

DISTANCE & VISIBILITY

Be sure your signs have maximum impact by making them visible from a predetermined viewing distance. As a rule of thumb, it is good to calculate 1 inch of letter height for every 10 feet of viewing distance.

Maximum Readable Distance	Distance For Best Impact	Letter Height (Inches)
100'	30'	3"
150'	40'	4"
200'	60'	6"
350'	80'	8"
400'	90'	9"
450'	100'	10"
525'	120'	12"
630'	150'	15"
750'	180'	18"
1,000'	240'	24"
1,250'	300'	30"
1,500'	360'	36"
1,750'	420'	42"
2,000'	480'	48"
2,250'	540'	54"
2,500'	600'	60"