



City of Portland Parks & Recreation

# Translation Style Guide for Vietnamese

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

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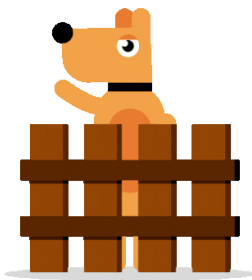
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## Welcome

Welcome to the Style Guide for Vietnamese This guide will help you understand how to localize Vietnamese 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 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")

## 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

These are the general rules to guide your word choice:

- Use terms that are common in the business or industry.
- Use words that are specific (not vague) and crystal clear.
- Use words that are used in daily life by ordinary people.

*For example, don't use "bookish," (unless they are technical terms and are necessary in the context).*

- Use standard words, not slang.
- Try to use verbs, not verbal nouns.

### Word-to-word translation

The translation must be accurate, but not literal. Please re-phrase the information so that it would sound natural for a native speaker of the target language, avoid copying the original sentence structure. Use formal or semi-formal tone, unless the original is obviously informal and intended to be like this (for example, a campaign aimed at teenagers etc.).

Address the target group personally and directly. In general, use active voice rather than passive voice, but please feel free to use passive structures as well. Please always consider the context. Be consistent

and use the same terminology within a document and across different documents. Reference the Portland Parks & Recreation Translation Glossary linked above. Please translate similar phrases consistently as well.

## Guidance for Common Phrases

### Location

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

### Street addresses

Please do not translate or localize the addresses in contact information:

City of Portland, Oregon	<i>City of Portland, Oregon</i>
1900 SW 4th Avenue, Portland, OR 97201	<i>1900 SW 4th Avenue, Portland, OR 97201</i>

Please translate the words “floor”, “suite”, “counter” etc.:

Permits can be submitted at Portland Parks & Recreation Customer Service Center, 1134 SW 5th Ave, Portland, OR 97204: Floor 1, inside building at 1134 SW 5 <sup>th</sup> Ave	<i>Giấy phép có thể nộp tại tầng 1, trong tòa nhà số 1125 SW 5th Ave, Portland, OR 97204</i>
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If you find a street (avenue, circle, drive, lane, square etc.) name in continuous text, please translate it and keep the original in source:

This happened in the 4th Avenue.	<i>Vấn đề này xảy ra tại đường (Đại lộ) số 4</i>
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Please remember the difference between the City as an agency and the city as a location:

City of Portland	<i>Thành phố Portland (City of Portland)</i>
buildings in the city of Portland	<i>Các tòa nhà trong thành phố Portland</i>

### Website navigation

Please translate the names of tabs, pages and sections (the descriptors “tab”, “page”, “section” etc. as well), but always keep the original in brackets:

Contact information and basic descriptions of SDCs are also available at <a href="http://www.portlandoregon.gov/bds">www.portlandoregon.gov/bds</a>   Fees Tab   Systems Development Charges (SDCs).	<i>Thông tin liên hệ và trình bày tổng quát sẽ được tìm thấy trên trang mạng <a href="http://www.portlandoregon.gov/bds">www.portlandoregon.gov/bds</a> Fees Tab  Systems Development Charges (SDCs)</i>
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Please do not forget to check on the website itself, if the specified navigation path is still valid.

## Contact Information

Use people or residents, not citizens.- people = *người* or *người dân* (depending on where it is used in the sentence).

Whether you are planning a wedding, a family or neighborhood event, a company picnic, or a sports tournament, we have a site for you!

*Cho dù bạn đang lên kế hoạch cho một đám cưới, một sự kiện với gia đình hoặc hàng xóm, một buổi dã ngoại cùng công ty hay một giải đấu thể thao, chúng tôi đều có nơi tổ chức dành cho bạn!*

If you use a personal pronoun, please do not capitalize it (acceptable exceptions are personal letters and questionnaires):

If you would like to reserve a community garden plot...

*Nếu bạn muốn đặt một chỗ tại khu vườn của cộng đồng...*

For more information, email

For more information, email  
[CustomerServiceCenter@portlandoregon.gov](mailto:CustomerServiceCenter@portlandoregon.gov)  
or call 503-823-2525.

*Muốn biết thêm thông tin, xin vui lòng email  
CustomerServiceCenter@portlandoregon.gov  
hoặc gọi số 503-823-2525.*

To register, visit  
[portland.gov/Parks/register](http://portland.gov/Parks/register).

*Để ghi danh, vui lòng truy cập vào trang mạng  
[oregonmetro.gov/calendar](http://oregonmetro.gov/calendar)*

## Other Tips

- Area codes are set off by a hyphen, not parentheses.
- Toll-free numbers do not require a 1- at the beginning.
- Either refer to the website or give the URL, not both. Omit <http://> unless the URL does not begin with [www](http://).

## What do you mean “we”?

“We” means “the people of the region,” not the City or a particular department or program.

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

We value clean air and water.

*Chúng tôi coi trọng giá trị của nước và không khí sạch.*

The Advisory Committee wants to hear from you.

*Ủy ban Cố vấn muốn nghe ý kiến của quý vị.*



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

Agency (department) names and job titles

As a rule, please capitalize the first word in agency (department) names:

Job titles are usually not capitalized.

City of Portland

*Thành Phố Portland*

Portland Parks and Recreation Bureau

*Phòng / Sở Công viên và Giải trí Portland*

Please use the full names of agencies (departments), even if they are abbreviated in the source text:

PP&R main number

*Số điện thoại chính của PP&R*

## 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.

Parks Local Option Levy (Parks Levy)

*Phí lựa chọn địa phương của công viên (Lệ phí Công viên)*

Job titles are usually *not* capitalized.

Time

Please use the 24-hours format. Please separate hours and minutes with a colon:

9 a.m. to noon

*9:00 giờ sáng - 12:00 giờ trưa*

1:30 to 4 p.m.

*13:30 giờ chiều - 16:00 giờ tối*

8 a.m. to 5 p.m.

*8:00 giờ sáng - 17:00 giờ tối*

No abbreviations for a.m. and p.m.

Time that is on the hour needs: 00.

Use 12:00 giờ trưa 24:00 giờ tối

In a time span avoid using a dash. Use both times in a span are either *giờ sáng* or *giờ chiều*, just use it once at the end of the span.

### Dates

Please use the following format: DD/MM/YYYY:

4/23/1970

23/04/1970

Vietnamese long date format: *ngày d tháng m năm yyyy*

### Words and figures

In Vietnamese, comas are used where decimal points are in English and periods are used to separate thousands instead of commas

If the English string has a whole number then it is translated a whole number otherwise no different with English source.

She is 5 years old

*Cô ấy 5 tuổi*

8 percent

*8 phần trăm*

There are ten people in the room:

*Có mười người trong phòng:*

This will be our first full year of school in 6 years.

*Đây sẽ là năm học trọn vẹn đầu tiên trong 6 năm.*

### Units of measurement

Please keep the original units (do NOT convert them to metric ones). Spell out the original units in continuous text:

at least 6'2"

*Ít nhất 6 feet 2 inches*

6 feet 2 inches

*6 feet 2 inches*

You should go for walk around this park at least 3 miles per day

*Bạn nên đi dạo xung quanh công viên này ít nhất 3 dặm mỗi ngày*

### General Consideration

Noun goes before adjective:

*Văn bản tiếng Việt*

A word can be adjective or adverb.

*dễ* may be adjective or adverb, so the order of words is very important.

*Dịch văn bản này dễ* – Translate this text easily; –*dễ* is adverb

*Dịch văn bản dễ này* – Translate this easy text; –*dễ* is adjective

Noun as genitive: (Vietnam)

*Hệ thống truyền hình (của) Việt Nam* – Vietnam television system

Spaces

Use one space, not two, between sentences.

Non-breaking space

Please use a non-breaking space:

- Before a dash
- Between a numeric value and a unit of measurement (including the percent sign)
- Optionally: in other cases, to keep words together.

Abbreviations and acronyms

Please translate, localize or explain the abbreviations found in the source text:

Capitalization

Capitalize the first letter of each word in the headings, proper names and production names. “*Nguyễn Ánh*” (proper name), “*Bí Quyết Thành Công*” (heading).

Titles are written entirely in upper case. “*NỐI KẾT CỘNG ĐỒNG*” .

Special symbols

Avoid symbols.

Spell out percent unless used in a table. - This rule applies to Vietnamese too. In formal writing, percentage should spell out like “40 percent of all Vietnamese people have the surname Nguyễn” “*40 phần trăm của tất cả người Việt Nam có họ Nguyễn*” (or “Forty percent of all Vietnamese people have the surname Nguyễn,” depending on your situation (*hoặc là “Bốn mươi phần trăm người dân Việt Nam có họ Nguyễn”*))

Do not use ampersands unless part of a formal name (e.g. Tualatin Hills Park & Recreation District and Portland Parks & Recreation).

Be very sparing with exclamation points.

## 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.*

Inclusive Language Resources:

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

<https://consciousstyleguide.com/>