

LETTER VISIBILITY CHART:

maximum readable distance	readable distance for maximum impact	letter height
100'	30'	3"
200'	60'	6"
350'	80'	8"
1,000'	240'	24"
1,500'	360'	36"
2,500'	600'	60"

Distances vary approximately 10 percent by color. Studies were done using black letters on white background. A car traveling at 25 mph covers 2,200 feet per minute; at 35 mph 3,080 feet per minute.

Information provided by Gemini Inc., Cannon Falls, Minnesota.