

LETTER VISIBILITY

For High Impact Signage

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE	APPROXIMATE TIME TO READ AT 45 MPH	APPROXIMATE TIME TO READ AT 60 MPH
3"	30'	100'	1.52 sec	1.14 sec
4"	40'	150'	2.27 sec	1.70 sec
6"	60'	200'	3.03 sec	2.27 sec
8"	80'	350'	5.30 sec	3.98 sec
9"	90'	400'	6.06 sec	4.55 sec
10"	100'	450'	6.82 sec	5.11 sec
12"	120'	525'	7.95 sec	5.97 sec
15"	150'	630'	9.55 sec	7.16 sec
18"	180'	750'	11.36 sec	8.52 sec
24"	240'	1000'	15.15 sec	11.36 sec
30"	300'	1250'	18.94 sec	14.20 sec
36"	360'	1500'	22.73 sec	17.04 sec
42"	420'	1750'	26.52 sec	19.89 sec
48"	480'	2000'	30.30 sec	22.73 sec

The chart was created using capital letters with a bold block letter type like **GOTHAM BLACK**.

Color combinations will affect impact. Use colors with strong contrast for best results.

The Campaign HQ can help with all your sign needs. Contact us for more information: (502) 209-7619.

DEMOCRATIC POLITICAL CONSULTING

THE CAMPAIGN HQ