

**EVERY DAY**  
*create*

**CONVERSIONS**

inch	dec.	mm
1/16"	.0625"	1.59
1/8"	.125"	3.18
3/16"	.1875"	4.76
1/4"	.25"	6.35
5/16"	.3125"	7.94
3/8"	.375"	9.53
7/16"	.4375"	11.11
1/2"	.5"	12.70
9/16"	.5625"	14.29
5/8"	.625"	15.88
11/16"	.6875"	17.46
3/4"	.75"	19.05
13/16"	.8125"	20.64
7/8"	.875"	22.23
15/16"	.9375"	23.81
1"	1.0"	25.40

**LETTER VISIBILITY CHART**

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE 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'

NOTE: The distances will vary approximately 10% with various color combinations. 5,280 feet equals one mile.

**MAXIMUM IMPACT READING TIME**

(Length of time letters are readable when moving)

	30 MPH	40 MPH	60 MPH	80 MPH
6" LETTERS	1.4 Seconds	1 Second	0.7 Seconds	0.5 Seconds
8" LETTERS	1.8 Seconds	1.4 Seconds	0.9 Seconds	0.7 Seconds
12" LETTERS	3 Seconds	2 Seconds	1.5 Seconds	1 Seconds
18" LETTERS	4 Seconds	3 Seconds	2 Seconds	1.5 Seconds
24" LETTERS	5.5 Seconds	4 Seconds	2.75 Seconds	2 Seconds
36" LETTERS	8 Seconds	6 Seconds	4 Seconds	3 Seconds

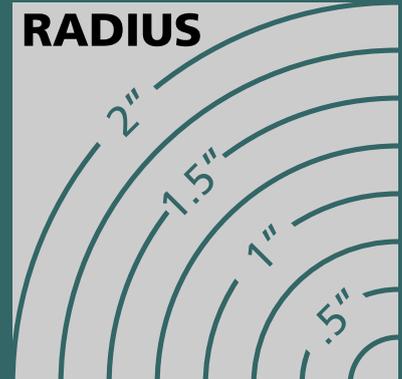
**HIGH CONTRAST**

**HIGH VISIBILITY**

**VIBRATION**

**LOW VISIBILITY**

**RADIUS**



These 14 color combinations for lettering were tested using only primary and secondary colors of full hue and value. Tests for readability at a distance were conducted on different groups under the sponsorship of the OAAA.

