LED Gas Price Sign Readability Guide

Choose the Right Digit Height for Maximum Visibility and Impact

DIGIT HEIGHT	Typical Viewing Distance	Roadway Speed	Ideal Applications	Example Installations	Factors That Affect Visibility
12" 3.29 9/10	Up to 420 ft	25-35 mph	Urban areas, local streets, near intersections, pedestrian-heavy locations		• Roadway speed • Viewing distance from the road
18" 3.29 9/10	420 - 630 ft	35-45 mph	Suburban areas, secondary roads, multi-lane streets		• Sign setback • Traffic volume
24" 3.29 9/10	630 - 840 ft	45-55 mph	High-speed roads, busy intersections, commercial corridors		• Sign height • Number of lanes
30" 3.29 9/10	840 - 1,050 ft	55-65 mph	Highway entrances, freeways, rural areas with higher speeds		• Daytime lighting
36"-48" 3.29 9/10	1,260 - 1,680 ft	65+ mph	High-speed highways, long-distance visibility, rural and wide-open areas		• Competing signage