

### **3.04 LETTER AND WORD SPACING**

When assembling letters into words careful consideration must be given to the spaces between each character: too great an interletter space and words begin to fall apart into their component letters; too tight a space will create a blurring together of the individual letterforms. Today the industry standards for creating large-scale letterforms is the computer-driven signmaker, a device fitted with a cutting stylus which produces standardized, pre-spaced and pre-cut vinyl adhesive lettering for application to the sign panel. Spacing conventions (normal for fonts such as Transit) have been incorporated into the machine's memory, however, for distance reading it has been shown that a more open spacing is needed. Back illuminated or reflective letters on a dark background require even more interletter spacing to compensate for "halation", or the blurring of letters due to light diffusion. Also it is a general rule that messages that appear in upper case require proportionally more spacing than the corresponding upper and lower case messages since these words read as a monolithic block. This increase in spacing for all caps messages can be generalized as an additional 2% for non-illuminated messages, an additional 3% for illuminated messages.

## LETTER AND WORD SPACING

*The spacing between letters  
and words should always  
appear proportionately  
correct.*

### Interior, Curbside and Garage Signs

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#### Correct Letter and Word Spacing for Upper/Lower Case Words

## Baggage Claim

Letter spacing is set at 0 %. Word spacing is set at 0%.

#### Incorrect

## ~~Baggage Claim~~

Too Tight

## ~~Baggage Claim~~

Too Loose

#### Correct Letter and Word Spacing for Upper Case Words

## AIRLINE NAME

Letter spacing is set at 3 %. Word spacing is set at 0%.

#### Incorrect

## ~~AIRLINE NAME~~

Too Tight

## ~~AIRLINE NAME~~

Too Loose