



C • SQUARED
CONSULT • DESIGN • PRINT • INSTALL

LETTER VISIBILITY CHART

LETTER HEIGHT	DISTANCE FOR MAX. IMPACT	READABLE DISTANCE
3 in.	30 ft.	100 ft.
4 in.	40 ft.	150 ft.
6 in.	60 ft.	200 ft.
8 in.	80 ft.	350 ft.
9 in.	90 ft.	400 ft.
10 in.	100 ft.	450 ft.
12 in.	120 ft.	525 ft.
15 in.	150 ft.	630 ft.
18 in.	180 ft.	750 ft.
24 in.	240 ft.	1,000 ft.
30 in.	300 ft.	1,250 ft.
36 in.	360 ft.	1,500 ft.
42 in.	420 ft.	1,750 ft.
48 in.	480 ft.	2,000 ft.
54 in.	540 ft.	2,250 ft.
60 in.	600 ft.	2,500 ft.

The Distances Vary With Different Color Combinations

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