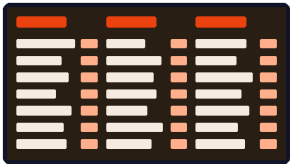


What size should your menu board be?

Measure how far back guests stand when they read the menu. Most counters are 6 to 10 feet away: that means a 50–55" TV per screen and capital letters at least 1 inch tall. The rule of thumb: **about 1 inch of capital-letter height for every 10 feet.**

Under 6 ft	6 to 10 ft	10 to 15 ft	15 ft or more
Coffee bar, food truck window	Most quick-service counters	A line that starts at the door	Big venues, concession stands
			
32–43"	50–55"	55–65"	65"+ or a row
Capitals at least 0.5 in tall About 35–50 px on a 1920×1080 design Shown: a 43-inch TV	Capitals at least 1 in tall About 55–60 px on a 1920×1080 design Shown: a 55-inch TV	Capitals at least 1.5 in tall About 70–85 px on a 1920×1080 design Shown: a 65-inch TV	Capitals at least 2 in tall About 80–95 px on a 1920×1080 design Shown: a 75-inch TV

How big the text needs to be, in pixels (1920×1080 design)

16:9 TV	5 FT	10 FT	15 FT	20 FT
32" 28×16 in	50 px caps 34 px	95 px caps 69 px	145 px caps 103 px	190 px caps 138 px
43" 37×21 in	35 px caps 26 px	70 px caps 51 px	105 px caps 77 px	140 px caps 102 px
50" 44×25 in	30 px caps 22 px	60 px caps 44 px	90 px caps 66 px	120 px caps 88 px
55" 48×27 in	30 px caps 20 px	55 px caps 40 px	85 px caps 60 px	110 px caps 80 px
65" 57×32 in	25 px caps 17 px	45 px caps 34 px	70 px caps 51 px	95 px caps 68 px
75" 65×37 in	20 px caps 15 px	40 px caps 29 px	60 px caps 44 px	80 px caps 59 px

Font size for the smallest text on the board, rounded to 5 px, with the capital-letter height under it. Shaded: the TV sizes this guide suggests for that distance. Worked out from the 1-inch-per-10-feet rule of thumb, a floor rather than a target: for comparison, the 2010 ADA Standards for signs (§703.5.5) ask for 1 1/8 in at 10 ft on a sign 40–70 in off the floor, and 2 in on a higher one. Test it in your own space.

Measure your wall in 3 steps

1. Stand where they read

At the back of your usual line, not at the register.

2. Measure to the wall

A tape measure, or count your steps (about two and a half feet each).

3. Tape up page 2

Print it at 100% and step back. The smallest line you can read is your minimum.



Rather not do the math?

Send us a photo of your menu. We'll build custom menu boards sized for your screens, ready as is.

justamenu.com/get-started · sales@justamenu.com · (202) 886-2442

Tape this where your TV will hang.

Print at 100% ("Actual size"), not "Fit to page". Tape it at the height the TV will hang, then walk to the back of your line. Each line is the smallest text that reads comfortably from the distance next to it. The smallest line you can read easily from where your guests stand is your minimum letter height.

5 feet
0.5 in capitals

Chicken tacos 12

10 feet
1 in capitals

Nachos 9

15 feet
1.5 in capitals

Salad

20 feet
2 in capitals

Eat



This bar should measure 2 inches. If it doesn't, your printer scaled the page: print again at 100%.



Found your distance? We'll do the menu.

Send a photo of your menu and we'll size your menu boards for your screens.

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