

# Guideline Offline **V4.3**

May 2024

**Infinix\_Retail**Design

# 线下物料设计规范

## POSM Standard



前言  
Preface

写在前面

\*该版本目前适用阶段，试用两个月至2024.8，届时释放完善后版本并同步。

请遵循标准使用，如有特使使用无法适用情况请联系我们

\*规范是为了帮助设计规范化，但不是为了约束设计，

所以也请有任何想法和意见可以联系我们

\* This version is currently in the trial stage, with a trial period of two months ending in August 2024. By then the improved version will be released and synchronized. Please adhere to the standard. If there are any special circumstances where the standard is inapplicable, please contact us.

\* This standard is to help standardize but not to constrain the design, so please contact us if you have any ideas and opinions.



曹明婷



扫描二维码，添加我为联系人

注意事项

1.AI 文件内不要嵌入 PSD 文件，要导出10m 左右的 PNG。  
PSD 文件较大，对云盘空间，电脑新能要求较高，实际印刷物料很少会有如此高精度要求

2.WordMark等标识 请一定使用规范，禁止打字表现

3.Infinix logo 色彩请出稿前检查确认  
logo 黑色 线下印刷色值为 C0 M0 Y0 K100, 与线上适用色值不同，请匹配实际情况

3.结合实际的环境 / 文化等客观因素推导线下设计合理性  
建议做实景贴图呈现物料真实状态，/配合环境，人物身高文化/具体物料推导线下设计的合理性

5.导出预览图片并汇总  
导出图片不超过5m，方便预览和校色。

Notes

1.Do not embed PSD files in AI files; it is needed to export about 10m PNG images.  
PSD files are large, with high requirements on cloud drive space and computer performance, while actual printing materials rarely have such high precision requirements.

2. For WordMark and other logos, please be sure to follow the standard, and typing is prohibited.

3. Please check the color of the Infinix logo before submitting the manuscript.  
The logo is black; the offline printing color value is C0 M0 Y0 K100, which differs from the online color value. Please match the actual situation.

4. Derive the rationality of offline design based on objective factors such as actual environment/culture.  
It is recommended to use real-life textures to present the true state of materials, and derive the rationality of offline design by considering the environment, figure height, culture, and specific materials.

5. Export preview images and summarize.  
Export images under 5m for easy preview and color correction.

安全区域  
Safe Area

\*以“x”为衡量单位，  
四边“x”区域为不可侵犯区域。

“a”=“f-x”，  
“a”将为联合logo上下宽度的重要衡量单位。

Measured in "x",  
the "x" area on all the four sides is an inviolable area.

“a”=“f-x”，  
"a" will be an important unit of measurement for the  
up-down width of the combined logo.



Logo 联合标准\_横版  
Logo Combination Standard \_ Horizontal

当合作方标志和 Inifinix 横版放置时，按以下规则设置合作方标志大小和分割线。

合作双方标志之间的间距为 2 个 Inifinix 标志 "x" 的高度。

$a=f-x$

1. 当 a 为奇数时，相对 Inifinix 标志的 "x" 水平居中对齐。
2. 当 a 为偶数或者 0 时候，2. 相对 Inifinix 标志的 "f" 水平居中对齐。

需要根据合作 logo 形态特点做出视觉平衡微调

右侧展示不同比例的合作伙伴与 Inifinix 标志联合的示例。

When placing the partner logo and the Inifinix logo in a horizontal layout, set the partner logo size and dividing line according to the following rules:

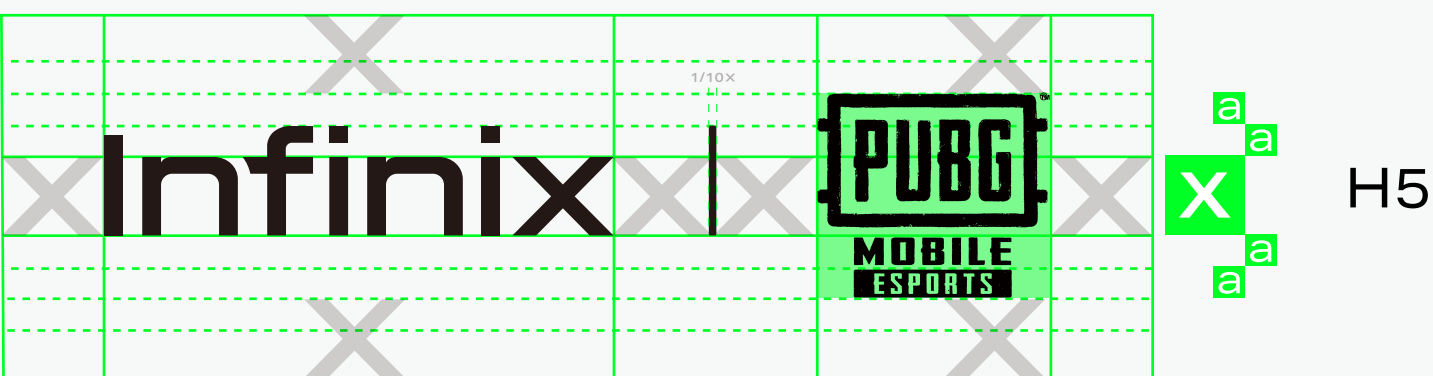
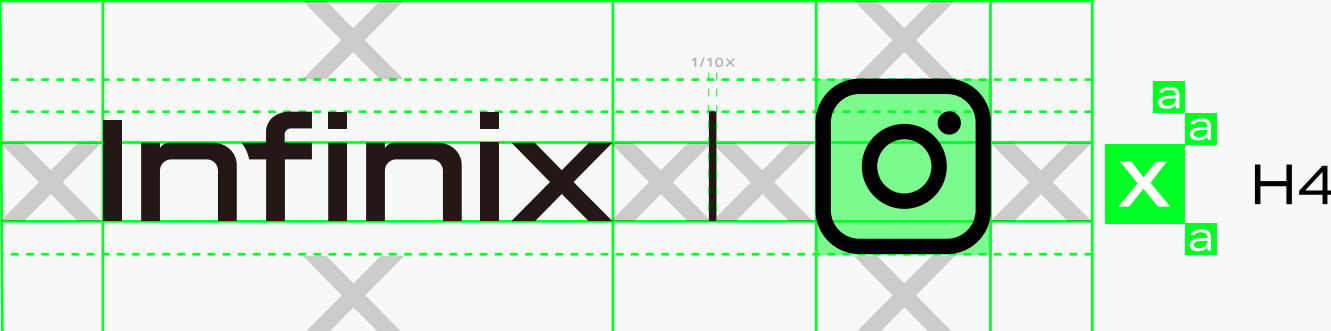
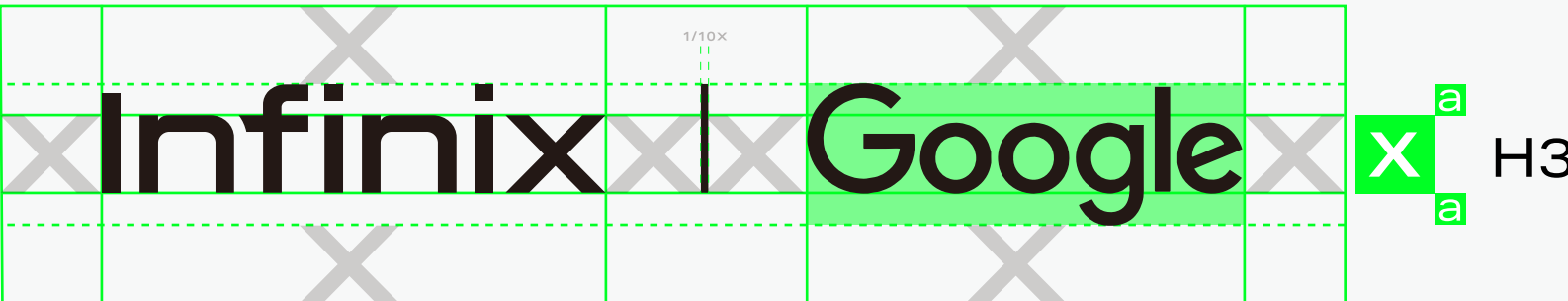
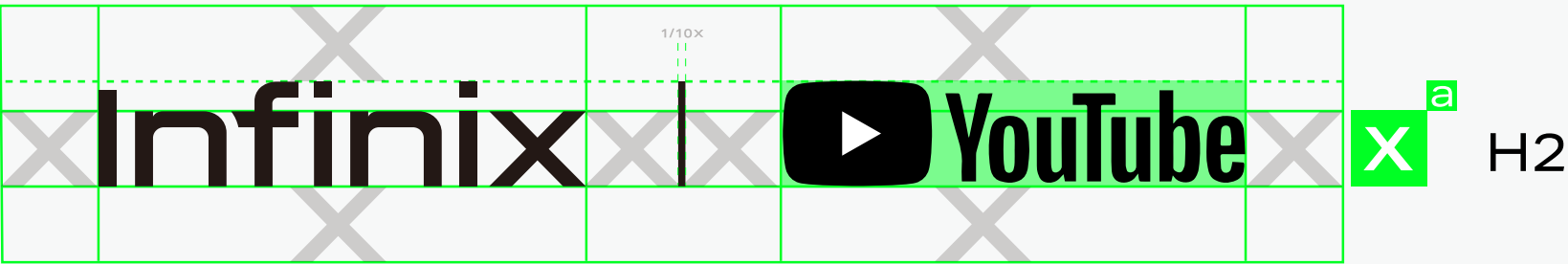
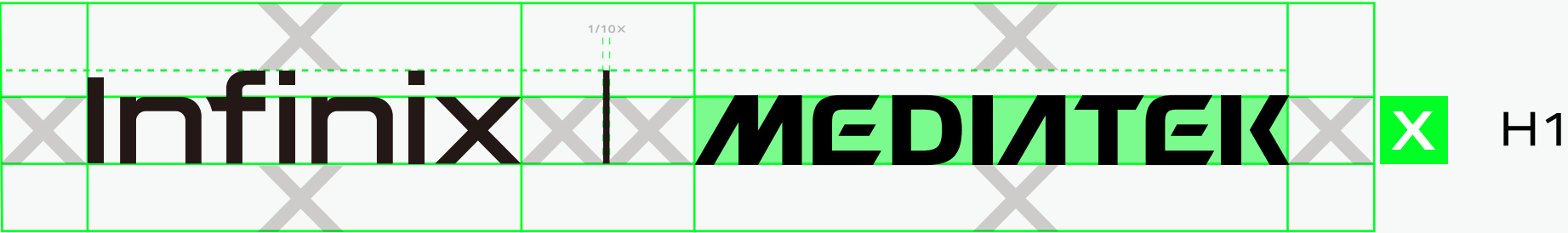
The spacing between the logos of both parties should be twice the height of "x" in the Inifinix logo.

$a = f - x$

1. When "a" is odd, center horizontally relative to "x" in the Inifinix logo.
2. When "a" is even or 0, center horizontally relative to "f" in the Inifinix logo.

Fine adjustments for visual balance should be made based on the characteristics of the partner logo

The right side shows examples of different partner logos combined with the Inifinix logo.



Logo 联合标准\_竖版  
Logo Combination Standard\_Vertical

当合作方标志和 Infinix 竖版放置时，按以下规则设置合作方标志大小和分割线。

合作双方标志之间的间距如图示；

始终相对 Infinix 标志的宽度居中对齐。

需要根据合作 logo 形态特点做出视觉平衡微调

右侧展示不同比例的合作伙伴与 Infinix 标志联合的示例。

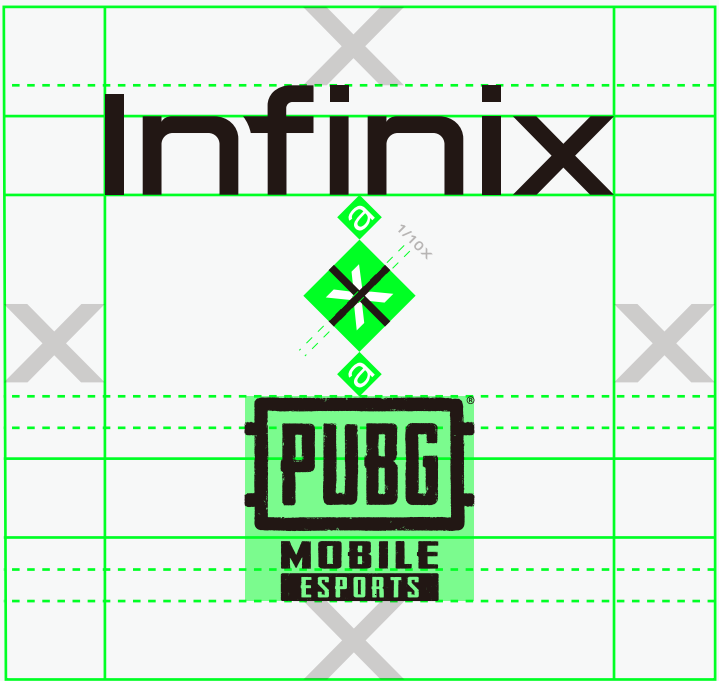
When placing the partner logo and the Infinix logo in a portrait layout, set the partner logo size and dividing line according to the following rules:

The spacing between the logos of both parties is shown in the figure.

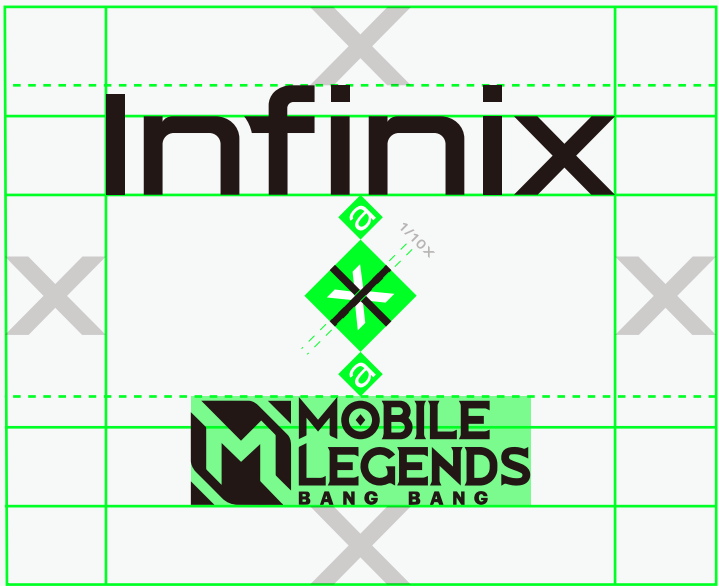
Always center-align relative to the width of the Infinix logo.

Fine adjustments for visual balance should be made based on the characteristics of the partner logo

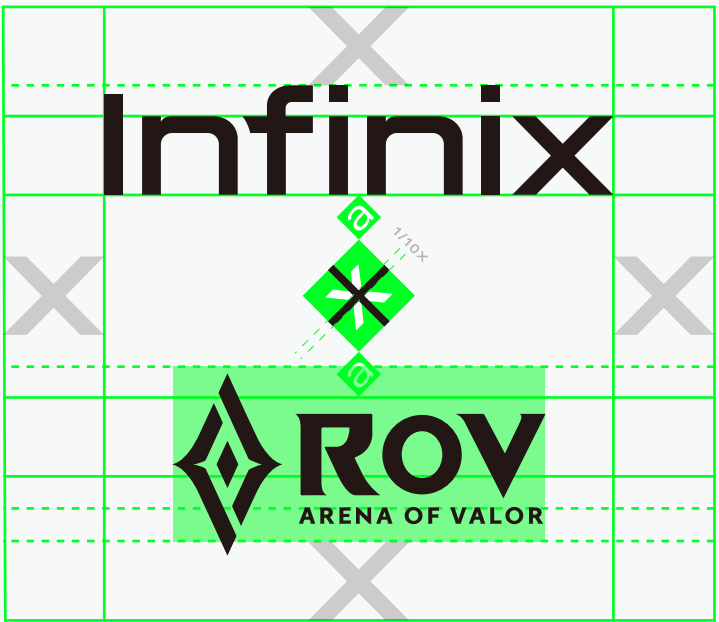
The right side shows examples of different partner logos combined with the Infinix logo.



H5



H2



H4

边框距离规范  
Border Distance Standard

取窄边长度的 5% 为边框距离规范，当计算值带有小数点时，应四舍五入至最接近的整数。

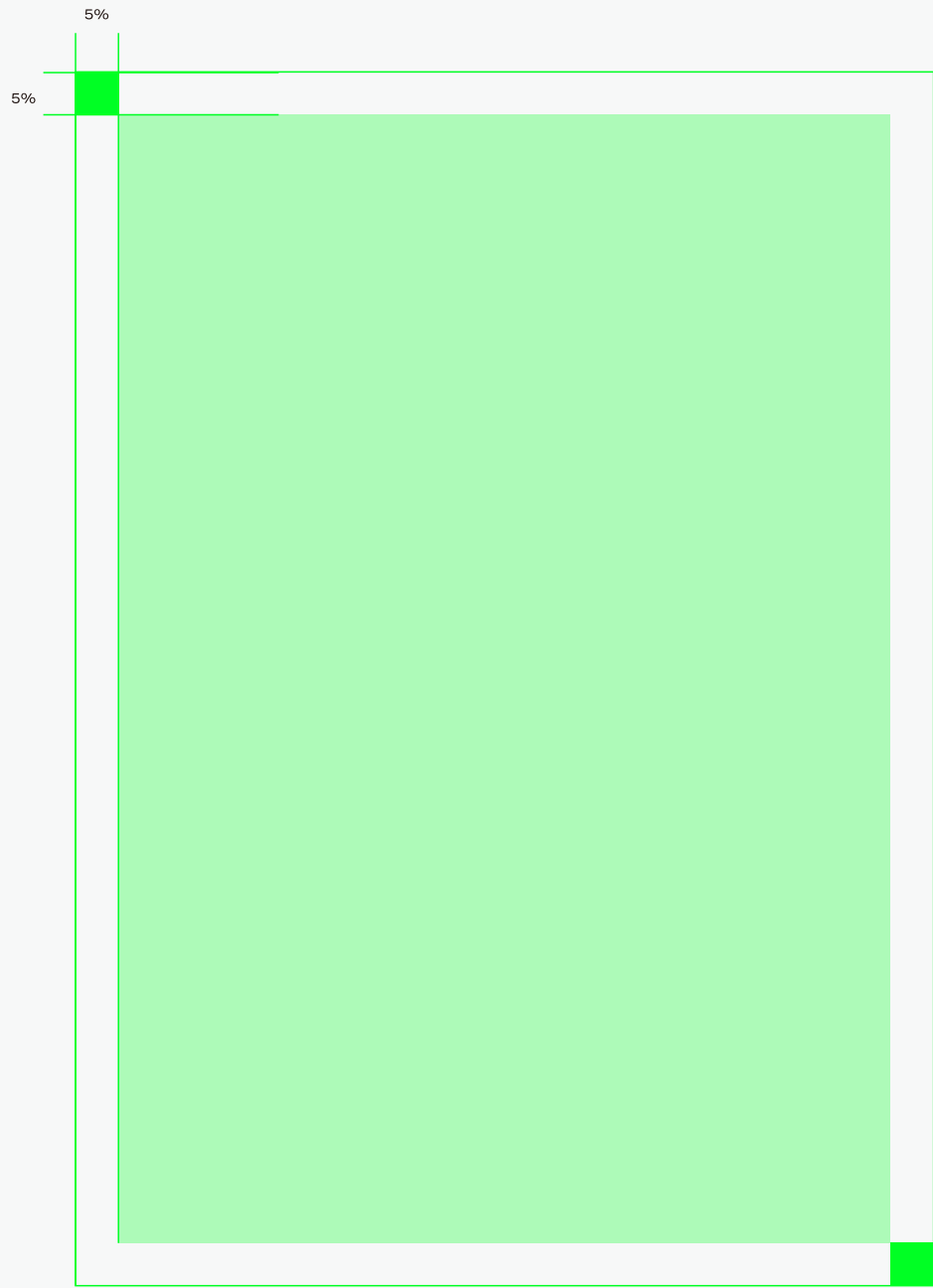
\* 例如：

A4 尺寸（297\*210mm），  
其边框距离为  $210 \times 5\% = 10.5 \approx 11\text{mm}$

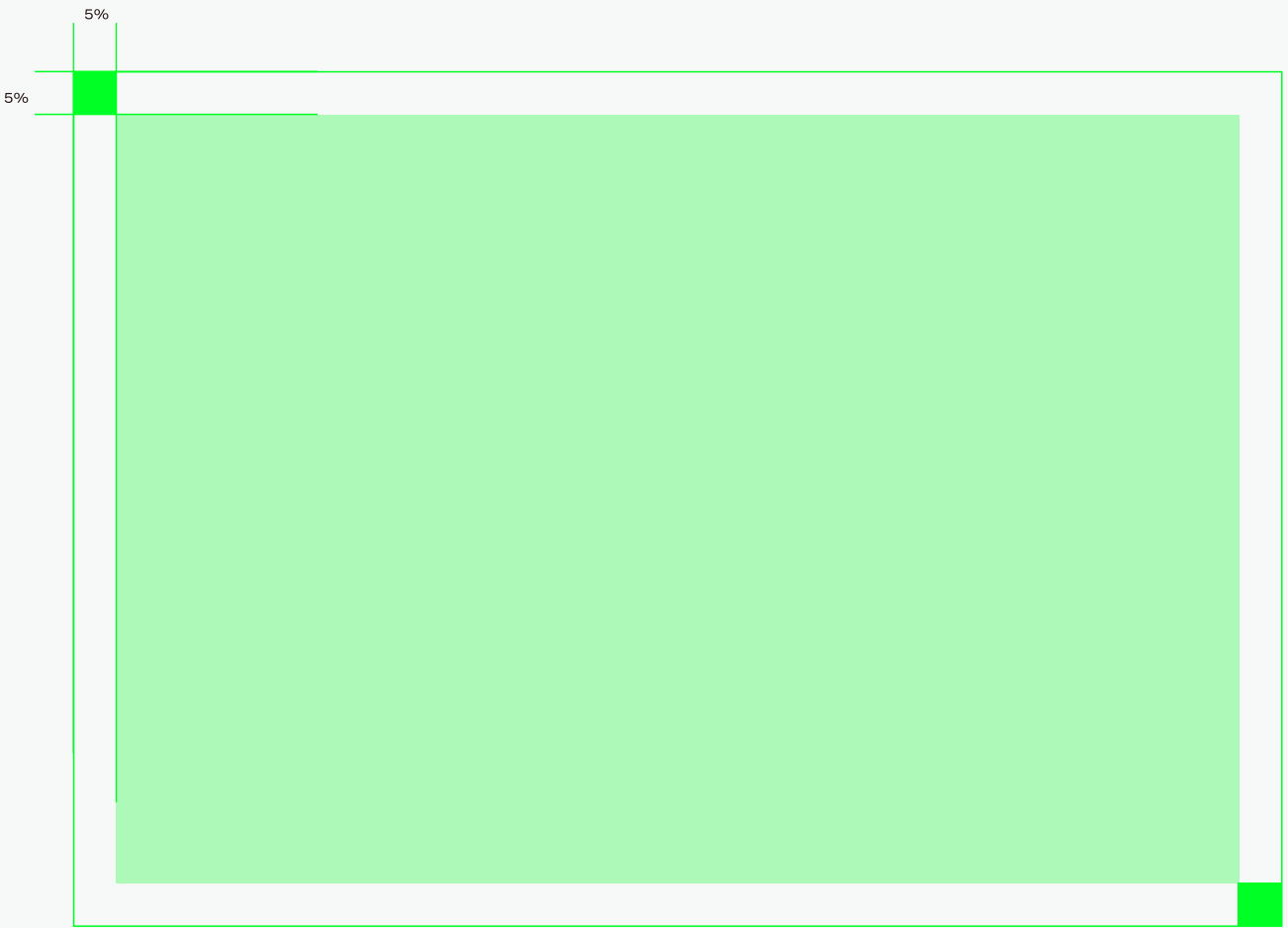
Take 5% of the narrow edge length as the border distance standard. If the calculated value has a decimal point, round it to the nearest integer.

\* Example:

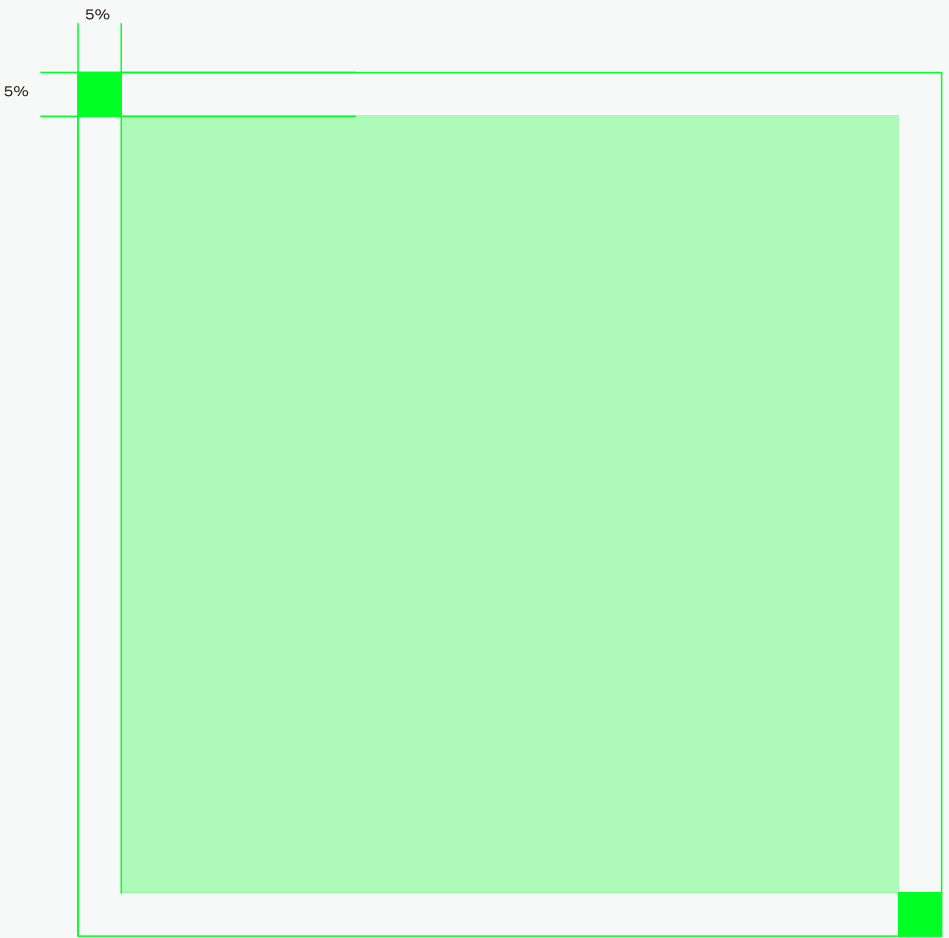
For A4 size (297 \* 210mm),  
the border distance is  $210 \times 5\% = 10.5 \approx 11\text{mm}$ .



国际标准纸张 \_ 竖版  
A2 / A3 / A4 / A5 ... \_ Vertical version



国际标准纸张 \_ 横版  
A2 / A3 / A4 / A5 ... \_ Horizontal version



1:1

Logo 大小定位

Logo Size Positioning


取窄边长度的 4% 为边框距离规范，当计算值带有小数点时，应四舍五入至最接近的整数。

\* 例如：

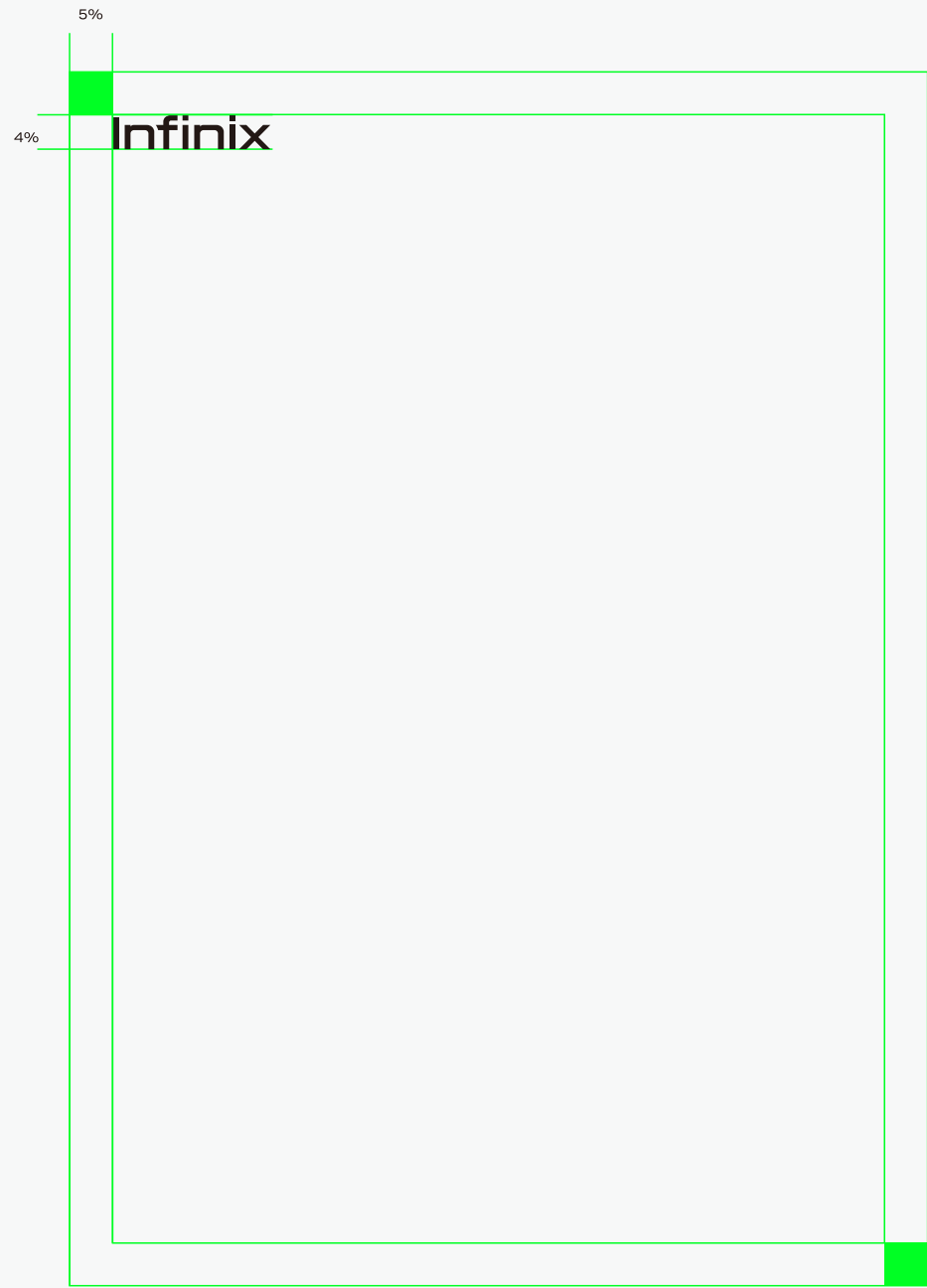
A4 尺寸（297\*210mm），  
其边框距离为 210\*4%=8.4≈8mm

Take 4% of the narrow edge length as the border distance standard. If the calculated value has a decimal point, round it to the nearest integer.

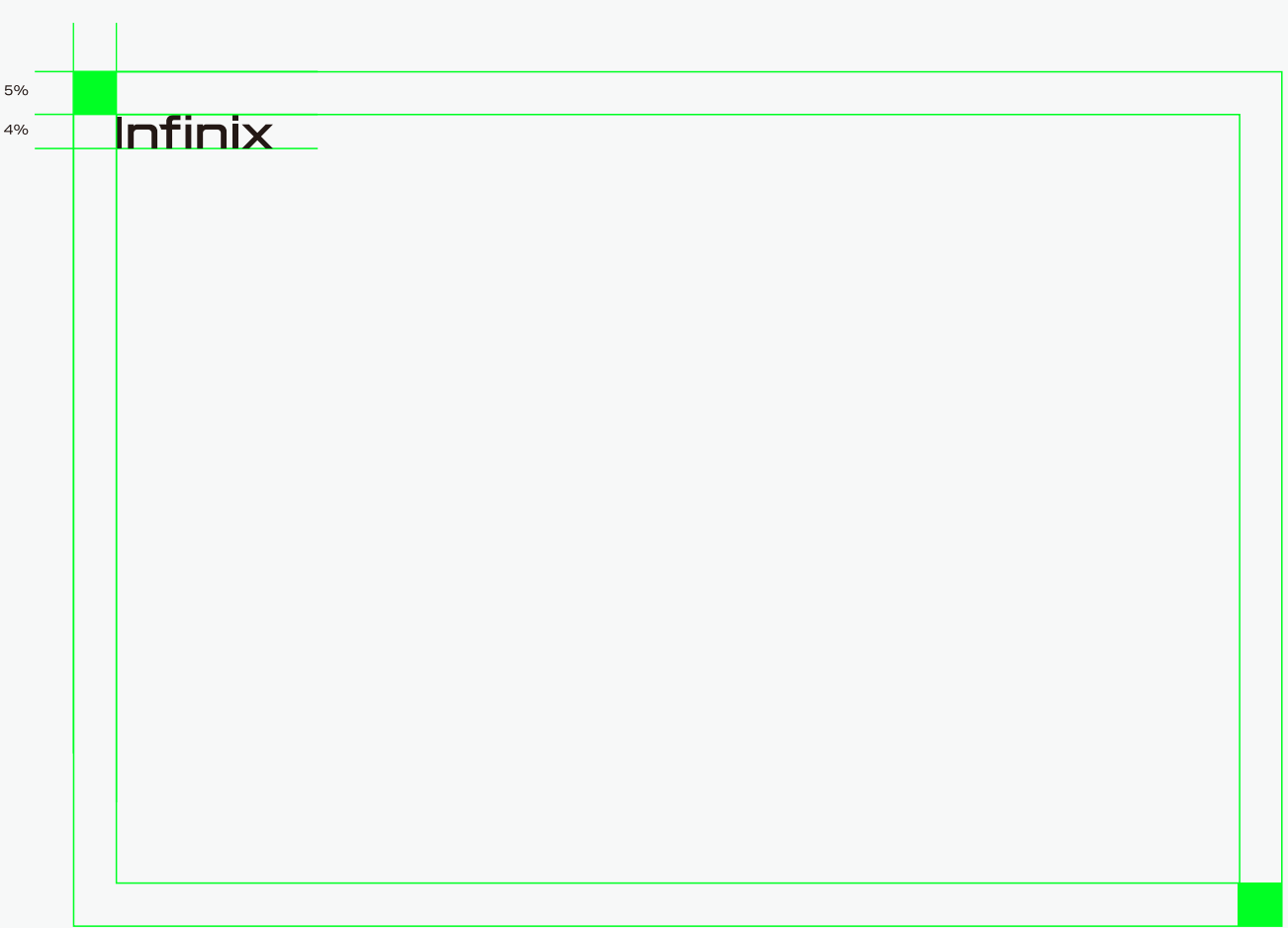
\* Example:  
For A4 size (297 \* 210mm),  
the border distance is 210 \* 4% = 8.4 ≈ 8mm.

4%   
例： A4 边距为 210\*4%=8.4=8mm  
Example: For A4 size, the margin is 210 \* 4% = 8.4 = 8mm

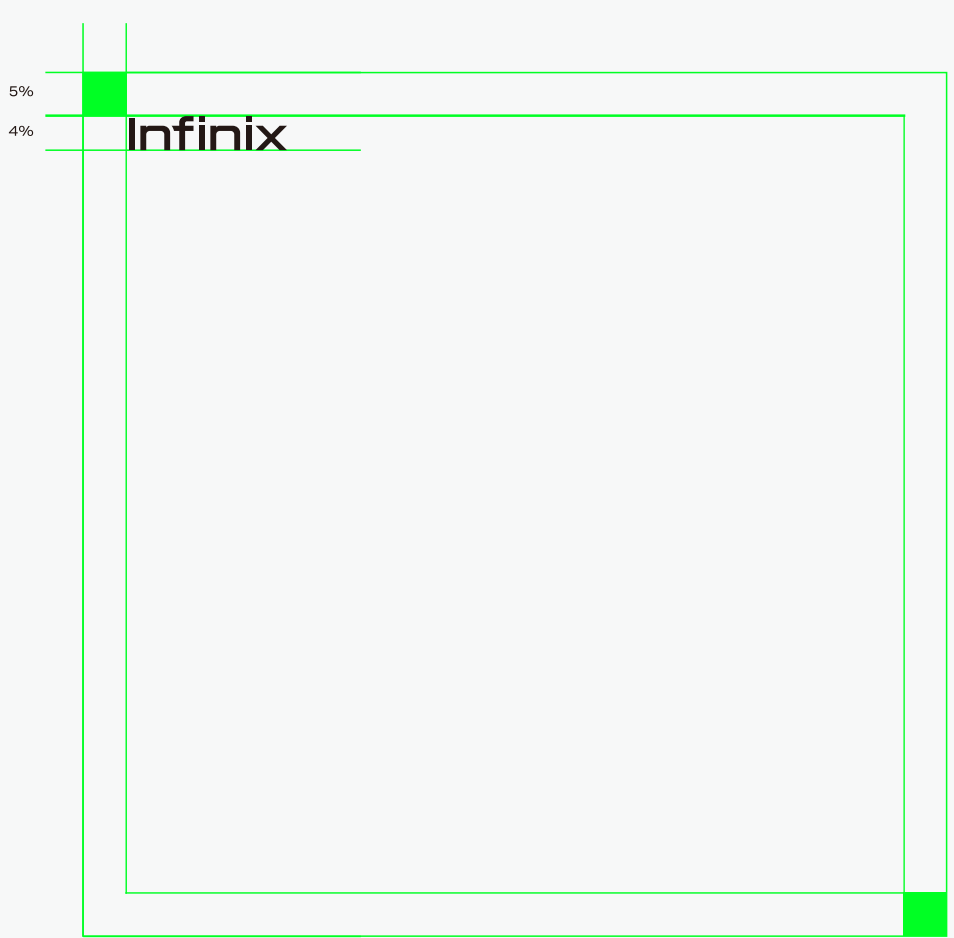
 5mm  
印刷中最小应用，高度不小于5mm  
For printing, the minimum application height should be no less than 5mm.



国际标准纸张 \_ 竖版  
A2 / A3 / A4 / A5 ... \_ Vertical version



国际标准纸张 \_ 横版  
A2 / A3 / A4 / A5 ... \_ Horizontal version



1:1

Logo联合 大小定位  
Logo Combination - Size Positioning

取窄边长度的 4% 为边框距离规范，当计算值带有小数点时，应四舍五入至最接近的整数。

\* 例如：

A4 尺寸（297\*210mm），

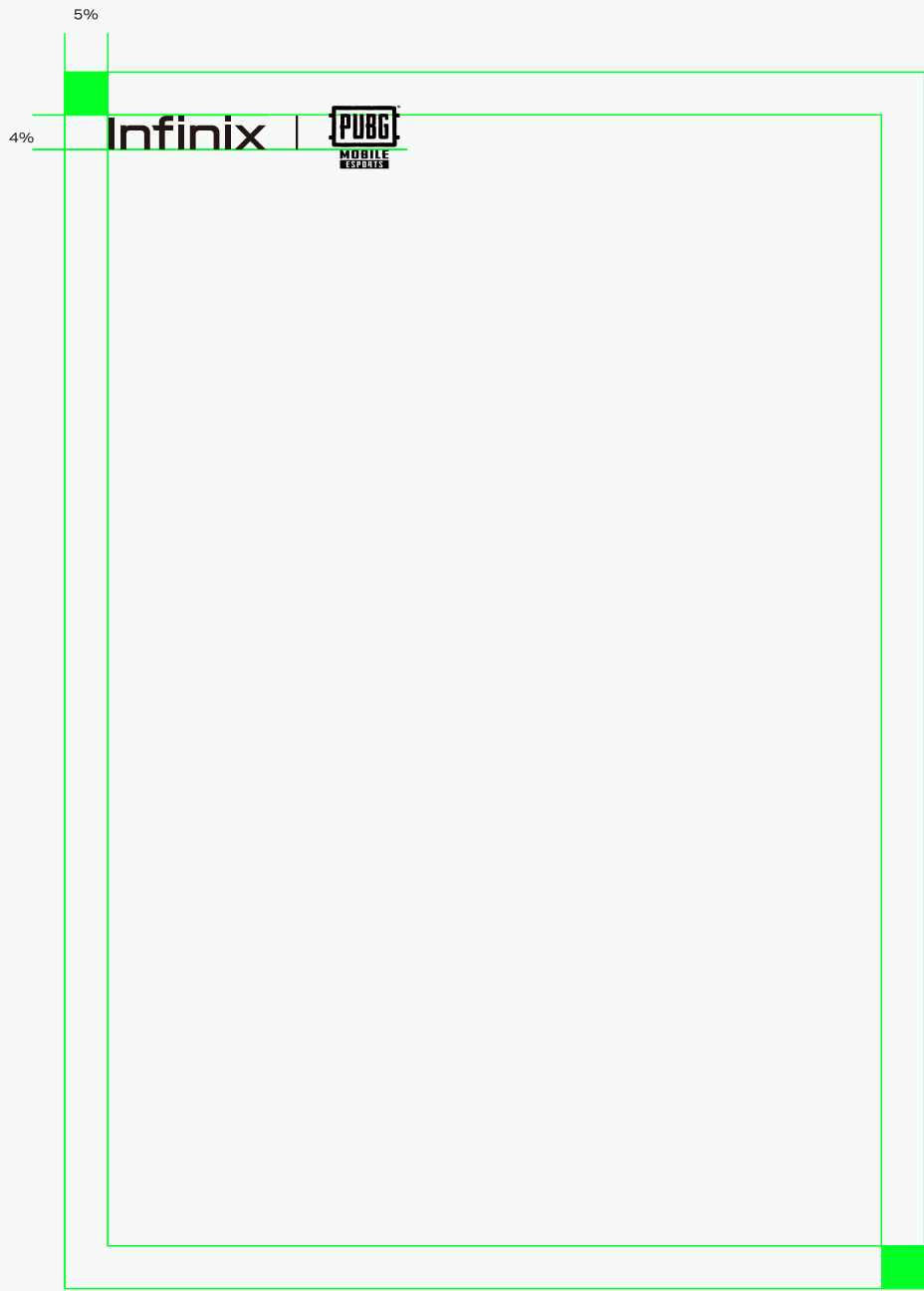
其边框距离为  $210 \times 4\% = 8.4 \approx 8\text{mm}$

Take 4% of the narrow edge length as the border distance standard. If the calculated value has a decimal point, round it to the nearest integer.

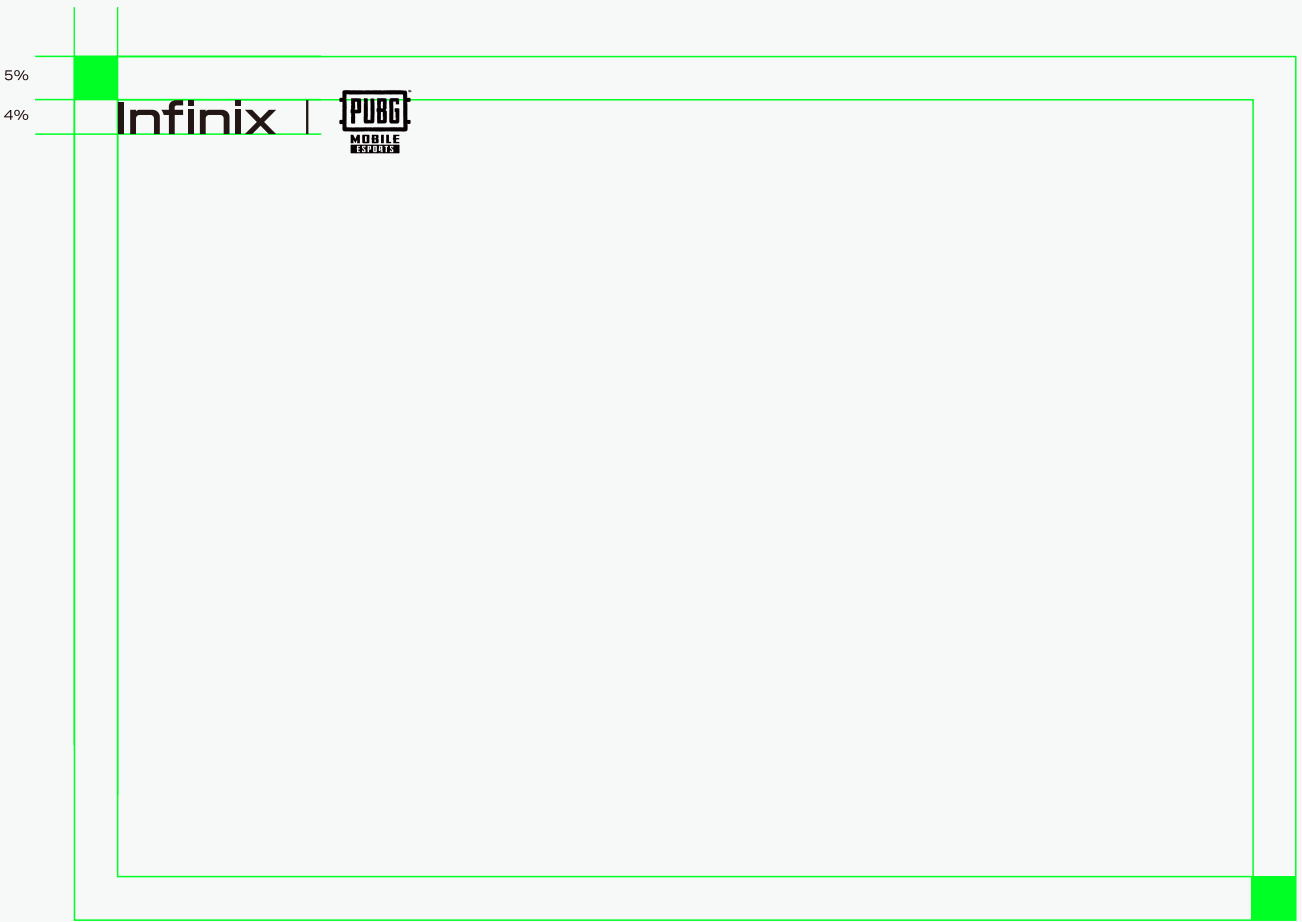
\* Example:

For A4 size (297 \* 210mm),

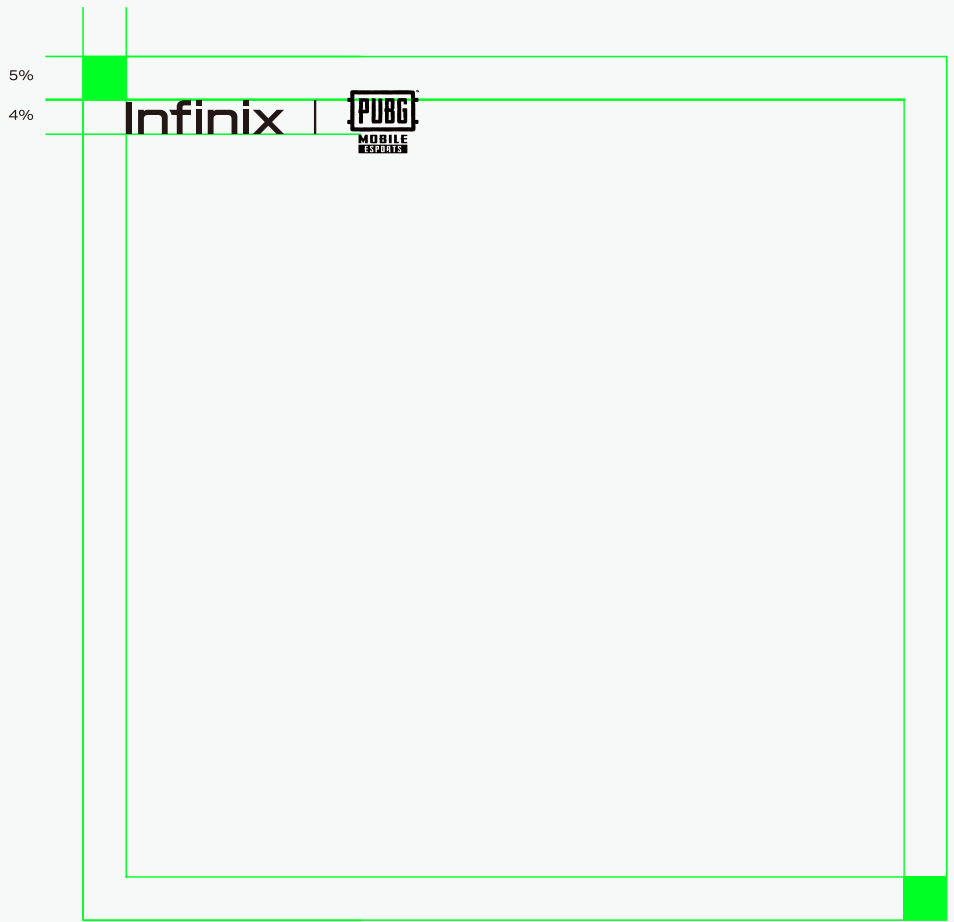
the border distance is  $210 \times 4\% = 8.4 \approx 8\text{mm}$ .



国际标准纸张 \_ 竖版  
A2 / A3 / A4 /A5 ... \_ Vertical version



国际标准纸张 \_ 横版  
A2 / A3 / A4 /A5 ... \_ Horizontal version



1:1



Logo 应用规范\_OOH

Logo Standard\_ OOH

以“x”为衡量单位，logo 水平居中，以“x”接触边缘线为标准。

Taking "x" as the unit of measurement, center the logo horizontally to the extent that "x" contacts the edge line.

竖画幅 1:1 比例 \_黑底色: 1/4  
Vertical 1:1 Ratio Size\_Black Area: 1/4



横画幅 1:2 比例 \_黑底色: 1/3  
Horizontal 1:2 Ratio Size\_Black Area: 1/3



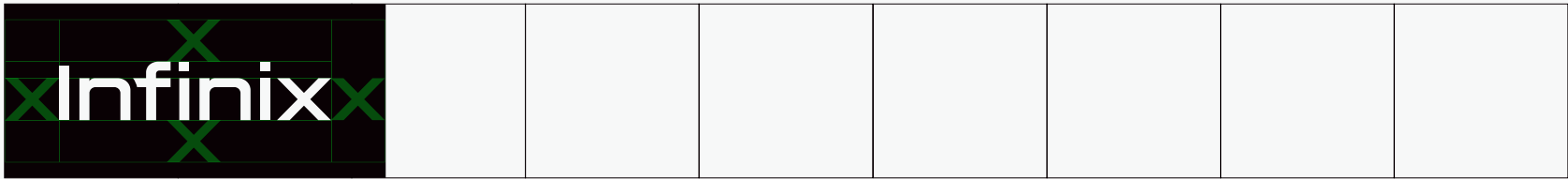
横画幅 1:3~1:4 比例 \_黑底色: 1/3  
Horizontal 1:3~1:4 Ratio Size\_Black Area: 1/3



横画幅 1:5~1:6.5 比例 \_黑底色: 1/3  
Horizontal 1:5~1:10 Ratio Size\_Black Area: 1/3



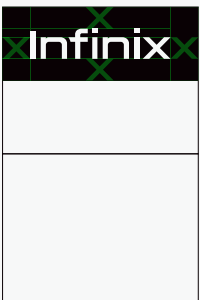
横画幅 1:6.5~1:10 比例 \_黑底色= 安全区域,  
Horizontal>1:6.5~1:10 Ratio, Black Area = Safe Area



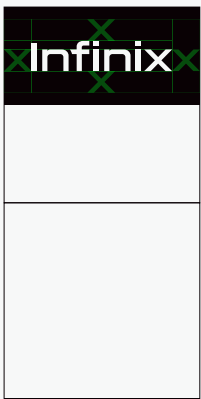
横画幅 > 1:10 比例 \_黑底色 = 安全区域  
Horizontal>1:10 Ratio, Black Area = Safe Area



竖画幅 1:1.5 比例 \_黑底色: 1/4  
Vertical 1:1.5 Ratio Size\_Black Area: 1/4



竖画幅 1:2 比例 \_黑底色: 1/4  
Vertical 1:2 Ratio Size\_Black Area: 1/4



竖画幅 1:3 比例 \_黑底色: 1/4  
Vertical 1:3 Ratio Size\_Black Area: 1/4



竖画幅 1:4 / 1:5 比例 \_黑底色: 是方形, 且高 = 宽  
Vertical 1:4 / 1:5 Ratio Size\_Black Area: Square & Hight = Width



竖画幅 1:6 / 1:7 / 1:8 比例 \_黑底色: 是方形, 高 = 宽, 且只出现一个logo  
Vertical, 1:6/1:7/1:8 Ratio, Black Area: Square, Hight = Width; only one logo appears



# Logo 联合 应用规范\_OOH

## Logo Combination Standard \_ OOH

以“x”为衡量单位，logo 水平居中，以“x”接触边缘线为标准。

特殊尺寸下为了保持识别度可以使用 Logo 联合 \_ 竖排。

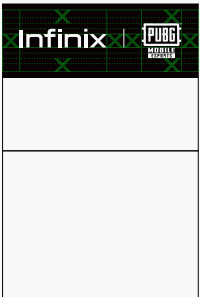
Taking "x" as the unit of measurement, center the logo horizontally to the extent that "x" contacts the edge line.

For special sizes, to maintain recognizability, Logo Combination \_ Vertical can be used.

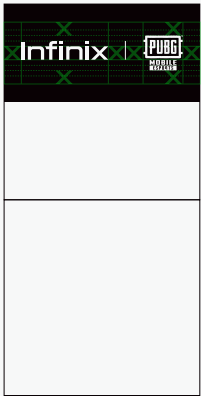
竖画幅 1:1 比例 \_黑底色: 1/4  
Vertical 1:1 Ratio Size\_Black Area: 1/4



竖画幅 1:1.5 比例 \_黑底色: 1/4  
Vertical 1:1.5 Ratio Size\_Black Area: 1/4



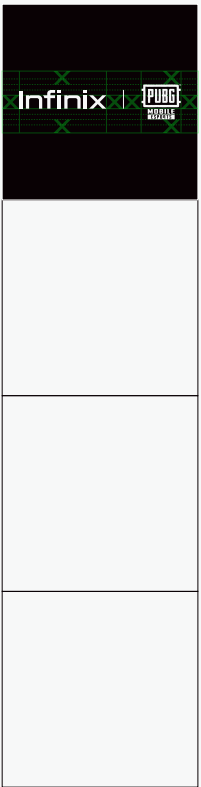
竖画幅 1:2 比例 \_黑底色: 1/4  
Vertical 1:2 Ratio Size\_Black Area: 1/4



竖画幅 1:3 比例 \_黑底色: 1/4  
Vertical 1:3 Ratio Size\_Black Area: 1/4



竖画幅 1:4 / 1:5 比例 \_黑底色: 是方形, 且高 = 宽  
Vertical 1:4 / 1:5 Ratio Size\_Black Area: Square & Hight = Width



竖画幅 1:6 / 1:7 / 1:8 比例 \_黑底色: 是方形, 高 = 宽, 且只出现一个logo  
Vertical, 1:6/1:7/1:8 Ratio, Black Area: Square, Hight = Width; only one logo appears



横画幅 1:2 比例 \_黑底色: 1/3  
Horizontal 1:2 Ratio Size\_Black Area: 1/3



Special

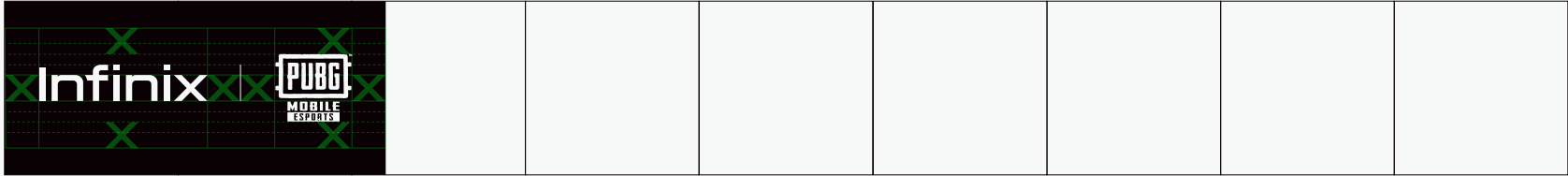
横画幅 1:3~1:4 比例 \_黑底色: 1/3  
Horizontal 1:3~1:4 Ratio Size\_Black Area: 1/3



横画幅 1:5~1:6.5 比例 \_黑底色: 1/3  
Horizontal 1:5~1:10 Ratio Size\_Black Area: 1/3



横画幅 1:6.5~1:10 比例 \_黑底色= 安全区域,  
Horizontal>1:6.5~1:10 Ratio, Black Area = Safe Area



横画幅 > 1:10 比例 \_黑底色 = 安全区域  
Horizontal>1:10 Ratio, Black Area = Safe Area



标题排版逻辑\_完整USP

Title Layout Logic \_ Complete USP

以 Slogan（首字母大写状态下）高度为 “x”

Wordmark 高度为 2x

USP（完整书写状态）高度为 1.5x,

USP LV3.1 = USP LV3.1 \* 2

如右图所示

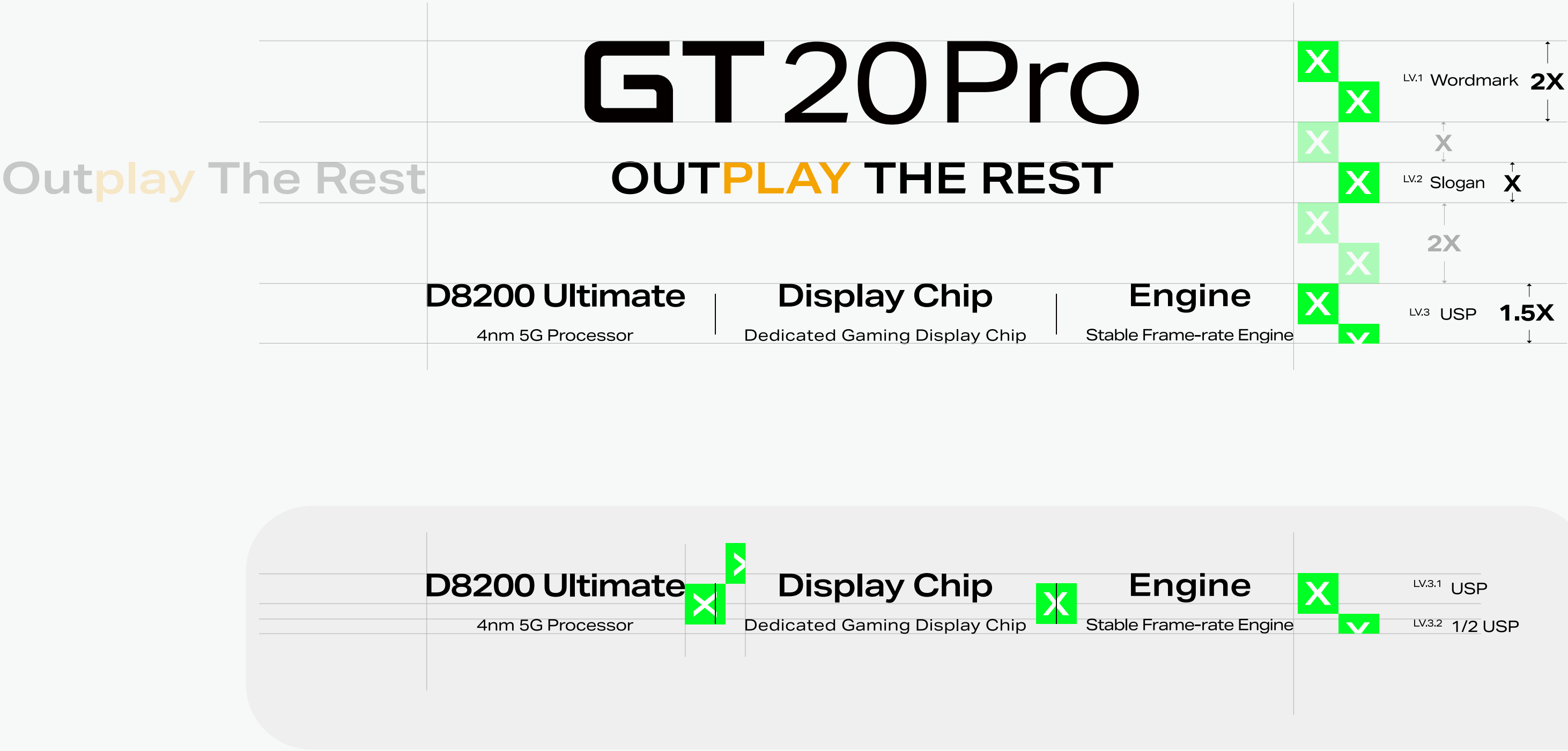
The height of slogan (first letter capitalized): "x"

The height of Wordmark: 2x

The height of USP (fully written): 1.5x

USP LV3.1 = USP LV3.1 \* 2

As shown in the right figure



USP（完整书写状态）适用于除了OOH 以外的线下物料

USP (fully written) is suitable for offline materials other than OOH

标题排版逻辑\_精简USP\_两行

Title Layout Logic\_Simplified USP\_Two Lines

以 Slogan（首字母大写状态下）高度为 “x”

Wordmark 高度为 2x

USP（简化两行版本）高度为 1.7x

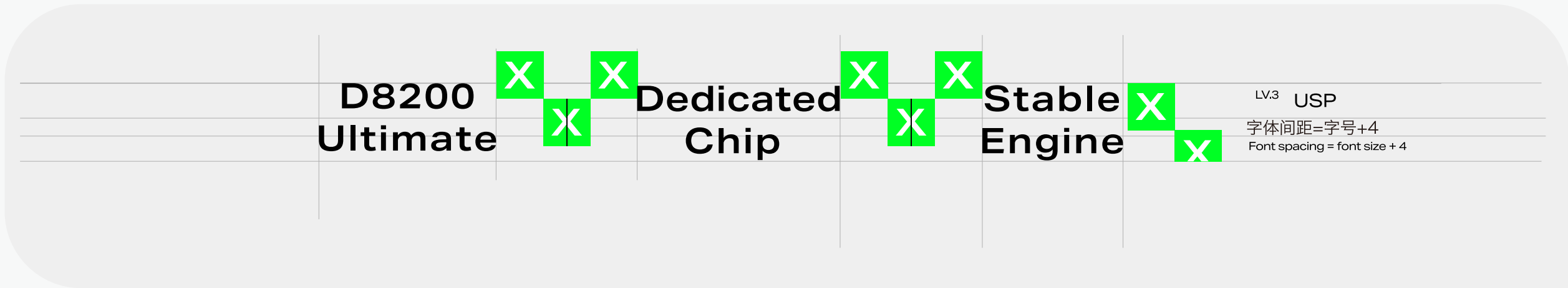
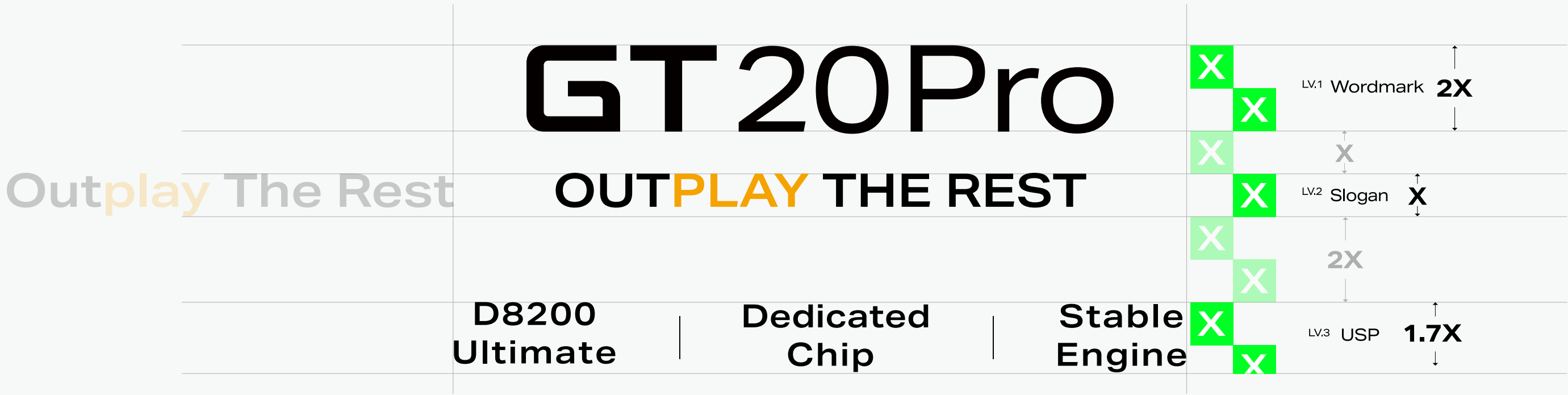
如右图所示

The height of slogan (first letter capitalized): "x"

The height of Wordmark: 2x

The height of USP (simplified two-line version): 1.7x

As shown in the right figure



USP（简化两行）适用于OOH / 横排空间较为局促的状态

USP (simplified two-line version) is suitable for states where the OOH/horizontal space is relatively cramped

标题排版逻辑\_精简USP\_一行

Title Layout Logic \_ Simplified USP\_ One Line

以 Slogan（首字母大写状态下）高度为 “x”

Wordmark 高度为 2x

USP（简化一行版本）高度为 0.7x

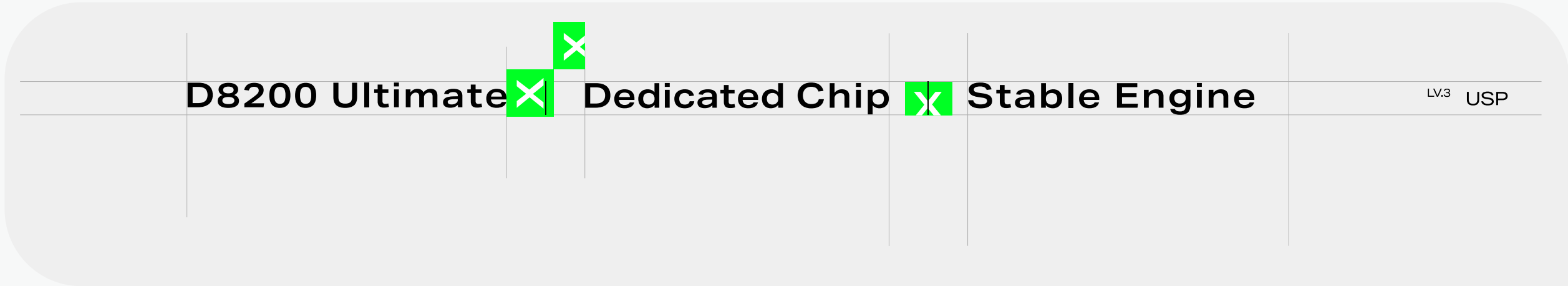
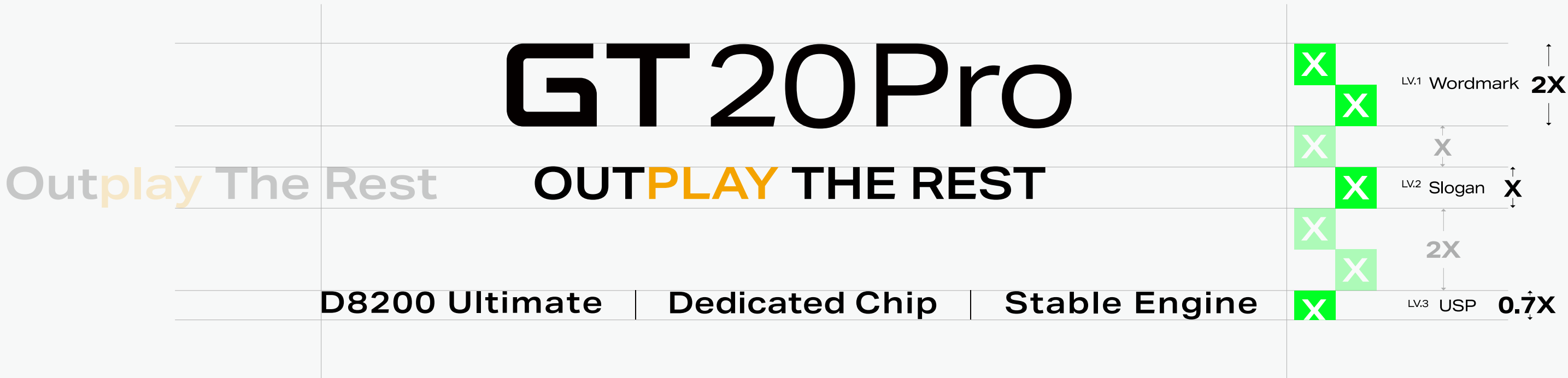
如右图所示

The height of slogan (first letter capitalized): "x"

The height of Wordmark: 2x

The height of USP (simplified one-line version): 0.7x

As shown in the right figure



USP（简化一行）适用于OOH / 横排空间较为宽裕的状态  
USP (simplified one-line version) is suitable for states with sufficient OOH/horizontal space



台卡 规范\_01

Stand Card Standard\_01

- logobox 的高度为画面短边的的 4%，并取整；
2. 产品组合图的主体面积至少占画面宽度的 60%~80%，且居中画面；
3. 主画面文案逻辑：产品型号名 > 产品卖点 > slogan；
4. 画面文案信息为总部暂定文案，区域需更改本地化的文案信息，但请尽可能保持 精准 / 简短 / 等宽
5. 图文区域比例约为 6:4，可以根据内容形式微调，保持图文的和谐
6. 注意排版时产品组合图和文案字体的扭曲变形；
7. 注意文案之间的间距和行距和设计留白空间的均等；
8. 检查各个信息板块的内容是否合理匹配区域。

1. The height of the logo box should be 4% of the short side of the image, rounded to the nearest whole number.
2. The main body area of the product combination images should account for at least 60% to 80% of the width of the image, and be centered in the image.
3. Main image copywriting logic: product model > product selling point > slogan.
4. The text information in the image is tentative from headquarters and needs localization. Ensure it remains accurate, brief, and equally wide.
5. The graphic-to-text area ratio should be about 6:4, with fine adjustments allowed based on content form to maintain visual harmony.
6. Avoid distortion and deformation of images and text during typesetting.
7. Ensure equal spacing between texts, consistent line spacing, and balanced white space.
8. Check whether the content of each information block matches the area reasonably.

边距宽度占比为画面短边的5%

The margin width accounts for 5% of the short side of the image.

Logo 高度为画面短边的4%

The logo height is 4% of the short side of the image.



图片主体宽度占比60%以内

The width of the main body of the image accounts for less than 60%.



设计留白空间的视觉均等  
Visual balance of design whitespace

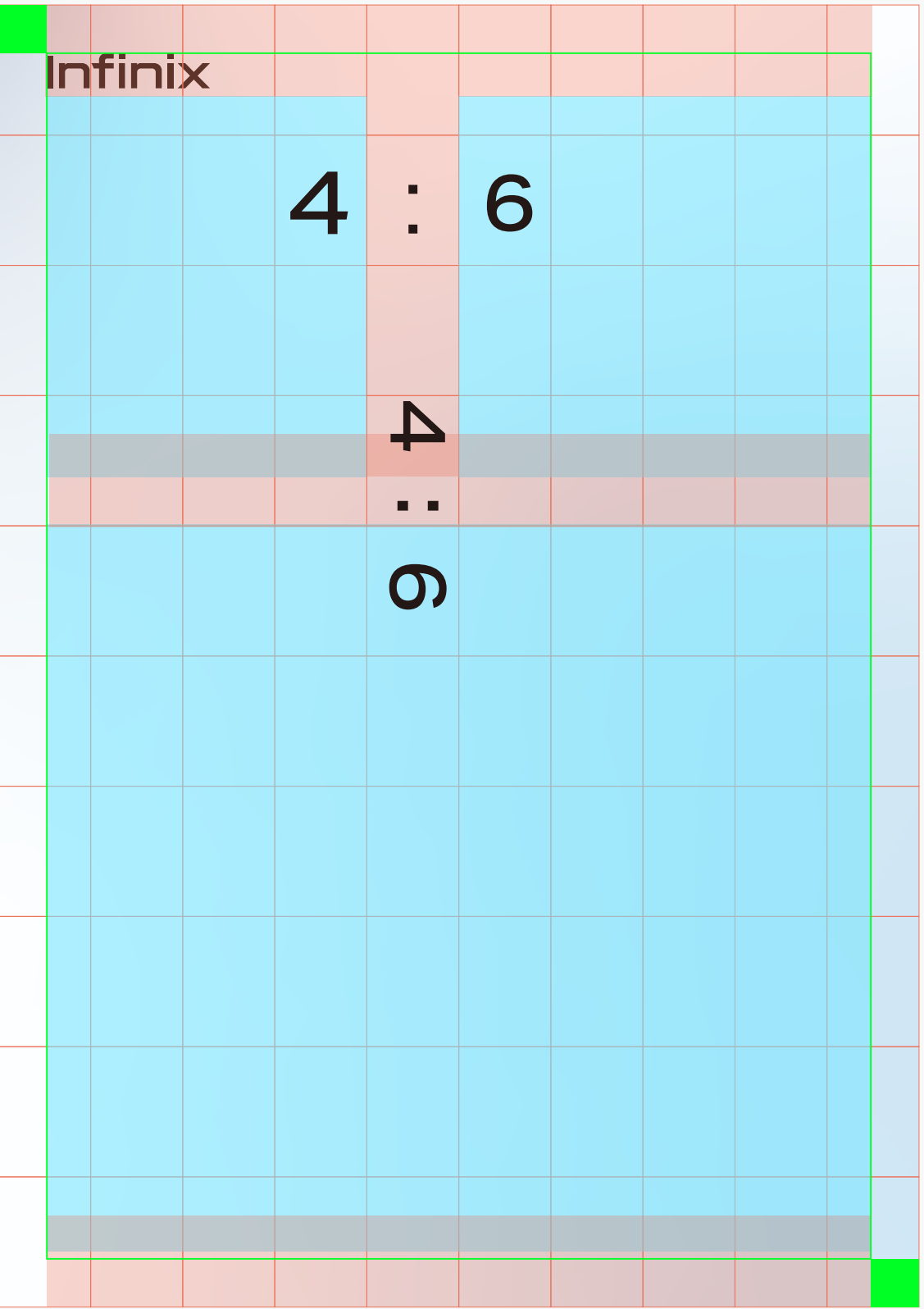
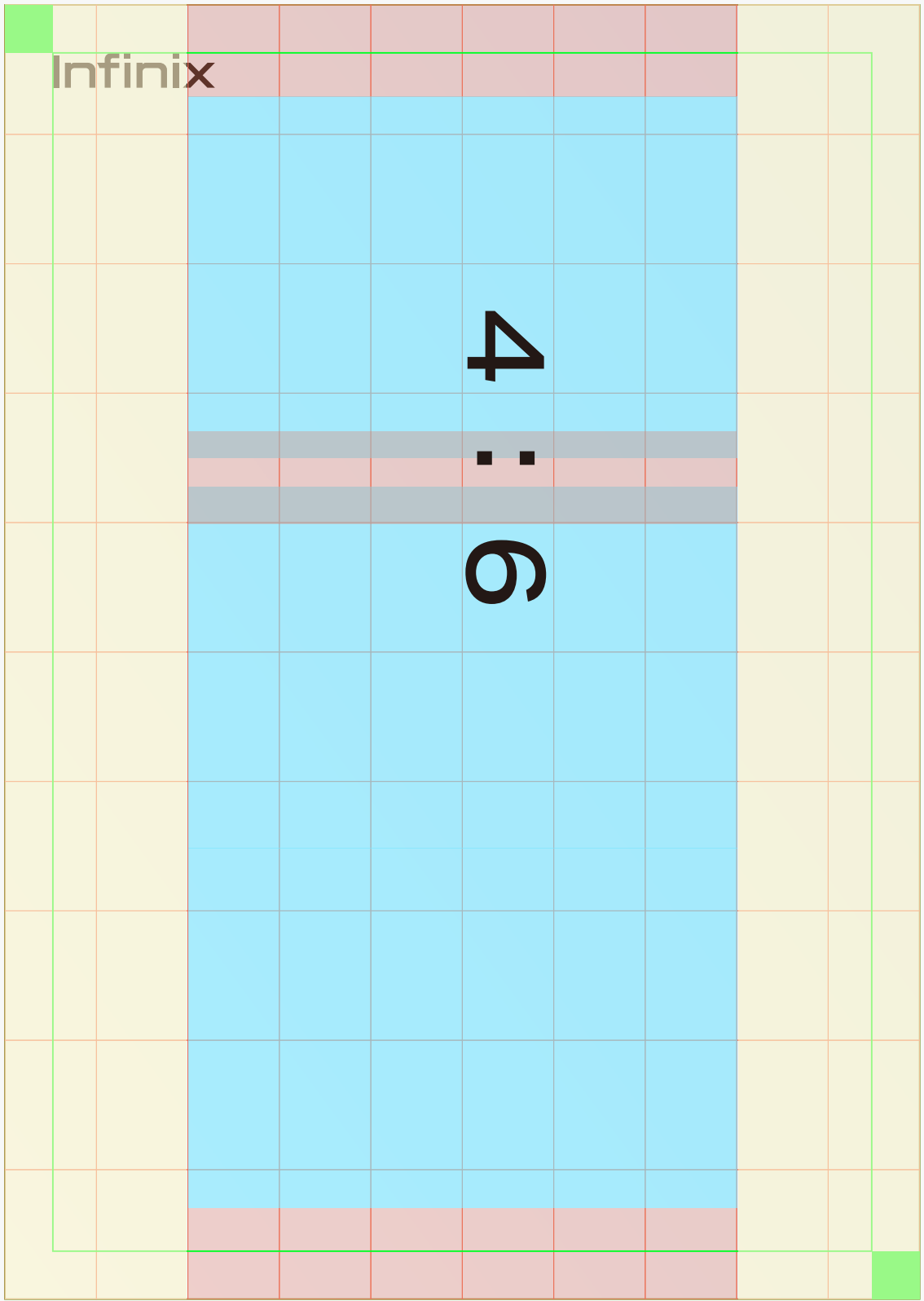
设计留白空间的视觉均等  
Visual balance of design whitespace

10点网格系统  
10-Point grid system

边距范围  
Margin range

台卡 规范\_02

Stand Card Standard\_02







价格标签 规范

Price Tag Standard

- Wordmark 的高度为画面短边的的 5%, 并取整 ;
2. 产品组合图保持调性统一和谐。
3. 文字需精简 , 字体最小不能超过 6pt, 需要保持文字在 600mm 外直观可视。
4. 注意排版时产品组合图和文案字体的扭曲变形 ;
5. 注意文案之间的间距和行距和设计留白空间的均等 ;
6. 检查各个信息板块的内容是否合理匹配区域。
1. The height of Wordmark is 5% of the short side the image, rounded to the nearest whole number.
2. The product combination images maintain a unified and harmonious tone.
3. The text needs to be concise, with a minimum font size of 6pt. Ensure the text remains visible and clear from a distance of 600mm.
4. Avoid distortion and deformation of images and text during typesetting.
5. Ensure equal spacing between texts, consistent line spacing, and balanced white space.
6. Check whether the content of each information block matches the area reasonably.

Wordmark 高度为画面短边的5%

The logo height is 5% of the short side of

边距宽度占比为画面短边的5%

The margin width accounts for 5%of the short side of the image.



设计留白空间的视觉均等  
Visual balance of design whitespace

设计留白空间的视觉均等  
Visual balance of design whitespace

10点网格系统  
10-Point grid system

边距范围  
Margin range





展架 规范

Roll up Stahndard

logobox 的高度为画面短边的的 4%，并取整；

产品组合图的主体面积至少占画面宽度的 60%~80%, 且居中画面 ; 并且根据当地平均身高适配信息位置。

主画面文案逻辑 : 产品型号名 > 产品卖点 >slogan;

画面文案信息为总部暂定文案 ，区域需更改本地化的文案信息，但请尽可能保持 精准 / 简短 / 等宽

图文区域比例约为 2:1，可以根据内容形式微调，保持图文的和谐

注意排版时产品组合图和文案字体的扭曲变形；

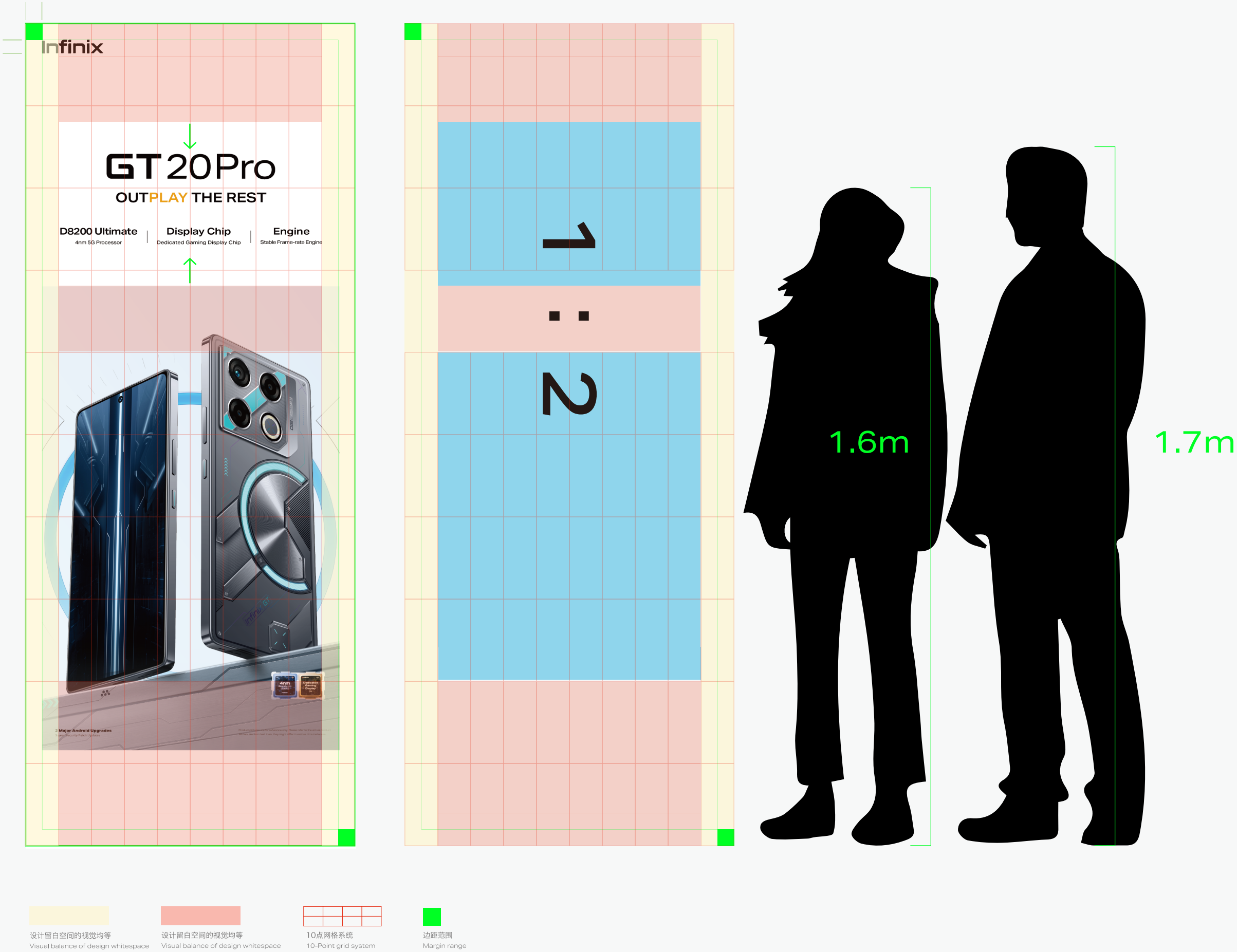
注意文案之间的间距和行距和设计留白空间的均等；

检查各个信息板块的内容是否合理匹配区域。

1. The height of the logo box should be 4% of the short side of the image, rounded to the nearest whole number.
2. The main body area of the product combination images should account for at least 60% to 80% of the width of the image, and be centered in the image. Additionally, the position of the information should be adjusted according to the local average height.
3. Main image copywriting logic: product model > product selling point > slogan.
4. The text information in the image is tentative from headquarters and needs localization. Ensure it remains accurate, brief, and equally wide.
5. The graphic-to-text area ratio is about 2:1, with fine adjustments allowed based on content form to maintain visual harmony.
6. Avoid distortion and deformation of images and text during typesetting.
- 7.Ensure equal spacing between texts, consistent line spacing, and balanced white space.
8. Check whether the content of each information block matches the area reasonably.

边距宽度占比为画面短边的5%  
The margin width accounts for 5% of the short side of the image.

Wordmark 高度为画面短边的4%  
The height of Wordmark is 4% of the short side of the image.



灯箱 规范

LightBox Standard

- logobox 的高度为画面短边的的 4%，并取整；
- 画面保持干净细致，规避排版粗暴画面过满情况；
- 主画面文案逻辑：产品型号名 > 产品卖点 > slogan;
- 画面文案信息为总部暂定文案，区域需更改本地化的文案信息，但请尽可能保持 精准 / 简短 / 等宽
- 图文区域比例约为 2:1，可以根据内容形式微调，保持图文的和谐
- 注意排版时产品组合图和文案字体的扭曲变形；
- 注意文案之间的间距和行距和设计留白空间的均等；
- 检查各个信息板块的内容是否合理匹配区域。

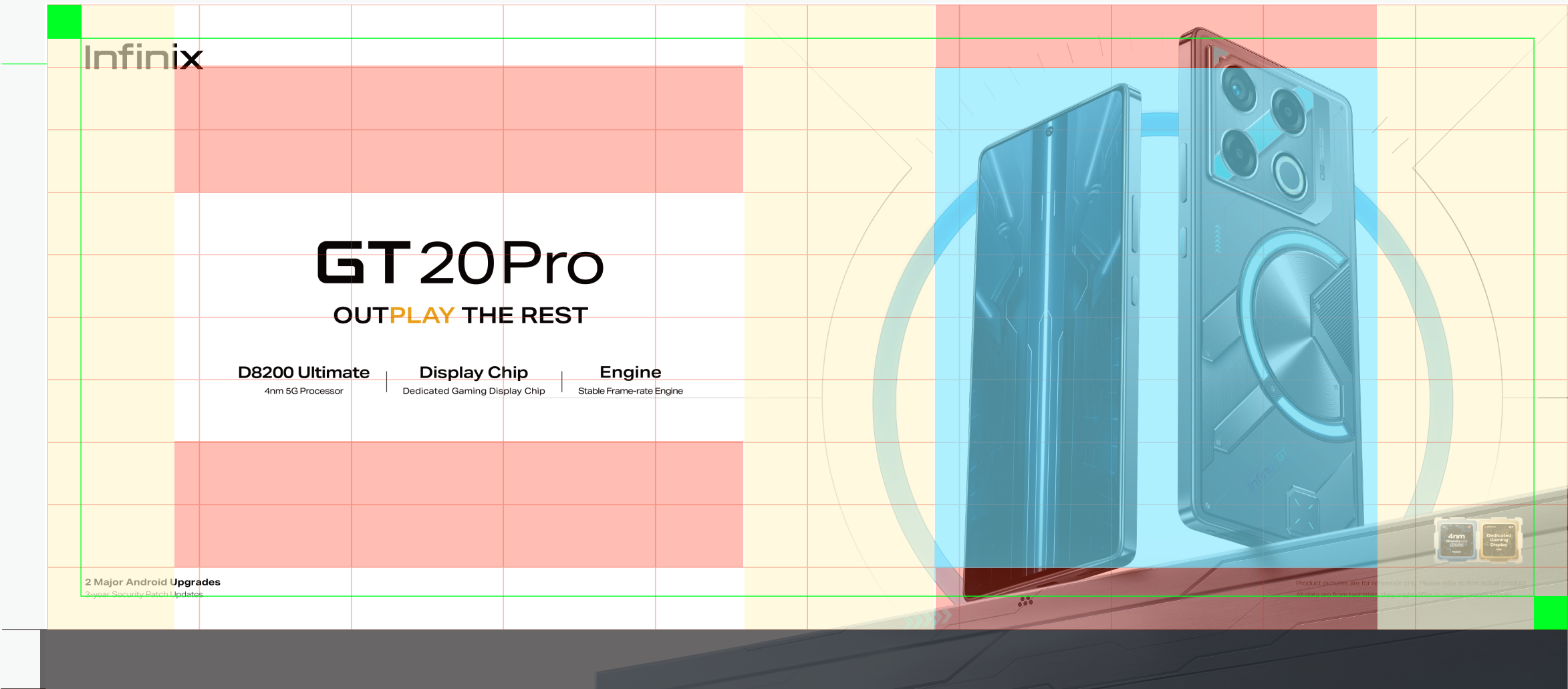
1. The height of the logo box should be 4% of the short side of the image, rounded to the nearest whole number.
2. Keep the image clean and meticulous to avoid rough layout and over-filling of the image.
3. Main image copywriting logic: product model > product selling point > slogan.
4. The text information in the image is tentative from headquarters and needs localization. Ensure it remains accurate, brief, and equally wide.
5. The graphic-to-text area ratio is about 2:1, with fine adjustments allowed based on content form to maintain visual harmony.
6. Avoid distortion and deformation of images and text during typesetting.
7. Ensure equal spacing between texts, consistent line spacing, and balanced white space.
8. Check whether the content of each information block matches the area reasonably.

Logo 高度为画面短边的4%

The logo height is 4% of the short side of

边距宽度占比为画面短边的5%

The margin width accounts for 5% of the short side of the image.



卡槽20mm位置不做设计内容

The 20mm position of the card slot is not designed with content

591\*263(h) mm





# 灯箱 1:5 版式B规范

## LightBox 1:5 Layout B Standard

logobox 的高度为画面短边的的 4%，并取整；

画面保持干净细致，规避排版粗暴画面过满情况；

主画面文案逻辑：产品型号名 > 产品卖点 >slogan;

画面文案信息为总部暂定文案，区域需更改本地化的文案信息，但请尽可能保持 精准 / 简短 / 等宽

当纵横比大于 1:3 时使用版式 B；

注意排版时产品组合图和文案字体的扭曲变形；

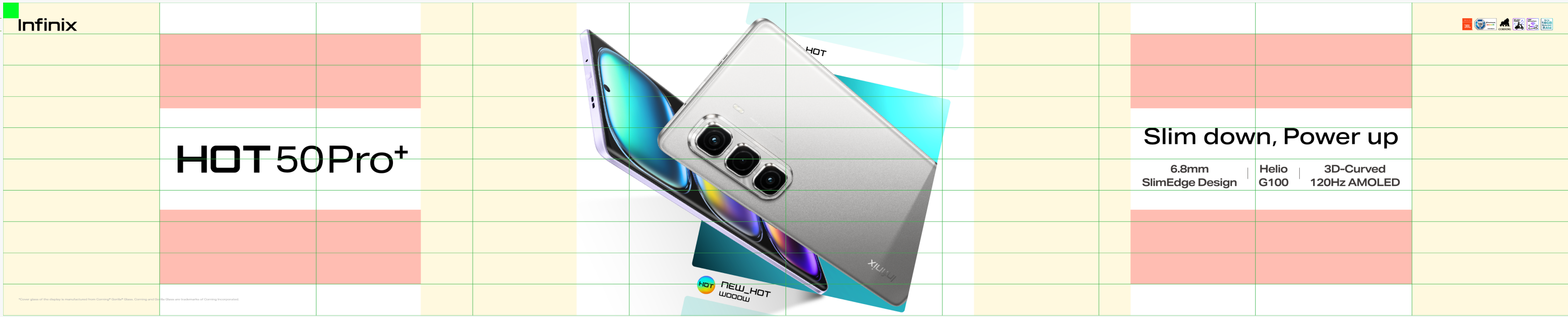
注意文案之间的间距和行距和设计留白空间的均等；

检查各个信息板块的内容是否合理匹配区域。

1. The height of the logo box should be 4% of the short side of the image, rounded to the nearest whole number.
2. Keep the image clean and meticulous to avoid rough layout and over-filling of the image.
3. Main image copywriting logic: product model > product selling point > slogan.
4. The text information in the image is tentative from headquarters and needs localization. Ensure it remains accurate, brief, and equally wide.
5. Use layout B when aspect ratio is greater than 1:3.
6. Avoid distortion and deformation of images and text during typesetting.
7. Ensure equal spacing between texts, consistent line spacing, and balanced white space.
8. Check whether the content of each information block matches the area reasonably.

边距宽度占比为画面短边的5%  
The margin width accounts for 5% of the short side of the image.

Wordmark 高度为画面短边的4%  
The height of Wordmark is 4% of the short side of the image.



- 设计留白空间的视觉均等  
Visual equality of design blank space
- 设计留白空间的视觉均等  
Visual equality of design blank space
- 10点网格系统  
10-Point grid system
- 边距范围  
Margin range
- 禁放区域  
It is forbidden to place dissemination information in this area.
- 出血线  
Bleeding line

OOH 规范

OOH Standard

logobox 的高度为画面短边的的 4%，并取整；

画面保持干净细致，规避排版粗暴画面过满情况；

主画面文案逻辑：产品型号名 > 产品卖点 > slogan；

画面文案信息为总部暂定文案，区域需更改本地化的文案信息，但请尽可能保持 精准 / 简短 / 等宽

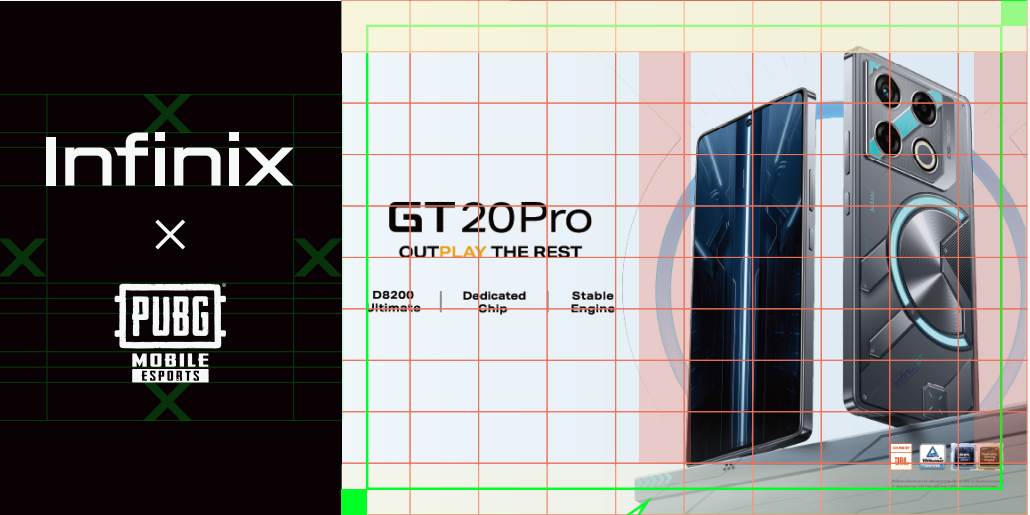
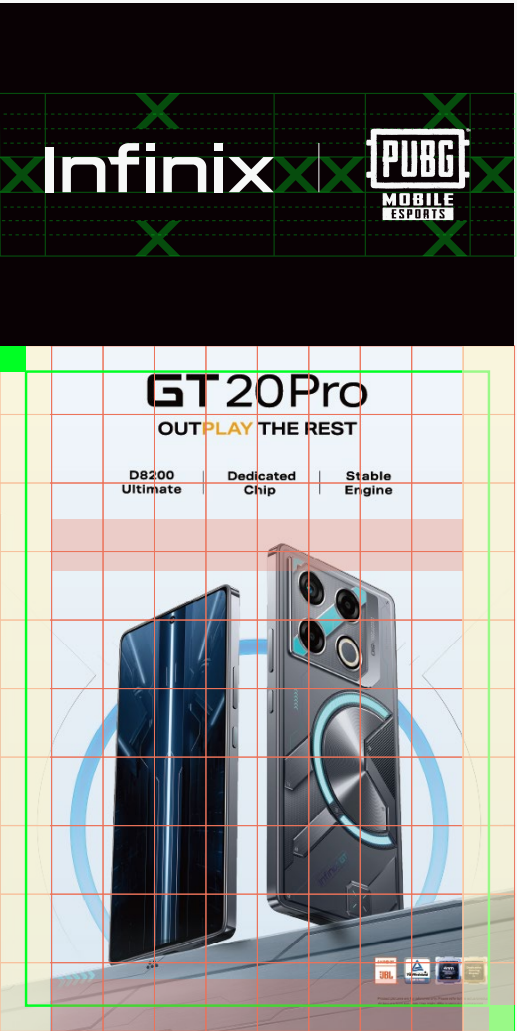
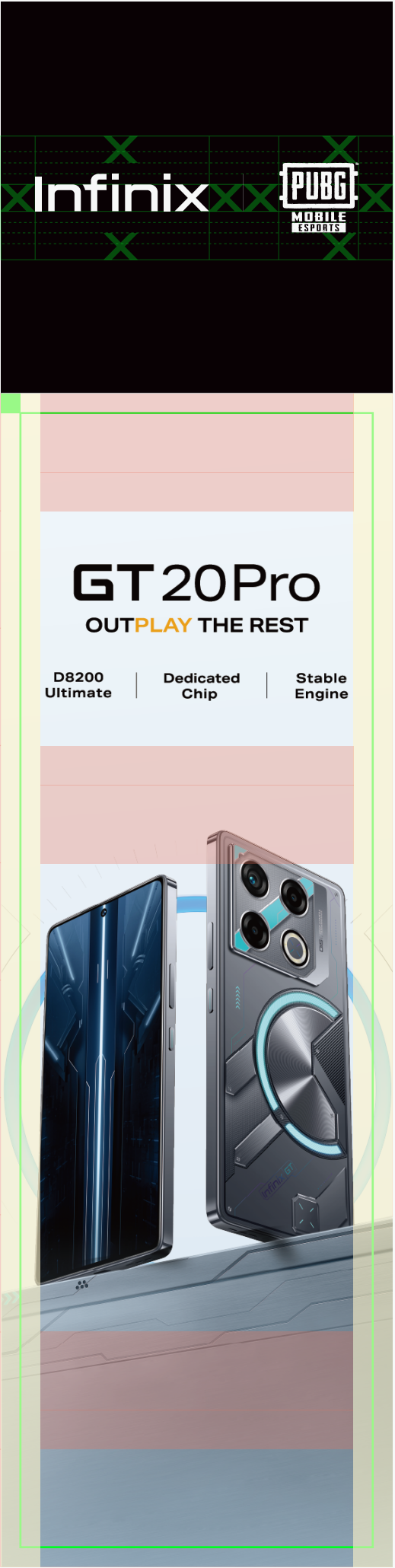
图文区域比例约为 2:1，可以根据内容形式微调，保持图文的和谐

注意排版时产品组合图和文案字体的扭曲变形；

注意文案之间的间距和行距和设计留白空间的均等；

检查各个信息板块的内容是否合理匹配区域。

1. The height of the logo box should be 4% of the short side of the image, rounded to the nearest whole number.
2. Keep the image clean and meticulous to avoid rough layout and overfilling of the image.
3. Main image copywriting logic: product model > product selling point > slogan.
4. The text information in the image is tentative from headquarters and needs localization. Ensure it remains accurate, brief, and equally wide.
5. The graphic-to-text area ratio is about 2:1, with fine adjustments allowed based on content form to maintain visual harmony.
6. Avoid distortion and deformation of images and text during typesetting.
7. Ensure equal spacing between texts, consistent line spacing, and balanced white space.
8. Check whether the content of each information block matches the area reasonably.

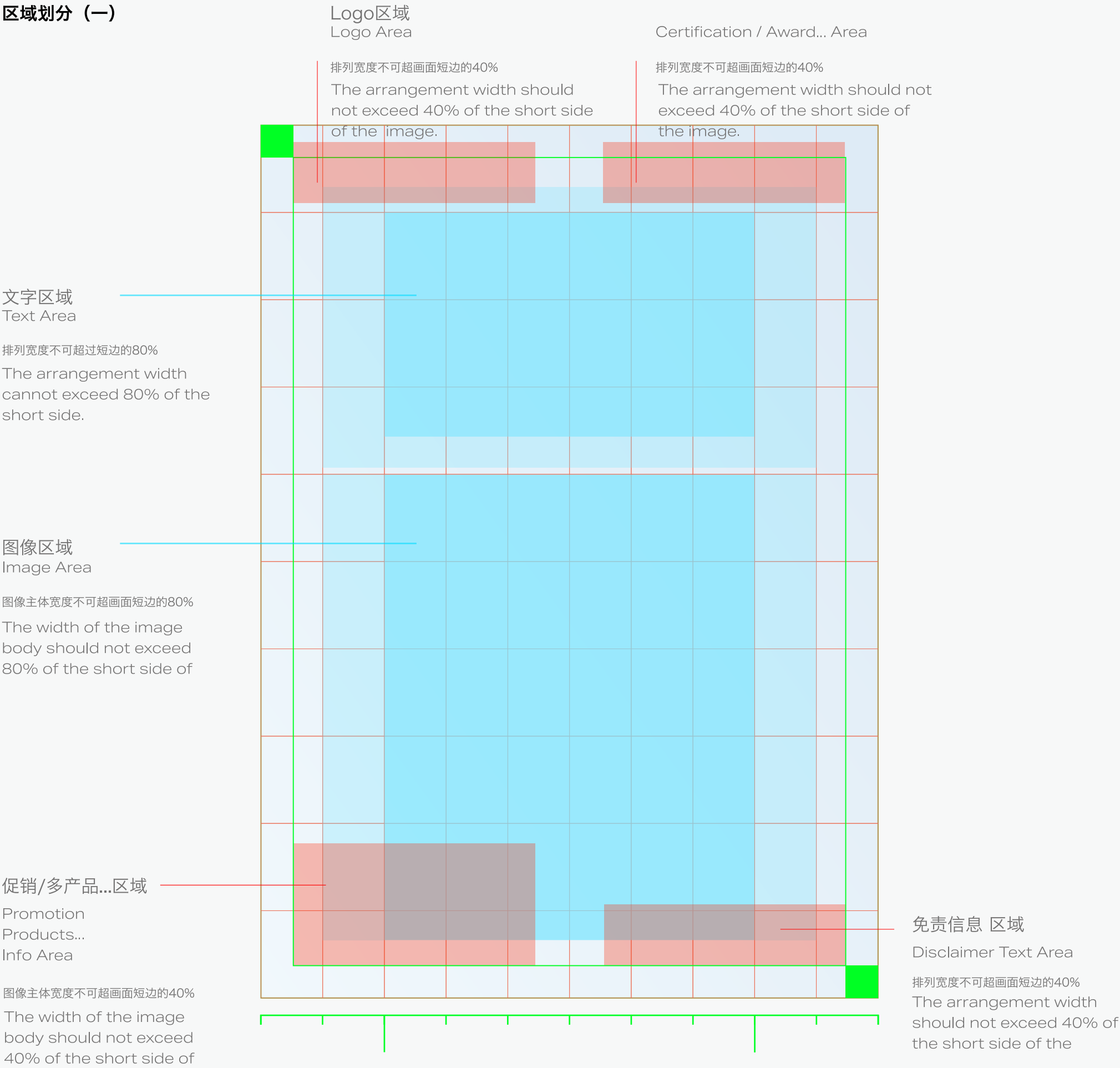


特殊情况下需要切除平台部分时可以以此处理方法  
This method can be used when the platform part needs to be removed in special circumstances



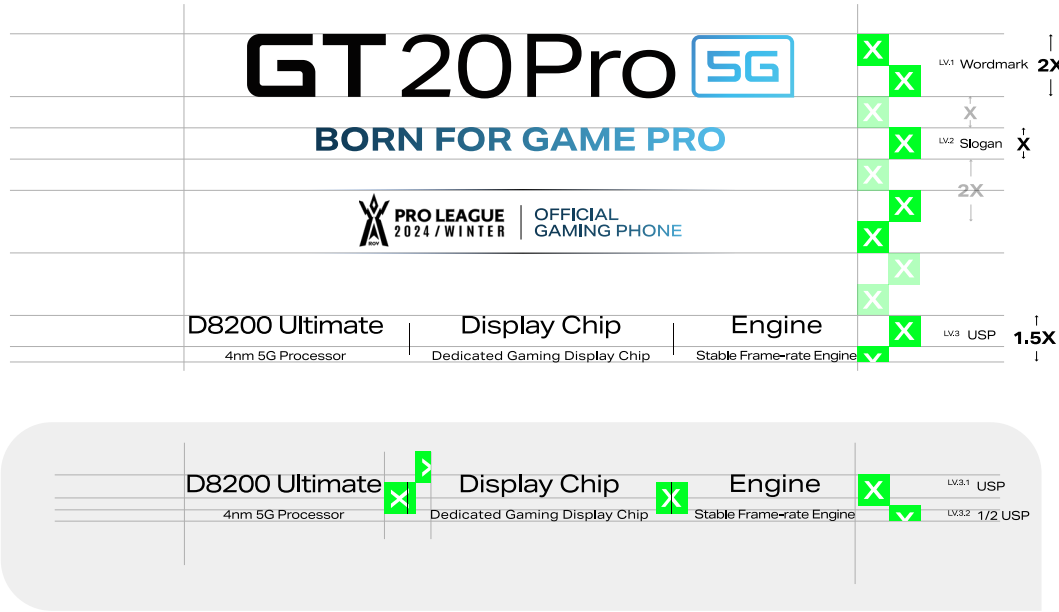
区域内容划分（一）  
Regional Content Division (I)

区域划分（一）





区域内容划分（展架）  
Regional Content Division (Roll-up/X-Stand)



区域划分（展架）

Logo区域  
Logo Area

排列宽度不可超画面短边的40%  
The arrangement width should not exceed 40% of the short side of the image.

荣誉/认证...区域  
Certification / Award... Area

排列宽度不可超画面短边的40%  
The arrangement width should not exceed 40% of the short side of the image.

文字区域  
Text Area

排列宽度不可超过短边的80%  
The arrangement width cannot exceed 80% of the short side.

图像区域  
Img Area

图像主体宽度不可超画面短边的80%  
The width of the image body cannot exceed 80% of the short side of the picture

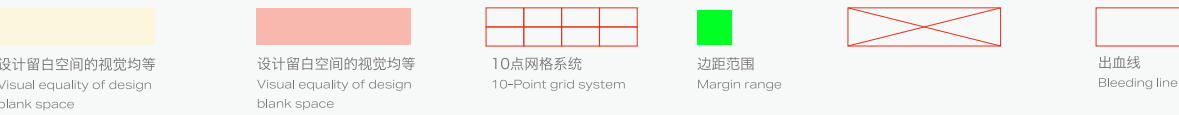
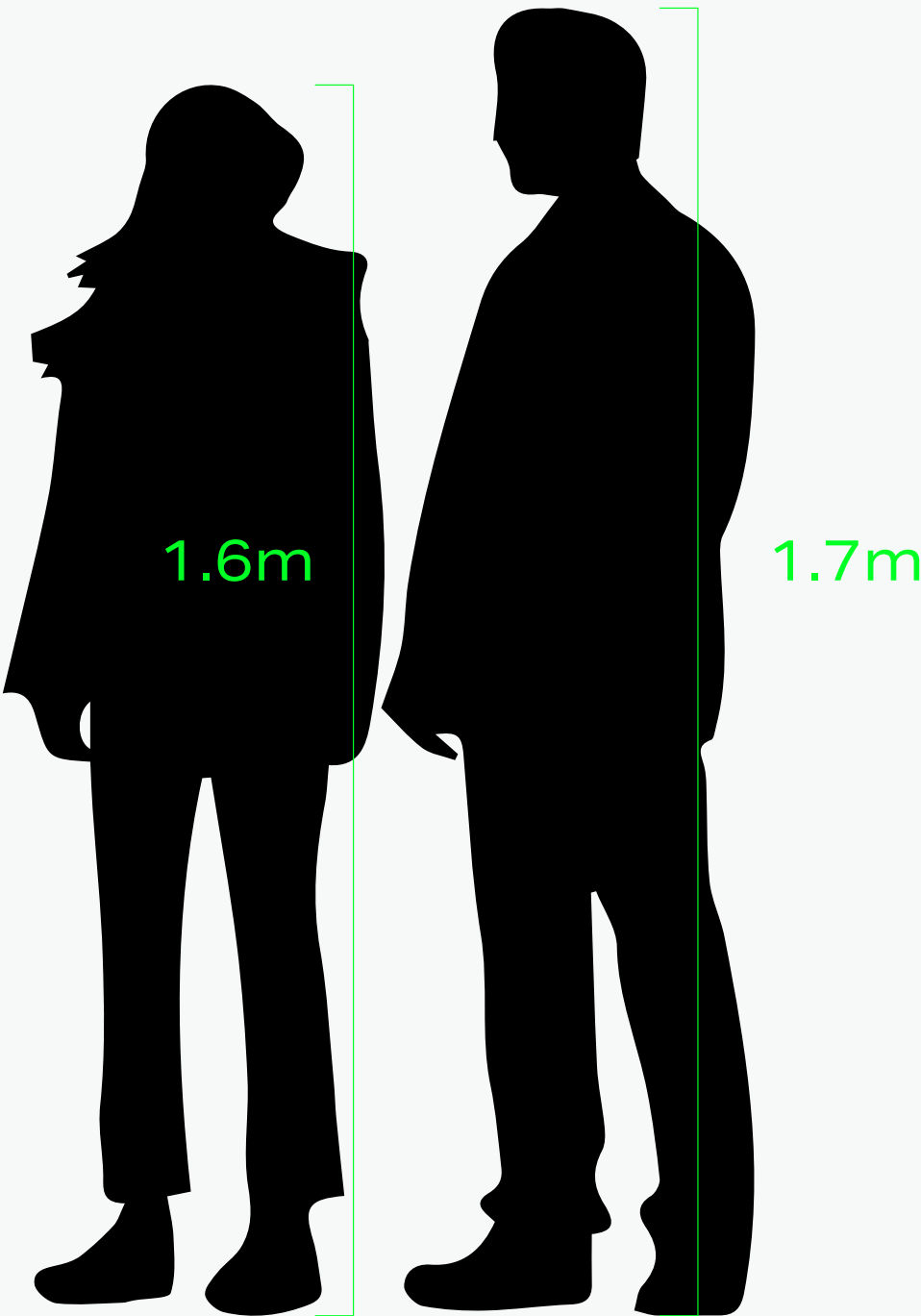
促销/多产品...区域

Promotion  
Products...  
Info Area

图像主体宽度不可超画面短边的80%  
The width of the image body cannot exceed 60% of the short side of the picture.

底部高度的10%不做设计（不放置传播信息）  
No design is made for 10% of the height at the bottom  
(no dissemination information is placed)

示例（二）



区域内容划分（二）  
Regional Content Division (II)

区域划分（二）

Logo区域  
Logo Area

荣誉/认证 or USP Icon....区域  
Certification / Award... Area  
USP Icon Area

排列宽度不可超画面短边的40%  
The arrangement width should not exceed 40% of the short side of the image.

排列宽度不可超画面短边的40%  
The arrangement width should not exceed 40% of the short side of the image.

文字区域  
Text Area

排列宽度不可超过短边的80%  
The arrangement width should not exceed 80% of the short side.

图像区域  
Image Area

图像主体宽度不可超画面短边的80%  
The width of the image body should not exceed 80% of the short side of the image.

促销/多产品...区域  
Promotion  
Products...  
Info Area

图像主体宽度不可超画面短边的40%  
The width of the image body should not exceed 40% of the short side of the image.

免责声明 区域  
Disclaimer Text Area

排列宽度不可超画面短边的40%  
The arrangement width should not exceed 40% of the short side of the image.



设计留白空间的视觉均衡  
Visual balance of design whitespace

设计留白空间的视觉均衡  
Visual balance of design whitespace

10点网格系统  
10-Point grid system

边缘范围  
Margin range

# Infinix

## 店面门头设计规范

### Shop Lintel Deign Standard

Infinix

**HOT 40 SERIES**  
**FAST & FUN**

Helio G99 | 108MP | 120Hz  
Ultra-Speed Processor | 20MP Selfie | Super-Touch Display



X120

Latency Off. Game On.



MIX. MATCH

Snap on a case, wallet, wireless charger, or battery pack.



**FAST CHARGING**  
**XCS**





门头规范-专卖店门头样式

Lintel specification -- lintel styles of franchised shops

无门头样式

- Mall 店建议优选无门头吊挂 LOGO 形式；
- LOGO 位置优先于主客流方向侧；
- LOGO 底部距地 >2400mm；

有门头样式

- 街边店建议优选有门头版；
- 门头使用哑光黑色铝塑板（无缝密拼）；

Style without lintel

- 1. For mall shops, it is suggested to hang the logo without lintel;
- 2. The main passenger flow side is preferred as the logo position;
- 3. The bottom of the logo should be ≥2400mm away from the floor.

Style with lintel

- 1. For corner shops, it is suggested to choose the style with lintel;
- 2. Use matte black aluminum plastic plate（seamless splicing）as the lintel material.



无门头样式  
Style without lintel



有门头样式  
Style with lintel

门头LOGO形式

Form of lintel logo

1. LOGO 高度为“F” (即 LOGO 高度为门头总高度的 40%)，上下安全距离为 “x”；
2. 门头 LOGO 最大高度为 600mm，当门头高度在 1500mm 以上时，LOGO 高度还是为 600mm；
3. 原则上不建议加店名，如一定要加店名，将店名位置在右下角；
4. 英文店名高度为 1/3 “x”，店名长度不允许超过 LOGO 位置的 1/4；
5. 阿拉伯语店名高度为 1/3 “x”，店名长度不允许超过 LOGO 位置的 1/4；
6. 店名字体为 "AktivGroteskEf–Medium”，白色亚克力雕刻

1. The logo height is “F” (i.e., 40% of the overall height of the lintel); the vertical safe distance is 3/4“x”;
2. The maximum height of the lintel logo is 600mm. When the lintel height is above 1500mm, the logo height is still 600mm;
3. In principle, it is not suggested to add the shop name. If the shop name must be added, place it at the lower right corner;
4. The height of the English shop name is 1/3“x”; the length of the shop name should not exceed 1/4 of the logo position;
5. The height of the Arabic shop name is 1/3“x”; the length of the shop name should not exceed 1/4 of the logo position;
6. The font of the shop name is “AktivGroteskEf-Medium”; it is carved from white acrylic.



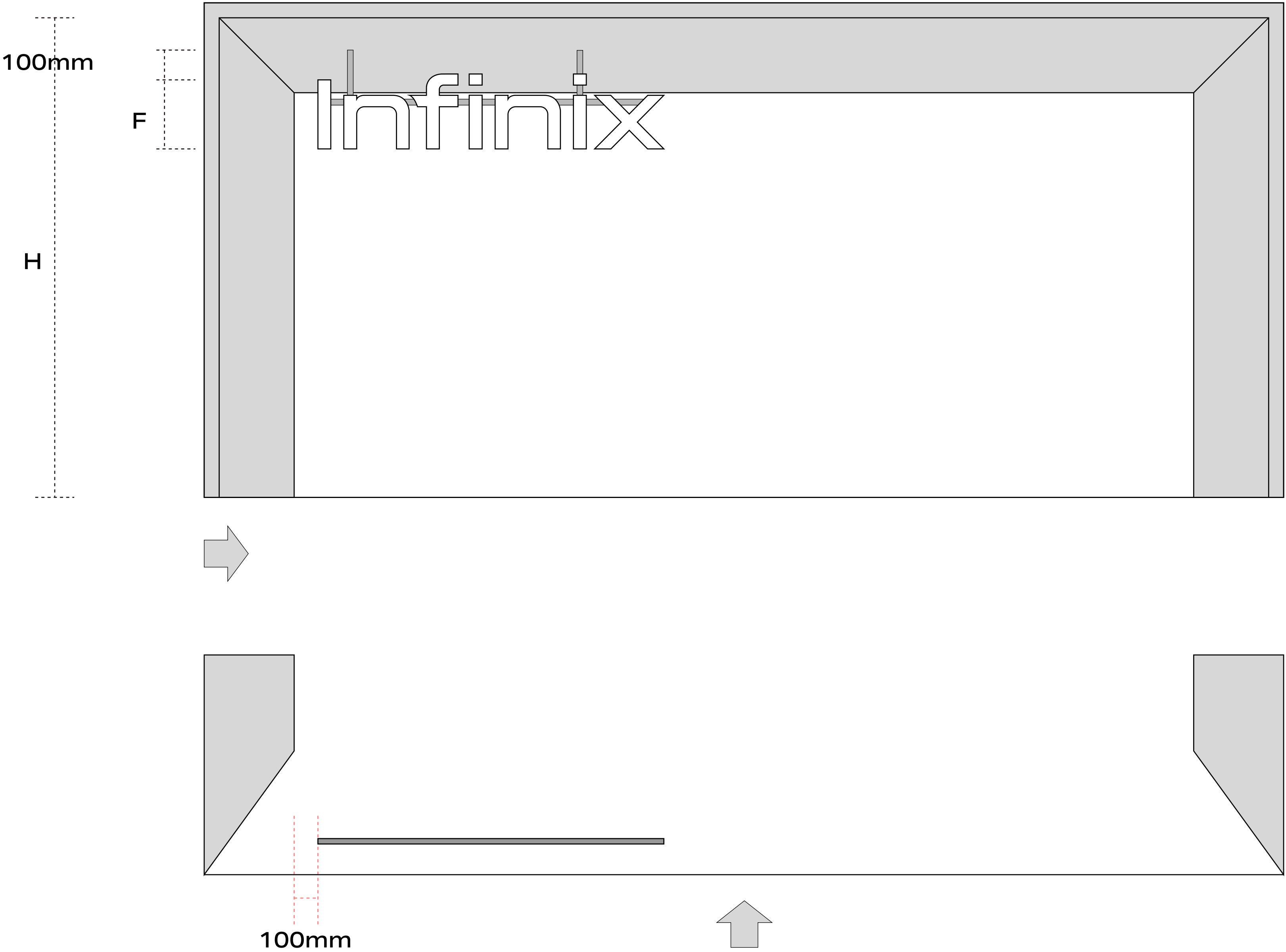
专卖店吊挂LOGO形式  
Hanging the logo in franchised shops

- LOGO 优先置于主客流方向一侧；
- LOGO 距离斜墙末端 100mm；
- LOGO 底边距地≥2400mm；
- LOGO 高度等于立面高度的 11%~12%；
- LOGO 宽度超过外立面宽度的 1/2 时，LOGO 居中摆放；

1. The main passenger flow side is preferred as the logo position;
2. The logo should be 100mm away from the end of the sloping wall;
3. The bottom edge of the logo should be ≥2400mm away from the floor;
4. The logo height is 11%~12% of the façade height;
5. When the logo width exceeds 1/2 of the façade width, center the logo.

吊挂 LOGO 尺寸表 Table of dimensions for hanging the logo;

外立面高度 Façade height (H)	% 外立面高度 Façade height		LOGO 使用高度 Logo height (F)
	11%	12%	
2700	297	324	300
2850	313.5	342	
2860	314.6	343.2	325
3000	330	360	
3010	331.1	361.2	350
3200	352	384	
3210	353.1	385.2	375
3400	374	408	
3410	375.1	409.2	400
3600	396	432	
3610	397.1	433.2	425
3800	418	456	
3810	419.1	457.2	450
4000	440	480	



门头规范-综合门店-无绿色门头

Lintel specification – general shops  
Lintel without green color

- 1.原则上不建议门头加绿色，如一定要加绿色，绿色部分必须发光；
- 2.LOGO高度为“F”，上下安全距离为“X；左右安全距离为“F”
- 3.门头LOGO最大高度为600mm，当门头高度在1500mm以上时，LOGO高度还是为600mm；
- 4.原则上不建议加店名，如一定要加店名，将店名位置在右下角；
- 5.英文店名高度为1/3“X”，店名长度不允许超过LOGO位置的1/4；
- 6.阿拉伯语店名高度为1/3“X”，店名长度不允许超过LOGO位置的1/4；
- 7. 店名字体为“"AktivGroteskEf–Medium”，白色亚克力雕刻；

- 1. In principle, it is not suggested to add green color to the lintel. If green color must be added, the green area must be luminous;
- 2. The logo height is “F”; the vertical safe distance is “X”; the horizontal safe distance is “F”;
- 3. The maximum height of the lintel logo is 600mm. When the lintel height is above 1500mm, the logo height is still 600mm;
- 4. In principle, it is not suggested to add the shop name. If the shop name must be added, place it at the lower right corner;
- 5. The height of the English shop name is 1/3“X”; the length of the shop name should not exceed 1/4 of the logo position;
- 6. The height of the Arabic shop name is 1/3“X”; the length of the shop name should not exceed 1/4 of the logo position;
- 7. The font of the shop name is “AktivGroteskEf-Medium”; it is carved from white acrylic.



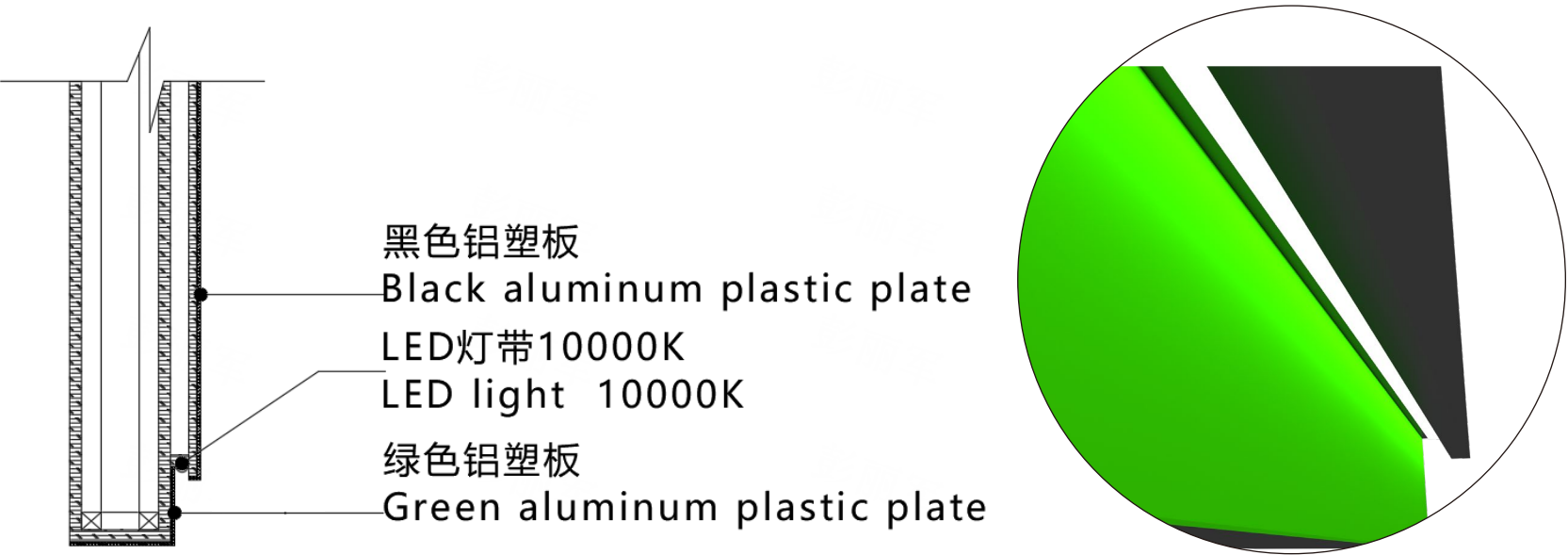


门头规范-零售店-加绿色门头

Lintel specificatio - retail shops  
Lintel with green color

- 1.原则上不允许门头加绿色，如一定要加绿色，绿色部分必须发光；
- 2.绿色高度为门头总高(H)的1/10；
- 3.英文店名高度为1/3"X"，店名长度不允许超过LOGO位置的1/4；
- 4.阿拉伯语店名高度为1/3“X”，店名长度不允许超过LOGO位置的1/4；
- 5.店名字体为"AktivGroteskEf-Medium”，白色亚克力雕刻；

- 1. In principle, it is not allowed to add green color to the lintel. If green color must be added, the green area must be luminous;
- 2. The height of the green area is 1/10 of the overall height of the lintel (H);
- 3. The height of the English shop name is 1/3"X"; the length of the shop name should not exceed 1/4 of the logo position;
- 4. The height of the Arabic shop name is 1/3"X"; the length of the shop name should not exceed 1/4 of the logo position;
- 5. The font of the shop name is "AktivGroteskEf-Medium"; it is carved from white acrylic.



门头规范–国代联名LOGO

Lintel specification – joint logo with national agent

品牌logo间隔如图示,分割线高度为1个"F", 宽度为1/5个"I";

合作伙伴logo高度为"infinit"logo"n"的高度;

The spacing between the brand logos is As shown in the figure; the height of the dividing line is 1"F"; the width is 1/5"I".

The height of the partner logo is the height of "n" in the "Infinix" logo.



Infinix | MEDiatek



Infinix | MEDiatek

Infinix | MEDiatek

门头规范–国代联名LOGO

Lintel specification – joint logo with national agent

品牌logo间隔如图示,分割线高度为1个"F", 宽度为1/5个"I";

合作伙伴logo高度为"infinif"logo"n"的高度;

The spacing between the brand logos is As shown in the figure; the height of the dividing line is 1"F"; the width is 1/5"I".  
The height of the partner logo is the height of "n" in the "Infinix" logo.



Infinix | YouTube



Infinix | YouTube

Infinix | YouTube