

# Creative TIPS

## LETTER HEIGHT GUIDE

### LEGIBILITY

Fonts selected for out-of-home designs must be easy to read from variable distances. Use large and legible typefaces. Choose fonts that are easily read at long distances. Fonts with thin strokes or ornate script will be difficult to read.



### REMEMBER



Readability is also dependent on color contrast. Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability. For more in-depth information on how to optimize contrast, reference the "Creating Effective OOH Ads" Creative Tips Sheet.

DISTANCE (FT)	EXAMPLES	READABLE TEXT HEIGHT (IN)
100' – 200'	Posters, Surface Streets	4" – 8"
200' – 300'	Posters, Surface Streets & Highway Bulletins	8" – 10"
300' – 350'	Posters, Surface Streets & Highway Bulletins	10" – 15"
350' – 500'	Highway Bulletins	15" – 20"
500' – 600'	Highway Bulletins	20" – 24"

### EXAMPLE

Below is a sample of how the letter size looks in proportion to two standard sizes:

