

Letter Visibility Charts

Reading Distance

Letter Height	Readable Distance for Maximum Impact	Maximum Readable Distance
3 inches	30 feet	100 feet
4 inches	40 feet	150 feet
6 inches	60 feet	200 feet
8 inches	80 feet	350 feet
9 inches	90 feet	400 feet
10 inches	100 feet	450 feet
12 inches	120 feet	525 feet
15 inches	150 feet	630 feet
18 inches	180 feet	750 feet
24 inches	240 feet	1000 feet
30 inches	300 feet	1250 feet
36 inches	360 feet	1500 feet
42 inches	420 feet	1750 feet
48 inches	480 feet	2000 feet
54 inches	540 feet	2250 feet
60 inches	600 feet	2500 feet

Note: Distances will vary by approximately 10% with different color variations. Maximum distance is based on Black or Red lettering on a White background.

Reading Time (Length of time that letters are visible while moving)

Letter Height	30 MPH	40 MPH	60 MPH	80 MPH
6 inches	1.4 seconds	1.0 seconds	0.7 seconds	0.5 seconds
8 inches	1.8 seconds	1.4 seconds	0.9 seconds	0.7 seconds
12 inches	3.0 seconds	2.0 seconds	1.5 seconds	1.0 seconds
18 inches	4.0 seconds	3.0 seconds	2.0 seconds	1.5 seconds
24 inches	5.5 seconds	4.0 seconds	2.75 seconds	2.0 seconds
36 inches	8.0 seconds	6.0 seconds	4.0 seconds	3.0 seconds

Prepared by the California Institute of Technology.

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