



Letter Distance Chart

Use the chart below to help determine the appropriate letter size when designing for large format graphics. The sizes given are for block letters and other typesstyles (serif, script) may require larger sizes.

In designing your large graphics there are also a number of other factors which can make your graphic more legible from great distances. Keep your graphic elements to a minimum. A very busy graphic becomes more difficult to interpret from a distance. Avoid all caps. Innapropriate capitalization makes text very difficult to read. If uppercase-only text must be used, be sure to increase your letter size to accomodate. Positive letterforms are easier to read. White (or light) text is much more difficult to interpret.

This chart is intended as a rough guide, and other factors such as obstacles, color and light intensity may affect letter size.

| Letter Height (in Inches) | Maximum Readable Distance | Distance for Maximum Impact |
|------------------------------|------------------------------|--------------------------------|
| 2" | 50' | 20' |
| 3" | 100' | 30' |
| 4" | 150' | 40' |
| 6" | 200' | 60' |
| 8" | 350' | 80' |
| 9" | 400' | 90' |
| 10" | 450' | 100' |
| 12" | 525' | 120' |
| 15" | 630' | 150' |
| 18" | 750' | 180' |
| 24" | 1000' | 240' |
| 30" | 1250' | 300' |
| 36" | 1500' | 360' |
| 42" | 1750' | 420' |
| 48" | 2000' | 480' |
| 54" | 2250' | 540' |
| 60" | 2500' | 600' |