

LETTER VISIBILITY CHART

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30'	100'
4"	40'	150'
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'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

NOTE: The distances will vary approximately 10% with various color combinations. Maximum distance is in color with RED or BLACK on a WHITE background. 5,280 feet equals one (1) mile.

MAXIMUM IMPACT READING TIME (Length of Time Letters are Readable when Moving)

	30 MPH	40 MPH	60 MPH	80 MPH
6" LETTERS	1.4 Seconds	1 Second	0.7 Seconds	0.5 Seconds
8" LETTERS	1.8 Seconds	1.4 Seconds	0.9 Seconds	0.7 Seconds
12" LETTERS	3 Seconds	2 Seconds	1.5 Seconds	1 Second
18" LETTERS	4 Seconds	3 Seconds	2 Seconds	1.5 Seconds
24" LETTERS	5.5 Seconds	4 Seconds	2.75 Seconds	2 Seconds
36" LETTERS	8 Seconds	6 Seconds	4 Seconds	3 Seconds



Here are some of the color combinations that have proven the most effective and the easiest to read. A good color selection can dramatically increase readability, especially when at a distance.

CONTRAST

HIGH VISIBILITY

VIBRATION

LOW VISIBILITY

COLOR VIBRATION ←

As you can see, some color combinations provide better contrast than others.