2. NEGATIVE SPACE

Negative space in this sense is the space in between and around the letters and images included in a banner layout. The space around the letters/images is equally important as letter height. The human eye works with our brain to see words as shapes. Having enough space around these shapes allows our brains to more quickly identify and understand the word/shape. The USSC has determined a ratio of 40/60 as a standard for sign legibility. 40% coverage with text or image and 60% negative space.

3. HIGH CONTRAST

In addition to letter size and the relationship of letter size to negative space, the greater the amount of contrast in color of text to background helps increase legibility. Consider speed limit signs which are typically black text on a white background. Although this may seem a bit boring it is the highest amount of contrast you can have from background to text. The more contrast there is between text and background the more the text will "pop" off of the sign and in turn be more readable, especially when viewed from a distance or while moving.