

Sea Safety

Case Study: Protecting Beachgoers

Challenge

Lifeguards on beaches are busy rescuing many people every day from dangers associated with large bodies of water. Why? Because many people don't understand the potential hazards related to beach environments – everything from sharp coral to seriously strong undertow that can rip you from the shore. Injuries and deaths occur frequently enough that communicating safety is paramount for the country's beaches, especially the oceans and Great Lakes.

Solution

Clarion designed new safety signs for a large number of these hazards – signs meant to affect people's behavior so they can better avoid harm. Clear and concise language was used in conjunction with eye-catching ISO-formatted 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 wide variety of international, often non-English-reading, people who visit beaches.



Visit www.clarionsafety.com/beach-safety-signs to see our full system of beach safety signs.