

# What Makes Signs Difficult to Read?

83%

Letters are too small.

71%

Placement of the sign makes it  
**hard to see**

64%

Not sufficiently lit at night

60%

Color of letters does not stand  
out from the background.

53%

Digital signs change  
the message too fast.

48%

*The letters use a fancy font*

36%

The letters are spaced  
**too closely together.**

34%

Blah blah blah  
blabbah blah  
blabbah blah  
blah blah.

The sign looks  
very similar to  
other signs  
nearby.

Blah blah blah  
blabbah blah  
blabbah blah  
blah blah.

Blah blah blah  
blabbah blah

Blah blah blah  
blabbah blah  
blabbah blah  
blah blah.

32%

There are distracting visuals  
on the sign.