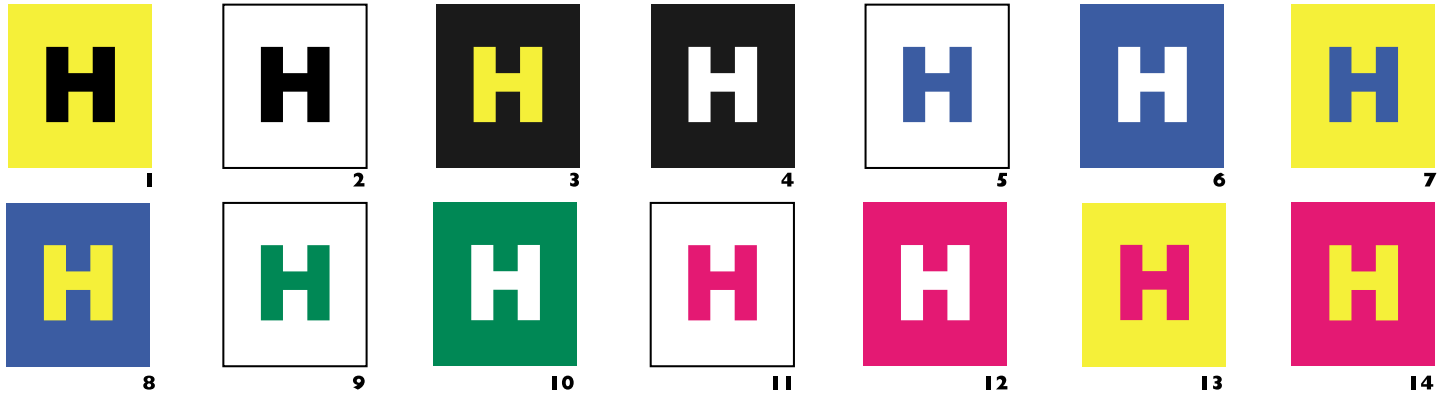


COMPARATIVE VISIBILITY OF FULL VALUE COLOR COMBINATIONS

These 14 color combinations for lettering were tested using only primary and secondary color of full hue and value. Tests for readability at a distance were conducted on different groups under the sponsorship of the Outdoor Advertising Association of America (OAAA).

The results ranked in the sequence shown, with #1 the most legible and #14 as the least legible. Negative letters in 3, 4, 6, 8, 10, 12 and 14 appear to have a broader stroke than their positive counterparts.



COLOR FREQUENCY AND VIBRATION

Like sound waves, light rays have varying wavelengths or frequencies: the lighter the color, the higher the frequency. These wavelengths determine perception of color. Some pigments absorb certain light frequencies and reflect others. We see the reflected frequencies as color.

Complementary colors such as red and green are not readily legible. They have similar black and white value, so their wavelengths set up a vibration. Any combination of colors of similar value, even without vibrating, will have low visibility. Although yellow and purple are complementary colors, they have strong contrast in value and therefore little vibration. They provide maximum visibility.

