



## Letter Visibility Chart

<b>Viewing Distance</b>	<b>Minimum Recommended Letter Height</b>
100 feet .....	4 inches
250 feet .....	10 inches
360 feet (city block) .....	16 inches
500 feet .....	22 inches
750 feet .....	33 inches
1000 feet .....	43 inches
1320 feet (1/4 mile) .....	57 inches

These minimum recommended letter heights are based on an artificially or naturally lit sign with all upper case Helvetica letters utilizing optimal negative space. Other factors and conditions that may affect letter size are: color scheme, font selection, traffic and weather conditions, or sign standoff.

The above letter visibility chart is based upon information provided by Pennsylvania Transportation Institute, Penn State University and the United States Sign Council.