

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' equals one (1) mile.

Prepared by the California Institute of Technology

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