SDDI SIGNS

Visibility Chart

Letter Height	Distance for Maximum Impact	Readable Distance
0.5”	4’	12’
0.75”	8’	18’
1”	12’	25’
1.5”	16’	36’
2”	20’	49’
3”	30’	100’
4”	40’	150’
6”	60’	200’
8”	80’	350’
9”	90’	400’
10”	100’	450’
12”	120’	525’
15”	150’	630’
18”	180’	750’
24”	240’	1000’
30”	300’	1250’
36”	360’	1500’
42”	420’	1750’
48”	480’	2000’
54”	540’	2250’
60”	600’	2500’
72”	720’	2750’
96”	960’	3000’

This visibility chart is here for your convenience in helping you determine the size of letters based on the distance they are to be seen from. This is by no means an exact science. There are many factors involved & this chart only represents the averages. The colors of lettering on different background colors, letter styles, weather conditions, amount & quality of light, a person's eyesight & the speed at which you are driving past the signage can all impact the readability.

Larger letters don’t always mean better legibility. The area around the letters, or what is known as the 'white space', must be sufficient to allow the lettering to create a contrast with the background. Many people make the mistake of placing lettering too close to the edge of the sign background or crowding the 'useable' sign area on a building. Placing letters too close together in order to fit larger letters in a smaller space can drastically reduce the legibility of the sign. Tall slim letters are usually less legible than shorter standard styles, so the 'height' of a letter is not the main concern when creating readable copy on your sign.