Contributor style guide

TTP publishes analysis and commentary for a global audience of professionals working across trade, treasury, and payments. This guide explains what we look for in an article and gives contributors some guidance that we hope will help in creating a publication-ready contribution.

1. Voice and tone

TTP writes for professionals working across trade, treasury, and payments. Our articles should help readers understand an issue, assess the evidence, and consider what it means for their work. A reader should come away with a clearer understanding of the subject and enough context to form their own view. A publication-ready article for TTP will explain how things work, use examples to make complex ideas easier to follow, and be clear about any limitations or questions that remain unresolved.

- Write clearly and directly. Explain what has happened, why it matters, and how it affects the people or markets involved.
- Keep the tone professional and neutral. Features and opinion pieces can (and indeed often should) make an argument, provided the evidence supports it and opinions are clearly identified.
- Explain technical concepts and specialist terms. Readers may know one part of the industry well and be less familiar with another. Do not try to impress a reader by showing off your ability to use a niche industry term. Clarity and simplicity are key.
- All contributions, including sponsored and agency content, must meet TTP's editorial standards. Keep the focus on useful analysis and support claims about products or organisations with evidence. TTP retains editorial control over tone, framing, and conclusions.

2. Language and spelling

Use British English throughout.

- Use -ise and -isation spellings, such as organisation, recognised, centralise, and digitisation.
- Use programme and favour. Distinguish licence and practice as nouns from license and practise as verbs.
- Write "per cent" in running text, for example, "97 per cent".
- Spell out acronyms on first use, followed by the short form in brackets, for example, "risk-weighted assets (RWA)". Explain specialist terms when you introduce them.

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- Use an en dash with spaces for parenthetical asides and a hyphen in compound modifiers, such as “dollar-pegged”.
- Company and person names should follow the source's own spelling (e.g. World Trade Organization, not World Trade Organisation) and formatting (e.g. J.P. Morgan, not JP Morgan), when these deviate from our style.

3. Numbers dates and currency

- Write dates as “7 April 2025”, with the day, month, and year. Omit ordinals and commas.
- Place currency symbols immediately before the figure, for example, $316 billion, €450 million, and £1 million. Identify the currency where the symbol could be ambiguous. Spell out million, billion, and trillion.
- Link externally sourced figures to the original source at first mention.
- Use figures for statistics and data points, including numbers below ten, for example, “a 68–30 vote”. In general narrative prose, spell out numbers where this reads naturally.

4. Article structure

TTP publishes a variety of different types of content, each with different lengths and styles. For contributors, the most relevant piece of content will be in-depth articles. The points below are specifically related to in-depth articles, but still broadly apply to other forms as well.

- **Headline.** Use sentence case and make the subject clear. A specific question or a memorable phrase can work well if it accurately reflects the article.
- **Body.** Divide the article into sections with clear subheadings. Each subheading should help readers understand the point or subject of that section.
- **Quotes.** On first mention, give the speaker’s full name, title, and organisation. Use their surname on subsequent mentions.
- **Closing.** This is your opportunity to drive home the core argument of the article that you have been building towards. End with the practical implications, an unresolved question, or a return to an idea introduced at the start, as appropriate to the piece.
- **Metadata.** TTP articles carry a reading-level tag (Beginner, Intermediate, or Advanced), topic and region tags, related articles, and featured experts.

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5. Sourcing and attribution

- Identify the source of external claims, figures, and quotations and provide a link where the information appears so readers can check it. We do not require academic-style citations (i.e., a simple hyperlink to the source is sufficient), but all claims must have an appropriate source cited.
- Use primary sources wherever possible, including regulators, central banks, official reports, company disclosures, and on-the-record interviews. Where you rely on reporting by another publication, credit and link to it.
- Legal and technical contributions may use numbered footnotes with full statutory or regulatory citations. Agree this format with the editor.
- Tell the editor about any material use of AI in research or drafting. TTP does not accept undisclosed AI-generated submissions.

6. Common issues to check

- **Promotional language.** Replace terms such as “best-in-class”, “revolutionary”, and “game-changing” with a specific explanation of what something does and evidence for the claim.
- **Vague claims.** Explain who is affected, what changes, and under which conditions. Use examples or data where they help.
- **Unattributed opinion.** Make clear whose judgement you are presenting and what supports it.
- **Unexplained jargon.** Check that readers can follow the article without already knowing every specialist term.
- **Formulaic contrasts.** Phrases such as “it is not about X, it is about Y” can create a distinction the evidence does not support. State the point you are trying to make directly and explain any meaningful relationship between the ideas.
- **Generic subheadings.** Replace labels such as “Introduction” or “Background” with wording that tells readers what the section covers.
- **Long quotations.** Select the passage that adds useful insight and paraphrase surrounding information where appropriate. Keep quoted words accurate and preserve their meaning.

7. Checklist for contributors

Before submitting, check that:

- The headline is specific, accurate, and in sentence case.

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- British spelling and “per cent” are used consistently.
- Acronyms and specialist terms are explained on first use.
- External claims and figures have links to their sources, using primary sources wherever possible.
- Quotes are accurate, with the speaker’s full name, title, and organisation on first mention.
- Subheadings clearly describe the sections they introduce.
- Claims are specific and supported, and the language is free from sales pitches.
- Any material use of AI has been disclosed to the editor.

If anything in this guide is unclear, or you have a question about how it applies to your contribution, please contact the editorial team.

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