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The title is composed of large, bold letters where each letter is divided into multiple colored segments. The colors used include black, orange, red, teal, yellow, and blue. The letters are arranged in three rows: the first row contains 'S', 'I', 'G', 'N', 'S', 'A', and 'N'; the second row contains 'O', 'C', 'I', 'T', 'Y'; and the third row contains 'S', 'O', 'C', 'I', 'E', 'T', and 'Y'. The segments are placed at different heights within each letter, creating a dynamic, layered effect.

SIGNS AND SOCIETY