

Changeable Letter Size Chart

Important: Change "page scaling" to "none" in your print options to ensure the sample letters are printed at the correct size.

Page Scaling:

The *times in seconds* are calculated assuming a 1" letter to be readable at 50 feet. Each 1" increase results in an additional 50 foot readability. By industry studies, the 50 foot per inch readability criterion is generous.

The chart on the right also assumes free flowing traffic. Traffic lights, stop signs, and other conditions can, in some cases, justify smaller character heights.

Remember, the figures in the chart represent the time from which letters first become readable until one passes by a sign. The need to monitor traffic conditions, and normal driving concerns restrict the amount of time a driver can dedicate to reading your message. The answer, whenever possible, is to allow the driver more time to read the message through larger letter sizes.

The premier quality of an effective sign is readability. If a sign cannot be read from a distance sufficient to allow time to read it, then the message it carries is silenced. This chart will help you choose the best letter size for the speed of traffic passing by.

From years of study, it has been determined that the recommended minimum reading time is 5 seconds.

Imagine you are the driver of a car driving past your sign. At your speed, what size letter will the sign require to allow you time to read the message before you pass it?

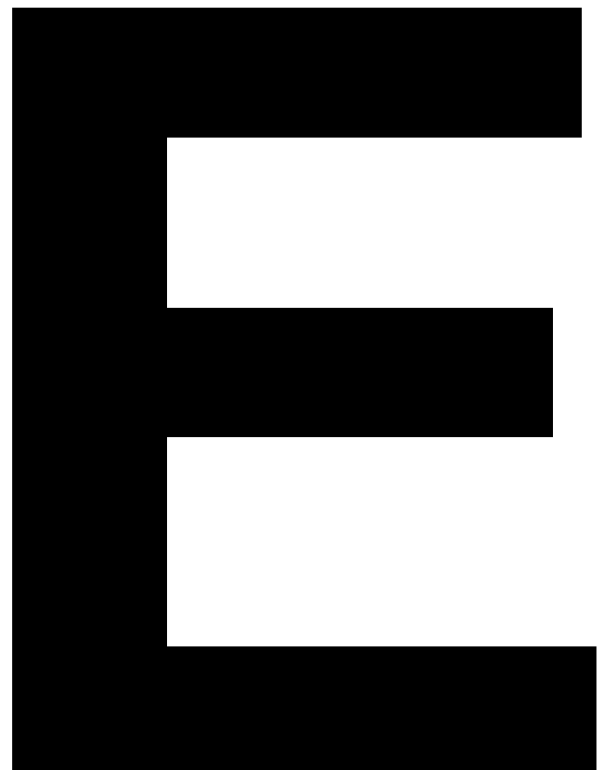
INSTRUCTIONS FOR SIZE SELECTION CHART

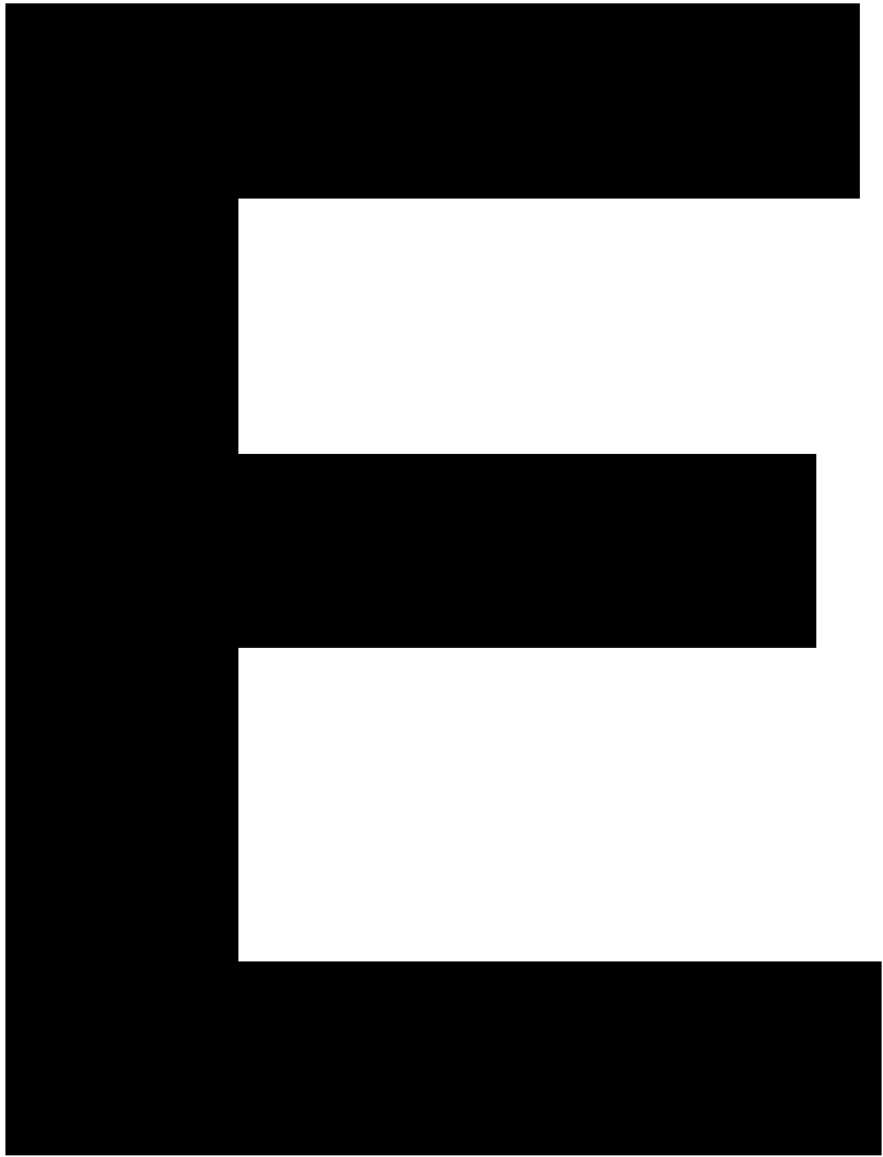
This letter chart has been designed to help you select the most readable letter size for your sign.

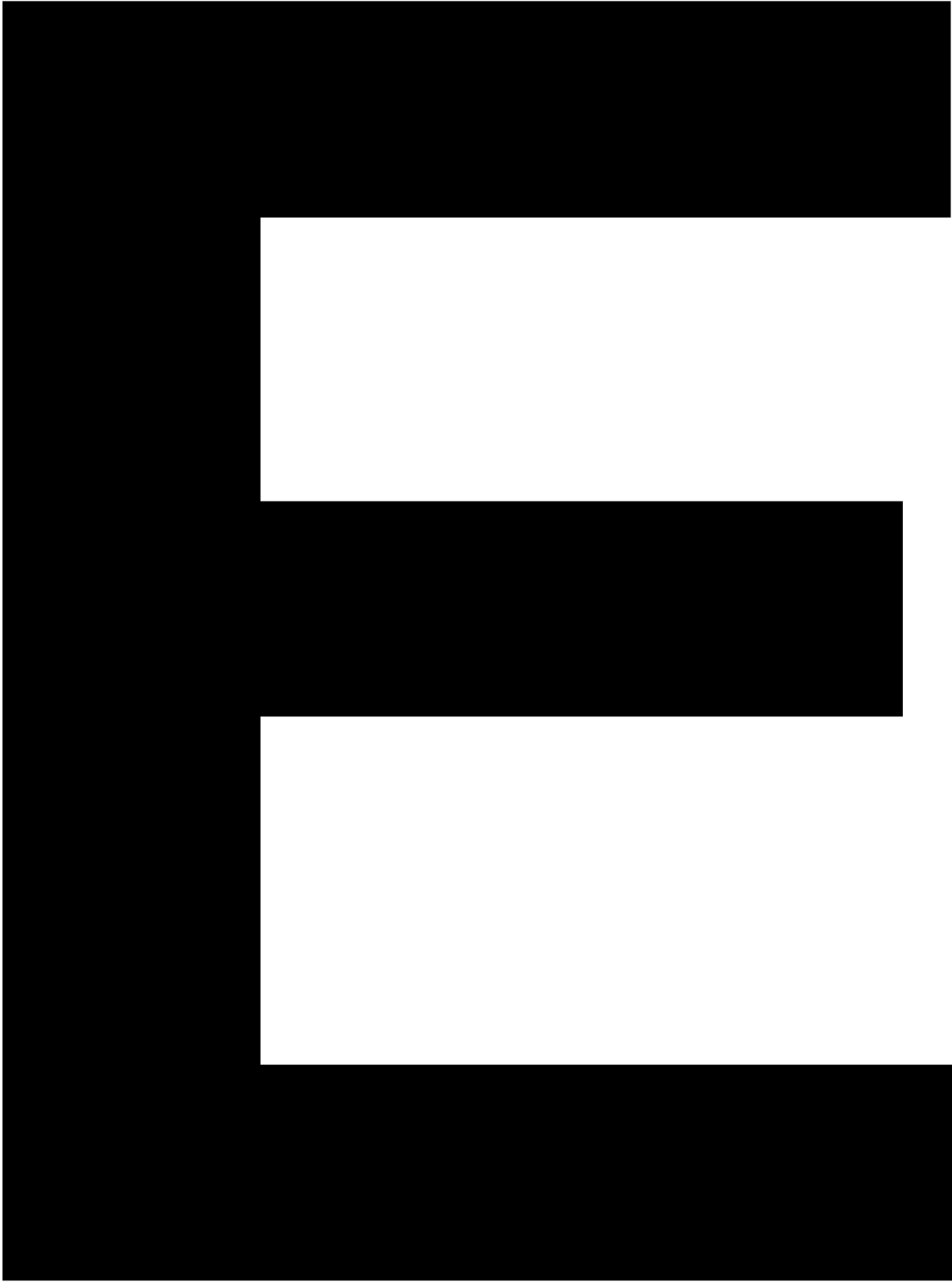
We recommend that you:

1. Place the chart perpendicular to the road where your new sign will be located. It may be held, tacked to a wooden stake or tree, or taped to an existing sign.
2. Drive by the letter chart at the normal traffic speed.
3. Choose the letter size that is the most readable.

		Letter Size			
		4"	6"	8"	10"
M.P.H.	25	5.5	8.2	10.9	13.6
	35	3.9	5.8	7.8	9.7
	45	3.0	4.5	6.1	7.6
	55	2.5	3.7	5.0	6.2
	65	2.1	3.1	4.5	5.7







8"



10"