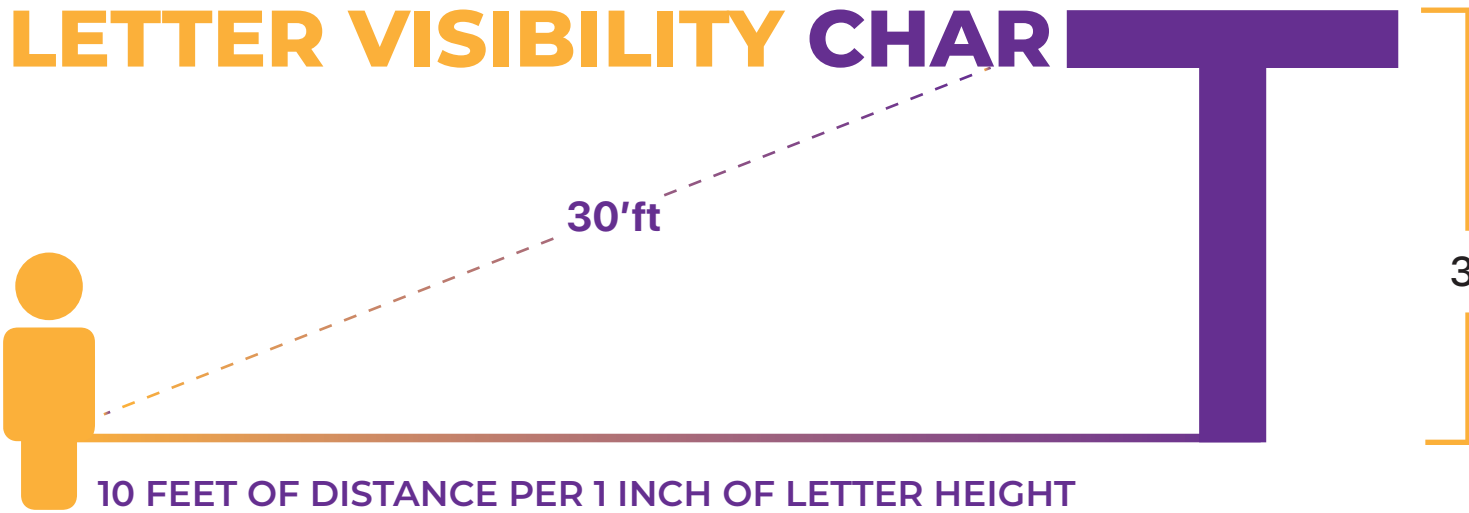


This letter visibility chart is based upon information provided by Pennsylvania Transportation Institute, Penn State University and The United States Sign Council (USSC).

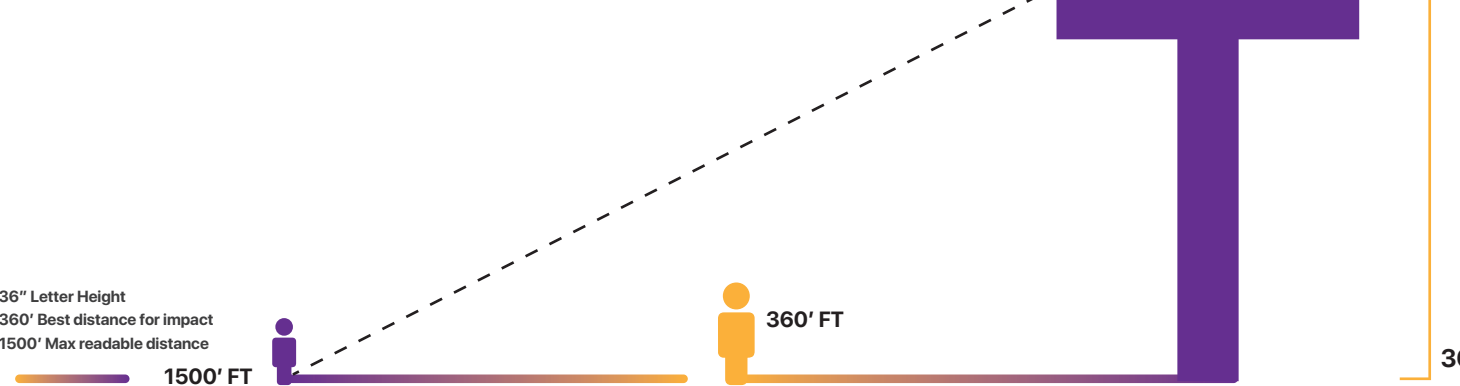
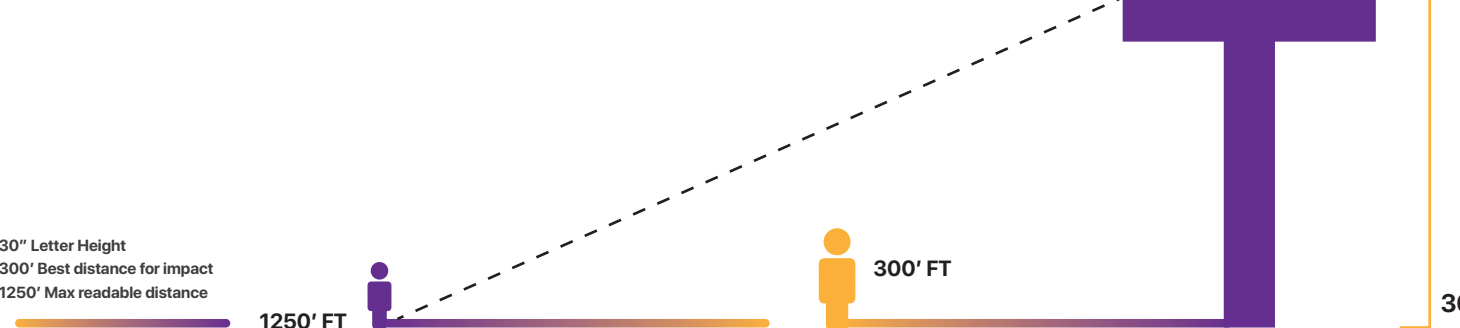
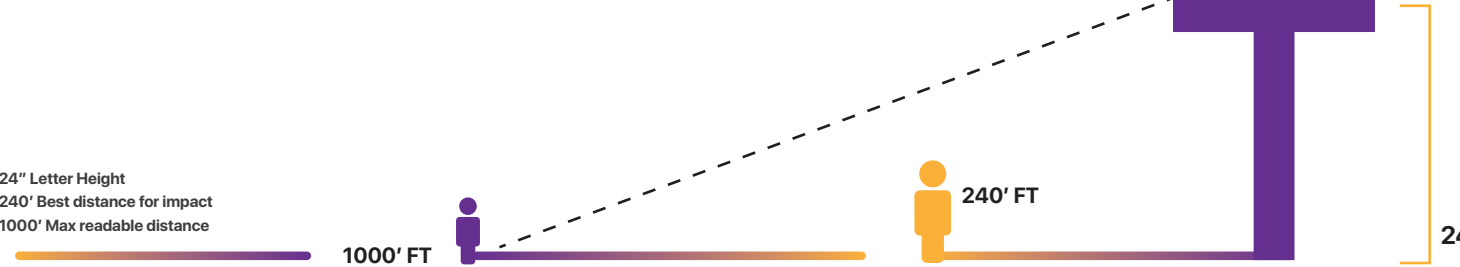
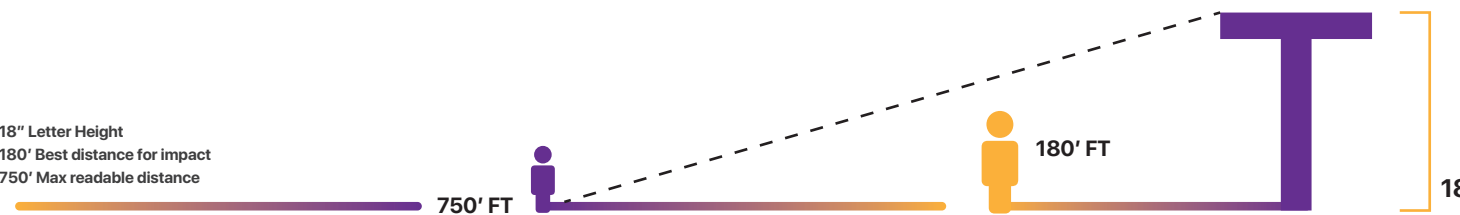
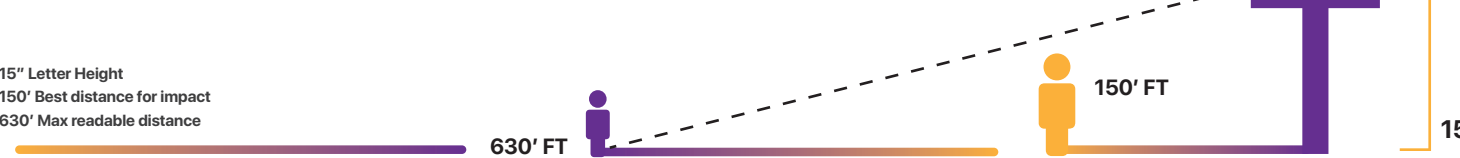
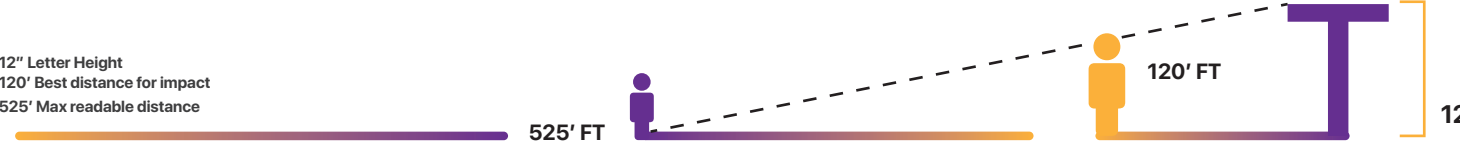
LETTER VISIBILITY CHART



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.