

# Team & contact

## Director

Nick Bagnall

[nick@sciencediffusion.com](mailto:nick@sciencediffusion.com)

## Editor-in-Chief

Maria Machado, PhD

[maria@sciencediffusion.com](mailto:maria@sciencediffusion.com)

## Designer

Ziggy Sheffield, BA

## Publication Managers

Tom Armstrong

[armstrong@scientia.global](mailto:armstrong@scientia.global)

John Didsbury

[didsbury@scientia.global](mailto:didsbury@scientia.global)

Published in the UK, by Science Diffusion Ltd

ISSN 2059-898X (online)

✉ [info@sciencediffusion.com](mailto:info@sciencediffusion.com)



Scientia



# SCIENTIA's new look: Ziggy tells all

## Welcome to a brand new look!

Since 2015, we've partnered with over 2,500 research teams in more than 80 countries to make their work more accessible and visible – both within academia and beyond. Because we live in a world of information overload, the Scientia concept plays a significant role extending research outreach beyond traditional journal publication – in a case study, we analyse why **Roustem Miftahof** has chosen us more than once to translate and distribute complex scientific information to the general public.

In this issue, we focus on sex and gender. Current sociological perspectives encourage researchers and the society to take a holistic approach when studying complex phenomena. Including a cultural context on our understanding of our own bodies is essential to appreciate how we differ and how far we have come. As such, we have been interviewing some key players in the influence of gender in public health. We discuss how this key determinant of life expectancy has played a role in policy-making decisions regarding public health with **Jocalyn Clark**, editor at the BMJ. We also talk with **Shirin Heidari** and **Tom Barbor** on the role that the SAGER guidelines have had in the shift towards better data reporting.

We also are keen to showcase the people that create the heart and tone of our publication. Our featured writer is Helen Rickard. Helen describes how writing science dissemination pieces for Scientia was determinant in honing writing skills essential throughout her PhD studies and current research career.

As a science explainer publication, we have strived to define our own role in science diffusion and dissemination. A significant part of the way we can effectively distill complex concepts and clearly convey information is the stylised and sleek design we have always strived to achieved, since the look of our articles influences whether or not people will read them and engage with the content. For this, we count with our designer **Ziggy Sheffield**.



With a BA in Art & Design and over 20 years of industry experience, Ziggy specialises in both print and digital design. Her diverse background spans corporate, retail, and tech environments, giving her a unique perspective on delivering effective design solutions across different business contexts. Throughout her career, she has consistently demonstrated the ability to

bridge traditional print design with evolving digital needs, helping organisations create cohesive visual communications that resonate with their target audiences. Below, Ziggy explains our choices for the new look of the publication:

- We decided to update the cover to create a cleaner, more modern look that better highlights the research focus. The new design removes distractions and ensures the **main title stands out prominently**, making it easier for readers to immediately understand the theme of the article.
- On the profile page, the **essential components remain consistent**, which ensures readers can quickly learn who the researcher is, what they work on, and how to further explore their publications or contact them.
- To improve readability and consistency across publications, we've also begun **standardising colour schemes according to themes**. This makes navigation across issues easier, and gives each field a recognisable identity.
- Lastly, we chose to remove the top banner to streamline the layout. By eliminating it, we reduced visual clutter and allowed the content to take centre stage. **The result is a more professional, focused design that enhances the overall impact.**

We hope you join us as we explore our new visual identity and go through growth pains and changes to better understand our place in your reading experience!

Cite as SD/Sheffield/Introduction/September 2025/154.00