

LETTER VISIBILITY CHART

| LETTER HEIGHT | READABLE DISTANCE FOR MAXIMUM IMPACT | MAXIMUM READABLE DISTANCE |
|---------------|--------------------------------------|---------------------------|
| 3" | 30 ft | 100 ft |
| 4" | 40 ft | 150 ft |
| 6" | 60 ft | 200 ft |
| 8" | 80 ft | 350 ft |
| 10" | 100 ft | 450 ft |
| 12" | 120 ft | 525 ft |
| 15" | 150 ft | 630 ft |
| 18" | 180 ft | 750 ft |
| 24" | 240 ft | 1000 ft |
| 30" | 300 ft | 1250 ft |
| 36" | 360 ft | 1500 ft |
| 42" | 420 ft | 1750 ft |
| 48" | 480 ft | 2000 ft |

This chart is based on using a Bold letter font. Using a lighter color will alter impact. For maximum impact use red or black on white background or black on a yellow background.