

WORKSHOP
APALACHICOLA CITY COMMISSION
TUESDAY, MAY 2, 2023 – 3:30PM
BATTERY PARK COMMUNITY CENTER
1 BAY AVENUE, APALACHICOLA, FL 32320

AGENDA

You are welcome to comment on any matter under consideration by the Apalachicola City Commission when recognized to do so by the Mayor. Once recognized please rise to the podium, state your name for the record and adhere to the three-minute time limit for public comment. Comments may also be sent by email to the City Manager or to Commissioners.

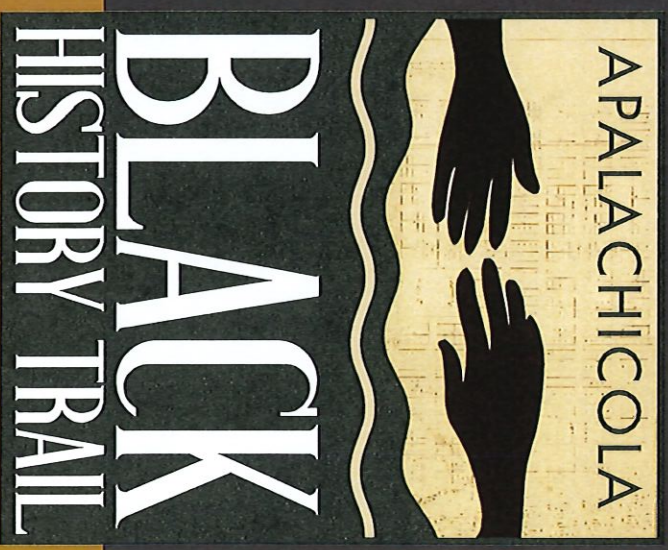
- I. Call to Order
- II. Agenda Adoption
- III. Black History Trail Graphic Design Workshop
- IV. Public Comment
- V. Adjournment

Any person who desires to appeal any decision at this meeting will need a record of the proceeding and for this purpose, may need to ensure that a verbatim record of the proceeding is made which includes testimony and evidence upon which the appeal is based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 48 hours in advance of the meeting.

APALACHICOLA

Black History Trail

DESIGN ELEMENTS
& STYLE GUIDE

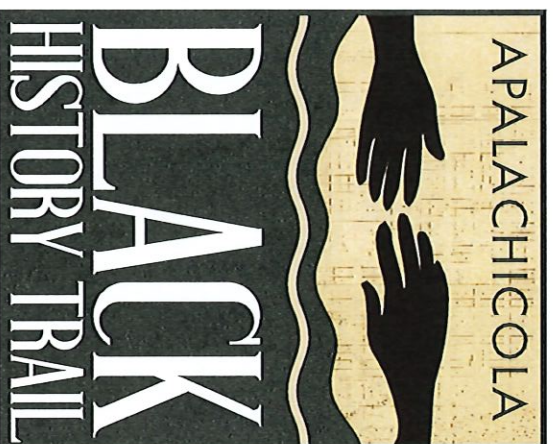


Marketing Pieces

The Black History Trail project contains three separate marketing pieces: a series of interpretative signs, a web-based storymap and brochure. Content and photos for each of the different marketing pieces will be presented in different formats based on space restrictions. The Black History Trail theme will be connected through graphics, a custom logo and color/font use. All marketing pieces will include a call to action to visit the cityofapalachicola.com website where the original content will appear as full length articles.

Branding Logo.

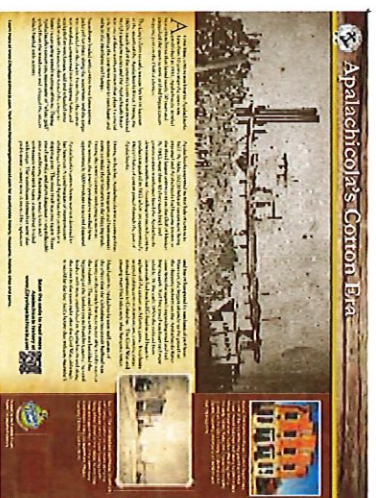
The branding for this project begins with a logo that was created for use on signage, printed materials and on the web-based story map.



Interpretative Signage.

There are several interpretative signs that currently exist within the City including displays depicting early economic industries and signage identifying historic squares. Both series of signs in the City share common graphic elements so it is clear they are connected yet separate topics. The Black History Trail series of signs will also be City signs but are different in theme and content. Therefore it is important to convey that distinction in the use of the branding logo, distinctive type, color and design.

The proposed BHT signs are complimentary of other historic interpretative signs produced by the City yet immediately identifiable as a distinctly different project. Historic photographs of the BHT sites, and historic map illustrations are used as compelling background images to convey heritage and history.



existing series of downtown signage that tell the story of early Apalachicola industry.

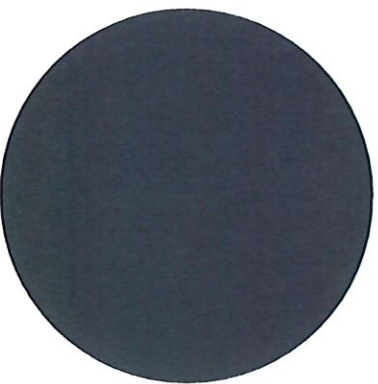


existing series of historic square signage that tell the story of the City's historic landmarks.

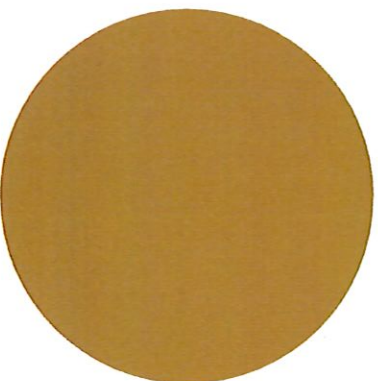
Color Palette



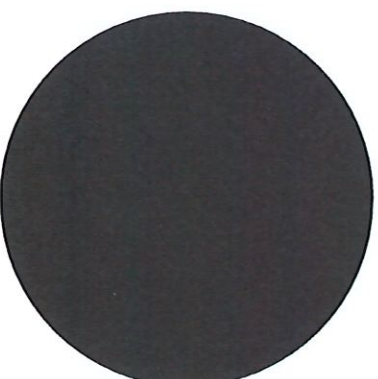
Color is an integral part of the Black History Signage Project and is consistent with outdoor sign construction design color elements. Continuity of the brand is achieved by using the specific palette prescribed below.



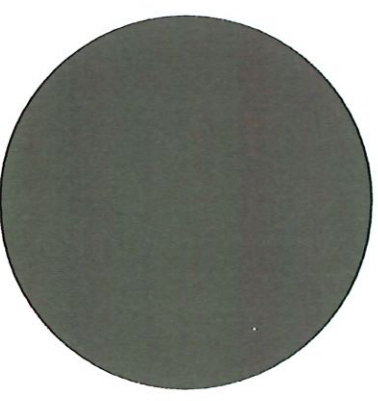
Blue



Rich Gold



Charcoal



Cool Grey

Charcoal

C - 70
M - 58
Y - 47
K - 27

C - 24
M - 50
Y - 100
K - 6

C - 69
M - 60
Y - 53
K - 38

C - 58
M - 47
Y - 53
K - 17

Type Choices



Typography used as part of the Black History Trail (BHT) signage is consistent with typography used for National Park Service Exhibit and Museum signage. The branding typography is supplemented with compatible content fonts that best represent a clean minimal presentation for exhibit material.

The display type *Aquiline Two*, acts as an accent font in branding and communication pieces. It contributes an old handwritten feel to the historic materials while still maintaining a classic design.

The display type, **MODERN SERIF ERODED**, acts as an accent font in branding and communication pieces. It contributes a solid and rustic feel to the materials.

Futura

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890!@#\$%^&*()

Futura is a body copy font to be used for text and cutlines. It was chosen to compliment the AquilineTwo without overwhelming it. It is simple in nature and balances the strong color and content of the display.

Signage Font Size - National Park Service Accessibility Standards

Making fonts accessible is more than choosing the right font. It is also using the font properly: size, line length, leading, letter and word spacing, color, lighting, contrast, etc. Readability of exhibit labels by visitors with various degrees of visual impairment will be enhanced by following these guidelines. If one attribute is reduced—for example, lighting or viewing distance—then other attributes must be increased to compensate for legibility, like increasing the point size and/or contrast.

Type size: While a 24-point minimum type size is a general rule for exhibit text (including photo captions) viewed at eye level, readability also depends on viewing distance. A person with low vision who can read large-print publications would have to be very close to a 24-point exhibit label. To the degree possible through editing of content, it is recommended that the body text size be 48pt and no less than 44 pt to accommodate legibility at approximately 3 feet.

| ATTACHMENT A | | | |
|---|-------------|------------|---------------|
| Estimated Project Budget | | | |
| Description | Grant Funds | Cash Match | In Kind Match |
| Architectural/Engineering Services and Structural Evaluation Report | \$35,000 | \$0 | \$0 |
| Repointing of Exterior Brick and Stone | \$23,500 | \$0 | \$0 |
| Replacement of Roof Drains | \$14,500 | \$0 | \$0 |
| Roof Repairs | \$34,500 | \$0 | \$0 |
| Development and Implementation of Flood Proofing Measures | \$52,500 | \$0 | \$0 |
| Installation of Removable Storm Shutters | \$78,862 | \$0 | \$0 |
| Window and Door Restoration | \$25,500 | \$0 | \$0 |
| NRHP Listing Update and Florida Master Site File Form | \$12,495 | \$0 | \$0 |
| Grant and Project Management and Administration | \$5,027 | \$0 | \$0 |
| Totals | \$381,884 | \$0 | \$0 |

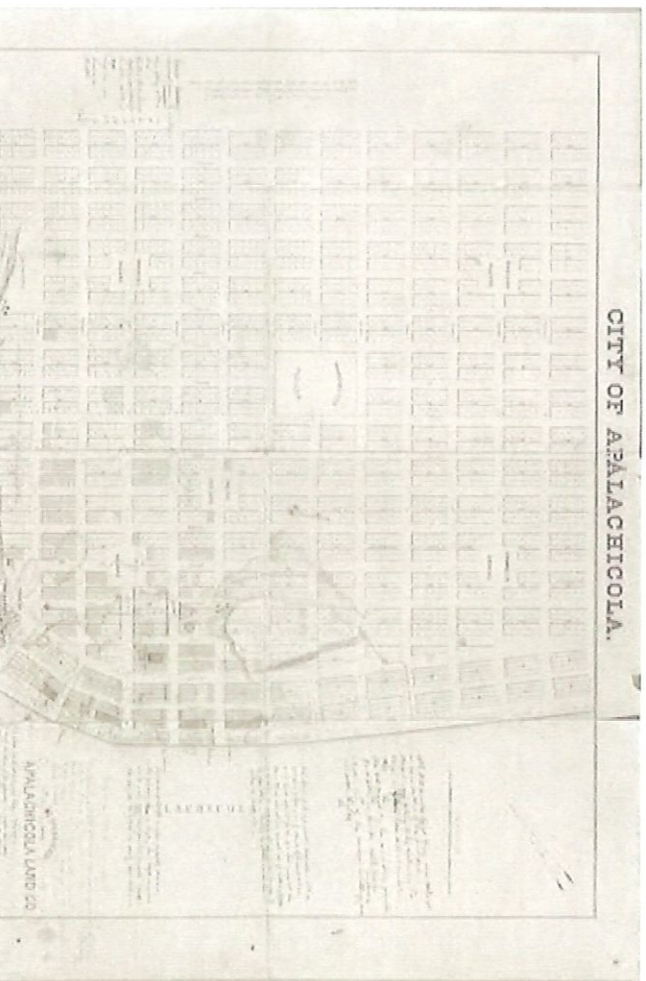
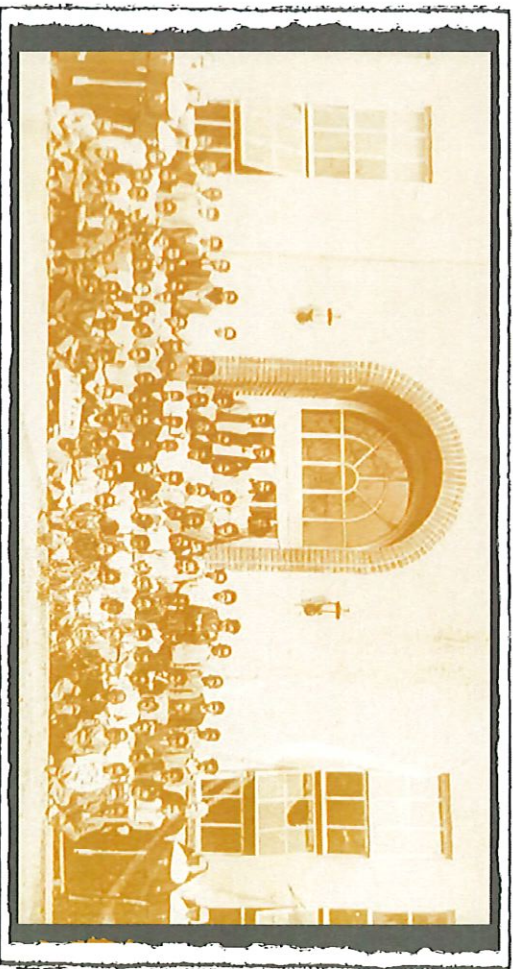
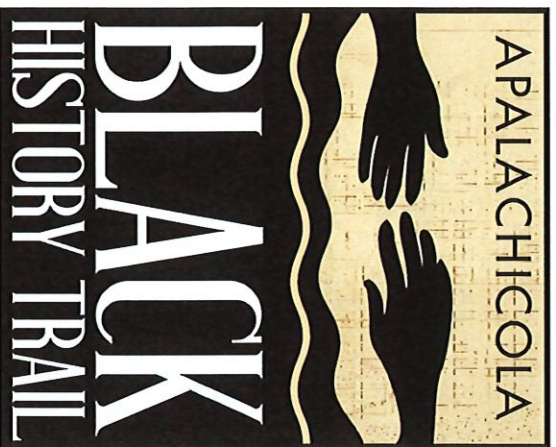
In 1917, Mercy
Paige, a Black
resident of
Appalachicola,
wrote a letter ...

futura font 44pt

Graphics

The graphics used for this brand are complimentary of other historic interpretative signs produced by the City yet immediately identifiable as a distinctly different.

Sepia-toned historic photographs of the BHT sites, the branding logo, distinctive color blends, historic map illustrations that correspond to the site locations and textured graphics that convey heritage are used as compelling background images.



Example Layouts

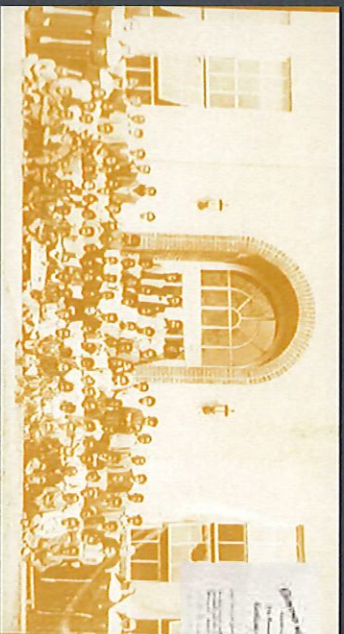
HOLY FAMILY CHURCH & SCHOOL

Sister Sacred Heart, Mother Superior in New Orleans, selected the name for the Apalachicola parish – Holy Family. She appointed Sister M. Sebastian, Superior of the nuns in Apalachicola. Sister Sebastian, Sister M. Josephine, and Sister M. Barbara arrived in Apalachicola on February 5, 1920. The nuns first used a 1907 fourteen-room, two story home (Minnie Barefield Mansion) located on the property as the original convent-school. The Holy Family building that exists on the site today was constructed in 1928.

In 1917, Mercy Patige, a Black resident of Apalachicola, wrote a letter to Bishop Patrick Allen in Mobile Alabama requesting that he establish a mission in Apalachicola for Black people because "the field of souls in the area was ripe for the harvest."

On February 5, 1920, a group of nuns from the missionary Congregation of the Sisters of the Holy Family (one of three orders of African American nuns in the U.S.) arrived from New Orleans to serve the new mission in Apalachicola. In 1922, the Sisters were commissioned to open a school, and seventy-seven students enrolled.

By 1925, there were eighty-five students enrolled in the school. Reverend Thomas H. Massey became pastor at Holy Family in 1926. The increasing enrollments of students supported the need for a school dedicated to this work. The Sisters and Father Massey made it possible for a school to be built and on August 28, 1928, Bishop Toolen dedicated the new school building. The building housed four large classrooms, and an auditorium which was used as a parish church. In 1943 when Holy Family Mission celebrated its



Silver Jubilee, there were 125 pupils enrolled in the school with four teachers. There were two grades in each of the four classrooms.

Sister Mary Barbara served the children and residents of The Hill for 32 years and she was the Superior for the nuns during most of her time in Apalachicola. Father Massey served the people of Apalachicola for 25 years. During his time at Holy Family, he baptized 212 people.

The Sisters of the Holy Family served the people of Apalachicola from 1920 until the closing of the mission in 1968. Hundreds of children were taught by the Sisters and the corridors of the building contain many black & white photos of the children, the nuns, and the spaces they used for prayer, teaching/learning, and recreation.

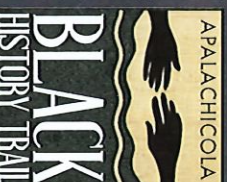
Black parishioners continued to attend mass at the Holy Family Catholic Church which persisted until 1987. In spite of great financial odds, the Church was self-sustaining until its last days.

In 1974 Father Hugh E. Dolan sold the Holy Family convent to Eldon and Ruth Schoelles for \$16,000. The convent was moved to a site on the bay between Apalachicola and Port St. Joe.

In 2004, the City of Apalachicola obtained the building from the Diocese. With a variety of funds, the building was renovated to serve the people of Apalachicola as a Senior Citizen Center. The revitalized building opened in 2012.

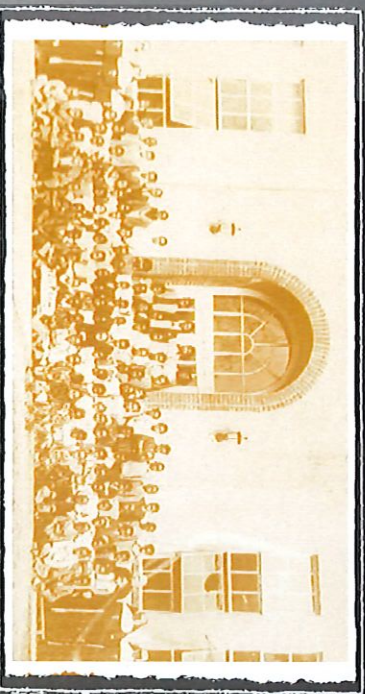


Read the full history of Holy Family and learn more about the people and places of Apalachicola's Black History Trail by scanning the QR code above or by visiting cityofapalachicola.com.



Example Layout

Holy Family Church & School



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The building housed four large classrooms, and an auditorium which was used as a parish church. In 1943 when Holy Family Mission celebrated its Silver Jubilee, there were 125 pupils enrolled in the school with four teachers. There were two grades in each of the four classrooms.

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photo outlines here

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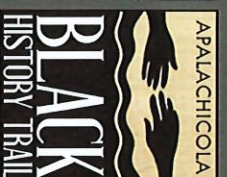
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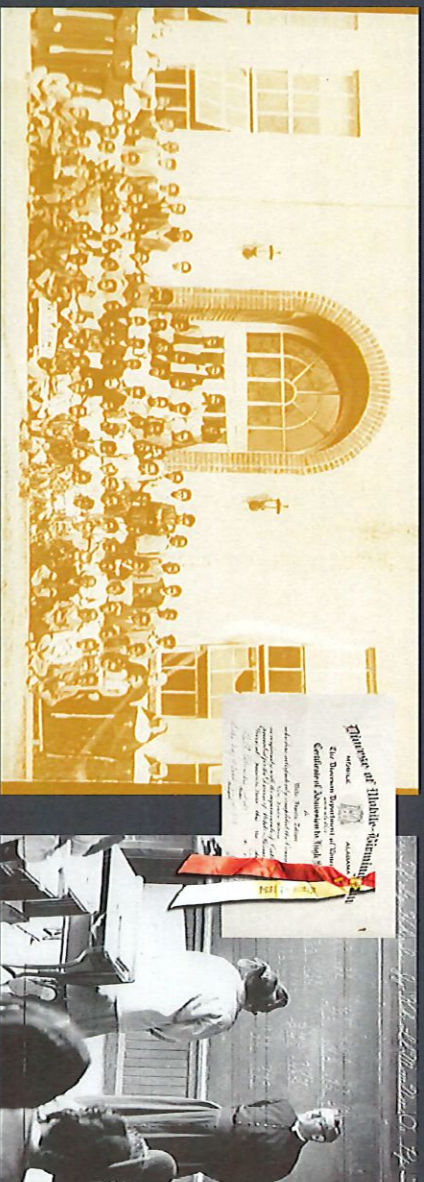
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