



COLORTECHdirect

Print Marketing and Graphic Solutions

BEST READABLE DISTANCE GUIDE

| Letter Height | Best Readable Distance | Max Readable Distance |
|---------------|------------------------|-----------------------|
| .5" | 6' | 21' |
| 1" | 10' | 40' |
| 2" | 20' | 65' |
| 3" | 30' | 100' |
| 4" | 40' | 150' |
| 5" | 50' | 157' |
| 6" | 60' | 200' |
| 8" | 80' | 350' |
| 9" | 90' | 400' |
| 10" | 100' | 450' |
| 12" | 120' | 525' |
| 15" | 150' | 630' |
| 18" | 180' | 750' |
| 24" | 240' | 1000' |
| 30" | 300' | 1250' |
| 42" | 420' | 1750' |
| 48" | 480' | 2000' |
| 54" | 540' | 2250' |
| 60" | 600' | 2500' |

This chart is meant to serve as a general guide only. The choice of font, color of the letters, contrast to the background color, lighting conditions, placement, the speed at which someone is traveling, eyesight, can all impact the readability.