

## SIGNS GUIDE: Lettering Height

### Sign Viewing Distance



The optimum viewing distance for signs depends mainly on the size of the font used and also the type of font style, the colour of the letters and the location of the sign.

An advertising sign being viewed from passing traffic in varying light conditions would need to be bigger than an information sign on a door for example.

The chart below gives a rough estimate to optimum lettering sizes and various distances. An easy way to check is to print a letter on your desktop printer, stick it on a wall and walk away to get a sense of how visible it is.

### Viewing Distance Chart



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

### FREE Lettering Height Calculator



If you know the size of the lettering height you require, you can use our [online lettering tool](#) to calculate the size of sign you will need. Alternatively, if you know what size the sign needs to be, our lettering tool will give you an idea of the lettering height that will fit on that size of sign.