

**INSTRUCTIONS:** Determine the posted speed on the street where the signage is to be located or viewed. Determine maximize size sign and is permitted by local ordinance. Read viewing time off chart. This will give you some idea of how effective your sign will be.

**DIRECTIONS:** Use This Chart To Help Determine The Best Sign Size For You.

Character Height In Inches	Reading Distance In Feet	Speed In Street Or Highway Where Signage Is Located				
		(Viewing Time In Seconds)				
		20 MPH	30 MPH	40 MPH	50 MPH	60 MPH
18"	900 ft	30.68	20.45	15.34	12.27	10.23
20"	1000 ft	34.09	22.73	17.05	13.64	11.36
22"	1100 ft	37.50	25.00	18.75	15.00	12.50
24"	1200 ft	40.91	27.27	20.45	16.36	13.64
28"	1400 ft	47.73	31.82	23.86	19.09	15.91
30"	1500 ft	51.14	34.09	25.57	20.45	17.05
36"	1800 ft	61.36	40.91	30.68	24.55	20.45
42"	2100 ft	71.59	47.73	35.79	28.64	23.86

*This Chart Is Designed To Identify Proper Letter Height To Obtain A Minimum Of 15 Seconds Viewing Time.*

**NOTATIONS:**

*The general rule of 50 feet of distance for each inch of character height was developed for 3M Company by Dr. Lauer in a series of studies. If the sign is directly in view, the distance applies. If there is considerable set back from the road the distance would be the hypotenuse. The feet traveled per second is indicated in the second column above. The data in the third through the seventh column is viewing exposure in seconds for moving vehicles.*