

703.5.5 Character Height. Minimum *character* height shall comply with Table 703.5.5. Viewing distance shall be measured as the horizontal distance between the *character* and an obstruction preventing further approach towards the sign. *Character* height shall be based on the uppercase letter “I”.

Table 703.5.5 Visual Character Height

Height to Finish Floor or Ground From Baseline of Character	Horizontal Viewing Distance	Minimum Character Height
40 inches (1015 mm) to less than or equal to 70 inches (1780 mm)	less than 72 inches (1830 mm)	5/8 inch (16 mm)
	72 inches (1830 mm) and greater	5/8 inch (16 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 72 inches (1830 mm)
Greater than 70 inches (1780 mm) to less than or equal to 120 inches (3050 mm)	less than 180 inches (4570 mm)	2 inches (51 mm)
	180 inches (4570 mm) and greater	2 inches (51 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 180 inches (4570 mm)
greater than 120 inches (3050 mm)	less than 21 feet (6400 mm)	3 inches (75 mm)
	21 feet (6400 mm) and greater	3 inches (75 mm), plus 1/8 inch (3.2 mm) per foot (305 mm) of viewing distance above 21 feet (6400 mm)

703.5.6 Height From Finish Floor or Ground. Visual *characters* shall be 40 inches (1015 mm) minimum above the finish floor or ground.

EXCEPTION: Visual *characters* indicating elevator car controls shall not be required to comply with 703.5.6.

703.5.7 Stroke Thickness. Stroke thickness of the uppercase letter “I” shall be 10 percent minimum and 30 percent maximum of the height of the *character*.

703.5.8 Character Spacing. *Character* spacing shall be measured between the two closest points of adjacent *characters*, excluding word *spaces*. Spacing between individual *characters* shall be 10 percent minimum and 35 percent maximum of *character* height.

703.5.9 Line Spacing. Spacing between the baselines of separate lines of *characters* within a message shall be 135 percent minimum and 170 percent maximum of the *character* height.

703.6 Pictograms. *Pictograms* shall comply with 703.6.