

Number 10

Download this letter legibility chart



The fastest way to educate a client about letter legibility at typical reading distance is to show them how it works.

Larry Williams, Gulf Breeze, FL, created a simple chart that he output at actual size--about 4 ft. tall overall.

"It really helps customers realize just how big big is," says Larry. "I

mounted it on a panel on the far wall of the shop. I point it out to the customer, then tell them the distance they are reading it from. It works better than a 15-minute explanation of legibility--in a few seconds."

"I also have it printed on letter-size paper. It has a legibility chart on it, and at the bottom teaches them a little about type styles. I like to teach a client the basics, then let them make an informed decision based on measurable truth."

[Click here](#) to download Larry's chart and get additional information on designing with legibility in mind.



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Best regards,

Tom McIltrout, Editor

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