

## 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

Best color combination used in lettering of outdoor advertising displays ranked in order of legibility or letters from a distance.

**Black on Yellow**

**White on Brown**

**Black on White**

**Brown on Yellow**

**Yellow on Black**

**Brown on White**

**White on Blue**

**Yellow on Brown**

**Yellow on Blue**

**Red on White**

**Green on White**

**Yellow on Red**

**Blue on Yellow**

**Red on Yellow**

**White on Green**

**White on Red**