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Letter Height Guidelines

Distance In Feet	Examples	Minimum Readable Type In Inches
100'-200'	Posters, Surface Streets	4" - 8"
200'-300'	Posters, Surface Streets & Highway Bulletins	8" - 10"
300'-350'	Highway Bulletins, Highway Posters	10" - 15"
350'-500'	Highway Bulletins	15" - 20"
500'-600'	Highway Bulletins	20" - 24"

Note: Readability is dependent on color contrast. Higher contrasts will allow smaller text size and greater legibility. Complicated backgrounds behind text will reduce readability.

Below is an example of how the letter size looks in proportion to two standard sizes:

Ten inch letter

Twenty inch letter

Twenty-four inch letter

14' x 48' bulletin

Four inch letter

Eight inch letter

Ten inch letter

12' x 25' bulletin