

## How big should the text be? - October 7/11

It should be big enough to read! How is that for a smart ass answer? Simple I admit, but that is the answer to the question. In the office we get clients who are so passionate about their business that they want to have everything they do on their business card or go into great detail in their brochure or want to put too much text on a banner. You sometimes have seconds to get your message across so you want your message to be clean and concise for the marketing material it is being applied to. Billboards, bus benches and busses for example should be as clean and direct as possible, for two reasons. The public has in some cases seconds to read the message and the viewing distance can be as far away as 100' or more. Lots of text means that it has to be smaller, smaller text means that the public has to be closer to read it and driving 60 km/h past a bus bench while in the far lane 30' away doesn't give a person time to read much of anything. Below I have included some guidelines for text size if you are planning on doing any marketing on billboards, bus benches, bus enclosures, banners or busses themselves. If you require some assistance give us a call and we will help you, "Leave your Mark!"

### Visibility Chart

Letter Height	Distance for Best Viewing	Maximum Reading Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'



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