

LETTER VISIBILITY CHART

**VIEWING
DISTANCE**

**MINIMUM REQUIRED LETTER
HEIGHT (IN INCHES)**

25 ft.

1"

50 ft.

2"

100 ft.

4"

250 ft.

10"

360 ft. (city block)

16"

500 ft.

22"

750 ft.

33"

1000 ft.

43"

1320 ft. (1/4 mile)

57"

Calculations based on externally (or naturally) lit sign with all upper case Helvetica letters utilizing optimal negative space. Factors that may effect required letter size are: color scheme, font selection and weather conditions.