



City of Portland Parks & Recreation

# Translation Style Guide for Spanish

*Updated 11/14/2023 by Mindlink Resources, LLC*

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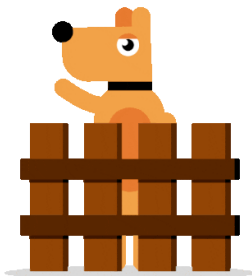
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## Welcome

Welcome to the Style Guide for Spanish. This guide will help you understand how to localize Spanish content in a way that best reflects the Portland Parks & Recreation voice.

The Style Guide is a reference tool for content developers such as writers, translators, editors, reviewers, graphic designers, and project coordinators. The purpose of this Style Guide is to ensure all content leads follow the guidance outlined here to keep voice, tone, and style consistent in all multilingual communications.

## Portland Parks & Recreation Voice



Some 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.)
- **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. (Think: "Friendly Neighbor")
- **General register & tone:** use appropriate matter of fact, professional language, and the correct technical terms so that a general audience can readily understand the document. Generally, we address the public in the formal (USTED) form.



*Exception: It is acceptable to use the informal (TÚ) form for marketing and advertising campaigns that are more casual and persuasive in nature (e.g., iCommute, FasTrak programs).*

## Language-Specific Terminology

Please refer to the Portland Parks & Recreation Translation Glossary located here:

For suppliers of translation services, please incorporate the terms from the excel spreadsheet into your CAT tools.

### Word Choice

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. The Spanish modern voice can be conveyed through the use of shortened form of words and everyday words.

### Synonyms

For Spanish spoken in the US, word variety can convey a more natural and conversational tone in especially longer text and informal topics. The Spanish voice can be conveyed through the use of synonyms too. For example, "to wish" is almost always translated as "desear" but in everyday speaking people usually use "querer". This translation may be used for a more natural and conversational tone and to deviate from what might be perceived as 'formal'.

## Guidance for Common Phrases

### Location

To avoid confusion with local maps and GPS systems, do not translate location names, including parks and buildings.

### Addresses with house numbers and zip code

Helensview Community Garden  
8678 NE Sumner Street  
Portland, OR 97220

For addresses with house numbers, abbreviate the direction (NE, NW, SE, SW, N., E., S., W.) and the words St., Ave. and Blvd.

East Portland Community Center  
740 SE 106th Ave  
Portland, OR 97216

Do not abbreviate Drive, Circle, Road, Terrace, Lane, Highway or any other street types.

Portland Parks & Recreation Customer Service Center  
1134 SW 5th Ave, Portland, OR 97204

Sometimes the location will include just the address and no city, state, or zip:

Ventura Park  
460 SE 113th Avenue

### Street names without house numbers

NW 20<sup>th</sup> Ave.

SE McLoughlin Blvd

Interstate 84

When mentioning the proper name of a street without a specific address, spell out and capitalize both the direction and the street type.

SW 42nd Ave

### Intersections

NE Corner of SE Cesar Estrada Chavez Blvd y Ellis St.

NE 82<sup>nd</sup> Ave y Siskiyou St.

SE 167<sup>th</sup> Ave. y Market St.

### How to describe the region

El área metropolitana de Portland (first mention)

la región (subsequent references)

Avoid using region metro.

### States

Oregon

Portland, OR 97211

Spell out the state name if it stands alone.

OR . Abbreviate as OR when used with ZIP code.

### Cities

The natural area is in [the city of] Portland and will be managed by the City of Portland.

El área natural está en [la ciudad de] Portland y será administrada por la Ciudad de Portland .

Avoid using ciudad de unless referring to a government agency. Capitalize ciudad in the name of an agency only.

#### Contact Information

Para obtener más información, envíe un correo a [CustomerServiceCenter@portlandoregon.gov](mailto:CustomerServiceCenter@portlandoregon.gov) o llame al 503-823-2525.

Para registrarse, visite [portland.gov/Parks/register](http://portland.gov/Parks/register).

Area codes are set off by a hyphen, not parentheses.

Toll-free numbers do not require a 1- at the beginning.

Don't use the word por favor if it isn't needed for emphasis or tone.

Either refer to the website or give the URL, not both. Omit <http://> unless the URL does not begin with [www](http://www).

#### What do you mean "we"?

We value clean air and water.  
(Nosotros) *valoramos el aire y agua.*

The Advisory Committee wants to hear from you.

*El Comité Asesor quiere escucharlo.*

Avoid using first person unless you are writing a letter or from a very specific point of view with an obvious speaker.

"We" means "the people of the region," not Portland Parks & Recreation or a particular department or program.

Speaking directly to you is fine (and often good).

#### Titles

The title should be translated, but the persons name should remain in English. I.e.:

Comisionada Carmen Rubio

Directora Ademna Long

#### Time

*9 a.m. hasta el mediodía*

*1:30 a 4 p.m.*

*8 a.m. a 5 p.m.*

*The abbreviations a.m. and p.m. need periods.*

*Time that is on the hour does not need :00.*

*Use mediodía and medianoche.*

*In a time span use "de XXX a YYY", not a dash.*

*If both times in a span are either a.m. or p.m., just use it once at the end of the span.*

## Date

*Septiembre de 2008*

*El 23 de abril de 1970 fue un buen día.*

*Lunes 25 de agosto*

*Los años 80*

Do not abbreviate the month or use a comma when not including the day of the month.

When a phrase refers to a month, date and year, set off the year with commas.

When including the date, use **enero, febrero, marzo, abril, mayo, junio, julio, agosto, septiembre, octubre, noviembre y diciembre**.

Don't use an apostrophe when describing a decade.

## Quantities

*tres ratones ciegos*

*una caminata de cinco millas*

*una propiedad de 2 acres*

*un edificio de tres pisos*

*2 acres de humedales*

*4 millas cuadradas*

**8 por ciento**

*(Ella) tiene 5 años.*

*Un niño de 13 años*

*\$3 de costo*

*emisión de bonos por \$227.4 millones*

Generally, one through nine and first through ninth are spelled out and figures are used for 10 and above.

Exceptions include percentages, age, dollar amounts and dimensions, which always use figures.

Use \$ and not dólar for monetary amounts.

For area (e.g. acres) always use figures; for distances (e.g. miles) only use figures for 10 and above.

Fewer cars on the road will create less pollution over the city and save the region more than \$10 million in transportation funds.

**Menos** autos en el camino creará menos contaminación **en el aire de** la ciudad y le ahorrará a la región más de \$10 millones en fondos de transporte. (It will depend on context)

Over is a spatial term; more than is preferred for numerals and amounts; use fewer for individual items and less for bulk or quantity.

## Punctuation

### Commas

Drop the comma before “and” and “or” in a series unless the sentence is confusing without it.

### Spaces

Use one space, not two, between sentences.

### Abbreviations and acronyms

Do not use abbreviations or acronyms that the general public would not quickly recognize.

Do not follow the full name of a group or document with an acronym in parentheses. If an abbreviation would not be clear on second reference without this arrangement, do not use it.

Consider using el comité or el distrito or el plan or el límite for the second reference.

### Capitalization

Use sentence case in headlines. Only capitalize the first word and any proper names.

Department names are lowercase and should be used sparingly.

Some program, project and campaign names are capitalized. Use the website as a reference:

<https://www.portland.gov/parks>

### #%&@!

Avoid symbols.

Spell out percent unless used in a table.

**Do not use ampersands (e.g. Tualatin Hills Park and Recreation District and Portland Parks and Recreation).**

Be very sparing with exclamation points.

## Translation of program names and services

To keep program names consistent and recognizable, they generally remain untranslated, especially when names may not translate well or lose meaning when translated. This is decided on a case-by-case basis, with the goal of prioritizing understanding for the intended community. If something has been translated before, it is important to keep the translation consistent. Check reference marketing materials, website, consult with project leads. Best practice when naming new projects and services is to keep name simple and in plain language to support clear translations. There are many opportunities to partner with community engagement liaisons on transcreation to update/create program names.

East Portland Community Center con piscina

Community Garden = Huerto comunitario

Parks Local Option Levy (Parks Levy) = "Parks Levy" (impuesto para los parques)

Art Pods/Art and Music Pods = Eventos comunitarios de arte y música (llegan en camioneta)

Summer Free for All = Programa gratuito de verano (although this name was left in English for most of the printed material).

## Gerund or 'ing' form

Generally, Spanish does not use gerunds the way English does. Things to avoid:

1. The English gerund form in a heading. Avoid using the same construction in Spanish.

Source: Building a world class transportation system for the region.

Target: Construimos un sistema de transporte de clase mundial para la región.

2. When the gerund refers to the direct object

Source: A resolution authorizing the change was adopted.

Target: Se adoptó una resolución que autoriza el cambio.

- 3) When the gerund is used as a link of phrases that contain successive acts and can therefore be combined. While gerunds can "connect" two ideas in English, it does not work the same in Spanish.

Source: The transportation system acts as the circulatory system for the economy, providing the links between housing and jobs.

Target: El sistema de transporte actúa como el sistema circulatorio de la economía. Este proporciona los vínculos entre la vivienda y el empleo...

OR

El sistema de transporte actúa como el sistema circulatorio de la economía y proporciona/al proporcionar los vínculos entre la vivienda y el empleo...

INCORRECT:

El Sistema de transporte actúa como el sistema circulatorio de la economía, proporcionando los vínculos entre la vivienda y el empleo...

## Naming Files

When naming translated files, title the document in the translated language (Spanish) and English so content can be identified in both languages, by staff and communities.



*Staff tip: Include the document title in your translation request.*

Examples of translated document titles on our website;

- AIR brochures (<https://www.portland.gov/parks/air/adaptive-classes-trips-and-activities>)
- Safety content on the Community Gardens page (<https://www.portland.gov/parks/community-gardens/resources>)



- Tree planting booklets on (<https://www.portland.gov/trees/tree-planting/free-trees>)

## Inclusive Language

### Avoid ableist language

When trying to achieve a friendly and conversational tone, problematic ableist language might slip in. This can come in the form of figures of speech and other turns of phrase. Be sensitive to your word choice, especially when aiming for an informal tone. Ableist language includes words or phrases such as crazy, insane, blind to or blind eye to, cripple, dumb, and others. Choose alternative words depending on the context.



*Focus on people, not disabilities. Don't use words that imply pity, such as stricken with or suffering from. Don't mention a disability unless it's relevant.*

### Avoid unnecessarily gendered language

In addition to being mindful of the pronouns used in narrative examples, be sensitive to other possible sources of gendered language.

Use gender-neutral alternatives for common terms. Avoid compound words containing man or men, or similar constructions in your language. Don't use gendered pronouns (she, her, he, him, etc.) in generic references. Instead:

- Rewrite to use the second or third person (you or one).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, the document instead of his document).
- Refer to a person's role (reader, employee, customer, or client, for example).
- Use person or individual.

Example:



*Equipment installation takes around 16 man-hours to complete.*



*Equipment installation takes around 16 person-hours to complete*

Use people-first language:

- Use "people with disabilities" and not "the disabled," "disabled people," or "victim of."
- Spanish: Use "personas con discapacidades," not "discapacitados."

Inclusive Language Resources:

<https://content-guide.18f.gov/our-style/inclusive-language/>

<https://consciousstyleguide.com/>