

Distance Legibility Chart

Many factors impact clear signage design visibility. Rowmark has compiled specifications for determining character distance legibility into the three charts below. The information provided below is only accurate when the character design has an acceptable contrast ratio compared to substrate. For example, black lettering on a primary yellow background will give the highest contrast ratio and clearest visibility.

	inches	mm		feet	meters		feet	meters
character height	3"	76	best readable distance	30'	9.14	maximum readable distance	100'	30.48
	4"	102		40'	12.19		150'	45.72
	6"	152		60'	18.29		200'	60.96
	8"	203		80'	24.38		350'	106.68
	9"	229		90'	27.43		400'	121.92
	10"	254		100'	30.48		450'	137.16
	12"	305		120'	35.58		525'	160.02
	15"	381		150'	45.72		630'	192.02
	18"	457		180'	54.86		750'	228.60
	24"	610		240'	73.15		1000'	304.80
	30"	762		300'	91.44		1250'	381.00
	36"	914		360'	109.73		1500'	457.20
	42"	1067		420'	128.02		1750'	533.40
	48"	1219		480'	146.30		2000'	609.60
	54"	1371		540'	164.59		2250'	685.80
60"	1524	600'	182.88	2500'	762.00			

Color Contrast Examples

Below are a few examples of contrasting colors that will allow maximum readability when used with the above recommendations for readable character distance.



Light colors on dark background



Dark colors on light background

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