

# ASPECT RATIO

CONTENT THAT FITS



1.0



2.0



3.0



12.0

Aspect ratio can be written either as a simple ratio (2:1) or as a number that represents the quotient (2 divided by 1, or 2.0 on the scale to the left). Typical source content will fall into the aspect ratio range between 1.0 and 2.0.

An aspect ratio outside of that range may cause portions of content to be lost or distorted when displayed. A sign aspect ratio of 2.0 is a good choice for large, legible type and to make use of existing content sources with minimal adjustment.

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