

UNLOCKED VOICES

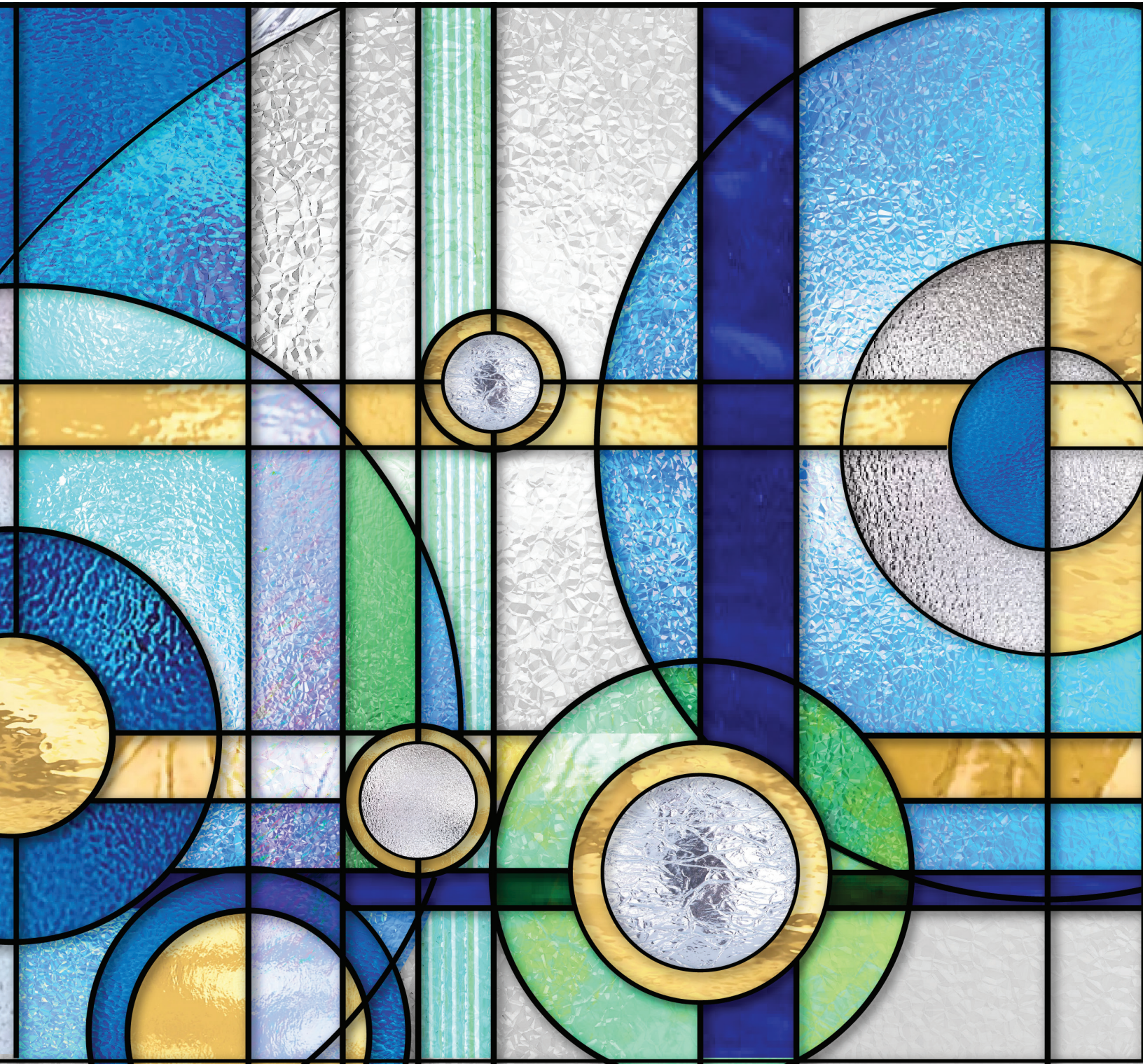
A Future Beyond Mass Incarceration



MULTIFAITH EMI

VISUAL BRANDING

A brief overview of the design and meaning behind the visual branding of the digital stained glass piece below, elements of which appear throughout the training materials for Unlocked Voices.



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Historical Reference of Stained Glass

Throughout history, different religions have used stained glass on objects and in architecture such as churches, mosques, temples and synagogues to visually convey stories, beliefs and faith. Whether through mosaics, scenic depictions, abstract designs or geometric patterns, each religious tradition has its own unique approach to using stained glass, influenced by the culture and history of the region where the religion is practiced. Our digital stained glass design is an abstract visual story of Unlocked Voices: A Future Beyond Mass Incarceration.

The Story

The Circles

Within our design, the six inner circles mimic those of the Multifaith EMI logo and represent our proposed training cities throughout the country.

The larger circles are symbolic of our collective voices being amplified throughout our communities and beyond.

The Lead Came and Color Imagery

The “lead came”, which are the dark bars used to hold the glass together, represent the far-reaching impacts of incarceration throughout America, infiltrating our communities and even surrounding those who have never been incarcerated. As it permeates through our society, incarceration creates a feeling of darkness, confinement and impenetrability.

But when golden rays of sunlight, like the goodness of God, shine through the glass between those bars, they illuminate our faith in and the beauty of the world:

- the blue of our heavenly skies serving as a testament of His wisdom
- the green pastures of earth symbolic of our ability to grow
- and white light representing love and peace within our communities.

If we measured those impacted by incarceration by only seeing the hardness and confinement of the lead came that held them, we would fail to see the beauty and fragility within.

But when we choose to see the light, it is there that we find wisdom, growth, and love.

Glass as symbolism

In addition to its historical significance, glass was chosen as a symbol for this campaign because of its descriptive versatility. The concept of glass can easily be incorporated into storytelling, expression and communication about the different challenges facing our communities and citizens.

For example, as a simile or metaphor, glass can be—

- heavy like a burden
- fragile like humanity
- a mirror for self-reflection
- a partition that divides us
- or a window to the world

So as we share the lessons learned from Unlocked Voices, the imagery and the elements from this digital stained glass piece are meant to open people to the possibility of “a future beyond mass incarceration.”

