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As you have already noticed, the *Journal* has a new design/layout, the third one across its short history. The importance of the Journal's design is not small, and is not merely aesthetics. A good design allows to deliver the message of the paper, facilitates that delivery, which is the key role of the *Journal*.

Creating a design for the Journal was not an easy task, it is not just about looking pretty, as I stated before. It is important to mention that the definition of a *Journal's* design has many rules and limitations.

In the first place, when you start a journal your mission is to stay alive by feeding the journal with manuscript submissions. As the number of submissions increases so does the quality and quantity of the published articles. Thus, it is key to attract the greatest amount of submission in order to publish many good papers and gain prestige as journal. Design has a key role to attract submissions, it is an uncomfortable truth as authors will not send their papers to bad looking journals.

Secondly, as journals survive and grow indexing in many prestigious databases becomes desirable. All databases have their own rules in order to accept the inclusion of journals. In almost all cases the databases require that a journal includes some basic information in its manuscripts, such as: affiliations, receipt and publication dates, conflict of interests, etc. In the first issues of the Journal, we used the Latindex requirements regarding that basic information.¹

In third place, there are financial limitations. A black/white or gray scale design could be fine when you publish text-only manuscripts. However, when you include graphs, illustrations or photographs, the use of color is compulsory. But printed color pages are costly. How much? three-fold that of gray scales or black/white pages. As you remember, the first issues of the *Journal* were online and print. Therefore, the use of color was limited until we decided to be an online-only journal.²

Thus, when you have to decide the journal's design you must consider your audience, the databases you want to be included in, and financial limitations. Those were the considerations in the first two designs of the *Journal*. But there is another important consideration, *Integrity*, and we really care about Integrity in the Journal.³ Therefore, *Integrity* guides this third design for the Journal.

We stated in the Ethics Statement that "*Research integrity is an essential aspect for the Journal of Oral Research. In order to achieve this aspect, a code of conduct must be respected by all actors involved in the editorial process of the journal: authors, reviewers, the publisher and the editor. This*

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statement is based on the recommendations made by the Committee on Publication Ethics (COPE). Available on <http://publicationethics.org/resources/>, which sets minimum standards of behavior for all actors involved in the process. *Journal of Oral Research* expects all actors apply reasonable safeguards beyond this statement in order to assure research integrity". But how to support research integrity using the journal's design? By disclosing any relevant information in the research process, that is Transparency.

In order to assure Transparency the first page of all manuscripts published by the Journal will include the following: Affiliations, Corresponding author, Dates, Conflict of interest, Ethics approval, Funding, Author's contributions, and Acknowledgements. The first three fields were included from the beginning, thus there is no news on these ones, but why include the latter ones?

Conflict of interest is probably the central aspect in research integrity. When the Investigators do not respect the ethics code is because they have other (bigger) interests. In other cases the Investigators have other

interests, but they respect the Ethics code. In any case, it is important that Investigators disclose their conflict of interest in order to assess any possible bias in the research process. Ethics approval is a way to support the ethics validity of the research, and is compulsory for any research involving humans, animals, or tissue. Funding is a specific but probably the biggest source of conflict of interests, thus this information deserves an exclusive field to disclose it. In the other hand, the Funding's field allow the acknowledgement of the financial support to the research. Author's contributions and Acknowledgement recognize the work of all persons involved in the research, this is relevant for assuring that authors deserves the authorship.

We are really convinced that this change in the journal's design will help to comply with the "*Contrato Divulgativo*".⁴ As usual, any comment on this change will be appreciated. Remember, the Journal is the result of the Journal's community work, not just the Editorial team work.⁵

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