

Domain Brand POSM

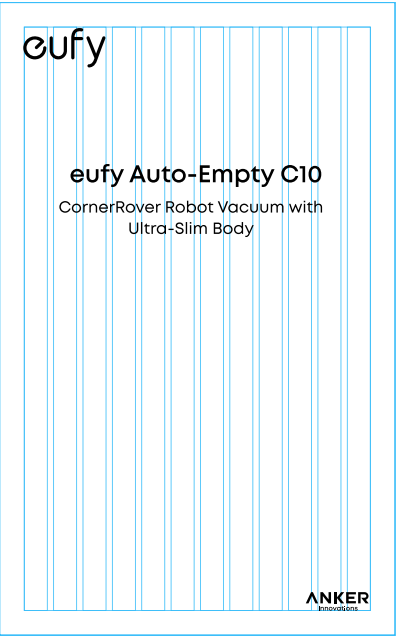
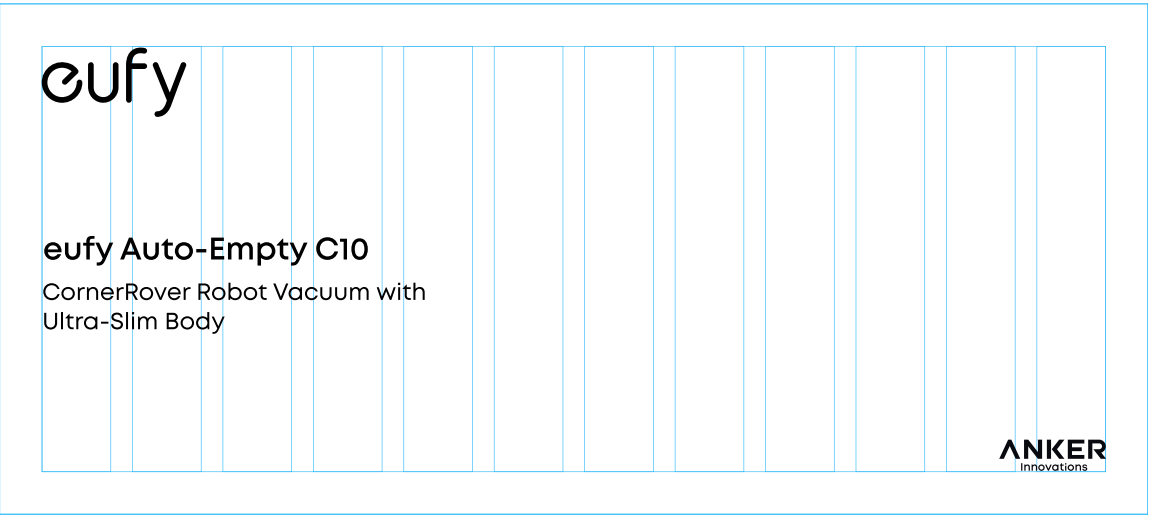
POSM Font Size Specifications

To ensure readability at optimal viewing distances, font size standards must be set according to the physical size of each material. This helps prevent communication issues caused by text that is too small to read clearly.

Minimum Font Size Specifications for Offline Materials of Different Sizes										
	Viewing Distance: Within 3 ft (Handheld materials, primarily printed)			Viewing Distance: 3 - 10 ft				Viewing Distance: 10 ft away		
物料宽度	≤10cm	10-20cm	20-40cm	40-60cm	60-80cm	80-120cm	120-150cm	150-180cm	180-220cm	≥220cm
标题字号	12pt	18pt	26pt	80pt	100pt	120pt	130pt	140pt	150pt	160pt
副标字号	10pt	12pt	18pt	70pt	80pt	90pt	100pt	120pt	130pt	140pt
正文字号	8pt	10pt	10pt	35pt	45pt	55pt	65pt	70pt	80pt	90pt

POSM Layout

Given the wide variety of offline POSM formats and dimensions, layouts should follow the grid system for flexible, scalable design that adapts to different use cases and display environments.



POSM Examples

Choose the most suitable layout format based on the specific display scenario. Examples are provided to illustrate how the design adapts to various contexts and requirements.

