

## EDITORIALS AND ANNOUNCEMENTS

NON-PEER REVIEW SECTION

### *HERPETOLOGICAL CONSERVATION AND BIOLOGY: METAMORPHOSIS*

**RAYMOND A. SAUMURE**

*Research Division, The Springs Preserve, 1001 South Valley View Blvd, Las Vegas, Nevada 89107, USA,  
e-mail: [insculpta@gmail.com](mailto:insculpta@gmail.com)*

Throughout the first five years of *Herpetological Conservation and Biology*, our website changed continuously. Being a new online journal, we repeatedly tried different looks, themes, and formats. The end result, however, was a website that clearly lacked a cohesive identity!

In late 2010, I decided to shoulder the responsibility of redesigning the website and, over a long weekend, established a new standardized Cascading Style Sheet (CSS) format and transferred much of the content over to the new template. After approval and input from the Governing Board, I continued to create and refine new webpages as time permitted.

Perhaps more importantly, however, we listened to you, authors and readers alike, and have incorporated a more intuitive website navigation bar. Now, most of the major areas of our website can be reached with a single click of your mouse, keyboard, or screen.

One thing that was still lacking was a simple, yet iconic, logo. Thus, we decided it was time to have a logo created by a professional graphics design firm. We selected Logoworks (a subsidiary of Hewlett-Packard) to produce several designs, and the Governing Board agreed on one. The current issue reveals both our new logo and the more professional website design.

For an in-depth understanding of the various graphical elements that comprise *Herpetological Conservation and Biology's* new logo, the reader is referred to our [logo webpage](#).

We've also added a "sign up" area so that interested parties can join our e-mail list-server. This is another requested improvement to our website that will facilitate communication with you. Just enter your preferred e-mail address and you will be notified when subsequent issues are released. E-mail addresses will only be used to communicate with you about *Herpetological Conservation and Biology* news; they will not be sold or used for other commercial purposes.

As *Herpetological Conservation and Biology* continues to grow because of your support, we would like to hear from you, the reader and user of the information. For instance, what do you think of the new website design? Do you find it easier to navigate the website now? What areas can we still improve upon? Please do not hesitate to contact us with your questions, comments, and concerns.

Lastly, we encourage all of you to simply explore *your* new website. Enjoy!

