



Alliance magazine house style

All Alliance staff and freelancers should read through the Alliance magazine house style guide and follow it as standard. Please contact your editor at Alliance should you have any questions.

Tone and style

Alliance's tone and style is:

- **Authoritative:** Articles should be written with expertise and credibility, reflecting Alliance's reputation as experts in philanthropy and our commitment to quality content.
- **Clear and accessible:** Alliance authors and editors should use simple sentence structure and avoid unnecessary jargon or complexity.
- **Inclusive:** Alliance content should strive to be accessible to a diverse global audience, avoiding language or imagery that might be offensive or exclusive.
- **Engaging:** All Alliance content should be concise, clear, and engaging.

Alliance publishes content from philanthropy practitioners all over the world. Alliance editors should work with authors to ensure that differing perspectives and experiences are presented clearly, particularly when authors are not writing in their first language.

Learn more:

[Alliance submission guidelines](#)

[Alliance inclusion fund](#)

Tone and style continued:

- Alliance authors use the active voice as much as possible, unless there is a strong stylistic reason to use passive.

Active: Humanity Insured will make the financial safety net of insurance accessible to climate vulnerable communities

Passive: Millions were affected by the floods

Grammar and punctuation

- Alliance uses British English as per the [Oxford English Dictionary](#). Exceptions include when non-UK spellings form part of a title. Eg:

The Leadership Preparation Program
Advisor to the State Department

- Alliance uses the Oxford comma (or serial comma) wherever applicable, which comes before ‘and’ or ‘or’ in lists of three or more items:

The colours included red, blue, green, and white.

- Alliance uses single quotation marks for quotes and double quotation marks for quoted matter within quotes.

‘The noun “guerrilla” is spelt differently depending on context.’

- Alliance uses single quotation marks to highlight specific sayings and phrases, or other instances where necessary.

The OECD released the ‘Taxation and philanthropy’ report in November 2020.

- Alliance uses three full points with no spaces to indicate matter omitted from a quotation.

‘We were concerned...about the ease of arranging virtual events.’

- Dashes should be used sparingly. Avoid having more than one pair of dashes in a single sentence. For guidance on the correct type of dash to use (en – / em —), refer to the [Oxford English](#) or [Merriam Webster](#) Dictionaries.
- For guidance on hyphenation, including adjectival phrases (right-hand, drop-down), refer to the Oxford English Dictionary. Avoid over-hyphenation wherever reasonable.
- When referring to someone in text, use their full name in the first instance. All future instances can be by surname only.
- Alliance content should be up-to-date and topical. For example, do not say ‘last month’ but define the month: ‘in August 2024’.

- Alliance has a global audience. Authors and editors should take all reasonable steps to identify people, places, institutions, and other entities that may be puzzling to readers outside the UK, Europe, and the US.
- Avoid numbered lists unless essential.
- Avoid lists with secondary lists under an individual point unless essential.

Capitalisation

- Capitals should be used for all proper nouns, including institutions, organisations, and buildings.

Alliance Publishing Trust
Battersea Power Station

- Common nouns, including job titles, should not be capitalised.

The organisation shared their sustainable development goals.
Charles Keidan, executive editor of Alliance.

- Capitalise regions when used in a political context. But use lower case or sentence case for all other instances including geographical descriptions. Eg:

Philanthropy is coming of age in the Global South
In northern Europe...

- When referring to people of colour or groups in a cultural context, 'Black' and 'Indigenous' are always capitalised.

Italicisation

- Italics are used for the titles of books, journals, works of art, films, albums, and some other kinds of self-contained works (the titles of all songs, reports, reviews, and articles should remain in roman and quoted):

Latanya Mapp's *The Everyday Feminist* was published in 2023.

The report was titled 'Philanthropy, climate, and the modern world'

Acronyms and abbreviations

- If an acronym is to be used more than once, it should be defined at the first mention, when the acronym can be used throughout. Acronyms in common use (BBC, USA) do not need to be defined.

The General Data Protection Regulation (GDPR)

Alternatively, when the acronym does not have a word-by-letter definition, use the acronym with a brief description:

AVPN, the Asian social investment network, operates across 33 markets.

Remember that Alliance's global audience will not necessarily be aware of well-known UK or Western acronyms.

- If an acronym is pronounced as a word, spell it out with initial capital unless it can be considered to have entered the language as an everyday word: Unicef, Nasa, Nato. Exceptions include medical conditions. Eg: AIDS.

Currency, dates, and numbers

- Alliance spells out numbers up to and including 'ten' but uses figures for 11 and above. Exceptions include:
 - Use figures for units of measure: 30 kilometres.
 - Use figures for dates, which should be in the British format: 22 August 2024 *not* 22nd August.
 - Use figures for ages: Bill Gates is 68 years old. Children under 9 years of age.
 - Use words at the beginning of a sentence: 'Two hundred attendees joined the webinar.'
 - Use a mixture of figures and words for round numbers of a million or more: '8.5 million'. Always use the full word, e.g.: 'million' and 'billion', not 'mn' or 'bn'.
- Currency symbols, including £, €, and \$ are always used directly before the figure. Eg: £500, \$7 million
- Currencies not specified above are stated after the figure with the US dollar equivalent immediately preceding in brackets.

The individual donated 7,000 rand (\$392).