



Ministry of Health  
Republic of Maldives

# Design and Layout Requirements for Health Warnings

## Under

# Regulation 2025/R-21 “General Regulations on Tobacco Control” First Amendment

Specifications for design and layout features for Health Warnings, based on  
product type and packaging

<b>TITLE</b>	Design and Layout requirements for Health Warnings under Regulation 2025/R-21, “General Regulations on Tobacco Control”- First Amendment
<b>AUTHOR</b>	Ministry of Health
<b>PUBLISHED DATE</b>	29 July 2025
<b>EFFECTIVE DATE</b>	29 July 2025
<b>COMPLIANCE DEADLINE FOR AMENDMENTS</b>	28 January 2026 (New requirements or amendments or provisions cited here, must be complied with, latest by this date for all products imported and sold in Maldives. Importers are cautioned against importing goods closer to the deadline in quantities that may not be sold out to consumers by the deadline)
<b>TARGET AUDIENCE</b>	Importers, manufacturers, distributors, wholesalers and retailers of tobacco products, enforcement agencies and officials, and public
<b>AMENDMENTS INCLUDED</b>	This Amendment introduces or amends following provisions or sections thereof; <b>General Conditions:</b> 10, 15, 20, 21 and 24 AMENDED <b>Exceptions &amp; Notes:</b> AMENDED (exceptions for tobacco products used in electronic devices, including heated tobacco products removed) <b>Health Warnings:</b> Exhibit 33-NEW-Provisions for smokeless nicotine products that do not contain tobacco leaf

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

<b>CAUTIONARY NOTICE</b>	<b>1-These basic design and layout features are intended to guide manufacturers, importers and distributors. In order to fully comprehend and comply with the legal requirements, these must be read and interpreted in parallel with the relevant regulation.</b> <b>2-Compliance deadlines apply to both importation and sale .(It would be illegal to sell stock remaining from goods imported or distributed to retail outlets, on or closer to deadline)</b>
<b>CONTACTS</b>	<b>Queries may be directed to Health Protection Agency, via e-mail:</b> <a href="mailto:info@hpa.gov.mv">info@hpa.gov.mv</a> cc: <a href="mailto:tobaccofreemaldives@hpa.gov.mv">tobaccofreemaldives@hpa.gov.mv</a>

**Some of the key features and conditions to be ensured when placing health warnings.**

**General conditions applicable to all health warnings on all product types and packaging covered here**

- 1- Health Warnings are a combination of textual elements and visuals, of which the number of elements, their sizes, their arrangements and locations on the packaging may differ depending on the product type, or the shapes and sizes of packages and available surfaces
- 2- Unless, exceptions or exclusions are expressly mentioned here, manufacturers are required to adhere to the design and layout features as illustrated and explained herein.
- 3- The health warning must cover the entire area that is reserved for it, and where elements of the combined health warnings when stacked share common separation lines, there should be no gaps
- 4- Unless indicated otherwise herein, the combined health warnings should occupy at least 90% of the surfaces designated for health warning
- 5- The exact wording prescribed must be used (warnings must not be commented on or paraphrased)
- 6- The dimensions of a health warning must be calculated in relation to the area of the surface concerned when the pack is closed. The indicative proportionate percentages for each element may be prescribed or illustrated in this document
- 7- The elements of a health warning must remain intact when the pack is open, unless indicated otherwise
- 8- In the case of a unit pack with a flip-top lid, the combined health warning may be split when the pack is opened, but only in a manner which ensures the graphical integrity and visibility of the text, photograph and smoking cessation information
- 9- The health warnings texts must be in Dhivehi language, in the color combinations, fonts indicated, and images in four color printing clearly visible
- 10- Health warnings must be permanent and irremovably printed on the outside packaging of unit packets of tobacco products
- 11- Health warnings other than those prescribed herein, may not be permitted as alternative health warnings

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

- 12- All elements of health warning must have minimum resolution of 300 dpi when printed on actual size
- 13- Any overlays/cellophane packaging seals or holder tags for cigarette (soft) packs and other designs shall be transparent, uncolored and unmarked (except for any black marks required to cover a barcode. In case the tag/seal for soft packs is opaque, the health warning shall be placed from bottom up)
- 14- Health warnings shall not be partially or totally hidden or interrupted by wrappers, jackets or boxes. In case, a tobacco unit package is placed in another retail container, then health warning should appear on such containers as well
- 15- In the case of a unit pack of a tobacco product that has less than 3cm in size in diameter or diagonally, textual health warning prescribed for that product type may be used. However, if a specific health warning is prescribed for a product type, irrespective if packet size, then such health warnings must be used.

**Some prohibitive features and actions related to health warning and other labelling aspects**

- 16- To ensure the design is not the victim of aesthetic vandalism, the general rule to abide by is to not change, alter, modify any part of the general designs provided
- 17- Fonts shall not be altered no matter how close it might look
- 18- Do not resize or change the position of the elements
- 19- Do not change the colors even if they look similar. Use the official color specifications provided
- 20- No graphic health warnings shall be reduced below 3cm in height, width and/or diameter or diagonally.

**Misleading descriptors or practices not permissible as part of labelling**

- 21- Discounts, 2-for-1 offers, price reductions or similar offers, or any message, illustration or depiction of any element anywhere on the product or package, that may constitute tobacco advertising promotion and sponsorship
- 22- Indication that the product is less harmful than other products (eg. Mild , light, etc)
- 23- Indication that the product has health or lifestyle benefits
- 24- Indication that the product has vitalizing, energizing, healing, rejuvenating, natural or organic properties, or has features or characteristics that give a positive consumer experience
- 25- Indication that the product has environmental benefits
- 26- Indication of tastes, smells or flavors (whilst cigarettes are permitted to have menthol flavor)
- 27- Appearance of a food or cosmetic product
- 28- Any wrapper must be transparent, uncolored, smooth and flat
- 29- Wrappers must not have anything attached but they may have a tear tape (either clear or black) and 1 barcode.
- 30- Inserts and onsets are not permissible

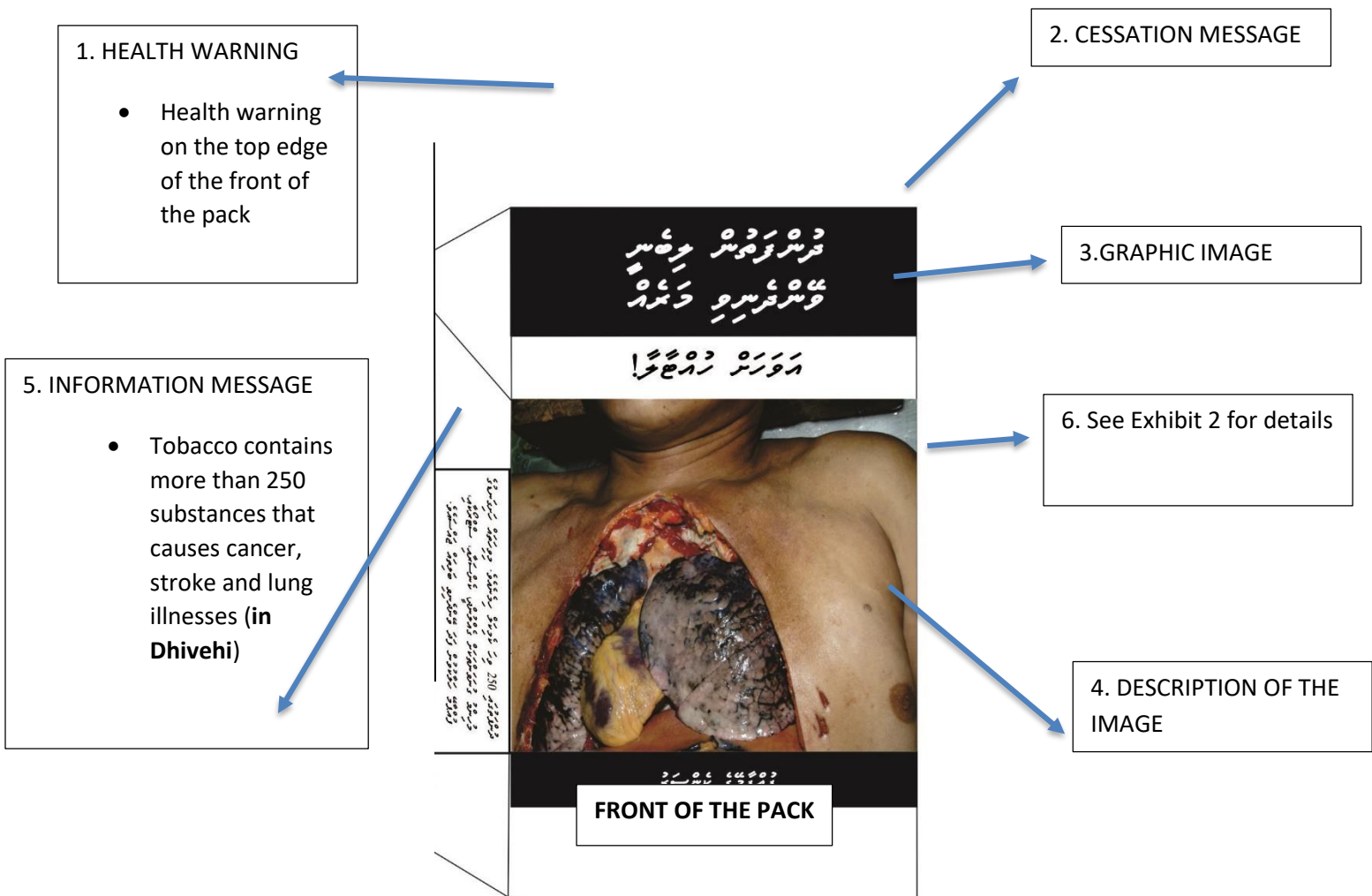
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exceptions & Notes (if any):** For products or packaging presentations that are not described here, please contact the author of these guidelines.

**DESIGN AND LAYOUT FEATURES FOR DIFFERENT TYPES OF PRODUCTS, AND SIZES AND SHAPES OF PACKAGING (SPECIFIC HEALTH WARNING AND OTHER LABELLING ELEMENTS ARE ILLUSTRATED)**

**SECTION A: (Exhibits 1 and 2)** This section sets out requirements for the back, front and sides of cigarette or similar packs. The images below are mock-ups of the back and side of a pack fully compliant with the regulation. This illustration shows the locations on the cigarette pack for the different elements (numbered from 1 to 6) of combined health warning. Elements 1,3,4 differs for smokeless products (See **Section B** for details), and for packages and products for which textual only health warning is prescribed

**EXHIBIT-1: Front and side (any one side) of pack**





DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**SECTION B: (Exhibits 3-13)** This section illustrates individual elements of the combined health warnings as well as colors, color codes and fonts applicable to those elements. Elements illustrated from Exhibits 4-13 also include editable versions of the specific elements

**EXHIBIT-3: Font type, color codes for textual messages, color combinations for the image**

- Font Type: Faruma®
- Printing Color Profile: CMYK
- Color Codes
  - Black: C75 M68 Y67 K90
  - White: C0 M0 Y0 K0
  - Red: C0 M100 Y100 K0
  - Deep Yellow: C0 M20 Y100 K0

**Exhibit-4: Graphic image for smoking and heated tobacco products**



**Exhibit-6: Description of image on smoking and heated tobacco products**

تورچوړې ناستوګر  
تورچوړې ناستوګر

**Exhibit-5: Graphic image for smokeless products, excluding nicotine products not containing tobacco leaf**



**Exhibit-7: Description of image on smokeless products, excluding nicotine products not containing tobacco leaf**

نرسکې برې ناستوګر  
نرسکې برې ناستوګر

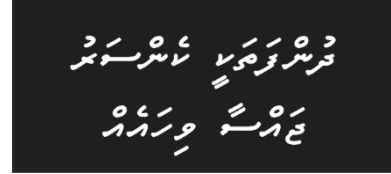
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-8: Health warning message on smoking and heated tobacco products**



تدخين التبغ ومنتجاته يضر صحتك

**Exhibit-9: Health warning message on smokeless products, excluding nicotine products not containing tobacco leaf**



استنشاق التبغ ومنتجاته يضر صحتك

**Exhibit-10: Cessation message for smoking and smokeless products**

ارح نفسك من التبغ!

ارح نفسك من التبغ!

**Exhibit-11: cessation advice for smoking and smokeless products**

سواء كنت تدخن سيجارة أو تدخن منتجات التبغ، فاستشر طبيبك للحصول على نصائح للتوقف عن التدخين

**Exhibit-12: Explanatory message for smoking and heated tobacco products**

تدخين التبغ 250 وورق التبغ يضر صحتك. جوارح التبغ تضر صحتك و  
تزيد من خطر الإصابة بأمراض القلب، سرطان الرئة، وأمراض الجهاز التنفسي.  
وقد يؤدي استنشاق منتجات التبغ إلى الإصابة بأمراض الجهاز التنفسي.

تدخين التبغ 250 وورق التبغ يضر صحتك.  
جوارح التبغ تضر صحتك و تزيد من خطر الإصابة بأمراض القلب،  
سرطان الرئة، وأمراض الجهاز التنفسي. وقد يؤدي استنشاق  
منتجات التبغ إلى الإصابة بأمراض الجهاز التنفسي.

**Exhibit-13: Explanatory message for smokeless products, excluding nicotine products not containing tobacco leaf**

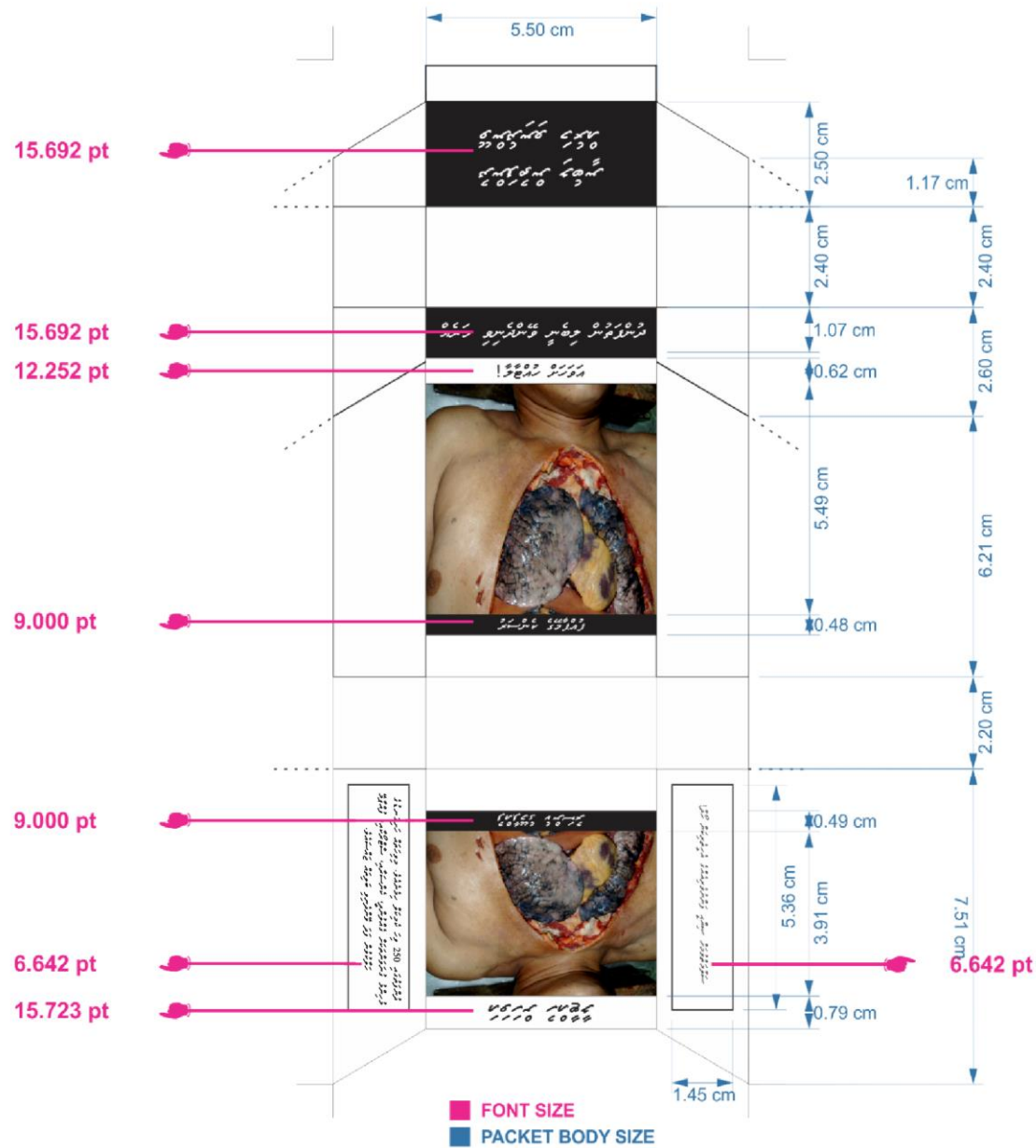
تدخين التبغ يضر صحتك. استنشاق التبغ يضر صحتك. جوارح التبغ تضر صحتك و  
تزيد من خطر الإصابة بأمراض القلب، سرطان الرئة، وأمراض الجهاز التنفسي.  
وقد يؤدي استنشاق منتجات التبغ إلى الإصابة بأمراض الجهاز التنفسي.

تدخين التبغ يضر صحتك. استنشاق التبغ يضر صحتك. جوارح التبغ تضر صحتك و  
تزيد من خطر الإصابة بأمراض القلب، سرطان الرئة، وأمراض الجهاز التنفسي.  
وقد يؤدي استنشاق منتجات التبغ إلى الإصابة بأمراض الجهاز التنفسي.

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

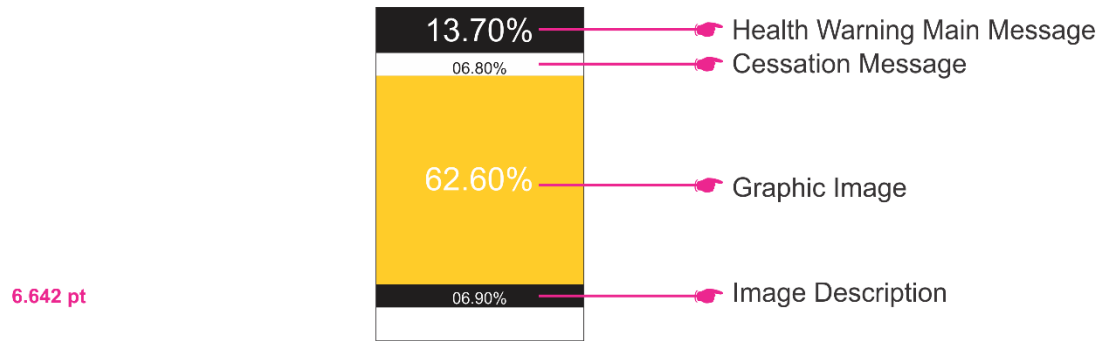
**Design and layout requirements for Smoking and heated tobacco products**

**Exhibit-14: This illustration shows indicative sizes for various elements of the combined health warning for cigarette or similar pack**



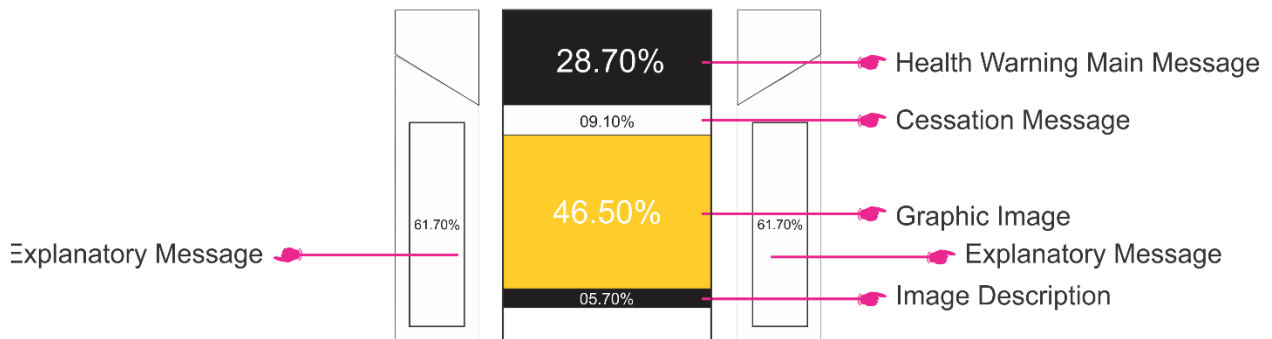
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-15: This illustration shows indicative minimum proportions (as a percentage of the designated surface) for various elements of the combined health warning for FRONT of cigarette or similar pack**



BACK

**Exhibit-16: This illustration shows indicative minimum proportions (as a percentage of the designated surface) for various elements of the combined health warning for BACK of cigarette or similar pack**



FRONT

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-17: This illustration shows indicative sizes for various elements of the combined health warning for cigarette or similar carton

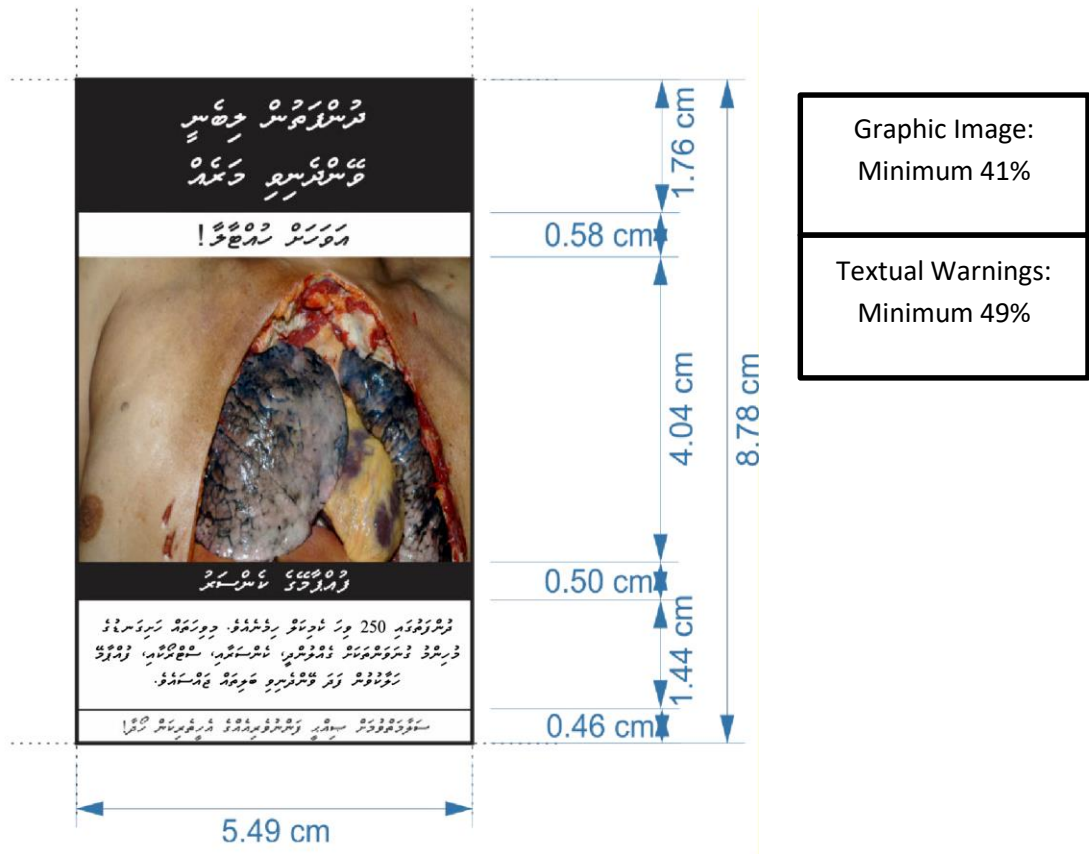


Graphic Image: Minimum 50%

Textual warning: minimum 40%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-18: This illustration shows indicative sizes for various elements of the combined health warning for cuboid designs



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-19: This illustration shows indicative sizes for various elements of the combined health warning for TOP surface of SMALL cylindrical containers/packages (between 3cm to 7cm in Diameter, discounting the lid)**



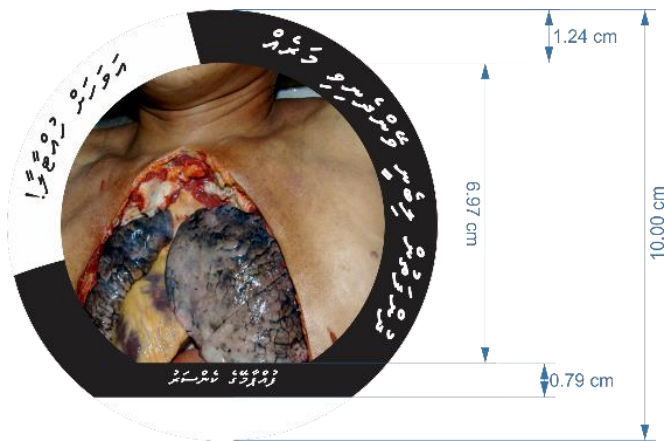
Graphic Image: Minimum  
70%

Textual warning:  
Minimum 20%



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-20: This illustration shows indicative sizes for various elements of the combined health warning for TOP surface of LARGER cylindrical containers/packages (more than 7cm in Diameter, discounting the lid)**



Graphic Image: Minimum  
70%

Textual warning:  
Minimum 20%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-21 (5 items):** This illustration shows indicative sizes for various elements of the combined health warning on the SIDE surface (circumference) cylindrical packages. These health warnings may be placed as a band around the container/package as appropriate, based on the height-width ratio



If Height of the combined health warning is less than or equal 30% of its width:  
Graphic Image minimum: 20%  
Cessation Advice minimum: 70%



If Height of the combined health warning is more than 30% of its width:  
Graphic Image minimum: 50%  
Text warning minimum: 40%



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS



If Height of the combined health warning is less than or equal 30% of its width:

Graphic Image minimum: 20%

Cessation Advice minimum: 70%



If Height of the combined health warning is more than 30% of its width:

Graphic Image minimum: 50%

Text warning minimum: 40%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-22 (2 items): This illustration shows indicative sizes for various elements of the combined health warning on cigar TUBES**



**NOTE:** Text warning only to be included if the height/length is less than 15 cm, discounting the lid

**NOTE:**

If Height of the combined health warning is less than or equal to 30% of its width:

Graphic Image should be minimum 20%

Textual warning should be minimum 70%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-23: This illustration shows indicative sizes for various elements of the combined health warning for cube shapes



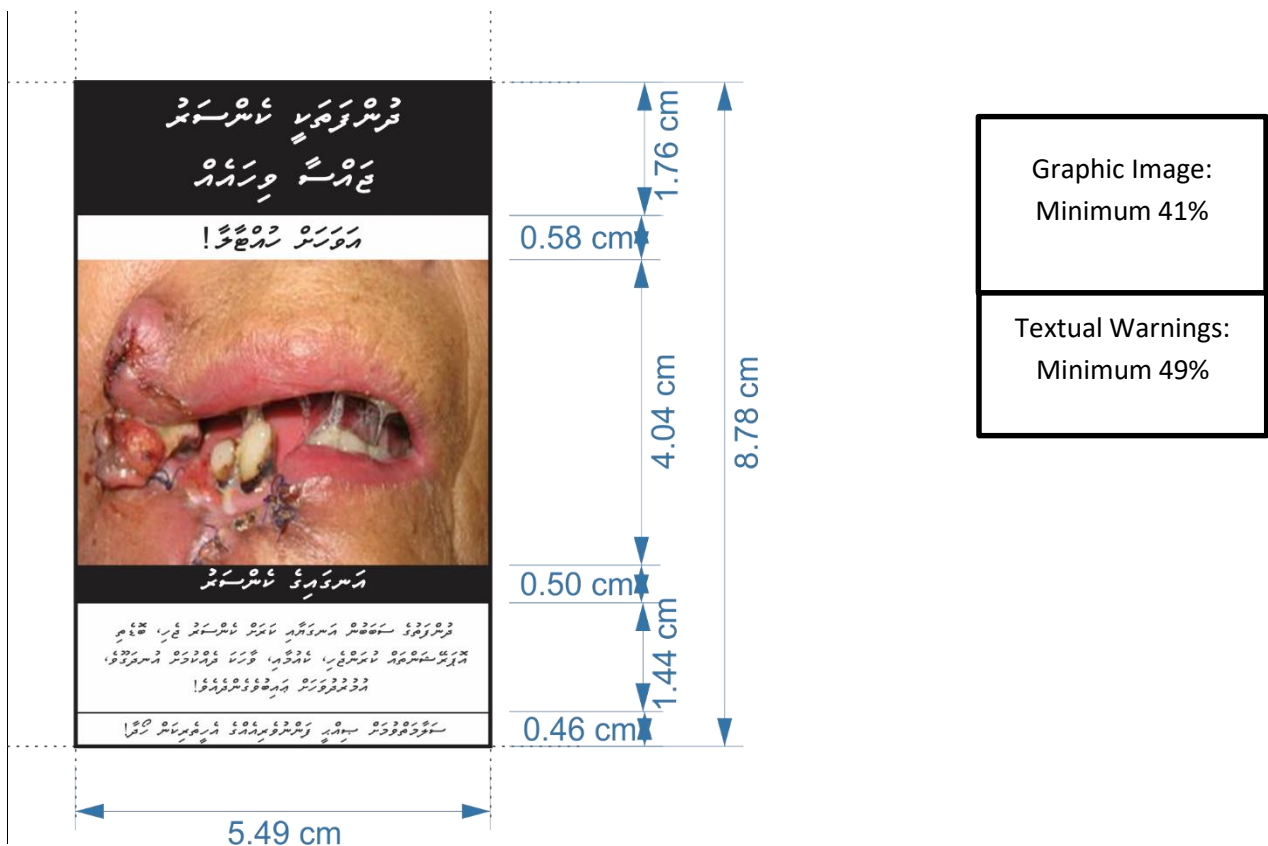
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-24: This illustration shows indicative sizes for various elements of the combined health warning for any product that has less than 3 cm in diameter or diagonally.



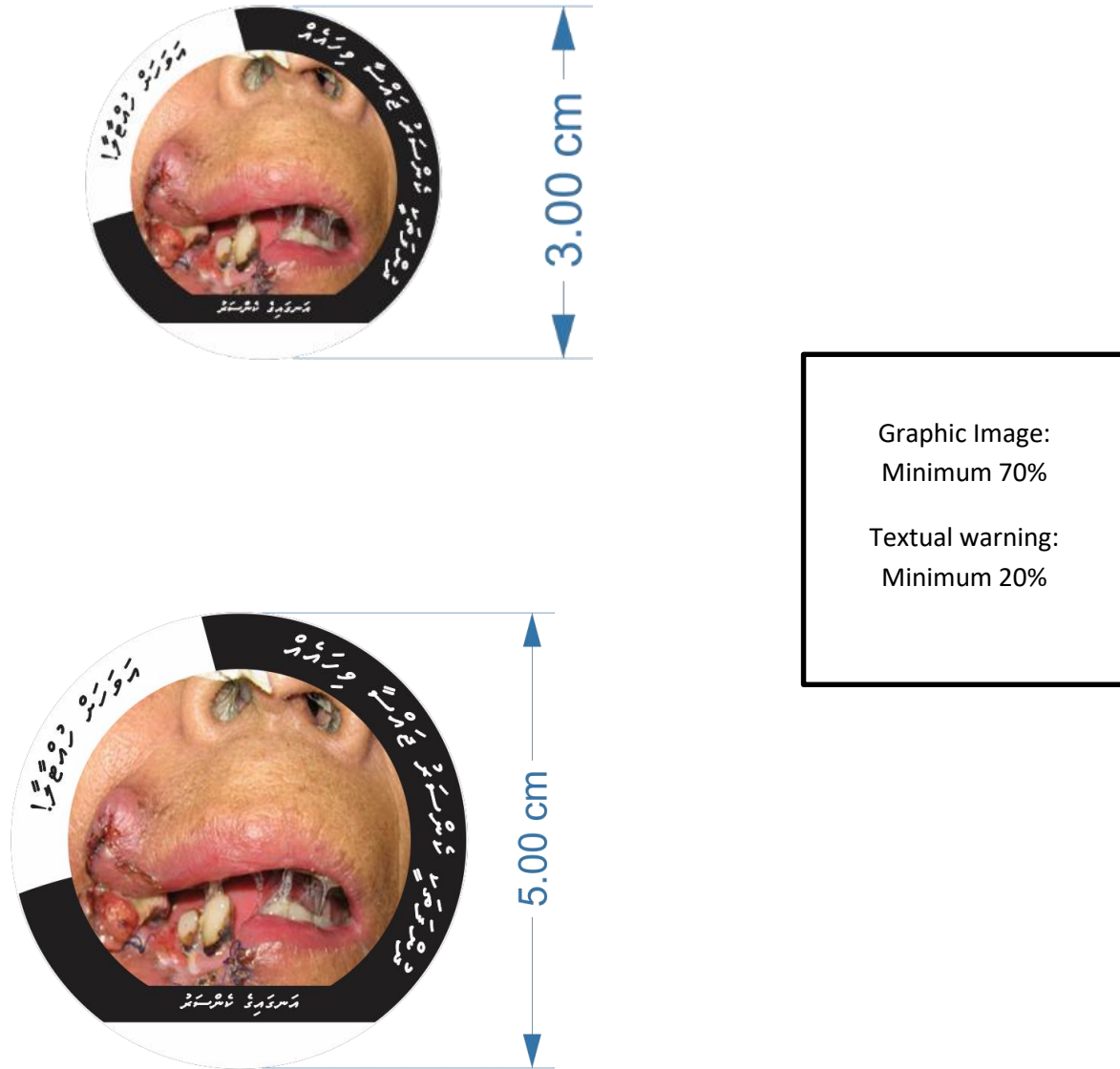
**Design and layout requirements for Smokeless Products, excluding nicotine products not containing tobacco leaf**

Exhibit-25: This illustration shows indicative sizes for various elements of the combined health warning for cuboid shapes applicable to front and back surfaces



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-26: This illustration shows indicative sizes for various elements of the combined health warning for TOP surface of SMALL cylindrical containers/packages (between 3cm to 7cm in Diameter)**



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-27: This illustration shows indicative sizes for various elements of the combined health warning for TOP surface of LARGER cylindrical containers/packages (more than 7cm in Diameter, discounting the lid)**



Graphic Image:  
Minimum 70%

Textual warning:  
Minimum 20%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-28: (5 items):** This illustration shows indicative sizes for various elements of the combined health warning on the SIDE surface (circumference) cylindrical packages. These health warnings may be placed as a band around the container/package as appropriate, based on the height-width ratio



If Height of the combined health warning is less than or equal 30% of its width:  
Graphic Image minimum: 20%  
Cessation Advice minimum: 70%



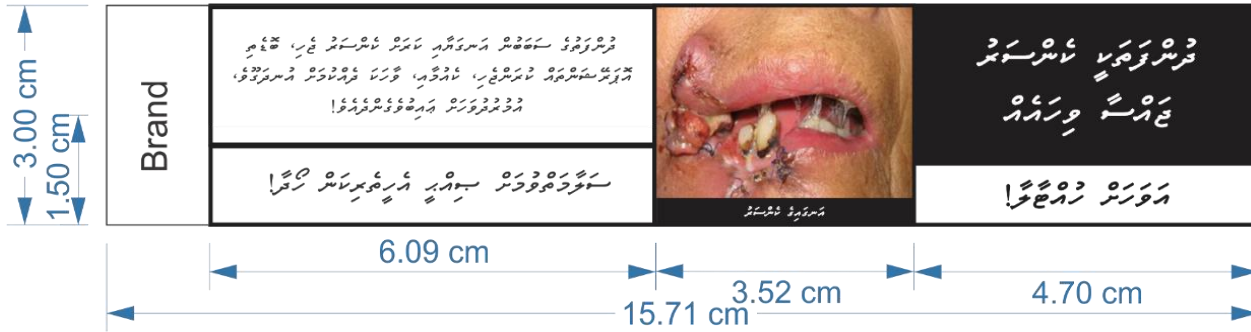
If Height of the combined health warning is more than 30% of its width:  
Graphic Image minimum: 50%  
Text warning minimum: 40%





DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit-29: (2 items): This illustration shows indicative sizes for various elements of the combined health warning on TUBE shapes**



**NOTE:**  
Text warning only to be included if the height is less than 15 cm

**NOTE:**  
If Height of the combined health warning is less than or equal 30% of its width:  
Graphic Image minimum: 20%  
Cessation Advice minimum: 70%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-30: This illustration shows indicative sizes for various elements of the combined health warning for cube shape

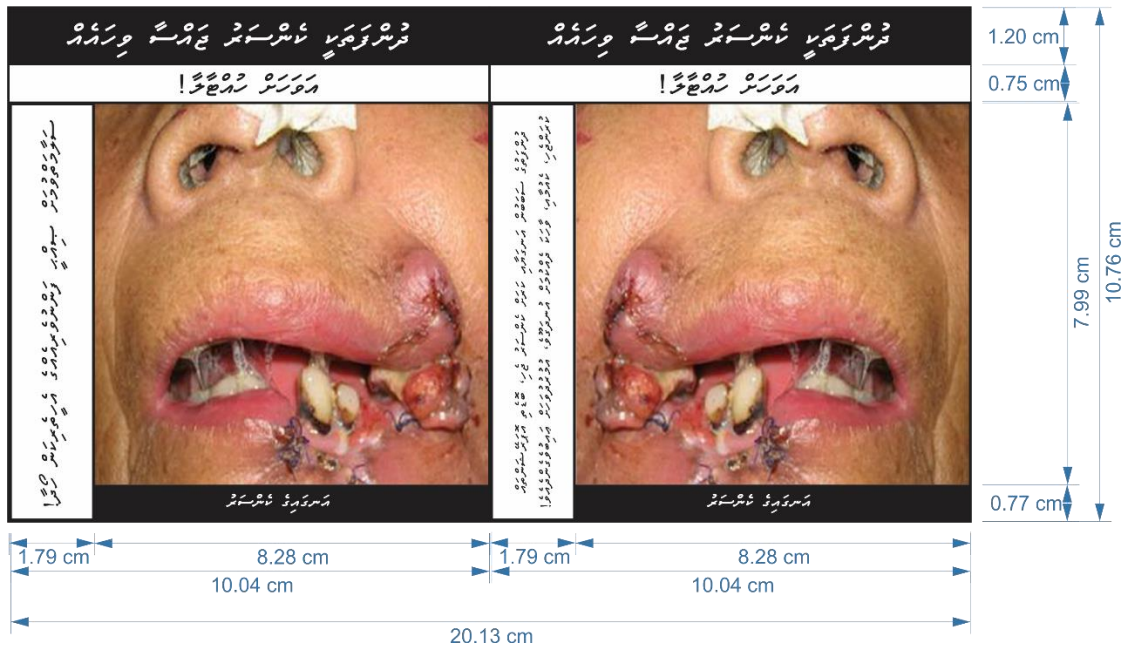


Exhibit-31: This illustration shows indicative sizes for various elements of the combined health warning for any shape that have less than 3 cm in Diameter or diagonally



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

**Exhibit 32: This illustration shows indicative sizes for various elements of the combined health warning for tobacco sachets.**



Graphic Image  
Minimum 65%

Text warning message:  
minimum 30%

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-33: (3 Items)

This is the combined elements of the health warning required for nicotine products that do not contain tobacco leaf. Designs, without compromising the required coverage percentage and other conditioned mentioned in these guidelines, may be applied depending on the size and shape of the packet or packaging. (Samples attached below)



Sample 01:  
Samples for the lids of round container or packaging.



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Sample 02:  
Samples for rectangular packaging



90%  
of each of the  
two opposing  
“principal  
display panels”

Sample 03:  
Samples for square packaging



90%  
of each of the  
two opposing  
“principal  
display panels”

These images are intended to serve as examples and alternative approaches that fit the guideline may suffice.