

# Viewable Distance

## Distance and Legibility.

Legibility of outdoor advertising design depends not only on the style of type or lettering or on the combinations of color used, but also how these elements work together, at a distance. Distance itself is a variable, which must be considered because the audience is in motion. The size of type or lettering is an important consideration in outdoor communication. To determine the proper size for specific considerations, we must first consider the demands.

A headline must be legible at any reasonable distance from close by to at least 400 feet. As illustrated below, a letter height of 20 inches is recommended. No letters should be less than 12 inches in height if we are to communicate a message effectively at a distance. Letters 4 inches high are included simply to illustrate what happens to letters this high at a distance.



## Legibility Factors

### Letterspacing

This example demonstrates the importance of a reasonable amount of air between letters. Extremely close spacing can reduce legibility, even with a clean, gothic typeface.

### Perspective

The legibility problem created by tight letterspacing is compounded when copy lines are viewed from an angle, which can occur in outdoor.

### Stacking

This reduces readability and is not recommended for Outdoor designs. With a single horizontal line of copy, the eye moves through the message rapidly and without interruption. The stacking of additional lines reduces this facility and increases the time needed to comprehend the message. If, however, stacking is necessary for layout purposes, give careful consideration to line spacing.

### Line Spacing

As in the case of letterspacing, adequate air space is necessary for maximum legibility. If a copy line is riding "piggyback" on the copy line below it, the interplay of descenders and ascenders creates confusion.

## 100' Viewable Distance

**20 INCHES**  
**12 INCHES**  
4 INCHES

## 200'

**20 INCHES**  
**12 INCHES**  
4 INCHES

## 300'

**20 INCHES**  
**12 INCHES**  
4 INCHES

## 400'

**20 INCHES**  
**12 INCHES**  
4 INCHES

