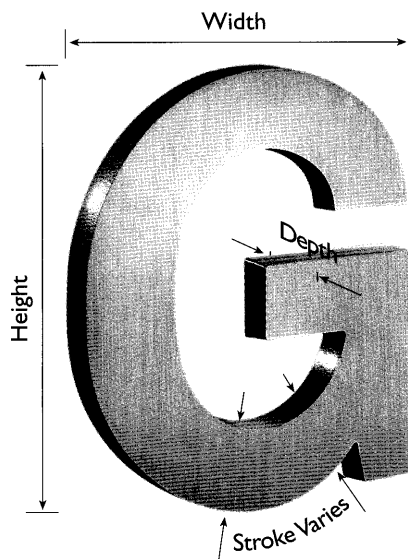


The following information is to assist you in making your dimensional letter signage more effective. It is not presented as hard and fast rules, but rather as a general checklist.

### General Spacing

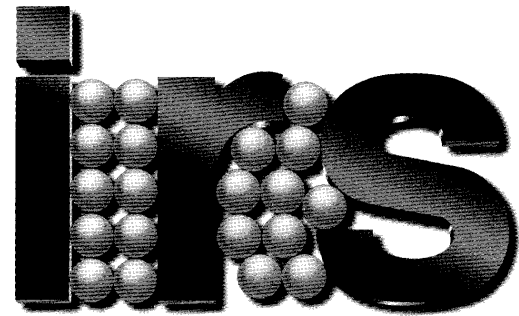
consists of the distance between lines of copy and the centering of the sign. Copy spacing is the space between lines of copy and should be slightly less than the average letter's height. The unused space at the top and bottom of a sign should be at least 1½ times the average letter height. The unused space to the right and left of a sign should be at least 2 times the average letter height.



### Letter Spacing

is the distance between letters in a word and varies with different letter combinations. A good rule of thumb is that the space between letters should be roughly equal to the stroke the letter. Good spacing is more than just equal areas of empty space. If the only consideration in letter spacing was that all the spaces between the letters be equal in area, then tight spacing and open spacing would make equally effective word patterns. However, words that have too little space between the letters is illegible (as well as uneven in pattern) and words that have too much space are not perceived as a word pattern.

Light or "open" letters have weak attractions for each other. These letters must be spaced more closely. Examples include the T's and L's. Heavy letters have a strong attraction for each other and must be spaced more openly. Examples of these letters would be N's and H's.



An easy trick to simplify letter spacing is to imagine an equal number of balls between each letter. In this example there are the same number of balls between the "i" and the "r" as there are between the "r" and the "s". To summarize, good spacing means that each letter of the word can be quickly and easily perceived and that the open area between the letters be roughly equal.

### Word Spacing

is the distance between words and is generally the width of an average letter. As an example, a 12 inch high letter is 12 inches wide, the distance between letters is 2½ inches and the distance between words is 12 inches. A basic rule is that the space should be as large as the O of the letter style. Too much space gives the illusion that the words are not connected and are read individually rather than as a group.