10"
7"

Arial Font
26 pt **minimum**
1.5 line spacing

**Simple formula to determine appropriate character size:**

\[
\frac{\text{Long Dimension}}{40} = \text{Minimum Letter Height (inches)}
\]

For example, \( \frac{10\text{"}}{40} = 0.25\text{"} \) (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.