



## Readability of Signs

The style and size of letters and the amount of text that is most effective in a sign will depend entirely on the circumstance in which it will be read. A letter style and size that is suitable for a stationary pedestrian viewing from a distance of, say, 25 feet may be totally impractical for a sign that will probably be viewed from a car traveling 60 MPH. A vehicle traveling at that speed covers 88 feet per second. From the chart below, it can be seen that, for maximum impact, an 8" letter, for instance, has a readable distance of 80'. So, if the car is traveling at 60 MPH toward the sign, it follows that the occupants have less than one second to read and comprehend the sign's message.

For signs that are to be read from cars, letters should be as large as possible, fonts should be as bold as possible and messages should be as brief as possible.

The same general guidelines, of course, also applies to text and graphics on vehicles.

**Letter Visibility Chart**

Maximum Readable Distance	Readable Distance for Maximum Impact	Letter Height
100'	30'	3"
150'	40'	4"
200'	60'	6"
350'	80'	8"
400'	90'	9"
450'	100'	10"
525'	120'	12"
630'	150'	15"
750'	180'	18"
1000'	240'	24"
1250'	300'	30"
1500'	360'	36"
1750'	420'	42"
2000'	480'	48"
2250'	540'	54"
2500'	600'	60"