



Stewart Signs
AN EBSCO COMPANY

Changeable Letter Size Chart

This letter chart was created to help you determine an appropriate letter size for your particular sign. The **Duration of Readability** chart calculates two key factors: letter size and vehicle speed. The **Times in Seconds** assumes a 1" letter is readable at 50 feet. Each 1" increase results in 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 sufficient distance to allow time to read it, then the message it carries is silenced. This letter 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 passing your sign. At your speed, what size letter will your sign require to allow for sufficient readability of your particular message before you have driven passed it?

INSTRUCTIONS FOR SIZE SELECTION CHART

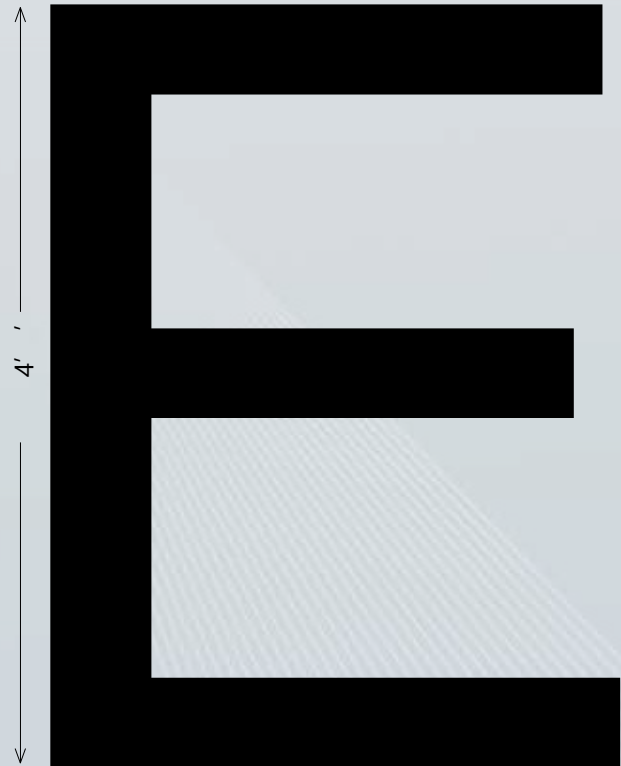
This letter chart has been designed to help you select the most readable letter size for your sign. We recommend that you:

1. First, place all the letters perpendicular to the road where your new sign will be located. These may be held, tacked to a wooden stake or tree, or taped to an existing surface.
2. Next, drive by the letters at the normal traffic speed.
3. Choose the letter size that is the most readable.

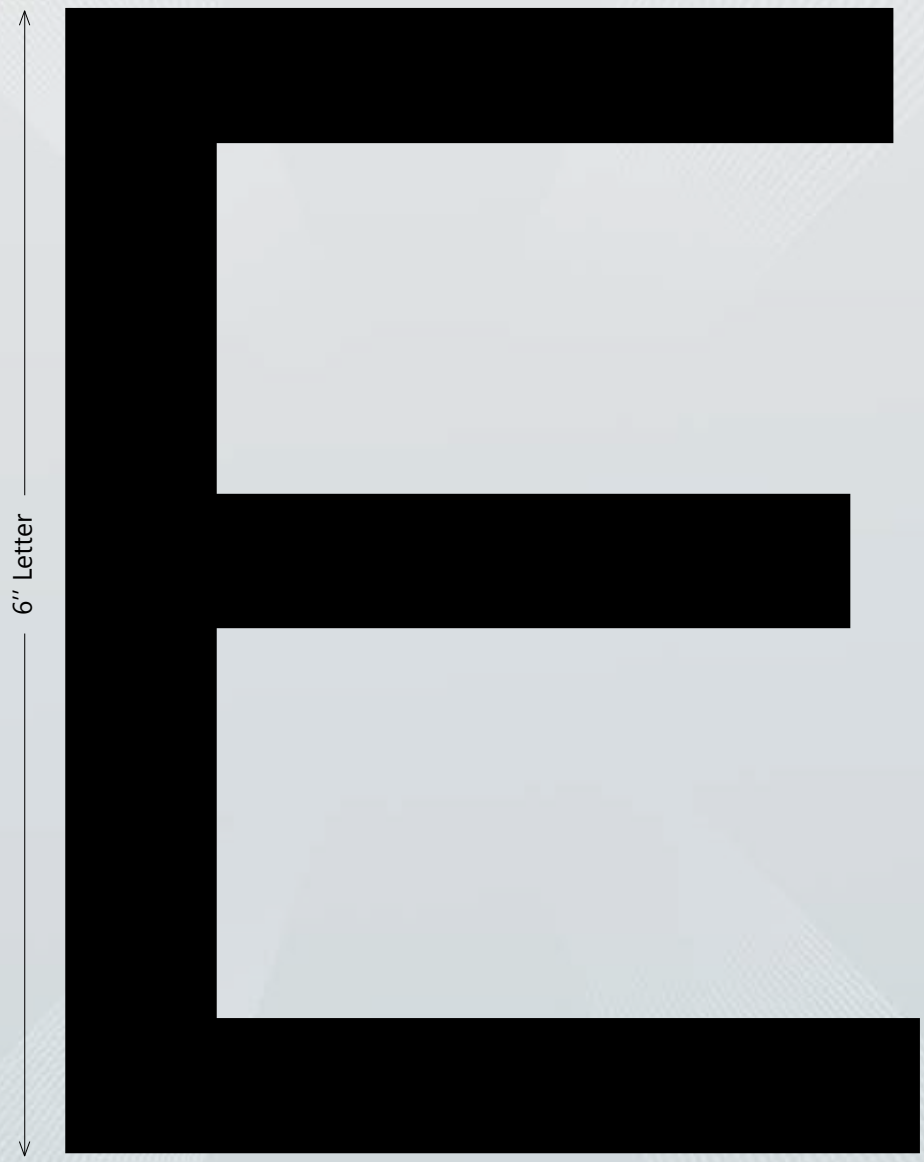
1-800-237-3928

Duration of Readability (Times in Seconds)

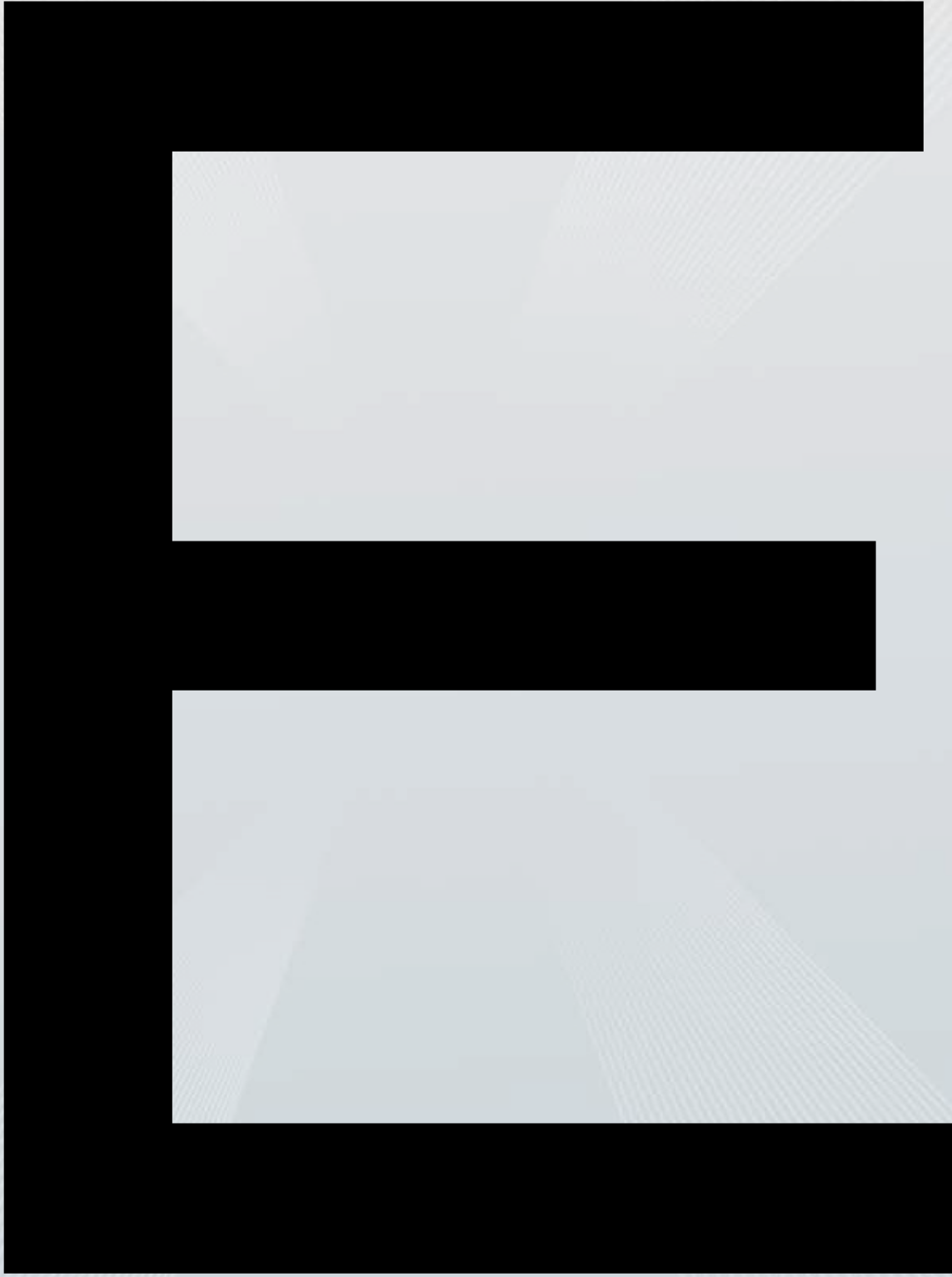
	Letter Size			
	4"	6"	8"	10"
25	5.5	8.2	10.9	13.6
35	3.9	5.8	7.8	9.7
45	3.0	4.5	6.1	7.6
55	2.5	3.7	5.0	6.2
65	2.1	3.1	4.5	5.7



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8" Letter



10' Letter

