

DISTANCE VS. COMPREHENSION

Comprehension of an outdoor advertising design depends not only on the style of type or lettering or on the combinations of color used, but also upon 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, therefore, 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 120 metres. As illustrated below, a letter height of 50 Centimetres is recommended. No letters should be less than 30 centimetres in height if we are to communicate a message effectively at a distance.

Letters 10 centimetres high are included simply to illustrate what happens to letters this high at a distance. This size lettering is often used in a mandatory phrase or identification.



30 metres



60 metres



90 metres



120 metres