LOGO DEVELOPMENT

Red Lake River Corridor signature elements were designed for use along the entire length of the corridor to reinforce its identity. These include a logo and a materials package of steel elements that can be used to make signs, river level markers, fishing piers, street lights, and other special corridor-related features.

LOGO: The Red Lake River’s name, orientation, environmental attributes, and recreational assets inspired the Red Lake River Corridor logo. The Red Lake River’s name was derived from the Red River of the North’s Ojibwe’s name suggesting a flaming sunset on flat water. Later it was translated into French, the Riviere Rouge, by French explorers and fur traders and still later into English, the Red River, by English and Americans. The Red Lake River flows west towards the setting sun. The logo depicts a sunset with a red sky reflected on the river, “a flaming sunset on flat water,” as named by the Ojibwe. The tree-lined riparian shoreline defines the river’s edge as canoeists paddle on this state canoe trail. A bird flies overhead referencing the bird watching opportunities on this major flyway for migrating birds.
RED LAKE RIVER CORRIDOR LOGO
CORRIDOR IDENTITY

MATERIALS & SIGNAGE

Red Lake River Corridor signature elements were designed for use along the entire length of the corridor to reinforce its identity. These include a logo and materials palette including steel elements that can be used to make signs, river level markers, fishing piers, street lights, and other special corridor-related features.

SEDIMENTARY LAYERS BOAT LAUNCH SIGN: These signs are made of 1 inch steel re-bar welded to 4 inch steel pipes recall the horizontal layering effect of sedimentary deposits laid down by Glacial Lake Agassiz.

BEACH RIDGE VISITOR CENTER SIGN: These signs are designed to recall the distinctive form and structure of the beach ridges left by Glacial Lake Agassiz in the river valley. The exposed face reveals the stratified nature of glacial deposits.
**SEDIMENTARY LAYERS BOAT LAUNCH SIGN**

- **Elevation:**
  - 4 Inch Steel Pipe
  - Deciduous Biome Planting
  - 1 Inch Rebar
  - Sinuous River Form
  - 1.5 Inch Cutting Torch

- **Detail:**
  - 4 Inch Pipe Caps

**BEACH RIDGE VISITOR’S CENTER SIGN**

- **Elevation:**
  - Prairie Biome
  - Grass / Flower Planting
  - 6 Inch Cobbles / River Rock
  - 6-12 Inch Field Stone
  - 12 -24 Inch Boulders

- **Plan View:**
  - Coniferous Biome
  - Tree Plantings

- **Sectional View:**
  - Informational Signage

**Informational Signage:**

- Detail: 4 Inch Pipe Caps
CORRIDOR IDENTITY

MATERIALS & SIGNAGE

SIGNS: Signs with the logo mark the significant sites along the corridor. Road Signs direct travelers to nearby facilities. They include the Red Lake River Corridor logo on a vertical post. Beneath it additional signs can be attached indicating facilities (i.e. boat ramp, canoe carry-in, campground, etc.) and directional arrows. Gateway signs welcome corridor users to the Red Lake River Corridor communities. Interpretive signs mark special sites and provide information about their historical and recreational significance. Boat Launch signs and canoe carry-in signs at access points provide information about the corridor segments. Backcountry campsites signs designate official campsites. River-mile markers identify river distances. River signs identify water levels, hazards, and travel times.

RIVER LEVEL MARKER: Vertical structures of bundled steel rods are water level markers that indicate the changes in river level. They can be freestanding sculptures in the landscape or applied to other objects such as bridge piers. The markers can be made to correlate water level with water velocity, travel time, hazard level, and historic flood levels.

SIGNS

Red Lake River Depicted on Sign with the RLRC Logo

Signage to be MNDOT style
Painted Steel

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RIVER LEVEL MARKERS

Elevation: Bridge Support Sign

Elevation: Free Standing Sign

Informational Signage

Plan: Bridge Column