



## BRANDING

A brand encompasses every association and experience related to the Archdiocese of St. Louis – Office of Racial Harmony and Black Catholic Ministries' Sankofa Pathway Toward Peace Pilgrimage. While not a business, a strong brand aids in expressing our identity. It is built through total experience, not just communication or logos, with visual identity reflecting our brand. Consistency is crucial for shaping perceptions of our ministries. This section aims to clarify and maintain consistent communication about the event, reducing confusion in a crowded landscape.

### IMPROPER LOGO USE

- Outdated version of a FUOT: Maafa logo
  - Using a low resolution version of a FUOT logo



- Placing a drop shadow or any other effect behind a FUOT logo



- Changing the color scheme of a FUOT logo





# ORH FUOT LOGO BRANDING GUIDE

## OFFICIAL LOGO



## OFFICIAL COLOR CODES

<b>BLACK</b> HEX: 000000 RGB: 0, 0, 0	<b>RED</b> HEX: a81f23 RGB: 168, 31, 35	<b>DARK BLUE</b> HEX: 293689 RGB: 41, 54, 137	<b>YELLOW</b> HEX: FBD517 RGB: 251, 213, 23
<b>DARK GREEN</b> HEX: 075132 RGB: 18, 204, 125	<b>WHITE</b> HEX: ffffff RGB: 255, 255, 255		

## OFFICIAL LOGO FONTS

MAIN ——— **FUTURA HV BT**



ALL ACCE PTABLE LOGOS

Forgive Us Our Trespasses	FUOT_blank
Forgive Us Our Trespasses_Maafa	Forgive Us Our Trespasses_Maafa vertical Full Color
Forgive Us Our Trespasses_Maafa vertical Solid Color	



4th Annual



**FORGIVE US OUR TRESPASSES**

# **MAAFA PROCESSION**

**AND PRAYER SERVICE**

*"Pilgrims of Hope"*

**JUNE 21**

**2025**

**9:00A.M. - 1:00P.M.**

You are invited to join us as we remember those who suffered and or died during the forced transport of over 12 million enslaved Africans to the Americas.

## **THE HISTORY**

In 1995, Rev. Dr. Johnny Ray Youngblood from St. Paul Community Baptist Church in Brooklyn began the first Maafa Commemoration in the U.S. to "express the grief of the catastrophe that befell his ancestors and the horrific journey of millions of black people from freedom in Africa to bondage in the New World."

## **PLEASE JOIN US!**

On Saturday, June 21 the Archdiocese of St. Louis, led by Archbishop Rozanski, will hold the 4th annual Forgive Us Our Trespases Prayer Service and Maafa Procession in downtown St. Louis to commemorate the approximately 2 million lives lost during the "Middle Passage" of the Atlantic slave trade.

## **WHAT TO EXPECT**

The event begins at the Old Cathedral at 9:00 a.m. with a prayer service and continues with a remembering ceremony at the south pond of the arch grounds, followed by a 1-mile procession to St. John the Apostle and Evangelist Church where we will fellowship while sharing a meal.



JUNE 21  
9AM

Save  
the Date

PILGRIMS OF HOPE

MAAFA

PROCESSION

AND PRAYER SERVICE



The Old Cathedral  
209 Walnut Street



ANNUAL  
CATHOLIC  
APPEAL



JUNE 21  
9AM

Save  
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PILGRIMS OF HOPE

# MAAFA PROCESSION AND PRAYER SERVICE



The Old Cathedral  
209 Walnut Street



ANNUAL  
CATHOLIC  
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JUNE 21  
9A.M.

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SCAN FOR



MORE  
INFO



ANNUAL  
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ARCHDIOCESE  
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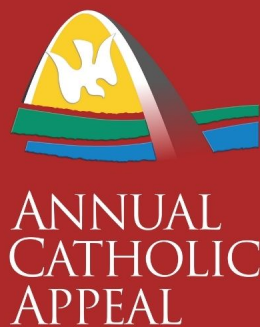




JUNE 21  
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PILGRIMS OF HOPE  
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