New Logo, Same Great Content

Twelve years ago, *Practical Neurology* debuted with a cover story about the burgeoning need for stroke centers in the US. Tissue plasminogen activator (tPA) was relatively new to the market, and the Brain Attack Coalition had just released recommendations for the establishment of stroke centers. The push was underway to recognize and treat brain attacks early in their course by raising public awareness and preparing trauma centers to institute rapid care.

This month, we again focus on stroke (Check out the cover story on p. 12, which offers an experience-based guide to establishing a stroke center)—and we make another debut.

Our new logo offers a fresh face to the publication you’ve come to rely on over the last dozen years. As you page through this and future editions of *Practical Neurology*, you’ll find the same quality editorial and the same graphically-appealing design that you’ve been accustomed to. You’ll see that we continue to tackle the topics that matter to you with expert insights and straightforward advice.

Over the years, *Practical Neurology* has adapted with you and your practice. We have improved our design and we have introduced popular new features, including an assortment of new digital programs for neurologists. If you haven’t already done so, check out our Video Case Challenge in this issue (p. 32) and on our website, PracticalNeurology.com. At our online home, you’ll also find archives of recent issues, education videos, and resources. For research and industry news, rely on our news site NeurologyWire.com.

As publisher of *Practical Neurology* I am excited about our new logo, and I am proud to present it to you. I hope you are pleased with the new look and with our continued efforts to support you in your day-to-day practice. Please take a moment to let us know what you think. E-mail us: editor@bmctoday.com.

—Steve Farrell
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