

The Polly Bond Awards
Regular Categories – Visual Arts
D. Layout (front page)

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Pathways 2017-18 Cover



Description

A pilgrimage to the Cape Coast, Ghana was a trip of spiritual reflection for 10 members of our diocese. The 9-day trip was based on furthering the work of our diocese surrounding racial reconciliation and dismantling racism. The cover photo of the 2017-18 *Pathways* magazine is set at the Cape Coast Castle, one of many “slave castles” used in the transatlantic slave trade. In the cover story, pilgrims from our diocese traveled to the castle, and the co-leaders of the group shared their initial reactions and perspectives during their journey.

Audiences

- Seekers (religious and secular); people searching for something such as spiritual guidance, inspiration, resources, etc. that the diocese might provide or be involved with
- Parishioners and others that encompass our general audience
- Clergy, parish administrators, and lay staff

Goal

Create a beautiful and branded cover for our *Pathways* 2017-18 magazine. We rebranded the *Pathways* magazine in 2016 to have a more modern and minimalistic feel with high quality professional photography, and we have carried that over into this *Pathways* issue and its cover.