

Copy size is measured by the height of a “square” capital letter, such as the letter (H). As a rule, the maximum copy height used is half the size of the insert height. To determine sign width, consider the average number of characters needed. This chart indicates the number of characters and word spaces that fit standard insert sizes. Measurements are approximations based on Helvetica copy. Capacity is reduced by 15% for ADA tactile.

Insert Length	Copy Height	Copy Height									
		3/8"	1/2"	5/8"	3/4"	1"	1 1/2"	2"	3"	4"	5"
3"	All Caps	6	5	4	3	2	1	1			
	Caps/LC	8	7	6	4	3	2	1	1		
5"	All Caps	12	8	6	6	4	3	2	1	1	
	Caps/LC	17	11	8	8	6	4	2	2	1	
6"	All Caps	14	10	7	6	5	3	2	1	1	
	Caps/LC	18	14	10	8	7	4	3	2	1	
8"	All Caps	18	15	11	10	7	5	4	2	2	1
	Caps/LC	26	20	15	14	10	7	5	3	2	1
9"	All Caps	21	16	12	11	8	5	4	2	2	1
	Caps/LC	30	23	17	15	11	7	5	3	2	1
10"	All Caps	24	18	14	12	9	6	4	3	2	1
	Caps/LC	34	26	20	17	13	8	6	4	3	1
12"	All Caps	30	22	18	16	11	7	5	3	2	1
	Caps/LC	42	31	26	22	15	10	7	4	4	2
15"	All Caps	39	28	22	20	14	10	7	5	3	2
	Caps/LC	52	40	31	26	20	14	9	7	5	3
20"	All Caps		38	30	27	19	13	10	6	5	3
	Caps/LC		54	42	35	27	18	14	8	7	4
30"	All Caps			46	41	31	19	14	9	7	4
	Caps/LC			65	53	41	28	20	13	9	6
40"	All Caps				52	39	28	19	13	9	6
	Caps/LC				72	55	36	27	18	13	9
60"	All Caps				78	59	39	29	19	14	9
	Caps/LC				110	83	55	41	27	20	13
90"	All Caps				118	89	59	44	29	22	14
	Caps/LC				165	125	83	62	41	30	20

- The formula for estimating word lengths is as follows:
1. All caps = number of letters and word spaces x letter height
 2. Caps/lower case = number of letters and word spaces x 0.7



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