

SIGN SIZE GRID GUIDE

These size grids represent our most commonly requested signs that provide the best aspect ratio for showing a combination of text, photographic images and animated graphics.

Please note that we can build almost any size desired (based on increments indicated below), so if you don't see what you need here, please contact us to learn more.

Sign Model Increments

- 16mm: 8.5"x15.5"
- 19mm: 12"x12"
- 25mm: 8"x16"
- 35mm: 12"x12"

All Watchfire signs have borders which are included in the dimensions stated on this sheet. To calculate actual viewing area, please consider the information below.

Sign Model Borders

- 16mm: 2.5" each top and bottom; 2" each left and right
- 19mm: 2" each top and bottom; 6" each left and right
- 25mm: 2" each top and bottom; 2" each left and right
- 35mm: varies depending on size of sign

Note: Sizes in this document serve only as a guide. Dimensions on formal quotes are controlling.

For signs taller than 20 ft. and longer than 30 ft., consult sales at 1-800-637-2645

PIXEL PITCH: 16mm (4" character)

LED Matrix	Dimensions H x L	Aspect Ratio
32 X 120	2'2" x 6'10"	3.8
32 X 144	2'2" x 8'2"	4.5
32 X 168	2'2" x 9'5"	5.3
48 X 120	3' x 6'10"	2.5
48 X 144	3' x 8'2"	3.0
48 X 168	3' x 9'5"	3.5
64 X 120	4' x 6'10"	1.9
64 X 144	4' x 8'2"	2.3
64 X 168	4' x 9'5"	2.6
64 X 216	4' x 12'	3.4
96 X 120	5'7" x 6'10"	1.3
96 X 144	5'7" x 8'2"	1.5
96 X 168	5'7" x 9'5"	1.8
96 X 216	5'7" x 12'	2.3
96 X 288	5'7" x 15'11"	3.0
144 X 168	8'3" x 9'5"	1.2
144 X 216	8'3" x 12'	1.5
144 X 288	8'3" x 15'11"	2.0
144 X 360	8'3" x 19'10"	2.5
144 X 432	8'3" x 23'9"	3.0
176 X 216	10' x 12'	1.2
176 X 288	10' x 15'11"	1.6
176 X 360	10' x 19'10"	2.0
176 X 552	10' x 30'3"	3.1
208 X 288	11'8" x 15'11"	1.4
208 X 360	11'8" x 19'10"	1.7
208 X 432	11'8" x 23'9"	2.1
256 X 288	14'3" x 15'11"	1.1
256 X 360	14'3" x 19'10"	1.4
256 X 432	14'3" x 23'9"	1.7
256 X 504	14'3" x 27'8"	2.0

XVS is standard on all 16mm signs.

PIXEL PITCH: 19mm (5" character)

LED Matrix	Dimensions H x L	Aspect Ratio
32 X 112	2'4" x 8'	3.5
32 X 144	2'4" x 10'	4.5
32 X 176	2'4" x 12'	5.5
48 X 112	3'4" x 8'	2.3
48 X 144	3'4" x 10'	3.0
48 X 176	3'4" x 12'	3.7
64 X 112	4'4" x 8'	1.8
64 X 144	4'4" x 10'	2.3
64 X 176	4'4" x 12'	2.8
80 X 112	5'4" x 8'	1.4
80 X 144	5'4" x 10'	1.8
80 X 176	5'4" x 12'	2.2
80 X 208	5'4" x 14'	2.6
96 X 112	6'4" x 8'	1.2
96 X 144	6'4" x 10'	1.5
96 X 176	6'4" x 12'	1.8
96 X 208	6'4" x 14'	2.2
112 X 144	7'4" x 10'	1.3
112 X 176	7'4" x 12'	1.6
112 X 208	7'4" x 14'	1.9
144 X 208	10' x 12'	1.4
144 X 240	10' x 16'	1.7
144 X 304	10' x 20'	2.1
176 X 240	12' x 16'	1.4
176 X 304	12' x 20'	1.7
176 X 368	12' x 24'	2.1
208 X 240	14' x 16'	1.2
208 X 304	14' x 20'	1.5
208 X 368	14' x 24'	1.8
256 X 304	16'4" x 20'	1.2
256 X 368	16'4" x 24'	1.4

Sizes in bold (blue) requires XVS option

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PIXEL PITCH: 25mm (7" character)

LED Matrix	Dimensions H x L	Aspect Ratio
32 X 80	3' x 7'	2.5
32 X 96	3' x 8'4"	3.0
32 X 112	3' x 10'	3.5
32 X 144	3' x 12'4"	4.5
40 X 96	3'8" x 8'4"	2.4
40 X 112	3'8" x 10'	2.8
40 X 144	3'8" x 12'4"	3.6
48 X 96	4'4" x 8'4"	2.0
48 X 112	4'4" x 10'	2.3
48 X 144	4'4" x 12'4"	3.0
56 X 112	5' x 10'	2.0
64 X 96	6' x 8'4"	1.5
64 X 112	6' x 10'	1.8
64 X 144	6' x 12'4"	2.3
64 X 192	6' x 16'4"	3.0
80 X 112	7' x 10'	1.4
80 X 144	7' x 12'4"	1.8
80 X 192	7' x 16'4"	2.4
96 X 112	8'4" x 10'	1.2
96 X 144	8'4" x 12'4"	1.5
96 X 192	8'4" x 16'4"	2.0
96 X 240	8'4" x 20'4"	2.5
96 X 288	8'4" x 24'4"	3.0
112 X 144	10' x 12'4"	1.3
112 X 192	10' x 16'4"	1.7
112 X 240	10' x 20'4"	2.1
112 X 288	10' x 24'4"	2.6
144 X 192	12'4" x 16'4"	1.3
144 X 240	12'4" x 20'4"	1.7
144 X 288	12'4" x 24'4"	2.0
144 X 336	12'4" x 28'4"	2.3

Sizes in bold (blue) requires XVS option

PIXEL PITCH: 35mm (10" character)

LED Matrix	Dimensions H x L	Aspect Ratio
24 X 64	3'1" x 8'	2.7
24 X 80	3'1" x 10'	3.3
24 X 96	3'1" x 12'	4.0
32 X 64	4' x 8'	2.0
32 X 80	4' x 10'	2.5
32 X 96	4' x 12'	3.0
40 X 64	5' x 8'	1.6
40 X 80	5' x 10'	2.0
40 X 96	5' x 12'	2.4
40 X 112	5' x 13'3"	2.8
48 X 80	6' x 10'	1.7
48 X 96	6' x 12'	2.0
48 X 120	6' x 14'3"	2.5
64 X 96	8' x 12'	1.5
64 X 120	8' x 14'3"	1.8
64 X 136	8' x 16'	2.1
64 X 152	8' x 18'	2.4
80 X 96	10' x 12'	1.2
80 X 136	10' x 16'	1.7
80 X 168	10' x 20'	1.9
96 X 120	12' x 14'3"	1.2
96 X 136	12' x 16'	1.5
96 X 168	12' x 20'	1.8
96 X 200	12' x 24'	2.1
112 X 136	14' x 16'	1.2
112 X 168	14' x 20'	1.5
112 X 200	14' x 24'	1.8
112 X 232	14' x 28'	2.1
136 X 168	16'2" x 20'	1.2
136 X 200	16'2" x 24'	1.5
136 X 232	16'2" x 28'	1.7