source	pt-BR target
Specify which drivers you want to include during the optimization process.	Especifique os drivers a serem incluídos na otimização.
This file could not be found.	Arquivo não encontrado.

Standard phrases in error messages

The same messages are sometimes written in several slightly different formats in English, depending on the product where they appear. For instance, the forms Cannot/Unable are variations on the same idea, which may cause unnecessary inconsistencies in our translations.

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

Example:

en-US source	pt-BR target	Example	Comment
Cannot … Could not …	Não é possível….*	*Não é possível* capturar conteúdo protegido	Messages that start with one of these forms usually convey, in a generic way,

			The impossibility to carry on a task. These forms should all be translated as *Não é possível* + *infinitive*. *Note: For messages containing "could not," if it is importante to convey the idea that the action occurred in the past, "*Não foi possível*" should be used.
Failed to … Failure of …	Falha ao…	*Falha ao* salvar o documento	Translate messages that finish with *failed* or start with *Failed to* as *Falha* + *preposition "a"* and the noun *failure* as *falha*. Note: When the verb form *failed to* appears in the middle of the sentence, with a subject and a complement, follow this construction: *subject + não pôde + complement*, as in: Setup *failed* to initialize. A instalação *não pôde* ser inicializada
… occurred … has occurred	\<omission\>	Erro de disco durante uma operação de leitura. Falha ao executar um comando de administração remota.	It is often possible to omit the translation for *occurred* or *has occurred* in error messages.

Not enough memory Insufficient memory There is not enough memory There is not enough memory available	…insuficiente	*Memória insuficiente* para carregar "%'. *Espaço em disco insuficiente* para instalar os programas selecionados.	Even though there are several valid ways to convey this idea, it is always preferable to be concise when translating error messages.
… is not available … is unavailable	…não disponível	Site *não disponível*	In the source text, it is very common to omit the verb (*is/are*) in error messages. The verb should also be omitted in Portuguese (Brazil), even when it is present in the source error message.

Error messages containing placeholders

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

%d, %ld, %u, and %lu means <number>
%c means <letter>
%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

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

5.4.3   Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly. For example, the following menu options:
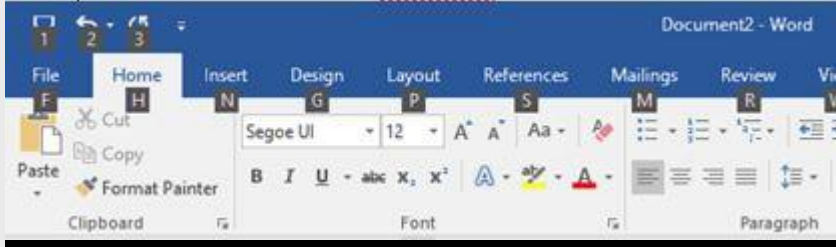
<u>N</u>ew
<u>C</u>ancel
<u>O</u>ptions

When assigning keyboard shortcuts, assign the keyboard shortcutto the first letter of first word or first letter of the second word; if these have been used previously, assign it to the second letter of the first word or the second letter of the second word, then the third and fourth letters of the first or second words, and proceed successively.

Keyboard shortcuts special option	Usage: Is it allowed?	Notes
"Slim characters," such as l, l, t, r, f can be used as keyboard shortcuts	yes	When no other character is available.
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	When no other character is available.
Extended characters can be used as keyboard shortcuts	no	
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	yes	When no other character is available.
A number, appearing between brackets after item name, can be used as keyboard shortcut	yes	When no other character is available.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcut	yes	When no other character is available
Duplicate keyboard shortcuts are allowed when no other character is available	see Notes	This is an engineering decision.
No keyboard shortcut is assigned when no more characters are available (minor options only)	see Notes	This is an engineering decision..

Notes: These are generic guidelines aiming at providing some guidance on keyboard shortcut assignment.

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

Term	Usage
access key	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.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.4.4   Keys

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

en-US key name	pt-BR key name
Alt	Alt
Alt Gr	Alt Gr
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Seta para baixo
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Seta para a esquerda
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Seta para a direita
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Barra de espaços
Tab	Tab

en-US key name	pt-BR key name
Up Arrow	Seta para cima
Windows key	Tecla Windows
Print Screen	Print Screen
Menu key	Tecla Menu

5.4.5   Numeric keypad

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

5.4.6   Shortcut keys

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

Standard shortcut keys

en-US command	en-US shortcut key	pt-BR command	pt-BR shortcut key
General Windows shortcut keys			
Help window	F1	Ajuda	F1
Context-sensitive Help	Shift+F1		Shift+F1
Display pop-up menu	Shift+F10		Shift+F10
Cancel	Esc	Cancelar	Esc
Activate/Deactivate menu bar mode	F10		F10

en-US command	en-US shortcut key	pt-BR command	pt-BR shortcut key
Switch to the next primary application	Alt+Tab		Alt+Tab
Display next window	Alt+Esc		Alt+Esc
Display pop-up menu for the window	Alt+Spacebar		Alt+Spacebar
Display pop-up menu for the active child window	Alt+-		Alt+-
Display property sheet for current selection	Alt+Enter		Alt+Enter
Close active application window	Alt+F4		Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6		Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn		Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn		Prnt Scrn
Access Start button in taskbar	Ctrl+Esc		Ctrl+Esc
Display next child window	Ctrl+F6		Ctrl+F6
Display next tabbed pane	Ctrl+Tab		Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc		Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	Arquivo Novo	Ctrl+O
File Open	Ctrl+O	Arquivo Abrir	Ctrl+A
File Close	Ctrl+F4	Arquivo Fechar	Ctrl+F4

en-US command	en-US shortcut key	pt-BR command	pt-BR shortcut key
File Save	Ctrl+S	Arquivo Salvar	Ctrl+B
File Save as	F12	Arquivo Salvar como	F12
File Print Preview	Ctrl+F2	Arquivo Visualizar Impressão	Ctrl+F2
File Print	Ctrl+P	Arquivo Imprimir	Ctrl+P
File Exit	Alt+F4	Arquivo Sair	Alt+F4
Edit menu			
Edit Undo	Ctrl+Z	Editar Desfazer	Ctrl+Z
Edit Repeat	Ctrl+Y	Editir Repetir	Ctrl+Y
Edit Cut	Ctrl+X	Editar Recortar	Ctrl+X
Edit Copy	Ctrl+C	Editar Copiar	Ctrl+C
Edit Paste	Ctrl+V	Editar Colar	Ctrl+V
Edit Delete	Ctrl+Backspace	Editar Excluir	Ctrl+Backspace
Edit Select All	Ctrl+A	Editar Selecionar Tudo	Ctrl+T
Edit Find	Ctrl+F	Editar Localizar	Ctrl+L
Edit Replace	Ctrl+H	Editar Substituir	Ctrl+H
Edit Go To	Ctrl+G	Editar Ir para	Ctrl+G
Help menu			
Help	F1	Ajuda	F1
Font format			
Italic	Ctrl+I	Itálico	Ctrl+I
Bold	Ctrl+B	Negrito	Ctrl+N

en-US command	en-US shortcut key	pt-BR command	pt-BR shortcut key
Underlined/Word underline	Ctrl+U	Sublinhado	Ctrl+U
Large caps	Ctrl+Shift+A	Todas em maiúsculas	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	Versalete	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	Centralizar	Ctrl+E
Left aligned	Ctrl+L	Alinhar texto à esquerda	Ctrl+L
Right aligned	Ctrl+R	Alinhar texto à direita	Ctrl+R
Justified	Ctrl+J	Justificar	Ctrl+J

5.5   Voice video considerations

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

Successful techniques for voicing video content

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

5.5.1   Pronunciation of English terms and acronyms

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover,

pronunciation can be adapted to the Portuguese (Brazil) phonetic system if the original pronunciation sounds very awkward in Portuguese (Brazil).

- "r" is pronounced the Portuguese way, e.g. release is pronounced like reta.
- *Microsoft* must be pronounced the English way, with a slight Portuguese accent.
- If numbers are involved, pronounce them in Portuguese.

Example	Phonetics	Local pronunciation	Comment
SecurID	[sɪˈkjʊər ɪd]	secúr aidí	
Release Pack	[rɪˈliːs pæk]	Rilízi Péki	
Microsoft Windows Server	[ˈmaɪkrəʊsɒft ˈwɪndəʊz ˈsɜːvə]	Maicrosófti Windows Sér-ver	Numbers are pronounced in Portuguese
Excel	[ɪkˈsel]	Excél	
Exchange Server	[ɪkˈstʃeɪndʒ ˈsɜːvə]	Ekstchengi Sérver	
proxy	[ˈprɒksi]	próksi	
.NET	[dɒt net]	dóti néti	
Skype	[sˈkaip] 🔊	skaip	In the case of Skype, the product name is always pronounced as in English.

Acronyms and abbreviations

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

Example	Phonetics	Local pronunciation
RAS	[ˈræs]	ras
ISA	[ˈiːsə]	iza
LAN	[lɑn]	lan
WAN	[wɒn]	wan

WAP	[wap]	wápi
MAPI	[ˈmæpi]	mápi
POP	[pɒp]	pópi

Other abbreviations are pronounced letter by letter.

Example	Pronunciation guidance
ICMP	i-c-m-p
IP	i-p
TCP/IP	t-c-p-i-p
XML	x-m-l
HTML	h-t-m-l

URLs

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

"www" should be pronounced as [dabliw dabliw dabliw].

The "dot" should be read as the equivalent translation in Portuguese (Brazil): ponto.

The forward slash should be translated as the equivalent translation in Portuguese (Brazil): barra.

Example	Pronunciation guidance	Comment
http://www.microsoft.com/brasil	[dabliw dabliw dabliw pˈõtu majkrosˈɔft pˈõtu kõ bˈaʀɐ bɾazˈil]	All punctuation marks are pronounced; "http://" should be left out.

Punctuation marks

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

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

Special characters

Pronounce special characters such as / \ ˇ < > + - using the Portuguese (Brazil) translations approved in the Language Portal.

5.5.2   Tone

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

5.5.3   Video voice checklist

Topic and script

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

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

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

Ending

- Recaps are unnecessary