

Sign letter height visibility chart

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

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

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

Please note that the above table is for guidance purposes only. Effective reading distances can be (adversely) affected by a combination of factors, such as:-

Layout

- Colours 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 capitalised?
- 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 overstickings

