

Horizontal Layout

10"

7"

Arial Font

26 pt minimum

1.5 line spacing

Simple formula to determine appropriate character size:

$$\frac{\text{Long Dimension}}{40} = \text{Minimum Letter Height (inches)} \quad \text{For example, } \frac{10''}{40} = 0.25'' \text{ (about 26 pt)}$$

Audience Readability Test:

Standing 9-ft. away from a 15" computer monitor has the same effect as holding a slide at arm's length.