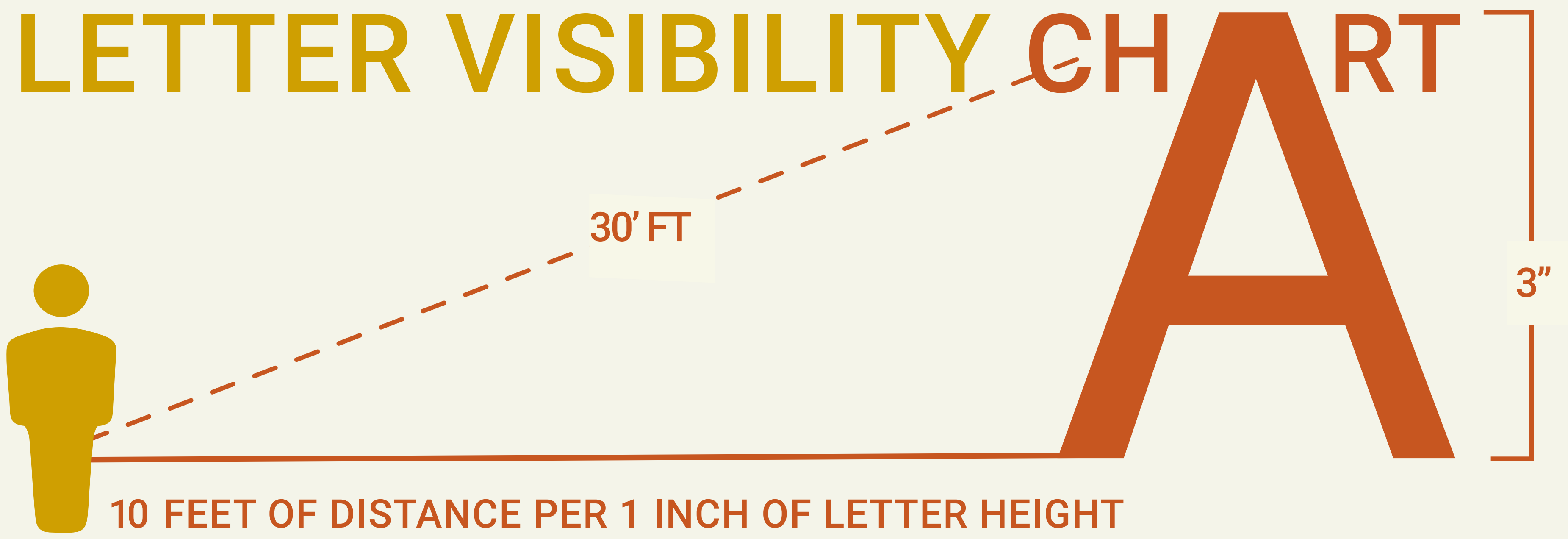
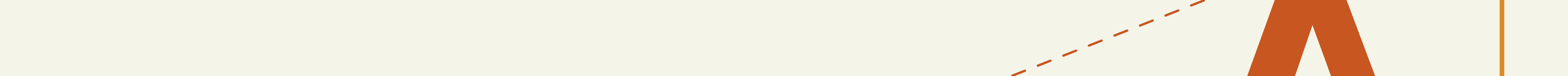
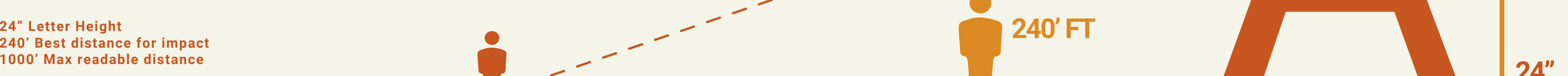
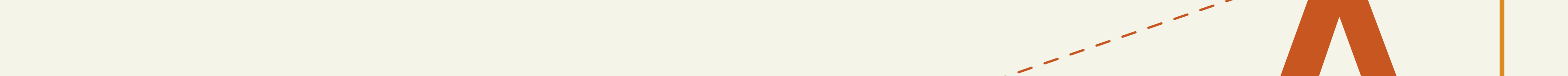
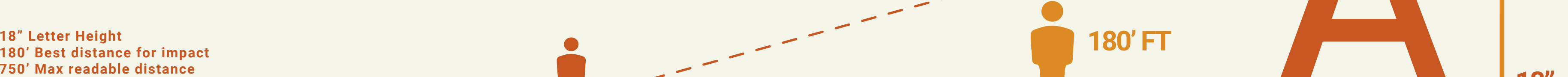
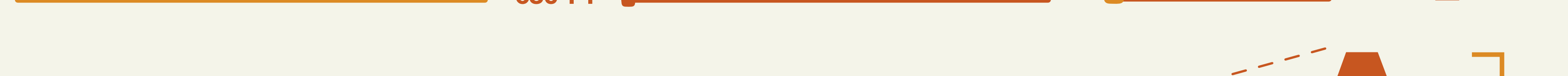
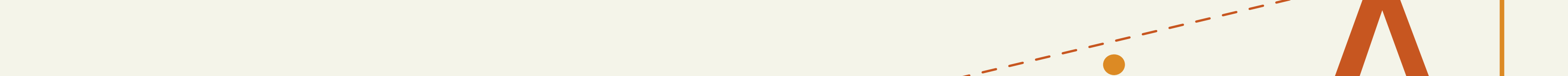
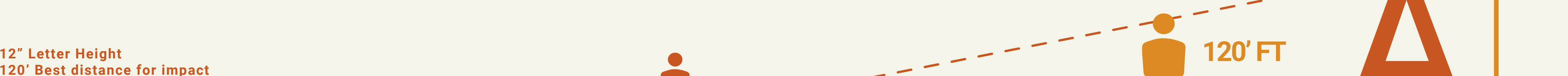
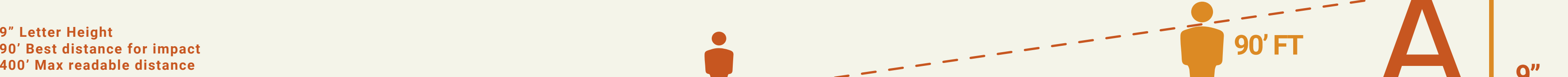


# LETTER VISIBILITY CHART



**MAX. READABLE DISTANCE**                      **BEST DISTANCE FOR IMPACT**                      **LETTER HEIGHT IN INCHES**



Calculations based on an externally lit sign with all up-per case Helvetica letters utilizing optimal negative space. Factors that may affect required letter size are: color scheme, font selection, traffic and weather conditions.

# LETTER VISIBILITY

10 FEET OF DISTANCE PER  
1 INCH OF LETTER HEIGHT

