EDITORIAL

A new look for JNSPG publications: the anatomy of redesign

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THE Journal of Neurosurgery Publishing Group (JNSPG) is proud to present the redesign of our publications to American Association of Neurological Surgeons (AANS) members and readers worldwide. Recognizing our vision to publish articles of the highest scientific caliber, our mission to bolster our status as the journal of record in neurosurgery, and our commitment to uphold our core values, such as integrity and innovation, the JNSPG sought to give the journals a sophisticated look that befits their prestige. This redesign is directly in line with the JNSPG's 2015–2018 strategic plan: “Tradition—Transition—Transformation.” With this new look, JNSPG publications more clearly communicate the best neurosurgical science in an accessible manner that benefits both our authors and readers.

Even though the JNSPG has continued to innovate in the field of scientific publication, the style and format of the *Journal of Neurosurgery* have in essence been unaltered for the past 20 years. The process of strategic planning throughout 2014 provided an opportunity to revamp certain aspects of the journals to keep in step with progressive changes, while retaining many of the traditional features that have characterized our success.

The in-house Redesign Committee, comprising 7 staff members from multiple departments, collaborated on the redesign for more than 6 months. Charged with refreshing the appearance of the journals, while maintaining familiarity for the readers, the committee tackled issues as broad as incorporating new elements on the cover and as specific as determining punctuation between key words.

The cover has changed modestly, with a cleaner design that still features art from the current issue (Fig. 1). We've incorporated our logo, further tying together our print pub-

FIG. 1. A mock-up of the new look for JNS covers (using an image from the April 2014 issue of the *Journal*).

lications and our website (thejns.org) and making the JNSPG identity more consistent across all formats. The article title page maintains the familiar layout that brands it as a JNS publication, but it has been enlivened with our logo, the tasteful use of color, and the introduction of icons that indicate accompanying editorials, videos, podcasts, or companion papers and serve as links in the online version of the article (Fig. 2).

The article title is now the dominant element on the page, and the abstract has been styled in a different font to set it apart from the rest of the paper. The article type is now located in the upper-right corner for rapid identification of subject matter. A familiar look and layout for the body text have been maintained. Headings have

been restyled in a different font to enhance clarity, and they have been left aligned so the reader can easily skim the pages to find the desired information. Pertinent items, such as abbreviations and disclosures, appear at the bottom of the title page—accessible without being obtrusive. Tables have been updated to make data easier to follow, with lines distinguishing each entry and guiding the reader's eye across columns (Fig. 3). The look of table titles, figure legends, and video call-outs has been standardized, both linking them together more firmly as visual representations of the author's message and streamlining the visual experience for the reader. End matter has been organized more clearly for optimal readability (Fig. 4).

We hope our audience will enjoy and benefit from the redesign. What we believe we've achieved is a polished look that will offer a comfortable transition for our readers—it suggests continuity for the JNSPG as we move into the future. We are still the “white journal,” but for a new era.

<http://thejns.org/doi/abs/10.3171/2014.9.JNS142259>

The JNSPG logo appears on every title page, strengthening the reader's association with our identity

JNS PEDIATRICS

The article type is easily accessible

CLINICAL ARTICLE

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Icons indicate a related editorial, video, podcast, or companion article

Effectiveness of an internal committee in redesigning the official journals of an independent association

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The Journal of Neurosurgery Publishing Group, Charlottesville, Virginia

The abstract is set in a sans serif font with left alignment to distinguish it from the body of the article

OBJECT Valde justo loquor ludus utinam verto ornare virtus taciti orem. Habitasse indoles orci bene blandit caecus dignissim nonummy molestie volutpat defui. Premo natu tristique ludus ante sino genitus vestibulum. Sagaciter gemino cui porta egestas nunc fringilla dapibus faucibus saluto.

METHODS Opes risus dolor ratis lucidus uxor melior genitus. Aliquam quisque refero validus elementum quis quis quis ventosus. Verto leo interdico ante eget tincidunt taciti typicus. Vel dapibus eros neque sodales humo iaculis pneum iaceo. Purus iustum abigo tempus similis exerci huic abigo pecus.

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CONCLUSIONS Justo curabitur utrum sed damnum morbi lacus camur sudo quae foras. Rutrum conventio mos gravida interdum nulla mauris iusto melior. Meus damnum ut dis genitus illum praesent esca.

<http://thejns.org/doi/abs/10.3171/2014.7.PEDS132814>

KEY WORDS Journal of Neurosurgery Publishing Group; redesign; committee; new era

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Methods

History and Review

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Left-aligned headings make for easy skimming

Pertinent information is readily available but not obtrusive, with titles streamlined for efficiency

ABBREVIATIONS CLN = causa lobortis nobis; CUO = class utinam olim; FLLP = faucibus luctus lectus paulatim; IMI = ideo molior indoles; MVF = melior vindico fusce; NAL = nullam appellatio ludus; QPD = quibus pneum diam; TRQ = tum refoveo quia.
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FIG. 2. A sample (using filler text) of the redesigned title page for articles.

FIG. 3. A depiction of the updated look for tables and figure legends.

FIG. 4. A representation of the new reference and end-matter styles.