

# Beach Safety Signage

## Case Study: Protecting Hawaii's Beaches

Lifeguards in Hawaii are busy rescuing many people every day from the sea. Why? Because as the state's lifeguards often say, "In Hawaii, people only see the beauty, not the beast." The ocean is the beast... and it has to be respected. Among the hazards on Hawaii's beaches are strong currents and pounding surfs – both of which injure and kill people frequently enough that communicating safety is paramount for the Hawaiian Lifeguard Association. Working with the Association, Clarion designed new safety signs for all of the state's beaches – signs meant to inform people of hazards and affect their behavior so they can better avoid harm. Clear and concise language was used in conjunction with eye-catching graphical symbols to communicate the most essential messages. It should be noted that the symbol elements were made predominate because of the necessity to convey safety information to the state's wide variety of international, often non-English-reading, visitors.



Visit [www.clarionsafety.com/beach-safety-signs](http://www.clarionsafety.com/beach-safety-signs) to see our full system of beach safety signs.