

# LETTER HEIGHT VISIBILITY CHART

WAYS TO MAKE SURE YOUR WINDSCREENS AND SIGNAGE ARE READABLE FROM A DISTANCE



## Wondering about letter size for your sign?

Let's break it down. Good signage draws people in, so readability is key, even from a distance. Here are some tips:

- Make your letters at least **1 inch tall for every 10 feet of viewing distance**. For example, for a 30-ft distance, go for 3-inch letters.
- Use a **Sign Visibility Chart** like attached for easy reference. It ensures your signs are readable without any guesswork.
- Factors like font style, color, white space, and placement affect visibility.

**Bold fonts, high-contrast colors, and ample white space enhance readability.**

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30 ft	100 ft
4"	40 ft	150 ft
6"	60 ft	200 ft
8"	80 ft	350 ft
10"	100 ft	450 ft
12"	120 ft	525 ft
15"	150 ft	630 ft
18"	180 ft	750 ft
24"	240 ft	1000 ft
30"	300 ft	1250 ft
36"	360 ft	1500 ft
42"	420 ft	1750 ft
48"	480 ft	2000 ft

Calculations are based on research from Penn State University and the United States Sign Council.

### WAYS TO OPTIMIZE YOUR SIGN DESIGN & READABILITY:

**Round Up:** It's better for text to be too large than too small. Round up both letter height and viewing distance.

**Text-Centric Design:** Start with a simple background and prioritize your message. Build your sign design around the text for clarity.

**Contrast Colors:** Ensure high contrast between text and background. Light on dark or vice versa creates visibility.

**Consider Lighting:** Low light or direct sunlight can reduce contrast. Opt for high-contrast colors and maximize text size for visibility.

**Surroundings Matter:** Contrast between your sign and its surroundings is crucial. Use contrasting colors to make your sign stand out.

**Factor in Speed:** If viewers are passing quickly, double your average viewing distance or maximize text size without compromising design.

