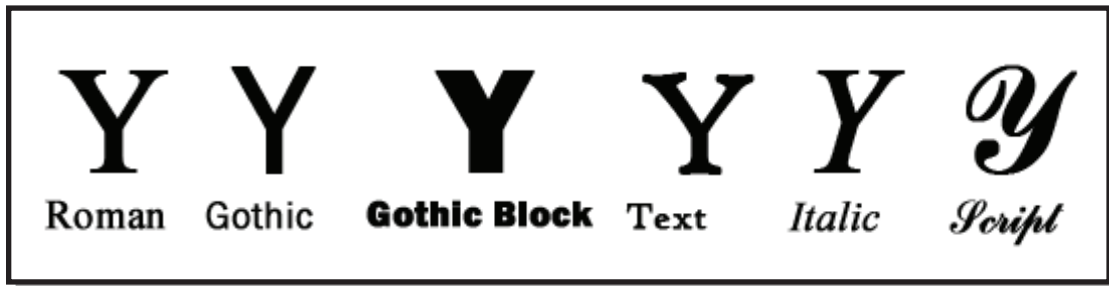
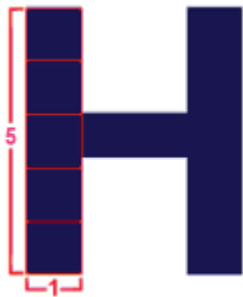


A simple effect like adding a border around the viewing area is an economical way to dramatically improve your sign's effectiveness. One study shows that viewers can read and comprehend a sign that has a border around its message 26% faster than a sign without one.

As a general rule, capital letters are most easily recognized, but tend to be read individually. Lower case letters, on the other hand, are generally read as whole words or phrases. Sign design research designates six type styles as the most basic:



For the most part, reliance on the last four of these can be a problem. People are not used to reading these fonts for extended periods of time. Use them sparingly, if at all.



Capital and lower case letters, with the exception of script styles, are generally equally legible. As a general rule, the width of a letter's horizontal stroke should be approximately 1/5 of its height.

In choosing numerals, it is generally accepted that Roman numerals slow readers down, because they are more complex and less familiar to the viewer than Arabic numerals.

If a sign is to be effective, then it must be legible at enough of a distance to help a driver respond. Generally, letters with a taller and wider "stroke" can be read from further away. These are recommended letter heights to enable legibility at various speeds of highway traffic:

Letters of this height at these speeds should be legible to a driver for six seconds. However, if your business appeals mostly to tourists, they might need more reaction time because of unfamiliarity with your area. The longer the reaction time required, the greater the recommended letter height.

Speed of Traffic	Recommended Letter Height (inches)
55 mph (88 k)	16.5
50 mph (90 kph)	15
45 mph (72 kph)	13.5
40 mph (64 kph)	12
35 mph (56 kph)	10.5
30 mph (48 kph)	9
25 mph (40 kph)	7