

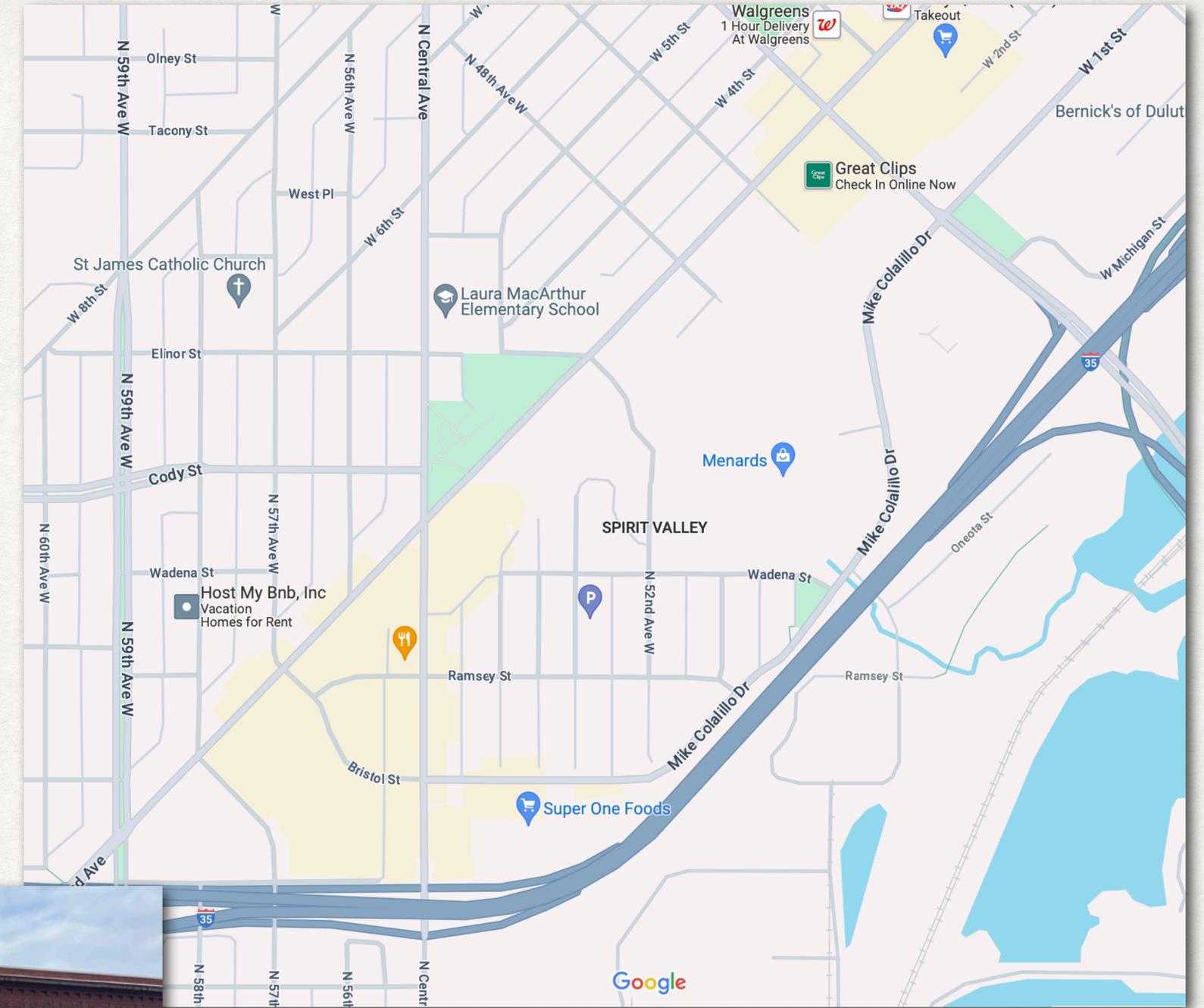


# SPIRIT VALLEY WEST DULUTH

S DROGSETH

Spirit Valley is a neighborhood that is located in West Duluth. Besides homes, the area is filled with many stores and businesses that are mainly located along the main streets: Grand Avenue, Central Avenue, Ramsey Street, and Bristol Street.

Every year, during the first week of August, Spirit Valley Days is hosted in the area.





Spirit Valley Days is a way to bring together the community of West Duluth. Locals and small businesses come together to support each other.



## — SPIRIT VALLEY — — DAYS —

*44th Annual Celebration*



### PARADE & MISS WEST DULUTH

- Thursday, August 3rd
- Pageant 4pm @ Mr.D's
- Parade from 6-7pm on Grand Ave
- Over 100 Floats



### CAR & BIKE SHOW

- Friday, August 4th from 4-7pm
- Over 150 Cars & Bikes
- Grand Avenue from Central to 59th Ave West.



### CRAFT, VENDOR & FOOD TRUCK FAIR

- Saturday, August 5th from 10am-3pm
- Shop over 100 Booths
- Grand Avenue from Central to 59th Ave West.
- Kids Activities in the park



#### CONTACT US

P.O Box 7064  
Duluth, MN 55807  
spiritvalleydaysfestival@gmail.com

Additional Events Listed Online  
[www.spiritvalleydays.com](http://www.spiritvalleydays.com)

## Current Signage



The banners are some of the only signage in the area.

The sign for memorial park. Basic but consistent with other park signs.



The businesses in the area have their own unique signage



## Signage Needs



Almost all of the spots to hang banners are empty.

Memorial Park lacks signage.



Parts of Spirit Valley could use more color and way finding to make it more welcoming to nonlocal visitors.



# Audience

## Locals

Small businesses

Supporting community

Third places



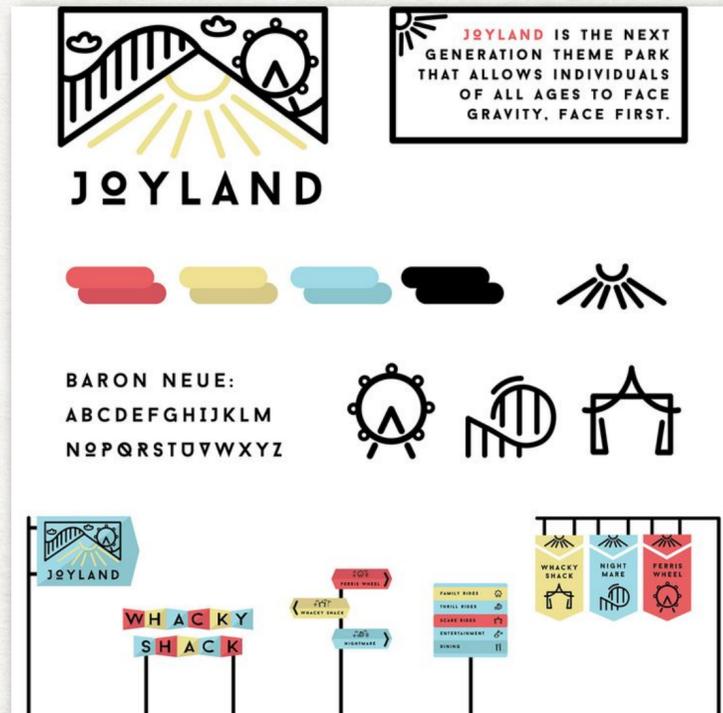
## Families

Places to take kids

Fun family events



# Inspiration

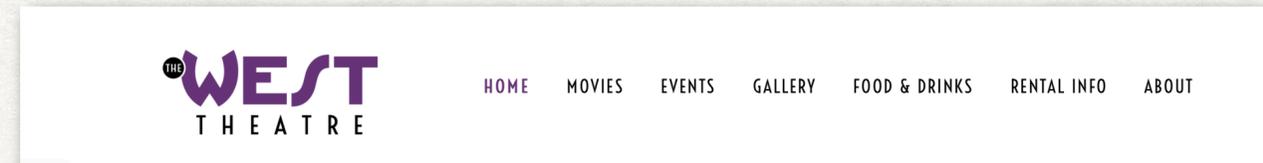


Uses primary colors for the design.  
Clear separation of sections because of color blocks

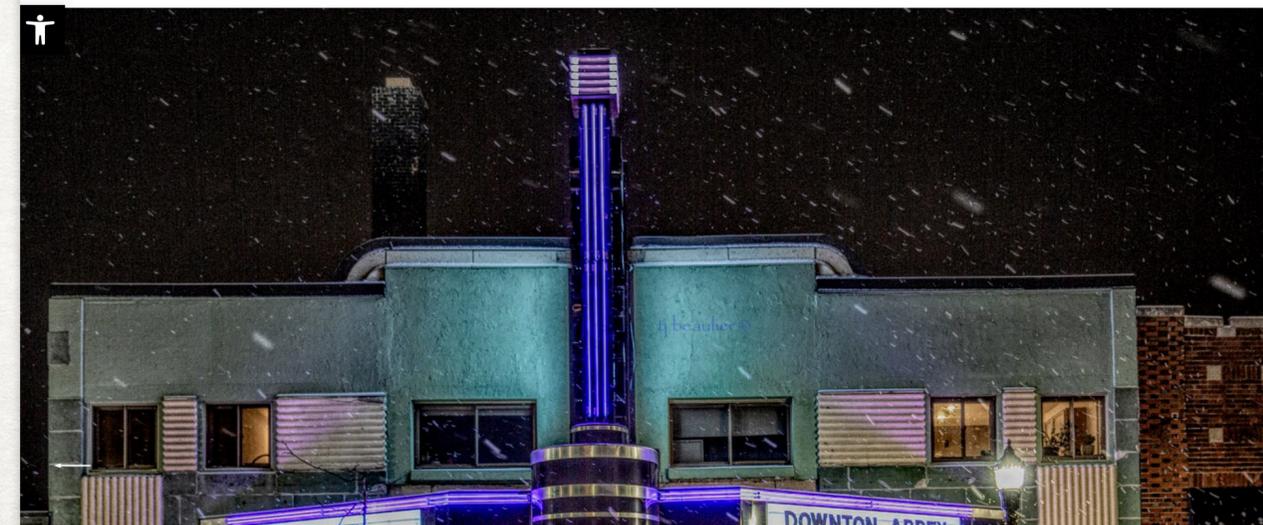
An electrical box in Spirit Valley that has been painted. Bright colors and playful.

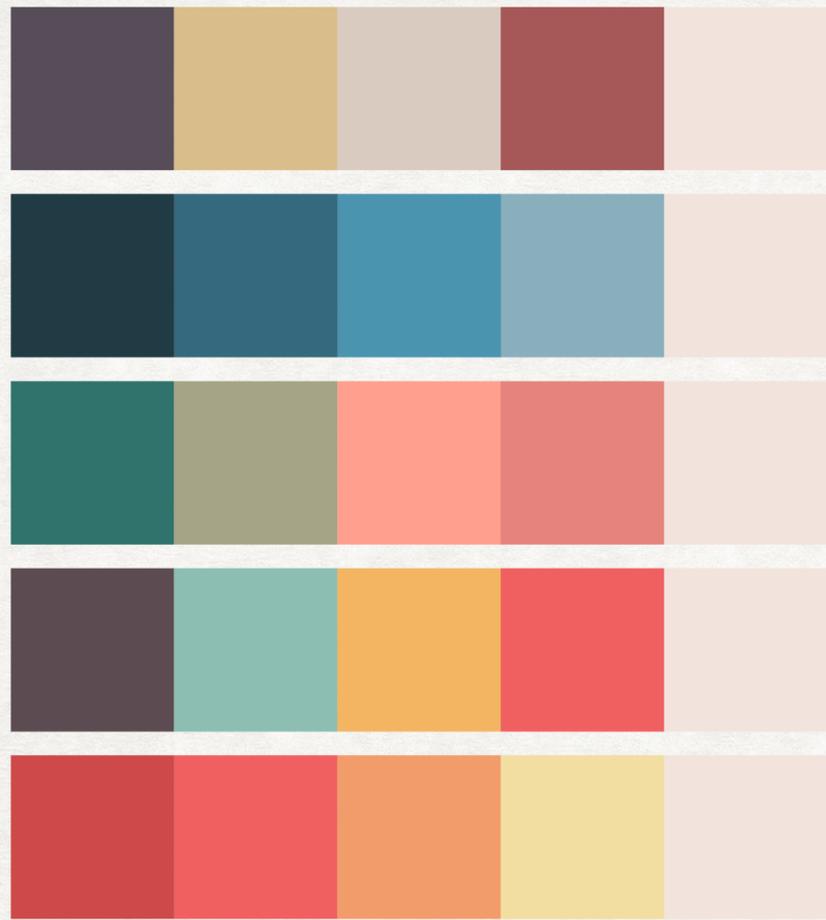


The West Theatre's website. Logo is bold and has different curved elements.



Simple map. Layout is easy to determine.  
Color blocks for sections of land.  
Most important places labeled.





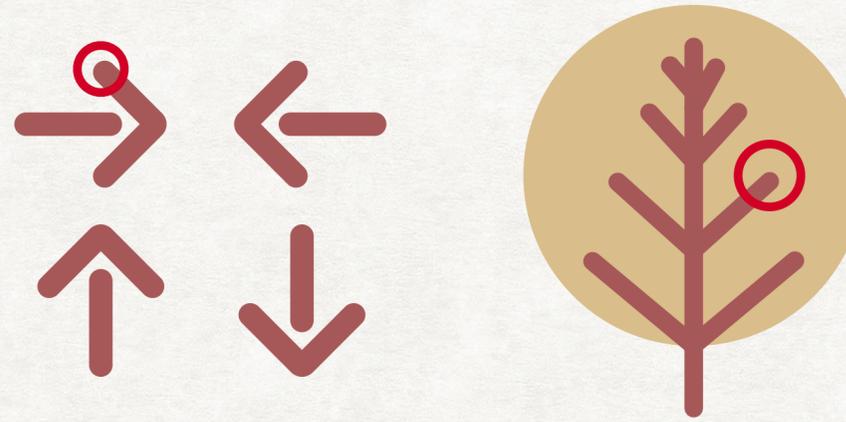
Base Colors

Winter

Spring

Summer

Fall



The lines on the icons have rounded edges to repeat the half circle shape.

# Spirit Valley West Duluth

One color was chosen from each seasonal palette to represent the districts



## Ad Gothic

- Use for title and subtitles
- Font is very readable
- Soft curves make it feel more welcoming

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Puffin Display Soft

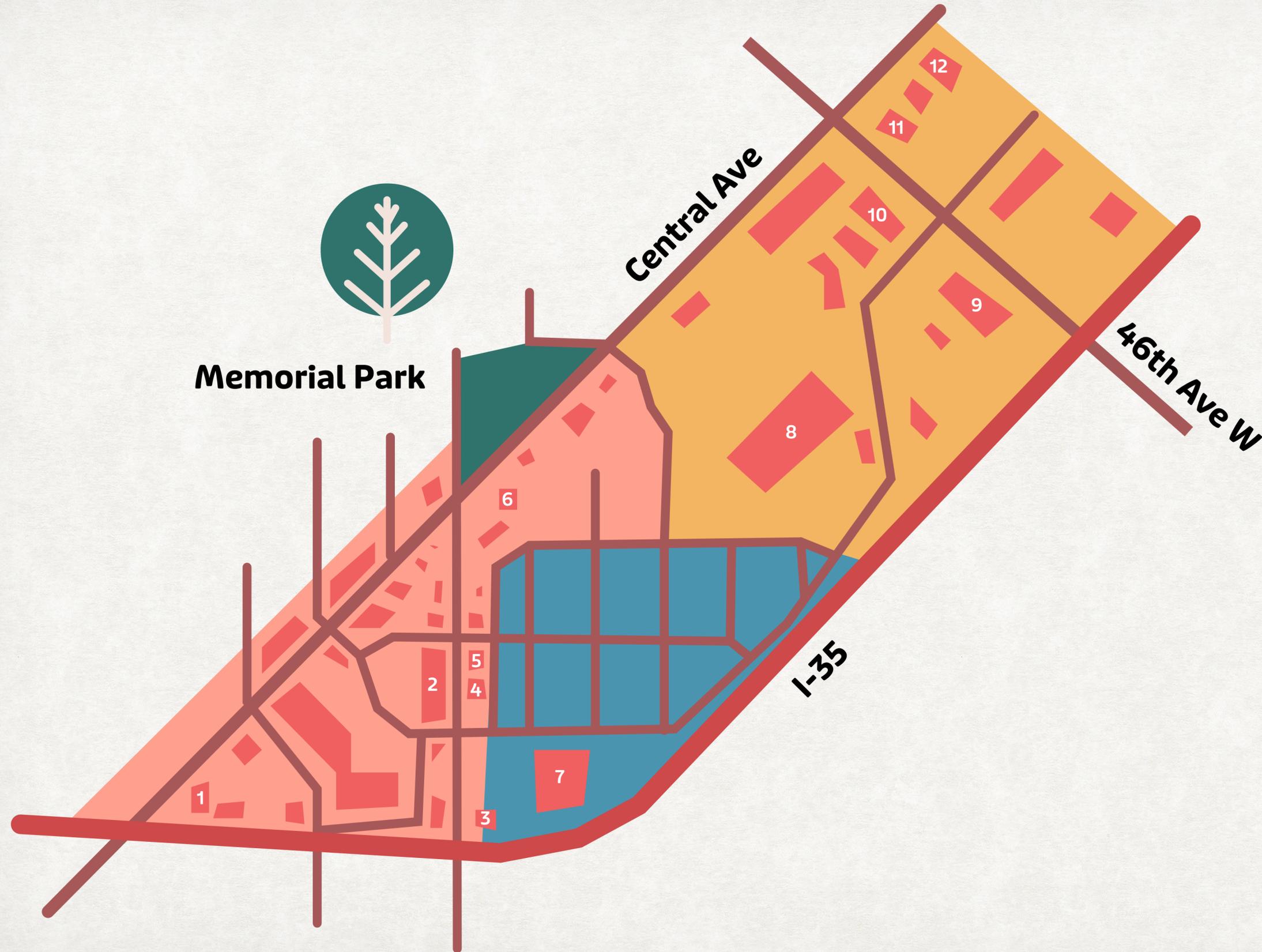
- Use for body
- Readable
- Curves are similar to Ad Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Spirit Valley**  
**West Duluth**

Welcome to  
**Spirit Valley**  
West Duluth





**Business District**

- 1 West Duluth Branch Library
- 2 The West Theater
- 3 Super One Liquor
- 4 Wussow's Concert Cafe
- 5 Zenith Book Store
- 6 Holiday

**Residential District**

- 7 Super One Foods

**Industrial District**

- 8 Menard's
- 9 Essentia Health
- 10 Sky Zone
- 11 CVS Pharmacy
- 12 Whole Foods Co-op

# Map and Zone Markers

The infographic displays five zones in Spirit Valley West Duluth, each with a unique color and a stylized tree icon at the bottom. A silhouette of a person with a backpack is shown walking through the zones. To the left, a map shows the layout of the zones with numbered markers. Below the map, a list of businesses is provided for each zone.

**Spirit Valley West Duluth**

**Business District**

**Residential District**

**Industrial District**

**Memorial Park**

**West Duluth Library**  
2067 ft

**Super One Foods**  
1550 ft

**Whole Foods Co-op**  
3020 ft

**Map:** Memorial Park, Central Ave, 155, 40th Ave W

**Business District:**

- 1 West Duluth Branch Library
- 2 The West Theater
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- 5 Zenith Book Store
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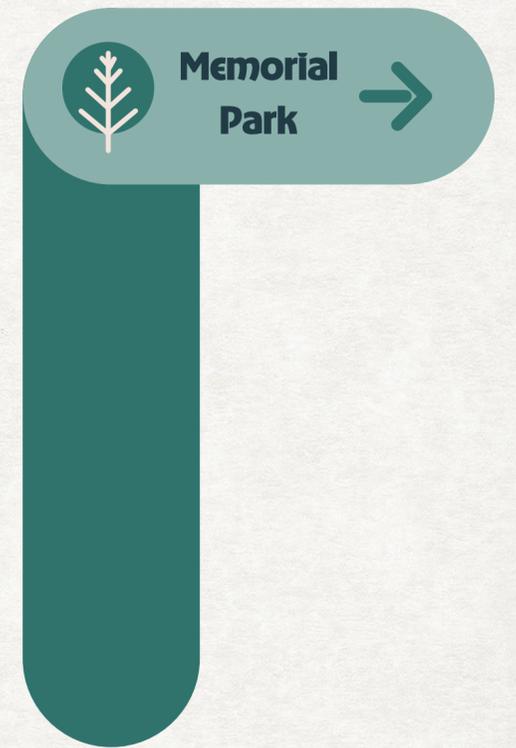
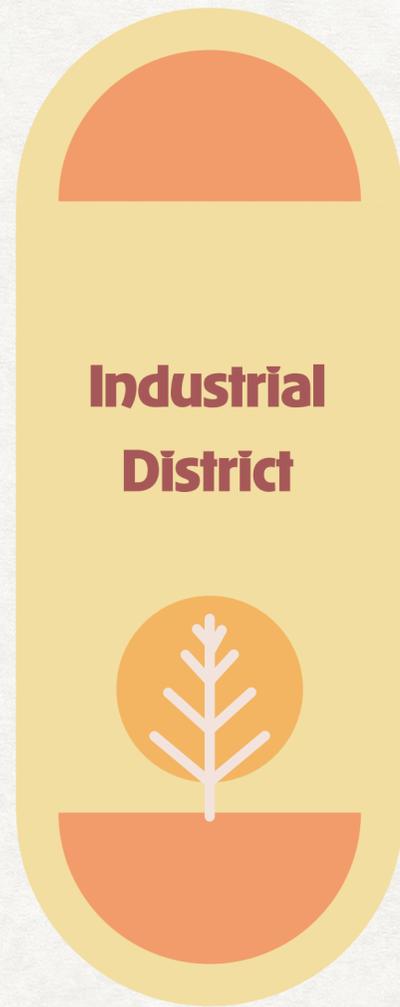
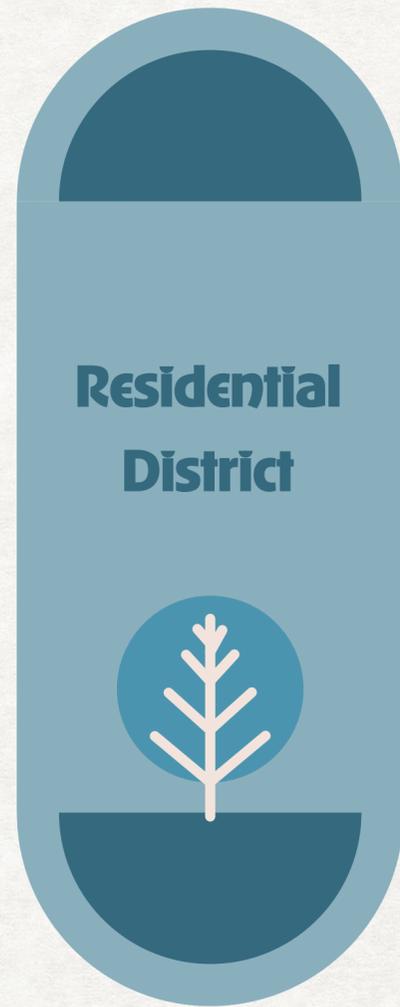
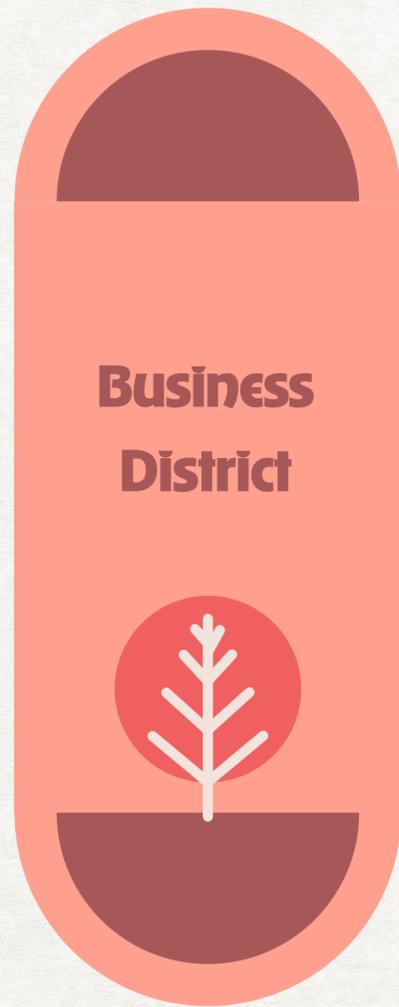
**Residential District:**

- 7 Super One Foods

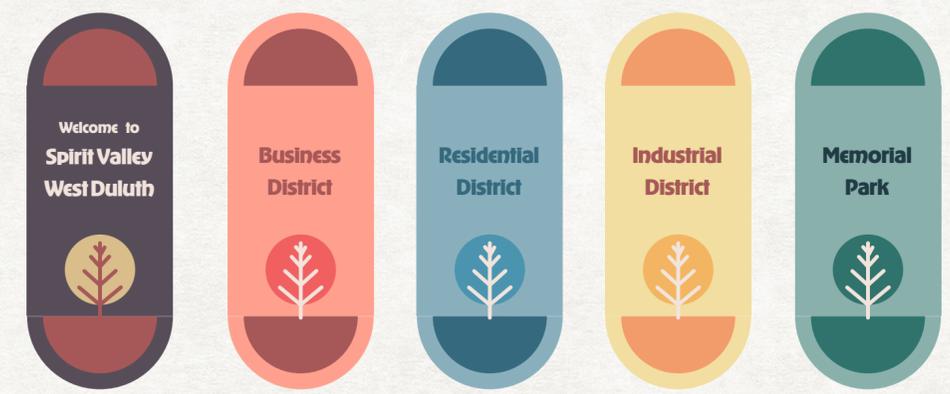
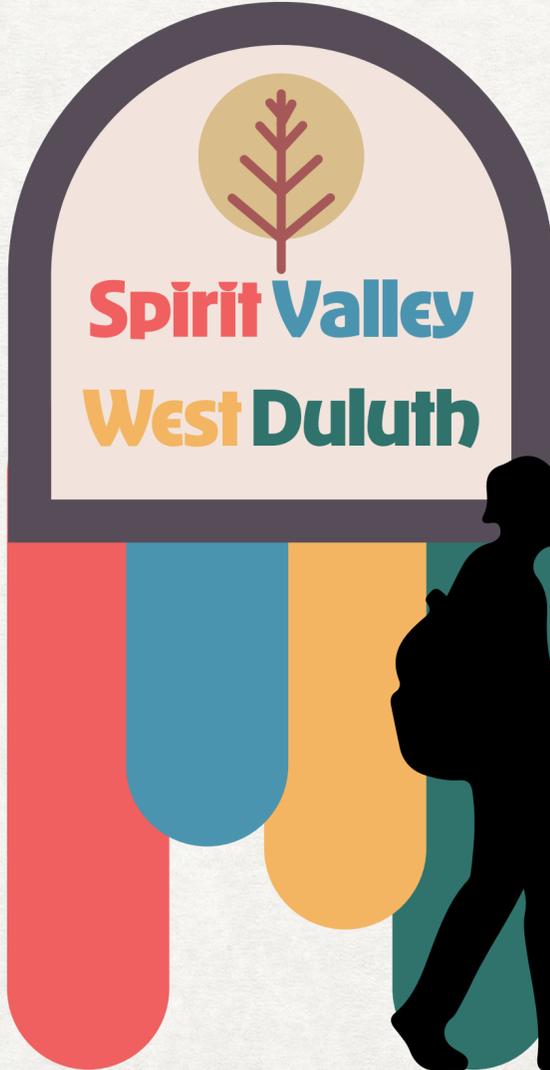
**Industrial District:**

- 8 Menard's
- 9 Essentia Health Sky Zone
- 11 CVS Pharmacy
- 12 Whole Foods Co-op

# Banner Zone Markers and Wayfinding







A large map area with six vertical panels. The first panel is a map showing the layout of the area with a legend. The second panel is a list of points of interest. The third, fourth, fifth, and sixth panels are color-coded and labeled: "Business District" (orange), "Residential District" (light blue), "Industrial District" (yellow), and "Memorial Park" (teal). Each panel has a stylized tree logo at the bottom. To the left of the map area is a yellow sign with a left arrow and "West Duluth Library 2067 ft". To the right is a red sign with a right arrow and "Whole Foods Co-op 3020 ft". At the bottom right is a teal sign with a right arrow and "Memorial Park".

←  
West Duluth Library  
2067 ft

↙  
Super One Foods  
1550 ft

Spirit Valley West Duluth

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→  
Whole Foods Co-op  
3020 ft

Spirit Valley West Duluth

**Business District**

Spirit Valley West Duluth

**Residential District**

Spirit Valley West Duluth

**Industrial District**

Spirit Valley West Duluth

**Memorial Park**

→  
Memorial Park