

Character Height/Visibility Distances

Note: Optimum visibility is based on white copy on black background or black copy on yellow background. Distances vary approximately 10% with various color combinations.

Character Height	Reading Distance	Impact Distance	Time Available to read message (In Seconds)				
			At 20 MPH	At 30 MPH	At 40 MPH	At 50 MPH	At 60 MPH
3"	100'	30'					
4"	150'	40'					
5"	175'	50'					
6"	200'	60'					
8"	350'	80'					
9"	400'	90'					
10"	450'	100'					
12"	525'	120'					
15"	630'	150'					
18"	750'	180'	30.7	20.5	15.3	12.3	10.2
24"	1000'	240'	41.0	27.3	20.4	16.4	13.6
30"	1250'	300'	51.2	34.1	25.6	20.5	17.0
36"	1500'	360'	61.4	40.9	30.7	24.5	20.5
42"	1750'	420'	71.7	47.7	35.7	28.6	23.9
48"	2000'	480'	81.0	54.5	40.0	32.7	27.3
54"	2250'	540'	91.5	61.1	45.6	36.6	30.7
60"	2500'	600'	102.4	68.2	51.1	40.9	34.1