

# LETTER VISIBILITY CHART

Viewing Distance	Minimum Required Letter Height (inches)
100 ft.	4"
250 ft.	10"
360 ft. (cuty block)	16"
500 ft.	22"
750 ft.	33"
1000 ft.	43"
1320 ft. (1/4 mile)	57"

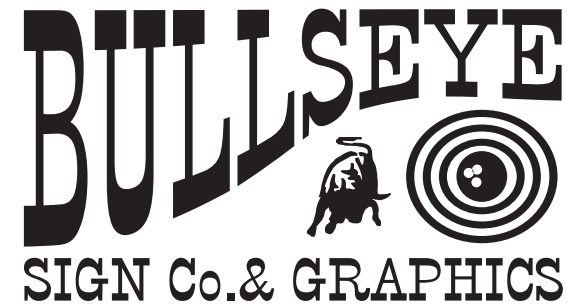
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## Tip

*Avoid using more than two fonts, and use fonts that can be easily read (except in logo).*

**Things you should consider while planning your project**

*Courtesy of*



*A business with no sign...  
is a sign of no business!*

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# Viewing Angle

Viewing angle measures readability in typical conditions. Beyond the specified viewing angle, you lose readability. A display appears the brightest when the viewer is perpendicular to the display face and diminishes as he or she moves from side to side or up and down. For example, a display with 90° horizontal and 40° vertical viewing angle can be read from 45° left to 45° right, to 20° above and below the display.



Vertical viewing angle is a contributing factor to your sign's effectiveness when placed at a considerable elevation. Choose a location where viewers will have the longest exposure to your display.

So why not choose a sign with the widest possible viewing angle? Wider viewing angles typically dilute the brightness of your image. Conversely, narrow viewing angles concentrate the image's brightness. When choosing a sign, wide viewing angles are important for stationary audiences dispersed over a wide venue such as pedestrians or slow-moving traffic. Narrower viewing angles are generally appropriate for faster-moving traffic. Discuss your site needs with your Bullseye Sign sales representative

## Tip

*Always drive safe and courteously when traveling in a vehicle with your company graphics/ logo.*

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# Exposure Time



Traffic speed, display size, viewing angle and pixel pitch all influence the amount of time a viewer can see your electronic display. For example, a sign located near faster traffic must be larger to attain optimal exposure time. Use the chart (right) to gauge the amount of exposure each character height will receive.

Character Height (inches)	Viewing Distance (feet)	Exposure Time in Seconds				
		20 mph	30 mph	40mph	50 mph	60 mph
3	150	5.6	3.8	2.8	2.3	1.9
4	200	7.5	5	3.8	3	2.5
6	300	10.7	7.2	5.4	4.3	3.6
10	500	17	11.4	8.5	6.8	5.7
12	600	20.5	13.6	10.2	8.2	6.8
18	900	30.7	20.5	15.3	12.3	10.2
21	1050	35.8	23.9	17.9	14.3	11.9
25	1250	42.6	28.4	21.3	17	14.2
30	1500	51.1	34.1	25.6	20.5	17
35	1750	59.7	39.8	29.8	23.9	19.9
42	2100	71.7	47.8	35.7	28.7	22.7
60	3000	102.3	58.4	51.1	40.9	34.1