

Letter height for viewing distance

Viewing distance	Minimum letter height (rule of thumb)
10 ft (3 m)	1 in (2.5 cm)
25 ft (7.5 m)	2.5 in (6.5 cm)
50 ft (15 m)	5 in (13 cm)
100 ft (30 m)	10 in (25 cm)
200 ft (60 m)	20 in (50 cm)

About 1 inch per 10 feet for maximum readability; bold, high-contrast letters read farther.