Letter Visibility Chart

Upper & Lower Case		ALL CAPITAL	
Letter Height: Upper & Lower Case	Maximum Legible Distance	Letter Height: ALL CAPITALS	Maximum Legible Distance
0.5"	14'	0.5"	12'
0.75"	22'	0.75"	19'
1"	29'	1"	25'
1.25"	36'	1.25"	31'
1.5"	43'	1.5"	37'
1.75"	51'	1.75"	43'
2"	58'	2"	50'
2.5"	72'	2.5"	62'
3"	87'	3"	75'
3.5"	101'	3.5"	87'
4"	116'	4"	100'
4.5"	130'	4.5"	112'
5"	145'	5"	125'
6"	174'	6"	150'
8"	232'	8"	200'
10"	290'	10"	250'
12"	348'	12"	300'
16"	464'	16"	400'
18"	522'	18"	450'
20"	580'	20"	500'
24"	696'	24"	600'
30"	870'	30"	750'
36"	1044'	36"	900'
48"	1392'	48"	1200'

We hope you find this letter visibility chart useful in determining the proper size lettering for all wayfinding signs and exterior signage.

The information presented in this chart is based on lettering using the font Helvetica as black text on a white background in a composition using optimal negative space seen in natural lighting. This condition represents a sign with maximum legibility. Factors that would decrease the legibility of the sign are: font selection, color choice, lighting, negative space, and other environmental factors.

The information presented in this chart represents data interpreted (by Century Sign Builders) from the Pennsylvania Transportation Institute, Penn State University and the United States Sign Council (USSC) ©1998. Please refer to the original study, *Sign Legability: The impact of Color and Illumination on Typical On-Premise Sign Fonts*. For further details please contact the USSC at (215) 785-1922.