

LANGUAGE SERVICES



ligna.pro/company-brochure



ligna
Language services

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INTRODUCTION

Ligna is a language services company based in Brasilia, at the heart of Brazil. Our job is to facilitate international communication with translation, interpreting, subtitling, proofreading, and voiceover services.

The seeds of what Ligna is today were sown in 2013, when our founding partners met as fresh members of a team of news translators working in the Foreign Language Service team of Brazil's national public service broadcasting corporation, the Empresa Brasil de Comunicação (EBC). They are three like-minded and tech-savvy creative translators with professional experience in a diverse range of specialisms and services and strong educational backgrounds. Over years of fruitful collaboration in several projects both within and outside the EBC, we have grown to start our own language service business in 2018.



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*Our mission is to help our clients grow
and branch out to the world
with our services.”*

We originally envisioned a small, friendly, and approachable company. Although translation is a business as well as a craft with unique depth and complexity, we believe our customers' experience can be simplified through friendly, tailored, and flexible service. We guide our clients every step of the way and use clear and simple language with as little jargon as possible, and make sure we have a full understanding of their goals. Thus, we aim to nurture a relationship with clients that is just as easy and stress-free as among ourselves. This enables us to deliver organic, authentic service—just like our translations.

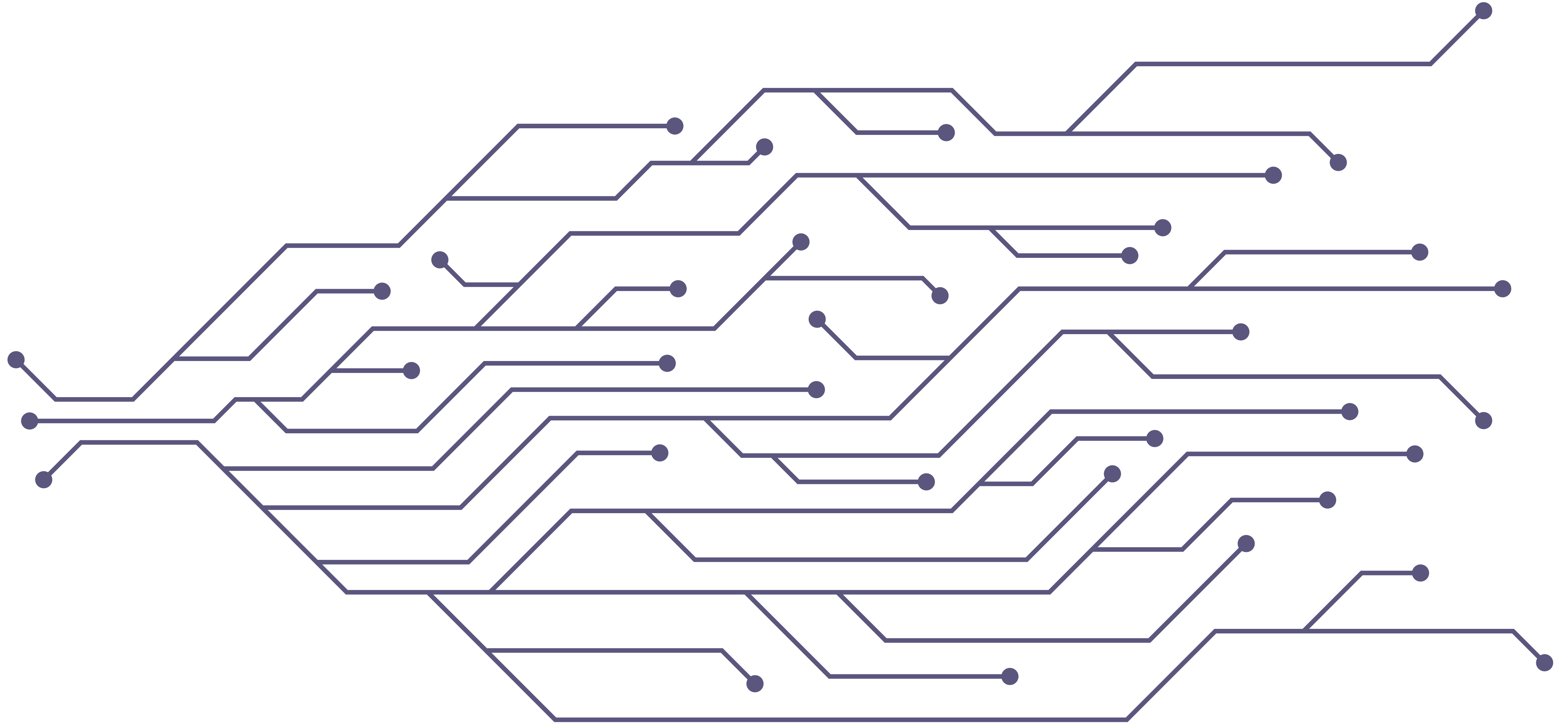
Our mission is to help our clients grow and branch out to the world with our services.



“

*We deliver expert translation solutions
that enhance your profile.”*

OUR TEAM





Fabrício Ferreira

Fabrício has vast experience translating from Brazilian Portuguese into English. With a degree in English Language and Anglophone Literature from the State University of Rio de Janeiro, he studied a section of his programme at the University of Winnipeg, in Canada, where he focused on Literature and History. In addition to translation and the teaching of English as a foreign language, he also passionately dedicated his studies to historical linguistics and ancient languages—particularly Latin and ancient Greek, along with history of Latin-derived and Germanic languages.

Since 2013, Fabrício has worked as a translator at Agência Brasil, a news outlet controlled by Brazil's national public service broadcasting corporation EBC, rendering news stories about Brazil into English, and subtitling videos and shows for the EBC's TV Brasil.

He has also translated, proofread, and checked dubbed and subtitled series, films, documentaries, non-fiction books and literature for companies and individuals, between English and Brazilian Portuguese.

His translations are faithful to the original, suited to target audience, natural, efficient, and idiomatic (as if originally conceived in the target language.)



Mayra Borges

Mayra is an English-Portuguese (bidirectional) and Italian-to-Portuguese translator with professional experience in the localisation industry since 2005.

She has a BA in Translation from the State University of São Paulo (UNESP) and an MA in Translation, Interpreting and Subtitling from the University of Essex, UK.

From 2013 to 2017, she was in-house English translator at Brazil's national public service broadcasting corporation, the Empresa Brasil de Comunicação (EBC), with the daily job of translating news stories and special reports by the EBC's Agência Brasil news service from Portuguese into English. From time to time, she also subtitled videos produced by TV Brasil and corporate documents between English and Portuguese.

Mayra is accredited for English into Portuguese translation by the Brazilian Association of Translators and Interpreters (ABRATES) and the ProZ Certified PRO Network.

Over years of translation experience in a wide range of technical and non-technical domains, she specialised in translating news, marketing, and creative content involving culture and language adaptations, humour, and wordplay.

In 2020, she qualified as a professional subtitler, simultaneous and consecutive interpreter, as well as in medical and public service interpreting, working bidirectionally with English and Portuguese.



Lucas Magdiel

Lucas holds a BA in Spanish from UFRJ and a post-graduate degree in Spanish translation from Universidade Gama Filho. His career began in 2006, with proofreading services for publishing houses and individuals. His first book translation jobs came by in 2012-2014, with teenage book collection Conspiracy 365. Several others have followed since, including *Morgue: A Life in Death* (2017) and *Night of the Living Dead* (2018)—all of them from English into Portuguese.

As an in-house translator at national public service broadcasting corporation Empresa Brasil de Comunicação (EBC) since 2013, he translates news reports published by the EBC's Agência Brasil from Portuguese into Spanish and subtitles TV Brasil productions into Portuguese and Spanish.

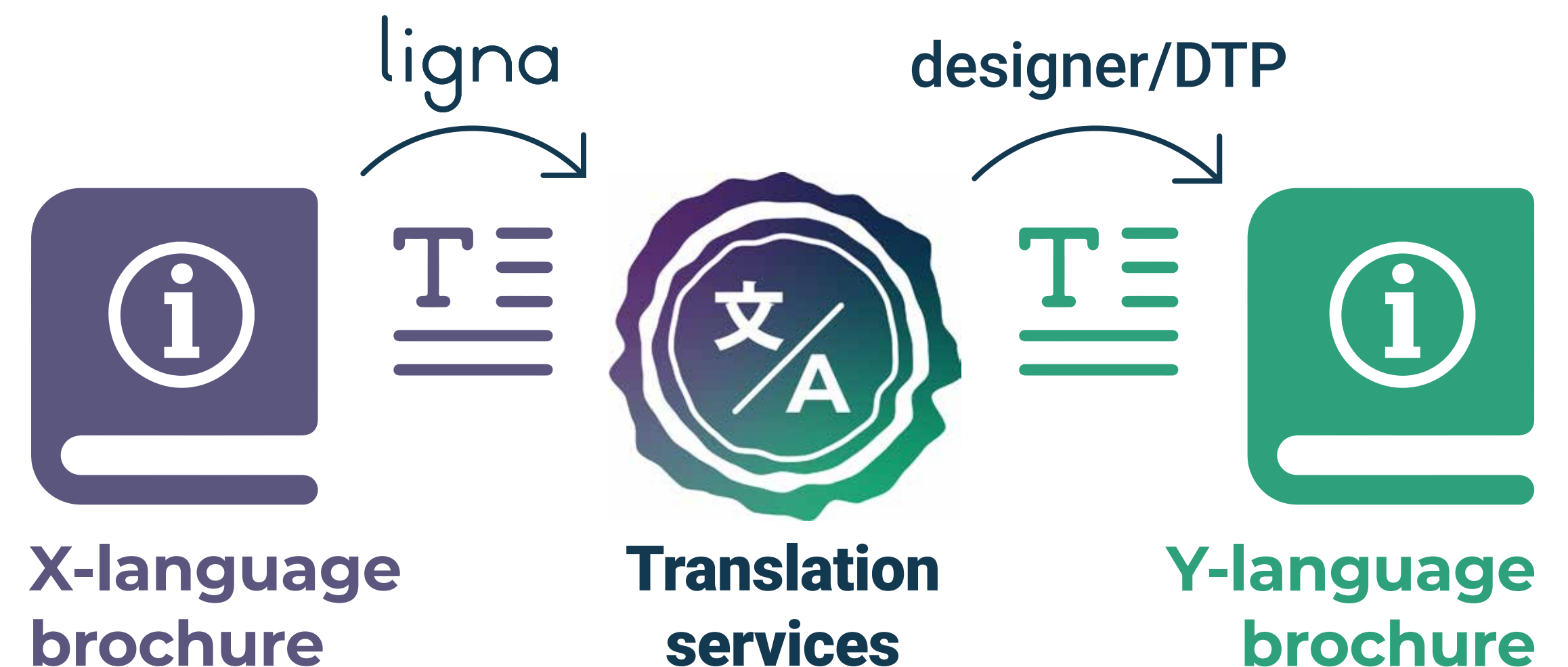
Beside language services, his role at Ligna includes business management and supervising translation of non-fiction books from English into Portuguese.

As an Eureka certified professional subtitler, Lucas has translated English-language TV shows across several genres from talk shows to documentaries, including *Ace of Cakes* (FoxLife, US) and *The Graham Norton Show* (BBC, UK).

LANGUAGE SERVICES CONNECT BRAZIL AND THE WORLD

The **internationalisation** of events, content, marketing, and products unlocks virtually limitless business and economic potential. Communication is as vital in the exchange of documents, products, services and information between countries as in most human activities.

International growth opens up a new branch in a business's strategies and activities – communicating in the language of clients and target audiences, whether in conversations and exchanges with business partners or on documents, content, and user interfaces aimed for customers. There is a wealth of content to translate, including **marketing texts, videos, technical manuals, packaging, interfaces, software, websites, printed papers, documentation, brochures**, among others. Potential cross-language interactions include **meetings, emails, phone calls, trade shows, conferences, presentations, addresses, talks, courses, business matchmaking sessions, and negotiations**.



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In order to support your internationalisation efforts as you exchange documents, products, services and information with stakeholders from other countries, you will need to plan ahead for timely translation, interpreting, subtitling, or other language services in synergy with your other activities.”

In order to accommodate all your internationalisation goals and strategies, you may need to anticipate and plan for translation, interpreting, subtitling, or other required language services as part of your workflows, timelines, and processes, in a timely manner and in synergy with your other communication and content production fronts.

A translation step might also entail further editing, design, or desktop publishing work on the translated version.

Say, for example, you are translating a brochure from language X to language Y.

Your workflow could roughly look like **the one shown at the bottom of page 10**.



Planning a translation step early and as part of your project workflows helps you avoid setbacks and delays and anticipate issues you may be able to avoid or fix even before sending your files for translation. More importantly, it allows you form a fuller grasp of the type of translation service you require in order to meet the needs and goals of your business, customer, client, and/or target audience.

As with any other business, language services require time, work, and carry unique technical specificities. As such, they must be delivered by professionals who know these specifics and are able to provide these services proficiently.

The quality of a translation bears on the reputation of your business and what you do - this goes for your original, source language content too - and can impact how target audiences experience your content. Therefore, hiring language services from qualified professionals is crucial to ensure a positive experience and make a good impression.

“

*Planning ahead for translation
as part of your project workflows
helps you avoid setbacks
and delays.”*

Ligna Language Services works closely with clients and stays on top of the latest industry trends to provide professional **translation, interpreting, subtitling, proofreading,** and **voiceover** services.

We rely on expert translators and interpreters with strong professional backgrounds to work with texts, media, verbal communication in general and a diverse range of industry-specific specialisms and subjects.

Furthermore, we **specialise** in translation solutions for content on the creative end of the translation spectrum, including marketing, journalism, culture, literature, entertainment, arts, and humour. These styles command a highly proficient mastery of verbal skills, background knowledge, resourcefulness, creativity and craft to create effective, appealing, and crisp translations that are suited to the target audience and fit for purpose, **enhancing the reputation of our clients.**

ENTER LIGNA



“

Organic, authentic work.”

THE LIGNA THREE



Professional

We have grown a strong background over years of studies and professional practice, tapping the best practices and current technologies in the language services industry to achieve outstanding results.



Creative

Our language solutions are original, flexible, and seamless. We combine professional expertise with a results-driven, authentic, and culturally and stylistically-aware approach.



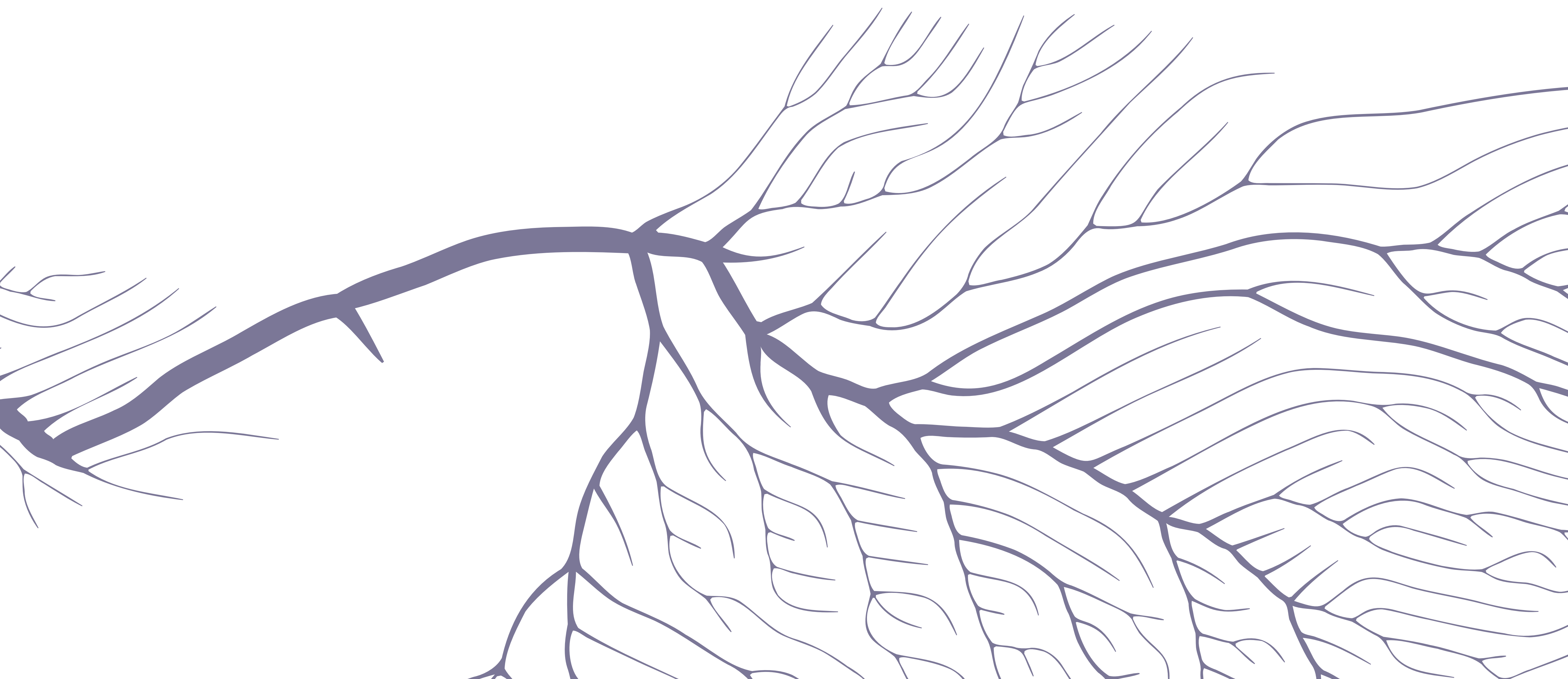
Simple

We are approachable and easy to deal with. We take a friendly, no-frills approach to customer service and work thoroughly and organically with our clients towards project goals.

“

Customer experience can be simplified with friendly, tailored, and flexible service.”

OUR SERVICES



“

The quality of a translation bears on the reputation of your business and what you do — including your source language content— and can impact how target audiences experience your content.”

Translation

20

- We provide **general, technical, news, marketing, scholarly, software, website, social media** and other translations in the following **language pairs**:
 - **English into Brazilian Portuguese**
 - **Portuguese into English**
 - **Spanish into Brazilian Portuguese**
 - **Italian into Brazilian Portuguese**
- Have your texts translated with **terminological accuracy**, fluency, idiomatic language, in line with your industry and culture's specifics and project guidelines.
- We provide support and advice on all aspects involving translation and localisation and anticipate potential issues or challenges.
- We also work closely with you every step of the way to make sure we stay on track with your requirements and sort out any queries.
- By tapping into a range of translation memory, terminology, and quality assurance tools, including SDL Trados Studio, MateCat, Smartcat, MemoQ, Xbench, Transistor, and others, we ensure consistent terminology, faster turnaround, and make it easier for you to update existing translations.

History QA check Segment comments Document comments Preview CAT

	Portuguese (Brazil)
	English (United Kingdom)
	Spanish (Spain, International Sort)

Conforme o projeto, adotamos diversas ferramentas e plataformas locais e on-line de memória de tradução, terminologia e controle de qualidade, como SDL Trados Studio, Memsource, OmegaT, MateCat, Smartcat, MemoQ, Xbench, Transistor, entre outras, para manter a consistência terminológica, agilizar prazos e atualizar versões de textos já traduzidos.

We also use a range of local translation memory, terminology management, and quality assurance tools and platforms both local and online depending on the job specifics, including SDL Trados Studio, Memsource, OmegaT, MateCat, Smartcat, MemoQ, Xbench, Transistor, and others, in order to ensure consistent terminology, faster turnaround, and for easier updating of existing translations.

Interpreting

Our interpreting services ensure the success of your bilingual event. We abide by professional standards of **ethics**, **punctuality**, and **confidentiality**. Additionally, we translate any **supporting resources** (e.g. presentation slides and briefings) prior to your event and build **glossaries** to ensure the best **quality**. We use only high-speed broadband connection for online events, industry-standard headsets, and high-performance computers.

- English into Brazilian Portuguese
- Portuguese into English

We provide **interpreting services** in the following modes...



Simultaneous



Consecutive



Liaison

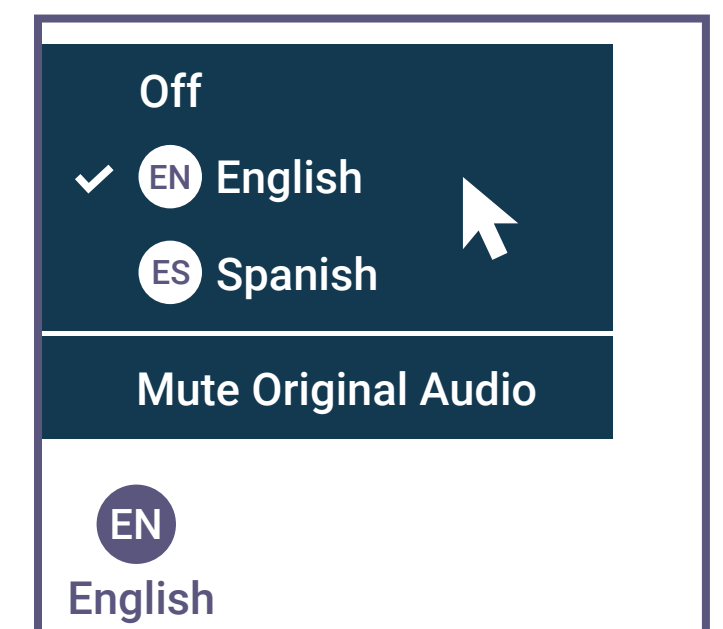
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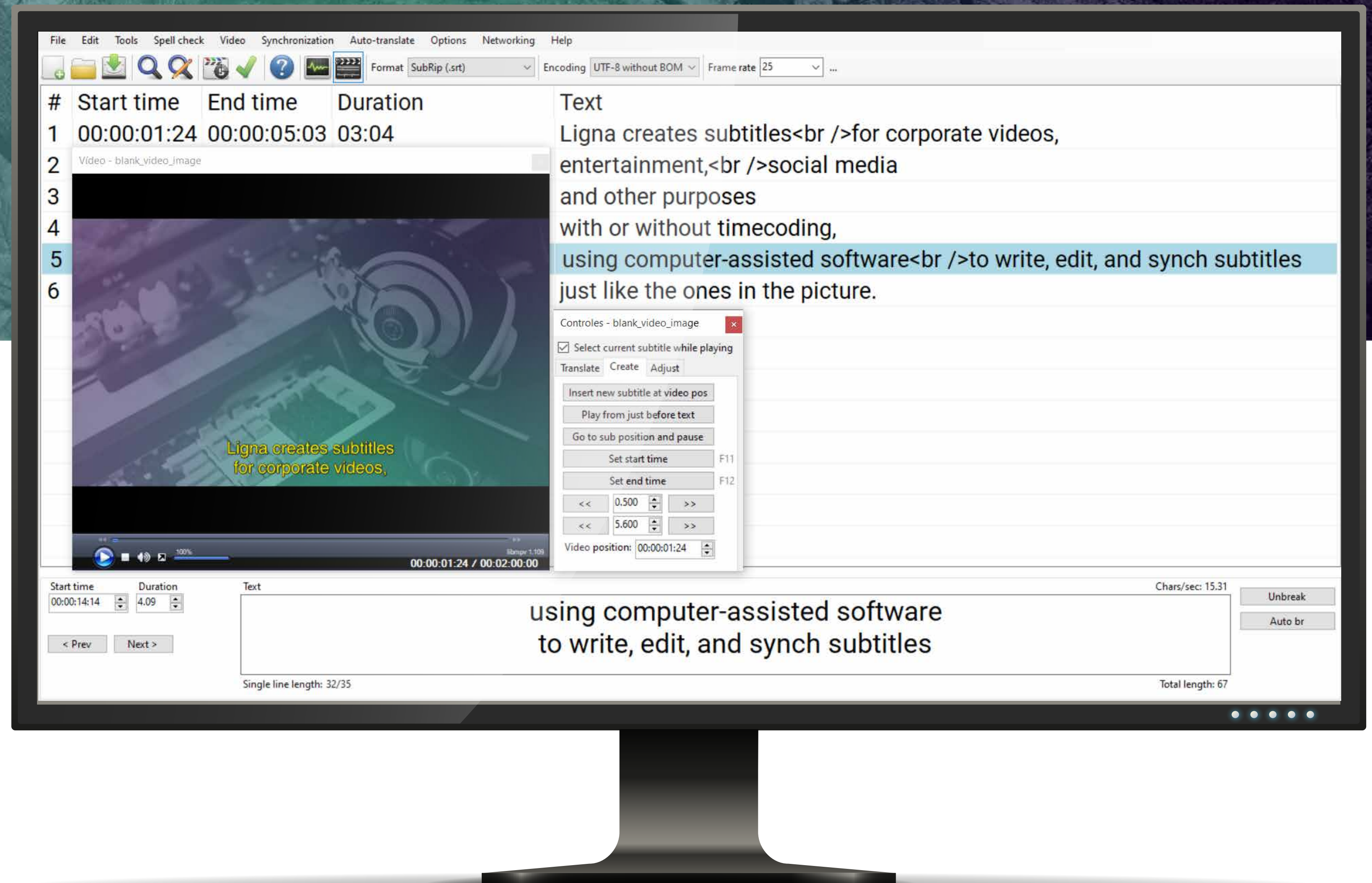
Online



Subtitling

- English into Brazilian Portuguese
- Portuguese into English
- Spanish into Brazilian Portuguese
- Italian into Brazilian Portuguese

Ligna creates subtitles for **corporate** and **entertainment** videos, **social media**, and other purposes, with or without **timecoding**, using computer-assisted software to write, edit, and synchronise your subtitles like the ones in the picture



Proofreading

We proofread your **Brazilian Portuguese** or **English**-language copy in compliance with style, grammar, spelling, and format standards of the relevant language and context of your project or publication.

In addition to our usual services and language combinations, **we are open** to discuss requests for other language services or language combinations by partnering with our network of translators, interpreters, subtitlers and other professionals.

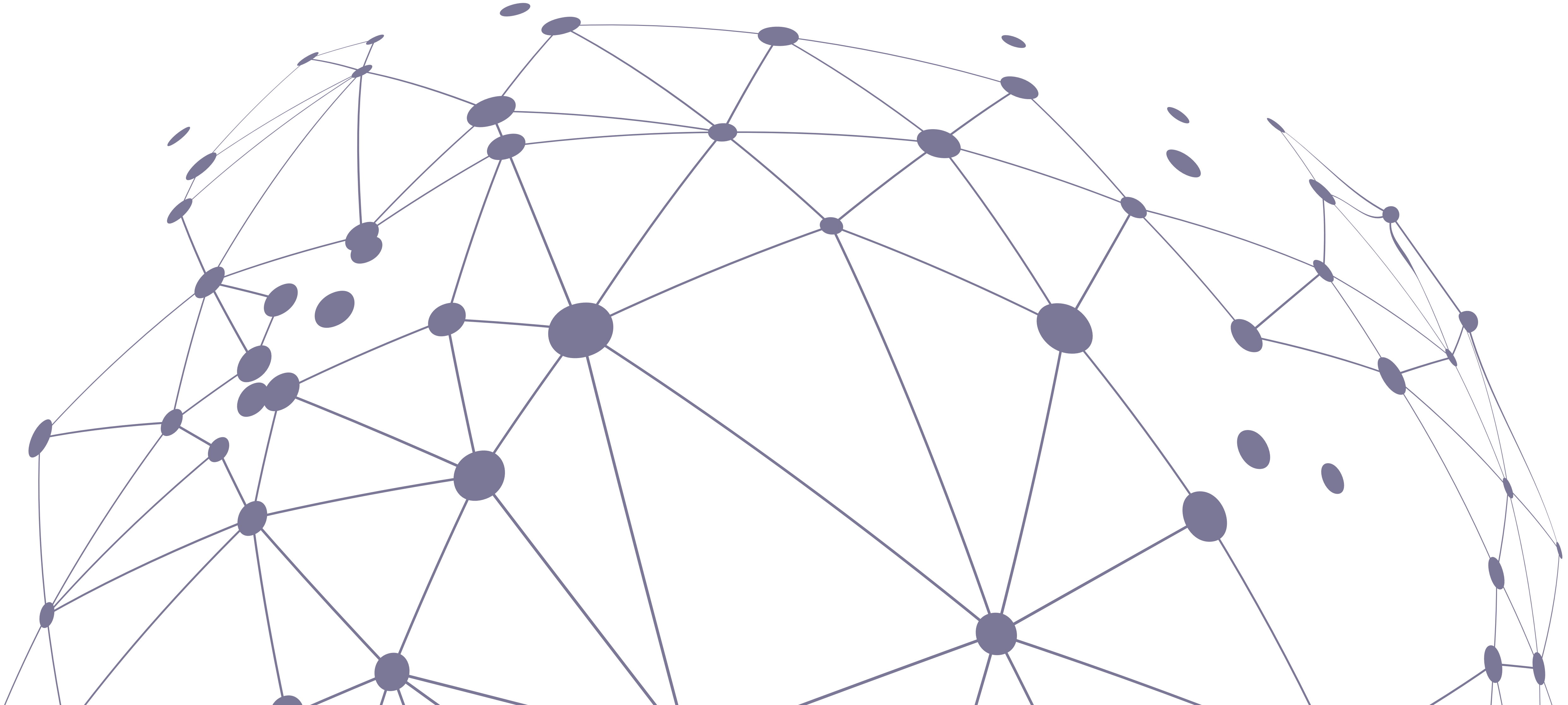
Other services



“

*Hiring language services
from qualified professionals
is crucial to ensuring
a positive experience
and making a good impression.”*

CONTACT US





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Also in Portuguese:



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