



The Ccaps Brazilian Portuguese Style Guide

Version 2.0

Index

1.	Introduction	4
2.	Five Steps to Deliver a High Quality Translation	5
3.	Grammar	6
3.1.	Punctuation	6
3.1.1.	Comma	6
3.1.2.	Quotation Marks	7
3.1.3.	Colon	7
3.1.4.	Spacing	7
3.2.	Bullets and Numbering.....	8
3.3.	Personal Pronouns.....	8
3.4.	Nationalities, Languages, Months and Days of the Week	9
3.5.	Governance.....	9
4.	Language Specific.....	10
4.1.	Gerund	10
4.2.	Double Negative	10
4.3.	Capitalization.....	10
4.4.	Job Titles	11
4.5.	Acronyms.....	11
4.6.	Quotes.....	12
4.7.	Dash and Parentheses	12
4.8.	Abbreviations	13
4.9.	Numbers.....	13
4.10.	Decimal and Thousand Separators	13
4.11.	Units of Measurements	13
4.12.	Conversions	14
4.13.	Currencies	14
4.14.	Date Format.....	14
4.15.	Times.....	15
4.16.	Telephone Numbers and Company Addresses.....	15
5.	Style and Tone	16
5.1.	General Guidelines	16
5.2.	Bad Source.....	16
5.3.	Word Order	17
5.4.	Rhyming	18
5.5.	Addressing the Reader.....	18
5.6.	Clarity	19
5.7.	Unnecessary Terms	20
5.8.	Repetition	21
5.9.	Redundancy	21
5.10.	Concision.....	22
6.	Tricky Terms	24
6.1.	Ability.....	24
6.2.	Address, to.....	24
6.3.	Bottom-line/bottom line.....	24
6.4.	Build, to.....	24

6.5.	Built-in	25
6.6.	Capability.....	25
6.7.	Deliver, to	25
6.8.	Design, to	26
6.9.	Effective and Efficient	26
6.10.	Eligible	26
6.11.	Empower/empowerment.....	26
6.12.	Escalate, to	27
6.13.	Focus, to/Focused.....	27
6.14.	Mission-critical.....	27
6.15.	Seamless(ly)	27
6.16.	Smooth(ly)	28
6.17.	Unleash, to	28
7.	Terminology.....	29
7.1.	Ccaps Localization Glossary	29
7.2.	Blacklist	32
8.	Useful Links	33

1. Introduction

What makes a translation good? What should one have in mind when working with a text? Every professional knows that the best translation is the one that looks nothing like a translation, but in fact appears to have been written originally in the target language.

This is why we created the Ccaps Style Guide. It will be used throughout our material and to make sure that our customers receive what we promise, we need to follow the guidelines included here.

In. Every. Project.

Unless we receive a specific style guide from the customer, in which case it will always be prioritized over this document.

We obviously do not expect you to know every single rule by heart, but we do require you to study this guide carefully and follow these guidelines.

If you have any questions, please contact your Project Manager, and as always, suggestions are warmly welcome!

Sincerely,

The Ccaps Language Team

2. Five Steps to Deliver a High Quality Translation

Experience is a must when it comes to creating quality translation. Based on the extensive experience of the Ccaps Project Managers and Language Specialists, they created the five golden steps below to help you always deliver high quality work:

1. **Know your Limits**

Don't overbook yourself by taking on too much at once. It is much better to complete one project carefully than ten projects in sloppy manner. If you know your limits you will show professionalism and get much more work in the long-run.

2. **Ask Questions**

Rather than making a delivery based on guesswork, ask your Project Manager (PM) to clarify any doubts you may have. If they are plenty, ask your PM for a spreadsheet to include your questions and send all them at once.

3. **Research Carefully**

Careful research of unknown terms and acronyms is crucial. Guessing on terms is entirely unacceptable. And so is ignoring a term for which you do not understand the meaning. Ask! Research! The process of researching terms, abbreviations and acronyms is just as important as the translation itself. At Ccaps we have several glossaries in different areas and can make them available to you upon request.

4. **Review Your File before Delivery**

Do not forget that each translation project has two phases: (1) the translation itself (2) the review to confirm that the translation accurately reflects the original and that the translated text flows well, in the correct tone (see [Chapter 5](#) for more details). You should also do a final file verification to make sure that the file format meets Brazilian Portuguese language standards and adheres to the received guidelines. For instance, make sure there are no double spaces and, in the case of numbers, that thousand commas have been switched to periods (see [Chapter 4.10](#)). Even under a tight deadline, you must always leave time to read through your work a second time. You will be surprised by how much you miss the first time around.

5. **Spell Check. Always.**

This almost goes without saying, but it is so critical that must be included here as the last of the five golden rules. ALWAYS run a spell check, both before and after your revision. Remember that the new Portuguese spelling is in place in Brazil since 2009 and make sure that your spellchecker reflects these changes. When in doubt, check the Spelling Reform resources in [Chapter 8](#).

Follow [this link](#) if you need help configuring the spellchecker in your working tool.

3. Grammar

*"Certa é a frase que, obedecidos o espírito da língua e as circunstâncias do discurso, comunique com a precisão possível, pronto."
— João Ubaldo Ribeiro*

3.1. Punctuation

When concerned about the best word to use, the most appropriate expression and a range of other stylistic choices, the translator often forgets another apparently small, but very important detail – punctuation. This is also part of your job, and correct punctuation is essential for the proper understanding of any text. Since this is a very broad subject, it is better to concentrate on the kinds of punctuation that cause the biggest problems.

3.1.1. Comma

Please see below some frequent mistakes related to comma usage.

The form “by + verb in gerund” always indicates the method of doing something. Whenever you see this structure in the source do not use comma before the verb in your translation.

Source: The cloud mitigates those **concerns by providing** the necessary controls.
Wrong: A nuvem minimiza essas **preocupações, fornecendo** os controles necessários.
Right: A nuvem minimiza essas **preocupações fornecendo** os controles necessários.

When “como” expresses a comparison, there is no comma before it.

Source: See how this kitchen machine can help you cook **like a chef**.
Wrong: Veja como este equipamento pode ajudar você a cozinhar, **como um chef**.
Right: Veja como este equipamento pode ajudar você a cozinhar **como um chef**.

If however it precedes a group of things as an exemplification, the comma should be used.

Source: Other platforms **such as Google and Twitter** allow you to do better searches.
Wrong: Outras plataformas **como Google e Twitter** permitem fazer pesquisas melhores.
Right: Outras plataformas, **como Google e Twitter**, permitem fazer pesquisas melhores.

Used before “e” and “ou”, unless there are two different subjects.

One subject: Ela **trazia** as compras **e segurava** o cachorro.
Two subjects: Ela **trazia** as compras, **e o marido segurava** o cachorro.

The term “etc.” comes from the Latin *et coetera* and means “and other things.” Whenever it appears in Portuguese, please remove the comma – even if it appears in English.

Source: The graphic was multicolored with red, blue, **green, etc.**
Wrong: O gráfico era multicolorido, com vermelho, azul, **verde, etc.**
Right: O gráfico era multicolorido, com vermelho, azul, **verde etc.**

3.1.2. Quotation Marks

In Portuguese, the positioning of the quotation marks is the opposite to that in English, where it comes before the comma, colon or period. Please make note of the following example:

Source: Many people love the concept of "fresh."
Wrong: Muitas pessoas adoram o conceito de "fresh."
Right: Muitas pessoas adoram o conceito de "fresh".

However, the period should be within the quotation marks when there is a complete sentence.

Source: The CEO arrived all excited: "We closed the deal!"
Wrong: O CEO chegou todo animado: "Fechamos o negócio!"
Right: O CEO chegou todo animado: "Fechamos o negócio!"

Do not use a period after the punctuation within the quotation marks.

The same applies to constructions when parentheses are used instead of quotation marks.

3.1.3. Colon

Unlike English, the words following a colon should always be in lower case when it is part of the same sentence or paragraph.

Source: You need the following: Your login, a password and a lot of courage.
Wrong: Você precisa do seguinte: Seu login, uma senha e muita coragem.
Right: Você precisa do seguinte: seu login, uma senha e muita coragem.

3.1.4. Spacing

Commas, semicolons, periods and ellipses are to be followed by only one space. Please make sure to replace double with single spaces by using the search feature of your word processor or CAT tool.

Source: I am not a type historian. I am an antiquarian book collector.
Wrong: Não sou historiador de fontes. Sou um colecionador de livros antigos.
Right: Não sou historiador de fontes. Sou um colecionador de livros antigos.

When using suspension points (...), the space must not come before, but after it.

3.2. Bullets and Numbering

If the items in a certain list are complete sentences, each begins with a capital letter and ends with semicolon (except for the last item, which is followed by a period):

- Source:* Managing all processes from one system allows technology companies to:
- Drive service growth
 - Deliver a competitive product and services mix
 - Reduce the amount of disparate systems
 - Leverage one system for real-time visibility
- Target:* O gerenciamento de todos os processos em um único sistema permite às empresas de tecnologia:
- Impulsionar o crescimento dos serviços;
 - Oferecer uma combinação de produtos e serviços competitivos;
 - Reduzir a quantidade de sistemas diferentes;
 - Otimizar um sistema para obter visibilidade em tempo real.

If the list items however have one or two words or small sentences **with no verbs**, the first letter of each item must be in lower case. They should also be followed by a semicolon, except for the last item, which is followed by a period.

- Source:* Please check the following requirements for setting your devices:
1. User guide
 2. Power cables
 3. Wired connection
 4. Battery
- Target:* Verifique os requisitos a seguir para configurar os dispositivos:
1. guia do usuário;
 2. cabos de energia;
 3. conexão com fio;
 4. bateria.

3.3. Personal Pronouns

Never use the expression "o mesmo" (a) as a personal pronoun in an attempt to avoid repeating the preceding term.

- Source:* When you open the file, please check if **the file** can be properly used with the tool.
- Wrong:* Ao abrir o arquivo, verifique se **o mesmo** funciona corretamente na ferramenta.
- Right:* Ao abrir o arquivo, verifique se **ele** funciona corretamente na ferramenta.

A classical case is the sentence, "**Antes de entrar no elevador, verifique se o mesmo encontra-se parado no andar.**" This could be easily avoided by moving the object to the second clause, "**Antes de entrar, verifique se o elevador encontra-se parado no andar.**" Try this solution yourself; it often works.

3.4. Nationalities, Languages, Months and Days of the Week

In Brazilian Portuguese, months and days of the week are not capitalized. The name of a month or day is only capitalized if it starts a sentence. The same applies to nationalities and languages, which unlike English do not start with a capital letter.

Source: Next **Monday**, a **Portuguese**-speaking **British** employee will start working at Ccaps and remain until **March** 2016.

Wrong: Na próxima **Segunda**, teremos um funcionário **Britânico** que fala **Português** na Ccaps. Ele trabalhará até **Março** de 2016.

Right: Na próxima **segunda**, teremos um funcionário **britânico** que fala **português** na Ccaps. Ele trabalhará até **março** de 2016.

Please note that language names will only start with a capital letter when they refer to an area of study (e.g. Samantha estudou **Chinês** na faculdade).

3.5. Governance

Please make sure that the right noun and verbal forms are used in Portuguese and do not let your text be contaminated by the governance of the English word.

Source: Its modular design **integrates with** a portfolio of products.

Wrong: Seu design modular **se integra com** um portfólio de produtos.

Right: Seu design modular **se integra a** um portfólio de produtos.

Source: Our research publications **consist of** the opinions...

Wrong: Nossas publicações de pesquisa **consistem de** opiniões...

Right: Nossas publicações de pesquisa **consistem em** opiniões...

Source: This feature will allow you to **convert to** Monochrome:

Wrong: Este recurso permitirá **converter para** Monocromático:

Right: Este recurso permitirá **converter em** Monocromático:

Source: The Find feature will **search for all computers** in your network.

Wrong: O recurso Localizar vai **pesquisar por todos computadores** em sua rede.

Right: O recurso Localizar vai **pesquisar todos os computadores** em sua rede.

Source: This product may cause **eye damage**.

Wrong: Este produto pode causar **lesão aos olhos**.

Right: Este produto pode causar **lesão nos olhos**.

4. Language Specific

4.1. Gerund

Technical literature in English frequently has titles written in the gerund form. In these cases, translate the gerund as a noun in Portuguese, especially when it appears in titles:

Source: Delivering Professional Services
Wrong: Prestando serviços profissionais
Right: Prestação de serviços profissionais

However, when referring to an action in progress, please maintain the gerund (i.e. Printing... should be translated as Imprimindo...)

IMPORTANT: Avoid the excessive use of gerund. Since your text must be direct, simple and easy to understand, literal translations of the three-verb future (like the I will be doing > You estar fazendo construction) must be avoided at all costs.

4.2. Double Negative

Avoid using double negatives, unless they are considered a crucial stylistic feature in the text.

Source: We do not see any reason to refuse the opportunity.
Wrong: Não vemos motivo nenhum para recusar a oportunidade.
Right: Não vemos motivos para recusar a oportunidade.

For more information, please refer to: <http://www.englishexperts.com.br/2009/04/15/a-dupla-negativa-no-ingles/>

4.3. Capitalization

Section titles and captions usually are written with the first initial of each word capitalized. However, please follow the Brazilian Portuguese capitalization rule when translating and keep only the first initial capitalized. Here is an example:

Source: For You, We Will Run That Extra Mile
Wrong: Por Você, Faremos Aquele Esforço a Mais
Target: Por você, faremos aquele esforço a mais

This rule does not apply to job titles (see below), names of publications, brands, proper names and more. When in doubt, please ask your Project Manager.

4.4. Job Titles

Since we do not always have a direct match between most job titles in Brazilian and foreign companies, we prefer to keep the titles untranslated, when they are accompanying the name of the subject.

Source: Steve Jobs, [Apple's CEO](#), died at the age of 56.
Wrong: Steve Jobs, o [Presidente da Apple](#), morreu aos 56 anos.
Right: Steve Jobs, [CEO da Apple](#), morreu aos 56 anos.

Please note that the acronym rule (see below) does not apply in this case. Feel free however to include the extended form of the title in English, if you believe it is not common sense. Here are some examples: CIO (Chief Information Officer), CFO (Chief Financial Officer), COO (Chief Operating Officer), CMO (Chief Marketing Office), CHRO (Chief Human Resources Officer), CLO (Chief Legal Officer) and CCO (Chief Communications Officer).

Also, when the title is referring to the function (e.g. such as director, manager, coordinator) it should not be left untranslated.

Likewise, professions should always be translated. For a thorough list of professions and their translation, please refer to <http://www.teclasap.com.br/profissoes-em-ingles>.

4.5. Acronyms

Abbreviations and acronyms that ordinarily appear in standard written Brazilian Portuguese may be used. However, technical abbreviations and acronyms should be always explained. To make sure that the reader understands the acronyms references, spell out the term in Portuguese and include in parentheses the acronym and the extended English form:

Source: [You can use our TCO calculators](#).
Wrong: [Você pode usar nossas calculadoras de TCO](#).
Right: [Você pode usar nossas calculadoras de Custo total de propriedade \(TCO, Total Cost of Ownership\)](#).

Use this extended form only in the first occurrence of the acronym; in the rest of the text, you can keep the acronym as is.

IMPORTANT: This rule works as a general guideline. For instance, you may need to deal differently with acronyms if you have space limitations, such as in tables or presentation slides. Please contact your PM if you notice that it is not possible to follow this rule.

Here are some useful acronyms links:

<http://www.acronymfinder.com>
<http://www.abbreviations.com>
<http://www.acronymsearch.com>

4.6. Quotes

Translators always seem to struggle with quotation marks and the surrounding punctuation. There is a basic difference between English and Portuguese as far as quotations go. In English, when a quote has more than one sentence, the sentences are split into two, and the speaker is revealed before the end of the phrase. In Portuguese, there is no pause until the quote is complete. It is only at the end of the sentence that the author of the statement will be revealed. Take a look at the example below:

Source: "What users want is a safe and quick trip to their destination," said Sheryl. "To better serve them, the IT area has also adopted the most modern and up-to-date technological resources."
Target: "O que os usuários querem é uma viagem rápida e segura ao seu destino. Para atendê-los cada vez melhor, a área de TI também adotou os recursos de tecnologia mais modernos e atualizados", afirmou Sheryl.

NOTE: Avoid translating *said* only as *disse*. Feel free to make other choices and change the verb tense, like *afirma*, *declara*, *explica*, *considera* etc. or even remove the verb with *segundo*, *de acordo com*.

4.7. Dash and Parentheses

In English, the dash is used to indicate a drastic change in the sentence, to include explanatory information or a list of elements. While the same occurs in Portuguese, there are more efficient ways to achieve the same effect. Parentheses or commas are good alternatives for the dash, since they are more commonly used; we do not necessarily have to stick to the use of the dash in the translation. Take a look at the following examples:

Source: Crocodile's databases – also known as the CROC family – attract a group of IT professionals who appreciate them for their similarities to the typical structure of real business data.

Bad Target: Os bancos de dados da Crocodile – também conhecidos como a família CROC – atraem um grupo de profissionais de TI pelas semelhanças com a típica estrutura de dados reais de negócios.

Better: Os bancos de dados da Crocodile, também conhecidos como a família CROC, atraem um grupo de profissionais de TI pelas semelhanças com a típica estrutura de dados reais de negócios.

Source: However, if one finds a way to install the device driver – perhaps by editing the registry – it can easily be detected and prevented from loading.

Bad Target: Entretanto, se alguém encontrar um modo de instalar o driver do dispositivo – editando o registro, quem sabe –, ele poderá ser facilmente detectado e impedido de carregar.

Better: Entretanto, se alguém encontrar um modo de instalar o driver do dispositivo (editando o registro, quem sabe), ele poderá ser facilmente detectado e impedido de carregar.

4.8. Abbreviations

Abbreviations usually end with a consonant, followed by a period:

Examples: *m. (masculino)* *av. (avenida)*

Exceptions: *ago. (agosto)* *maio* (no abbreviation)

The final period is eliminated in scientific symbols or units of measure:

Examples: *k (potássio)* *m (metro)*

Any letter used in the abbreviation will retain its original accent:

Examples: *pág. (página)* *máx. (máximo)*

Abbreviations may be made plural by adding an "s" to the end, except when it is a unit of measurement.

Example: *Sras. (Senhoras)*

Exception: *pp (páginas)*

If a sentence ends with a period of an abbreviation, do not enter an additional period.

4.9. Numbers

Numbers until ten should be written as words (i.e. "um," "dois," "três," etc.)

Numbers above ten should be written as numerals (i.e. "13," "14," "15," etc.)

4.10. Decimal and Thousand Separators

In Portuguese, contrary to English, periods are the thousand separator and commas are the decimal separator.

Source: 1,234.95kg

Target: 1.234,95 kg

4.11. Units of Measurements

Measurement abbreviations are not pluralized in Brazilian Portuguese. Also, the ending period is not used in most scientific symbols or measurement units.

Examples: *centímetro (cm)* *milímetro (mm)* *metro (m)*

Make sure to insert a space between the number and the abbreviation: **7 mm**, not **7mm**.

4.12. Conversions

Depending on the material and the context, please contact your PM to decide whether you should use only conversions or use the original measurement and the conversion in all occurrences.

Source: Use a 3,000ft. cable.
Wrong: Utilize um cabo de 3,000 pés (914.40 m).
Possible Target: Utilize um cabo de 914,40 m.
Possible Target: Utilize um cabo de 914,40 m (3.000 pés).

Do remember to change the decimal separators and include the spacing accordingly.

4.13. Currencies

When representing dollar values in Portuguese, the currency symbol US\$ should be added before the figure, with a space separating the symbol from the number.

Source: \$8,600.00
Target: US\$ 8.600,00

Do not convert US dollars or any currency to Brazilian Real unless specified by the customer.

4.14. Date Format

Use the target language format for the order of months and days of the week in dates, unless specified otherwise by your Project Manager. The following numerical representation

English	Portuguese
11/23/2015	23/11/2015

should be spelled out as 23 de novembro de 2015.

Please note that the year is always written without thousand separators.

Wrong: outubro de 1.998
Right: outubro de 1998

4.15. Times

Be aware of AM/PM in your translation and make sure to convert it to the twenty-four hour clock, as follows:

Source: 11am to 6:30pm
Target: 11h às 18h30

Please note that in Portuguese, the hour number is followed by "h" and the number of minutes with no space between them – and definitely no colon!

If the text includes the time in seconds, you can follow a structure that is similar to the source.

Source: 06:53:21 or 06h 53m 21s
Target: 06:53:21 or 06h 53m 21s

4.16. Telephone Numbers and Company Addresses

If provided by the customer, always replace the general or headquarter contact information with the local addresses, emails and telephone numbers. If there are no instructions regarding this issue, proceed as follows:

For local telephone numbers in Brazil, use the area code first and enclose it with parentheses. The telephone number should follow the area code with hyphens as separators.

Example: Tel: (21) 2222-1234

For international telephone numbers, make sure to specify the country by adding a plus (+) sign before the country code, enclosing the area code in parentheses and then adding the phone number, using hyphens as separators.

Source: 212.222.1234
Target: +1 (212) 222-1234

5. Style and Tone

5.1. General Guidelines

*"O estilo há de ser fácil e muito natural."
— Father Antônio Vieira*

The style and tone chosen for the translated text play an important role. Naturally, the translation should reflect the intended audience, but as a general rule, the tone of the translated text should be as neutral as possible.

Video scripts are not necessarily informal. We do understand that the spoken language is less formal than the written text, but make sure that your translation reflects the tone and style of the speaker. Institutional videos, for instance, should reflect a corporate image; rendering the translation in an informal or humorous manner is therefore unacceptable.

The use of humor in examples must be considered carefully, since some humor may be offensive to the end user. Avoid using ethnic, sexist and/or social connotations; if they appear in the source file, consult with your PM about the proper tone and wording to use.

If you are unable to detect the target audience of the text, which should dictate the tone of your translation, contact your PM immediately. If they do not have the answer, the client will provide the necessary guidance.

5.2. Bad Source

*"This almost never happens, outside of the realm of scientific terminology (which is obviously a domain populated by sadists with no regard for language)."
— Ammon Shea*

If you notice that the source is poorly written – and this can happen more often these days – avoid word-by-word translations and do your best to render a fluent target text. In such cases, we expect you to detach from the source structure in order to provide a readable target:

Source: Press once to **move cartridge to change or stow position.**
Bad Target: Pressione uma vez para **mover o cartucho para mudar ou reposicionar.**
Better: Pressione uma vez para **mover ou reposicionar o cartucho.**

The same applies to source texts that tend to be ambiguous when translated. As an expert, you must be able to identify such ambiguities and avoid them in your translations:

Source: Automation put us in control so **our business can keep on growing.**
Bad Target: A automação nos coloca no controle para que **nosso negócio continue crescendo.**
Better: A automação nos coloca no controle para que **nossa empresa continue crescendo.**

5.3. Word Order

*"Proper words in proper places make the true definition of style."
— Jonathan Swift*

While translating, sometimes you need to change the order of the words to make sure that the meaning is properly conveyed.

Source: automated tiered storage
Bad Target: armazenamento em camadas automatizado
Better: armazenamento automatizado em camadas

Source: high-end data storage system
Bad Target: sistema de armazenamento de dados avançado
Better: sistema avançado de armazenamento de dados

Source: virtual storage area networks
Bad Target: redes de área de armazenamento virtuais
Better: redes virtuais de área de armazenamento

Source: hands-on training exercises
Bad Target: exercícios de treinamento práticos
Better: exercícios práticos de treinamento

Source: strategic business questions
Bad Target: questões de negócio estratégicas
Better: questões estratégicas de negócio

Likewise, to make your translation flow freely and feel like it has been originally written in Portuguese (isn't this the ultimate goal of every translation, after all?), changing the sentence structure is recommended.

Source: Enable auto-restart in the event of hardware failure, for highest availability.
OK Target: Permita a reinicialização automática em caso de falha no hardware para oferecer a mais alta disponibilidade.
Better: Para oferecer a mais alta disponibilidade, permita a reinicialização automática, em caso de falha no hardware.

Source: The gap expands when employing co-processors and when stacks are optimized.
OK Target: A diferença aumenta quando coprocessadores são empregados e quando as pilhas são otimizadas.
Better: Ao empregar coprocessadores e otimizar as pilhas, a diferença aumenta.

However, don't forget that we expect you to do this without causing any changes in meaning.

Source: Bubbles was already used to innovation.
OK Target: A Bubbles já estava acostumada com inovação.
Better: Inovação já não era novidade para a Bubbles.

5.4. Rhyming

*"Witches, he thought. Always rhyming."
— Nora Roberts*

In English, rhyming is not as much an issue as it is Portuguese. The repetition of words ending with the same or similar sounds can be annoying and render your text disturbing.

Source: What elements of the packaging **are** there because of **regulation**?
Bad Target: Quais **são** os elementos que **estão** na embalagem devido à **regulamentação**?
Better: Quais elementos constam na embalagem devido à **regulamentação**?

Do not be afraid to change a noun into verb when translating if that will solve the rhyming issue.

Source: The **implementation** of **virtualization** in your **organization** does not need to be a time-consuming and expensive process.
Bad Target: A **implementação** da **virtualização** em sua **organização** não precisa ser um processo demorado e dispendioso.
Better: **Implementar** a **virtualização** na sua **empresa** não precisa ser um processo demorado e dispendioso.

You can also change adverbs into verbs, such as in the following example:

Source: The CSM is located in a **Customer** Care Center and **generally** works **remotely** with assigned managers.
Bad Target: O CSM está localizado em uma Central de atendimento ao **cliente** e **normalmente** trabalha **remotamente** com os **gerentes** atribuídos.
Better: O CSM está localizado em uma Central de atendimento ao **cliente** e **costuma** trabalhar **de forma remota** com os gerentes atribuídos.

5.5. Addressing the Reader

*"Show me a family of readers, and I will show you the people who move the world."
— Napoléon Bonaparte*

Always address the user with the second-person pronoun "você":

Source: **You** are connected to the Internet.
Target: **Você** está conectado à Internet.

While in English, personal pronouns are always present in the sentence, they can be omitted in Portuguese.

Source: If **you** have not verified in 24 hours, **you** need to reset the password.
Bad Target: Se **você** não fizer a verificação em 24 horas, **você** deverá redefinir a senha.
Better: Se não fizer a verificação em 24 horas, **você** deverá redefinir a senha.

Avoid gender references in your translations since they can refer directly to both men and women. Instead, try addressing the reader in an impersonal form or using the plural whenever necessary.

Source: This procedure will allow you to access the portal.

Bad Target: Este procedimento o permitirá acessar o portal.

Better: Este procedimento permitirá acessar o portal.

Also keep in mind that good Portuguese employs the active voice whenever possible. So, render the Portuguese in the active voice and indicative mood. Be direct!

Remember: A atingiu B describes the event more concisely than B foi atingido por A.

5.6. Clarity

*"A clear sentence is no accident. Very few sentences come out right the first time, or even the third time. Remember this in moments of despair."
— William Zinsser*

To communicate efficiently sometimes breaking the source in two sentences increases its legibility. The idea is to avoid too many long subordinate clauses and conjunctions.

Source: Unable to reset challenge questions for user, so user was not updated.

Bad Target: Não foi possível definir perguntas de segurança para o usuário, assim, o usuário não foi atualizado.

Better: O usuário não foi atualizado porque não foi possível definir perguntas de segurança para ele.

Feel free to change the punctuation and sentence structure if that will make your text clearer. In marketing texts, short sentences in English can be merged into a full paragraph in Portuguese, which tends to have longer sentences. See the following example:

Source: For John, dealing with Robert was a risk-free endeavor. Robert has had a strong relationship with him for years. In fact, John bought his first car from Robert back in the 1980s. So he was well aware of Robert's honesty.

Bad Target: Para John, fazer negócio com Robert era uma empreitada segura. Robert tinha com ele uma relação de muitos anos. Na verdade, John comprou seu primeiro carro de Robert nos anos 80. Por isso, ele já sabia que Robert era de confiança.

Better: Fazer negócio com Robert, com quem John tinha uma forte relação de muitos anos, foi uma empreitada segura. Na verdade, John comprou seu primeiro carro de Robert nos anos 80 e, por isso, já sabia que ele era de confiança.

On the other hand, in instruction manuals and other similar documents, shorter sentences make the text clearer for the user.

- Source:* This is an integral part of my business, **allowing me to provide remote** support to my clients quickly and easily.
- Bad Target:* Esta parte é essencial aos meus negócios, **ela me permite oferecer** suporte remoto aos meus clientes de forma rápida e fácil.
- Better:* Esta parte é essencial aos meus negócios. **Com ela, ofereço** suporte remoto aos meus clientes com rapidez e facilidade.

Also, words with very general meaning, such as "coisa" (thing/stuff) should be avoided whenever possible. Be more specific:

- Source:* One click access to the most important **stuff** on your PC.
- Bad Target:* Acesso com um clique **às coisas** mais importantes em seu PC.
- Better:* Acesso com um clique **aos recursos** mais importantes em seu PC.
- Source:* Follow these steps to resize an object, rotate a page, create files **and more**.
- Bad Target:* Siga estas etapas para redimensionar um objeto, girar uma página, criar arquivos **entre outras coisas**.
- Better:* Siga estas etapas para redimensionar um objeto, girar uma página, criar arquivos, **entre outros**.
- Source:* Tell me what you think would help speed **things** up for you.
- Bad Target:* Diga o que você acha que ajudaria a acelerar **as coisas** para você.
- Better:* Diga o que você acha que ajudaria a acelerar **o processo** para você.

5.7. Unnecessary Terms

*"A misplaced word spoils the most beautiful thought."
— Voltaire*

Possessives are used more extensively in English than in Portuguese. Please consider avoiding possessives whenever they are not essential to the meaning of the translated text.

- Source:* Consider the location **of your computer** and the speed **of your network** and **your internet connection**.
- Bad Target:* Leve em conta a posição **do seu computador**, a velocidade **da sua rede** e **a sua conexão** com a Internet.
- Better:* Leve em conta a posição **do computador**, a velocidade **da rede** e **a conexão** com a Internet.
- Source:* The license **of your** notebook expired. Please contact **your** authorized retailer.
- Bad Target:* A licença **do seu** notebook expirou. Entre em contato **com seu** revendedor autorizado.
- Better:* A licença **do** notebook expirou. Entre em contato **com o** revendedor autorizado.

Try suppressing other unnecessary particles, such as in the examples below:

- Source:* Regular users can **do everything** but add other users.
Bad Target: Usuários comuns podem **fazer de** tudo, exceto adicionar outros usuários.
Better: Usuários comuns podem **fazer tudo**, exceto adicionar outros usuários.
- Source:* Avoid using this term, **which** is unnecessary in certain cases.
Bad Target: Evite usar este termo, **o qual** é desnecessário em alguns casos.
Better: Evite usar este termo, **desnecessário** em alguns casos.

5.8. Repetition

*"But better die than live mechanically a life that is a repetition of repetitions."
— D. H. Lawrence*

Similarly to rhyming, repetitions in Portuguese can sound annoying and make the text poor. They should be avoided at all costs, despite their presence in the source text.

- Source:* **Using** your hand-held device, **users** will be able to **use** the following resources:
Bad Target: **Usando** dispositivos portáteis, os **usuários** poderão **usar** estes recursos:
Better: **Com** dispositivos portáteis, os **usuários dispõem** destes recursos:
- Source:* Call us **at** 1-800-961-2888 **to** learn more.
Bad Target: Ligue **para** 1-800-961-2888 **para** saber mais.
Better: Para saber mais ligue 1-800-961-2888.
Better: Saiba mais ligando **para** 1-800-961-2888.
- Source:* His **trip** to Brazil is a special fact-finding **trip** to assess community **needs** and determine academic **needs**.
Bad Target: Sua **viagem** para o Brasil é uma **viagem** especial para avaliar as **necessidades** da comunidade e determinar as **necessidades** acadêmicas.
Better: Sua **vinda** ao Brasil é uma **viagem** especial para avaliar as **carências** da comunidade e determinar as **necessidades** acadêmicas.

5.9. Redundancy

The same principle for double negatives applies to redundancies: avoid using them, unless for stylistic purposes. Here are some examples that can appear in the text:

- Source:* **period of time**
Wrong: **período de tempo**
Right: **período**
- Source:* **countries in the world**
Wrong: **países do mundo**
Right: **países**

Source: for instance
Wrong: como, por exemplo
Right: como OR por exemplo

Source: along with
Wrong: junto com OR juntamente com
Right: com

IMPORTANT: Please, be careful with other common redundancies. Check other instances here: <http://www.recantodasletras.com.br/tutoriais/2808814>

5.10. Concision

*"Less is more."
— Ludwig Mies van der Rohe*

Try to eliminate redundant material without compromising the clarity of the information. The idea is to avoid lengthy and complex sentences, whose content may be better expressed in a shorter, more explicit structure:

Source: Ccaps provides you with peace of mind.
Bad Target: A Ccaps fornece tranquilidade a você.
Better: Com a Ccaps você fica tranquilo.

Source: Bring business productivity to the next level.
Bad Target: Leve a produtividade a um novo nível.
Better: Eleve o nível da produtividade.

Source: Try our new commercial applications without putting any constraints on your existing infrastructure.
Bad Target: Experimente nossos aplicativos comerciais sem colocar nenhuma restrição em sua infraestrutura.
Better: Experimente nossos aplicativos comerciais sem restringir sua infraestrutura.

Source: Share things that make your company a special place to work.
Bad Target: Compartilhe fatos que fazem com que sua empresa seja um lugar especial para se trabalhar.
Better: Compartilhe fatos que fazem da sua empresa um lugar especial para se trabalhar.

Try to detach yourself from the source text and show that you have a rich vocabulary. Using different nouns, adjectives and synonyms can be a great strategy to make your translation look and sound more natural in Portuguese:

Source: CustCare uses a global tier-less support model so each incoming case is immediately assessed for complexity by a Customer Support Expert and routed to the right certified professional to manage through restoration.

Bad Target: A CustCare usa um modelo de suporte global em menos etapas para que cada caso novo seja avaliado imediatamente quanto à complexidade por um especialista de suporte técnico e seja roteado para que o profissional certificado certo gerencie através da restauração.

Better: A CustCare usa um modelo de suporte global mais direto. Um especialista de suporte técnico avalia de imediato a complexidade de cada novo caso e o direciona ao profissional com a certificação adequada, que gerencia a restauração.

Source: To be more successful, you need more satisfied employees. And to achieve this, you need to pay more attention to your employees.

Bad Target: Para ter mais sucesso, você precisa de funcionários mais satisfeitos. E para conseguir isso, você precisa dedicar mais atenção a cada funcionário.

Better: Ter mais sucesso requer funcionários mais satisfeitos, e isso exige dar mais atenção a cada um deles.

By understanding the meaning of an obscure message, you can convey it in a different way and increase the legibility of the translated information.

Source: Since a virus was detected, rebooting is recommended to minimize the possibility of further infection.

Bad Target: Uma vez que um vírus foi detectado, recomenda-se a reinicialização do computador para minimizar a possibilidade de maior infecção.

Better: Vírus detectado. É aconselhável reinicializar o computador para minimizar possíveis danos.

Make your translation simple and direct. Again, follow the motto above: "less is more."

Source: The software introduces an activity that allows you to upload images and texts.

Bad Target: O software apresenta uma atividade a qual permite carregar imagens e textos.

Better: O software apresenta uma atividade que permite carregar imagens e textos.

Sometimes, a quick fix will render your text more fluent and pleasant to the reader. Here are some examples:

Bad Target: Muitos dos arquivos do cliente já não ficam armazenados apenas no servidor.

Better: Muitos arquivos do cliente já não ficam armazenados apenas no servidor.

Source: Most businesses invested, but few have achieved results.

Bad Target: A maioria das empresas investiu, mas poucas delas viram resultado.

Better: A maioria das empresas investiu, mas poucas viram resultado.

6. Tricky Terms

Please see below some possible solutions for terms that are either difficult to translate or you could simply choose the easiest (but definitely not the best) solution:

6.1. Ability

Please notice "habilidade" is not the only possible translation.

Source: It provides the **ability** to handle unexpected workload peaks.

Bad Target: Oferece a **habilidade** de lidar com picos de carga de trabalho inesperados.

Better: **Permite** lidar com picos de carga de trabalho inesperados.

See also: <http://www.ccaps.net/blog/voce-pode-consegue-ou-e-capaz/?lang=pt-br>

6.2. Address, to

Please notice "endereçar" and "encaminhar" are not the only possibilities. According to the context, other options are "tratar," "lidar," "abordar," "considerar," "dar atenção."

Source: This program helps to **address** market challenges and improve customer satisfaction.

Bad Target: Este programa ajuda a **encaminhar** as mudanças de mercado e a aumentar a satisfação do cliente.

Better: Este programa ajuda a **lidar** com as mudanças de mercado e a aumentar a satisfação do cliente.

6.3. Bottom-line/bottom line

Please notice "bottom-line" (or even "bottom line" with no hyphen) is not "linha de fundo." In a finance context it can be translated as "resultado final do balanço" or "resultado financeiro". In a more general context, it can be translated as "resultado final", "conclusão final", "ponto-chave", "ponto principal," "questão fundamental."

See also: <http://www.teclasap.com.br/como-traduzir-bottom-line/>

6.4. Build, to

Please avoid "construir" if you are not referring to something touchable that has a material existence. Also notice "build" and "create" may not be synonyms. Please consider options such as "desenvolver" and "elaborar".

Source: This tutorial will show you how to **build** creative games.

Bad Target: Este tutorial mostrará como **construir** jogos criativos.

Better: Este tutorial mostrará como **desenvolver** jogos criativos.

Source: How to **build** good translations
Bad Target: Como **criar** boas traduções
Better: Como **elaborar** boas traduções

6.5. Built-in

Some companies adopt "incorporado" or "embutido" as the standard translation for this term. At Ccaps, we prefer "integrado," and depending on the context, "interno."

Source: The feature provides **built-in** server security.
Bad Target: O recurso fornece segurança **embutida** do servidor.
Better: O recurso fornece segurança **integrada** ao servidor.

Source: You can manage the server being logged as the **built-in** Administrator.
Bad Target: Você pode gerenciar o servidor se registrando como Administrador **incorporado**.
Better: Você pode gerenciar o servidor se registrando como Administrador **interno**.

6.6. Capability

When it means competence, some possible translations would be "capacitação," "condições," "possibilidade," "recurso," "vantagem," "ponto forte," "aquilo que se pode."

When it has a meaning similar to "resource," "feature," a more adequate translation would be "recurso," "função," "funcionalidade."

Source: Gain a basic understanding your **personal capabilities**.
Bad Target: Obtenha uma compreensão básica das suas **capacidades pessoais**.
Better: Obtenha uma compreensão básica do **que você pode fazer**.

Source: Improve efficiency with energy management **capabilities**.
Bad Target: Aumente a eficiência com **capacidades** de controle de energia.
Better: Aumente a eficiência com **recursos** de controle de energia.

6.7. Deliver, to

Please check the context. "Entregar" is not the best and definitely not the only possible translation for all cases. In some contexts, it can be translated as "fornecer" and "proporcionar." Other possibilities, also according to context, are "cumprir (algo prometido)", "dar conta (de fazer algo)", "obter resultados."

Source: You can **deliver** an application that is easy to use in all platforms.
Bad Target: Você pode **entregar** um aplicativo fácil de usar em todas as plataformas.
Better: Você pode **fornecer** um aplicativo fácil de usar em todas as plataformas.

6.8. Design, to

Do not think that "projetar" is the best and only possible translation. According to the context you should consider more adequate options, such as "desenvolver," "criar," "elaborar."

Source: The program is **designed** to handle auditing requirements.
Bad Target: O programa é **projetado** para lidar com exigências de auditoria.
Better: O programa é **elaborado/desenvolvido** para lidar com exigências de auditoria.

6.9. Effective and Efficient

Please note the difference between effective ("eficaz") and efficient ("eficiente").

Source: This course covers **effective** knowledge management.
Bad Target: Este curso abrange o gerenciamento **eficiente** de conhecimento.
Better: Este curso abrange o gerenciamento **eficaz** de conhecimento .

Source: It provides **efficient** file storage.
Bad Target: Fornece armazenamento **eficaz** de arquivos.
Better: Fornece armazenamento **eficiente** de arquivos.

6.10. Eligible

Please avoid "elegível" as the translation for this term. Most times the idea is that someone or something has the qualifications, rights, conditions or requirements to do something. You may even rewrite your text to replace "eligible".

Source: Please verify that you are **eligible** to participate.
Bad Target: Verifique se você está **elegível** para participar.
Better: Verifique se você está **qualificado** para participar.

Source: Users **are eligible** to receive a free upgrade.
Bad Target: Os usuários **são elegíveis** para receber uma atualização gratuita.
Better: Os usuários **têm o direito** de receber uma atualização gratuita.

Depending on the context, other possibilities are "habilitado(a)", "apto(a)" and "candidato(a)."

6.11. Empower/empowerment

While the verb "empoderar" has been increasingly used, at Ccaps we prefer "capacitar" and "qualificar" instead.

Source: **Empower** your team and get better results immediately.
Bad Target: **Empodere** sua equipe e os resultados melhorarão de imediato.
Better: **Capacite** sua equipe e os resultados melhorarão de imediato.

Please consider "capacitação" and "qualificação" instead of "empoderamento". See also: <http://www.teclasap.com.br/empowerment/>

6.12. Escalate, to

In IT text, the meaning will hardly be "escalar." "Expandir" is a possible translation but may not convey the meaning either. Always consider the context.

Source: Support monitors critical cases and **escalate** them as required.
Bad Target: O suporte monitora os casos graves e os **escala**, conforme necessário.
Better: O suporte monitora os casos graves e os **encaminha a níveis mais altos**, conforme necessário.

6.13. Focus, to/Focused

Please try to avoid "focar em" and/or "focado em." Consider the context and notice there are other possibilities better than "focar".

Source: The review **focuses** on interoperability between solutions.
Bad Target: A análise **foca** na interoperabilidade entre as soluções
Better: A análise **se concentra** na interoperabilidade entre as soluções.

Source: Packaging **focused** on consumer
Bad Target: Embalagem **focada** no consumidor
Better: Embalagem **direcionada ao/voltada para o/com foco no** consumidor

Source: We can **focus** on staying ahead of the competition.
Bad Target: Podemos **focar em** estar à frente da concorrência.
Better: Podemos **nos dedicar** a estar à frente da concorrência.

6.14. Mission-critical

Although some people say "missão crítica" we prefer to avoid this expression.

Source: These services protect the investment of your **mission-critical solutions**.
Bad Target: Estes serviços protegem o investimento das suas **soluções de missão crítica**.
Better: Estes serviços protegem o investimento das suas **soluções-chave/essenciais**.

See also: <http://www.teclasap.com.br/falsos-cognatos-critical/>

6.15. Seamless(ly)

Source: Create solutions that work **seamlessly** across Windows, Mac and the web...
Bad Target: Crie soluções que funcionem **integralmente** em Windows, Mac e na web...
Better: Crie soluções que funcionem **perfeitamente** em Windows, Mac e na web...

See also: <http://www.teclasap.com.br/seamless-3-significados-e-25-sugestoes-de-traducao/>

6.16. Smooth(ly)

Please notice "suave" and "suavemente" are not the only possible translations and may not fit all contexts.

Source: When exploring XLZ, notice how **smoothly** the device opens.

Bad Target: Ao explorar o XLZ, observe como o dispositivo pode ser aberto **suavemente**.

Better: Ao explorar o XLZ, observe como o dispositivo pode ser aberto **com facilidade**.

See also: <http://www.teclasap.com.br/smooth-sailing-qual-e-o-significado-e-a-traducao-da-expressao/>

6.17. Unleash, to

The most direct translations "liberar" and "soltar" do not work well in every context. Please see some examples.

Source: Download the latest version to **unleash** the full potential of this technology.

Bad Target: Faça o download da última versão para **liberar** todo o potencial desta tecnologia.

Better: Para **usufruir** de todo o potencial desta tecnologia, faça o download da última versão.

Source: **Unleash** great customer experience.

Bad Target: **Libere** uma experiência do cliente fantástica.

Better: **Proporcione** uma experiência fantástica ao cliente.

Other possible translations (please always check context) are "extravasar," "lançar."

7. Terminology

7.1. Ccaps Localization Glossary

Compared to other areas, Localization is brand new, and so is its terminology. There are many styles and choices, but to make sure we use the same terms when the customer does not provide their own list, please follow our choices below.

Source	Target
find, to	localizar
search, to	pesquisar
display, to	exibir
show, to	mostrar
view, to	visualizar
delete, to	excluir
home page	página inicial
website	site
site	site
drop-down menu/dropdown menu	menu suspenso
dialog box	caixa de diálogo
check box	caixa de seleção
select (a check box), to	marcar
clear (a check box), to	desmarcar
select, to	selecionar
clear, to	limpar
Make sure to...	Certifique-se de...
Be sure to...	Certifique-se de...
Please see	Consulte
For more information...	Para obter mais informações...
attention	atenção
caution	cuidado
warning	aviso
notice	aviso
alert	alerta
note	observação
Note:	Obs.:
type, to	digitar
insert, to	inserir
enter, to	digitar, preencher, informar
fill, to	preencher

chat, to	bater papo
chat (noun)	bate-papo
e-mail/email	e-mail
on-line/online	online
off-line/offline	offline
Internet/internet	Internet
Intranet/intranet	Intranet
download, to	fazer download / fazer o download
download (noun)	download
upload, to	fazer upload / fazer o upload
upload (noun)	upload
login, to/log in, to	fazer login
login (noun)	login
logon, to/log on, to	fazer logon
logon (noun)	logon
logout, to/log out, to	fazer logout
logout (noun)	logout
change, to/alter, to	alterar
modify, to	modificar
enable, to	habilitar
activate, to	ativar
disable, to	desabilitar
deactivate, to	desativar
Cannot...	Não é possível...
Unable to...	Não é possível...
Not possible...	Não é possível...
Impossible to...	Não é possível...
Could not...	Não foi possível...
It was not possible...	Não foi possível...
start, to	iniciar
restart, to	reiniciar
launch, to	lançar (produto) / iniciar (programa)
boot, to	inicializar
reboot, to	reinicializar
shutdown, to/shut down, to	desligar
quit, to	encerrar
exit, to	sair

cut, to	recortar
paste, to	colar
crop, to	cortar
trademark	marca comercial
registered trademark	marca registrada
setting	configuração
setup	configuração
set up, to	configurar
install, to	instalar

7.2. Blacklist

Please see below some terms you should avoid during the translation:

English Term	Accepted Translations	Do Not Use
application	aplicativo	aplicação
as	na medida em que/à medida que	à medida em que
become difficult, to	dificultar	tornar difícil
become easy, to	facilitar	tornar fácil
become possible, to	possibilitar	tornar possível
best practices	práticas recomendadas	melhores práticas
delete, to	excluir	deletar
deploy	implantar	implementar
download, to	fazer download / fazer o download	baixar
Getting Started	Introdução	começar
IT	TI	IT
Overview	Visão geral	Visão global
rest	restante	resto
scalable	dimensionável	escalável
support, to	dar suporte a	suportar
supported	com suporte, compatível	suportado
the URL	o URL	a URL
while	enquanto	ao mesmo tempo em que

8. Useful Links

Spelling

[VOLP – Vocabulário Ortográfico da Língua Portuguesa](#): Here you can find the rules and conventions of Brazilian Portuguese.

[Guia Prático da Nova Ortografia](#): See how the new rules of Spelling Reform should be applied to your translations. You can download it in PDF format [here](#).

[Manual de Hífen da Abril](#): If you are having doubts on where to use the hyphen

Dictionaries:

[Dicionário Aulete](#): Examples that can help you discover not only definitions, but also useful verbal governments.

[Priberam](#): Search in Brazilian and European Portuguese and compare words before and after the Reform.

[Dicionário de Sinônimos](#): If you are struggling with terms, you can find its synonym here.

[Babylon](#): Translation and dictionary with results from a database of 1,300 sources in 75 languages.

[Onelook](#): Search terms in different dictionaries for better research.

Portuguese Grammar

[Gramática Básica do Português Contemporâneo](#): Based on the *Nova Gramática da Língua Portuguesa*, by Celso Cunha.

[Regência nominal e verbal sem segredo](#): Here you can find some tips on noun and verb government

Miscellaneous

[Manual de Redação da Abril](#): Writing guidelines from the largest publishing house in Brazil.

[Série Palavra Final](#): This interesting website can help you with a number of topics.

[Vocabulando](#): Smart and thorough solutions for terms that can be difficult to translate.

[ProZ Term Search](#): Choose the source and target and search glossaries, questions and forums.