



# Letter Visibility Chart

**VIEWING  
DISTANCE**

**MINIMUM REQUIRED  
LETTER HEIGHT**

100 ft.

4"

250 ft.

10"

360 ft. (city block)

16"

500 ft.

22"

750 ft.

33"

1000 ft.

43"

1320 ft. (1/4 mile)

57"

*This letter visibility chart has been made for you based upon information provided by Pennsylvania Transportation Institute, Penn State University and the United States Sign Council (USSC). c1998*

*Calculations based on externally (or naturally) lit sign with all upper case Helvetica letters utilizing optimal negative space. Factors that may affect required letter size are: color scheme, font selection, traffic and weather conditions, or sign standoff. Please refer to the complete study for additional information. For further details contact the USSC at 1-215-785-1922.*

*Courtesy of*

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