

## Letter Size Guideline for Exterior Signage

For exterior signs, size of your lettering and simplicity of your font are very important to the readability of your sign. Remember to keep your message short to increase the chance that your sign will be read.

Evaluate your site, then use this table as a guideline:

Letter Height	Optimal Readable Distance	Maximum Readable Distance
2"	20'	80'
4"	40'	150'
6"	60'	200'
8"	80'	350'
10"	100'	450'
12"	120'	525'