

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.