

# LETTER HEIGHT GUIDE

Fonts selected for out of home designs must be easy to read from variable distances. Use large and legible typefaces. Choose fonts that are easily read at long distances. Fonts with thin strokes or ornate script will be difficult to read.

**NOTE:**

Readability is also dependent on color contrast. Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability.



DISTANCE IN FEET	EXAMPLES	MIN. READABLE TEXT HEIGHT 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"

**EXAMPLE**

Below is a sample of how the letter size looks in proportion to two standard sizes:

