

VISIBILITY CHART

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**ACORN
SIGN
GRAPHICS**

Text Visibility Chart

Letter size is the most important visibility variable in sign design. In addition to letter size, consider type style legibility, letter spacing, sign colors and color contrast, light, landscaping, environment context and design elements such as borders to enhance effectiveness. Acorn Sign Graphics will be happy to consult with you to determine the best ways to communicate your message. Our goal is to ensure that you achieve maximum impact for your signage investment.

Below are two charts our designers use to determine the best letter height to achieve maximum readability and legibility. Also included below are some of our standard and most legible fonts.



Letter Height	1.5"	1.75"	2"	2.5"	3"
Distance Visibility	up to 36'	up to 42'	up to 48'	up to 60'	up to 72'

LETTER VISIBILITY CHART		
Letter Height	Best Readable Distance	Maximum Readable 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'

Acorn
Helvetica Bold

Acorn
Futura Book

Acorn
Times Regular

Acorn
Univers 57 Condensed

Acorn
Univers 55 Roman

Acorn
Optima Bold