



Let us help you create signs that can be seen!

LETTER SIZE vs. DISTANCE

VIEWING EXPOSURE IN SECONDS

character height	optimal viewing distance	max viewing distance	speed of viewer	20mph	30mph	40mph	50mph	60mph
3"	30'	100'		3.4s	2.5s	1.7s	1.3s	0.9s
4"	40'	150'		5.1s	3.4s	2.5s	2.0s	1.4s
6"	60'	200'		6.8s	4.5s	3.4s	2.7s	1.9s
8"	80'	350'		12.0s	7.9s	5.9s	4.7s	3.4s
9"	90'	400'		13.6s	9.0s	6.8s	5.4s	3.8s
10"	100'	450'		15.3s	10.2s	7.6s	6.1s	4.3s
12"	120'	525'		17.9s	11.9s	8.9s	7.1s	5.1s
15"	150'	630'		21.5s	14.3s	10.7s	8.5s	6.1s
18"	180'	750'		25.59s	17.0s	12.7s	10.2s	7.3s
24"	240'	1000'		34.1s	22.7s	17.0s	13.6s	9.7s
30"	300'	1250'		42.6s	28.4s	21.3s	17.0s	12.1s
36"	360'	1500'		51.1s	34.0s	25.5s	20.4s	14.6s
42"	420'	1750'		59.7s	39.7s	29.8s	23.8s	17.0s
48"	480'	2000'		68.2s	45.4s	34.1s	27.2s	19.4s
60"	600'	2500'		85.3s	56.81s	42.6s	34.1s	24.3s

A sans serif typeface with medium stroke is used for measuring (such as arial bold). Based on black letters with a white background. Distance may vary 10% with various color combinations. Viewing ranges are approximate.



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