

Letter Height Visibility Chart

Capital Letter Height	5/8 in	3/4 in	7/8 in	1 in	1 1/4 in	1 1/2 in	1 3/4 in	2 in
Maximum Reading Distance	15 ft	18 ft	21 ft	24 ft	30 ft	36 ft	42 ft	48 ft

Capital Letter Height	2 1/2 in	3 in	4 in	6 in	8 in	10 in	12 in	15 in
Optimum Reading Distance	25 ft	30 ft	40 ft	60 ft	80 ft	100 ft	120 ft	150 ft
Maximum Reading Distance	60 ft	100 ft	150 ft	200 ft	350 ft	450 ft	525 ft	630 ft

Capital Letter Height	18 in	24 in	30 in	36 in	42 in	48 in	54 in	60 in
Optimum Reading Distance	180 ft	240 ft	300 ft	360 ft	420 ft	480 ft	540 ft	600 ft
Maximum Reading Distance	750 ft	1,000 ft	1,250 ft	1,500 ft	1,750 ft	2,000 ft	2,250 ft	2,500 ft

Please note the above table is for assistance purposes only. Effective reading distances can be undesirably affected by a variety of factors, such as:

Layout

- Colors used
- Contrast between text and background
- Line spacing
- Negative space (blank area around text)

Typeface

- Letter heights
- Decorative fonts, italics, serifs,
- Very light or very bold weights.
- Uppercase, lower case or capitalization
- Kerning (distance between characters)

Sign Location and Lighting Conditions

- Viewing angles (horizontal & vertical)
- Levels of illumination
- Glare and back lighting

Sign Condition and Environment

- Dirt or marks on the sign
- Fog, smoke or airborne dust
- Bent, broken or cracked signage
- Alterations and overstickering