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“For Safety’s Sake - Do Something”

SIGN, SIGN, EVERYWHERE A SIGN

“Sign, sign, everywhere a sign” is a great song from Five Man Electrical Band that puts into perspective our attitude about the overabundance of signage everywhere we go. Today we really do have signs for everything; signs that tell us what to do and how to do it, where to go and how to get there, where we can’t go, what we have to wear, what will harm us and where to go if we get harmed...

But do we really pay attention to them?

This clutter of cultural communication is a direct result of our need for it, and ***we do need to pay attention.***

What would happen if...

- we ran stop signs or drove the wrong way down the highway?
- we disregarded poison warnings on chemicals and cleaners?
- we didn’t pay attention to slippery when wet or hard hat zone signs?
- we didn’t have warning labels on moving machinery or construction equipment?

Signs tell us, quickly and to the point, what is going on and what we need to be aware of. They are standardized so we can travel to different places and still understand their message. These seemingly restrictive icons protect us.

Think of them as colorful reminders that seep into our subconscious so that we can navigate our day safely, and without incident.

**If YOU don’t pay attention to signs,
you may be headed in the WRONG direction!**

