



Ministry of Health
Republic of Maldives

Design and Layout Requirements for Health Warnings Under Regulation 2025/R-21 “General Regulation on Tobacco Control” effective 12 February 2025

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

TITLE	Design and Layout requirements for Health Warnings under 2019/R158
AUTHOR	Ministry of Health
PUBLISHED DATE	12 February 2025
EFFECTIVE DATE	12 February 2025
TARGET AUDIENCE	Importers, manufacturers, distributors, wholesalers and retailers of tobacco products, enforcement agencies and officials, and public
REPEALS	Health Warning’s regime, published under Tobacco Control Act 15/2010, vide Regulation 2019/R158 “Packaging and Labelling of Tobacco Products” .
CAUTIONARY NOTICE	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.
CONTACTS	Queries may be directed to Health Protection Agency, on Ph: +960 3024595 or e-mail: tobaccofreemaldives@health.gov.mv

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 pack for unit packets of cigarettes and cigarette cartons made of paper.
- 11- Health warnings other than those prescribed herein, may not be permitted as alternative health warnings
- 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 the container as well

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

- 15- In the case of a unit pack of a tobacco product other than cigarette packets and cigarette cartons, the warning may be printed on a sticker affixed to the pack, in which case the material and adhesive used must be of a quality that ensures, the sticker is not removable without damaging the health warning or the package.

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 health warnings shall be reduced below 3cm in height, width and/or diameter.

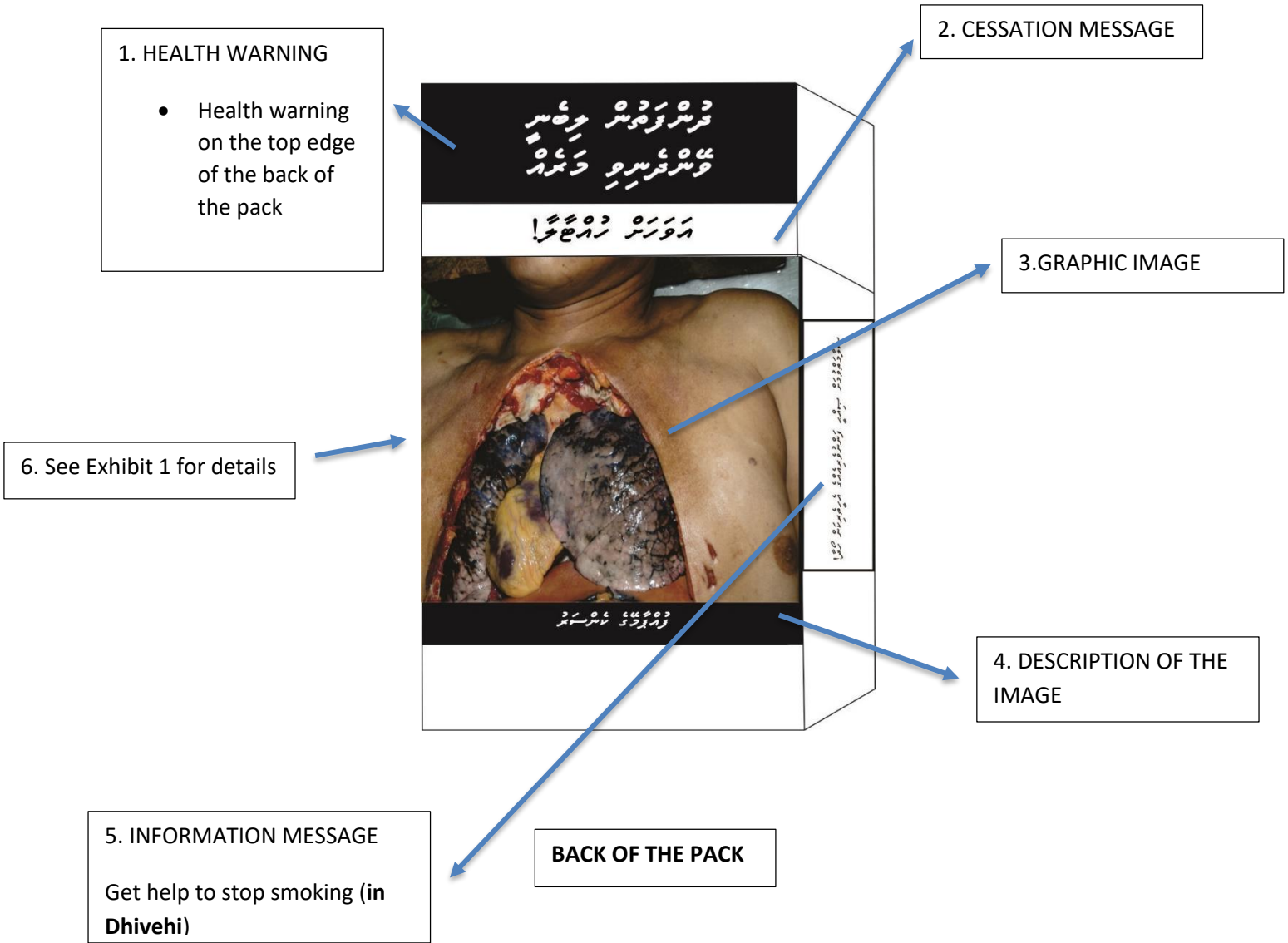
Misleading descriptors not permissible as part of labelling

- 21- Discounts, 2-for-1 offers, price reductions or similar offers, or any other promotional message
- 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
- 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

Exceptions: Health warning requirements prescribed here, for the time being, do not apply to e-cigarettes and consumable tobacco and non-tobacco ingredients used in e-cigarettes. For products or shapes that are not described here, please contact the author of this document.

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

EXHIBIT-2: Back and side (opposite of side chose in Exhibit 1) of cigarette packs



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: C100 M100 Y100 K100
 - White: C0 M0 Y0 K0
 - Red: C0 M100 Y100 K0
 - Deep Yellow: C0 M20 Y100 K0.

Exhibit-4: Graphic image for smoking products



Exhibit-6: Description of image on smoking products

دوسری ہیڈ لائن
تیسری ہیڈ لائن

Exhibit-5: Graphic image for smokeless products



Exhibit-7: Description of image on smokeless products

دوسری ہیڈ لائن
تیسری ہیڈ لائن

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-8: Health warning message on smoking products



تدخين التبغ يضر صحتك

Exhibit-9: Health warning message on smokeless products



تدخين التبغ 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

استخدم دواء الإقلاع عن التدخين مع استشارة الطبيب

Exhibit-12: Explanatory message for smoking products

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Exhibit-13: Explanatory message for smokeless products

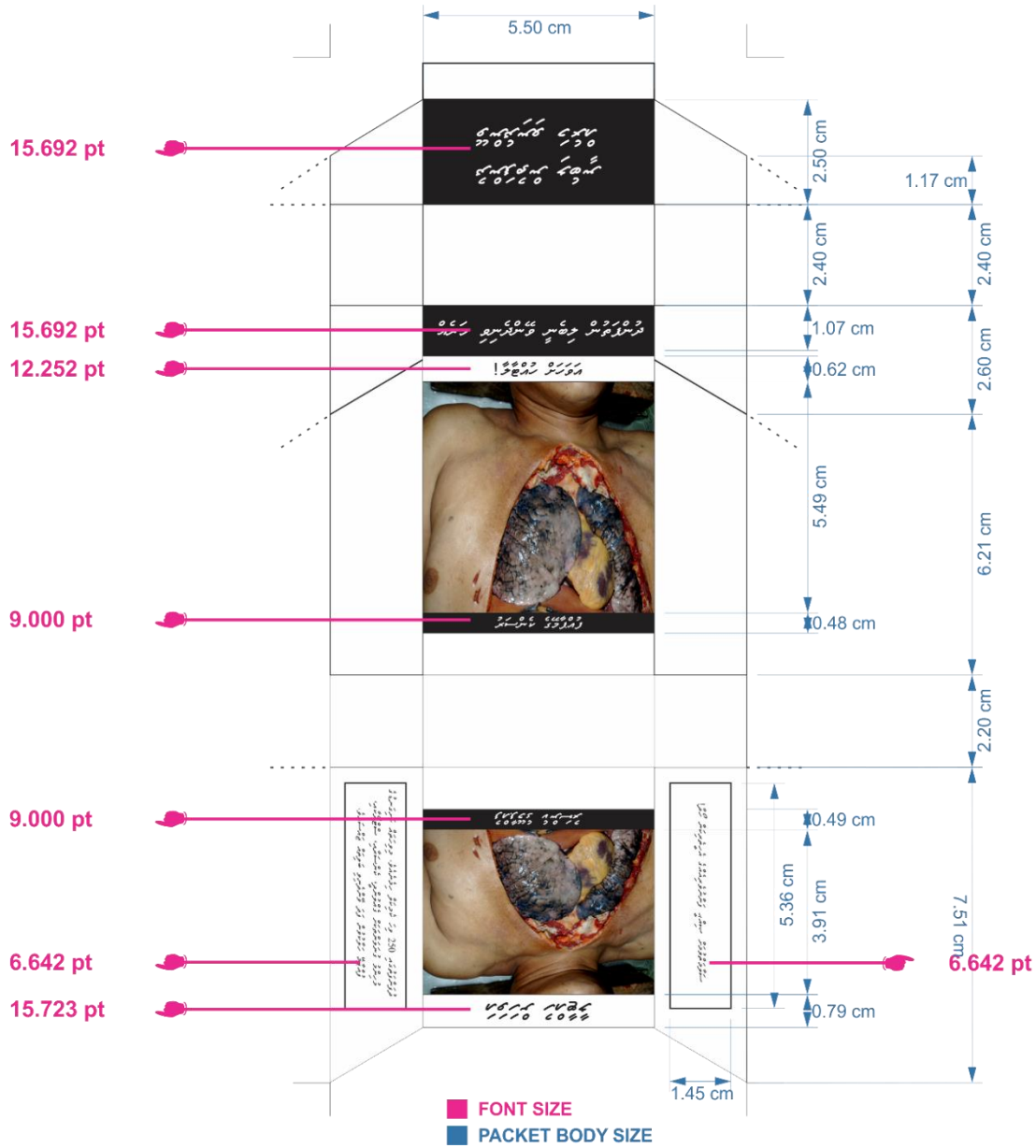
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DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Design and layout requirements for Smoking Products

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

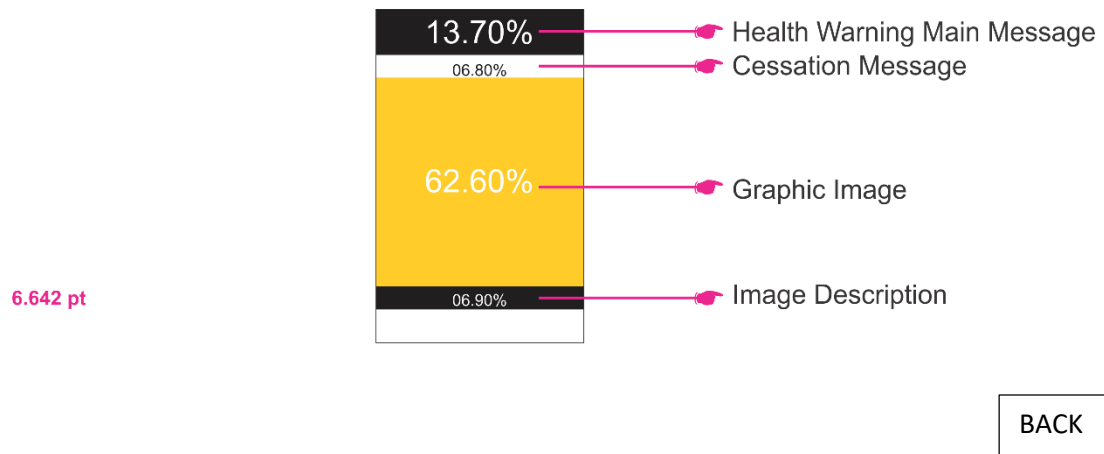
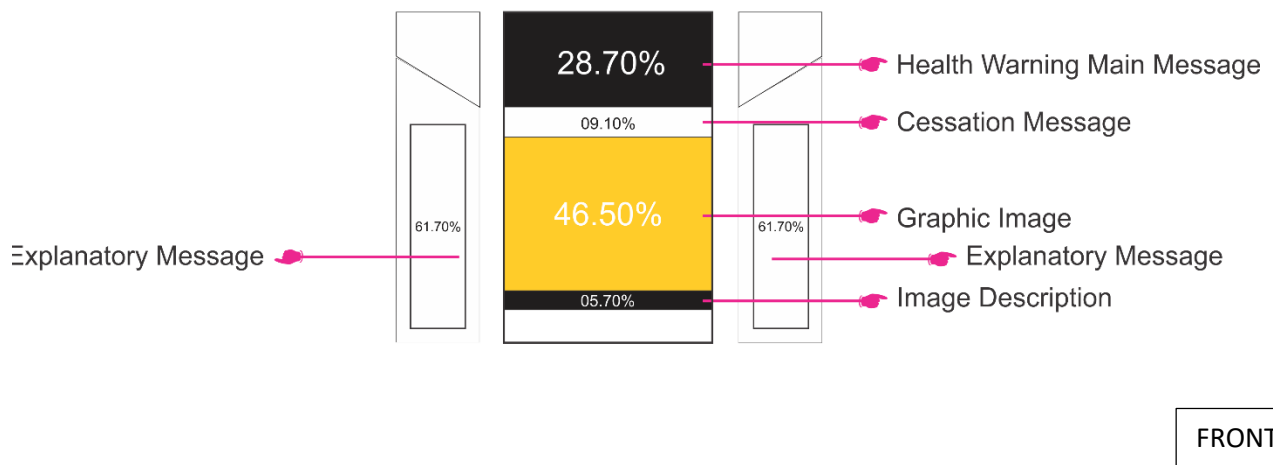


Exhibit-16: This illustration shows indicative minimum proportions (as a percentage of the designated surface) for various elements of the combined health warning for BACK of cigarette pack



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

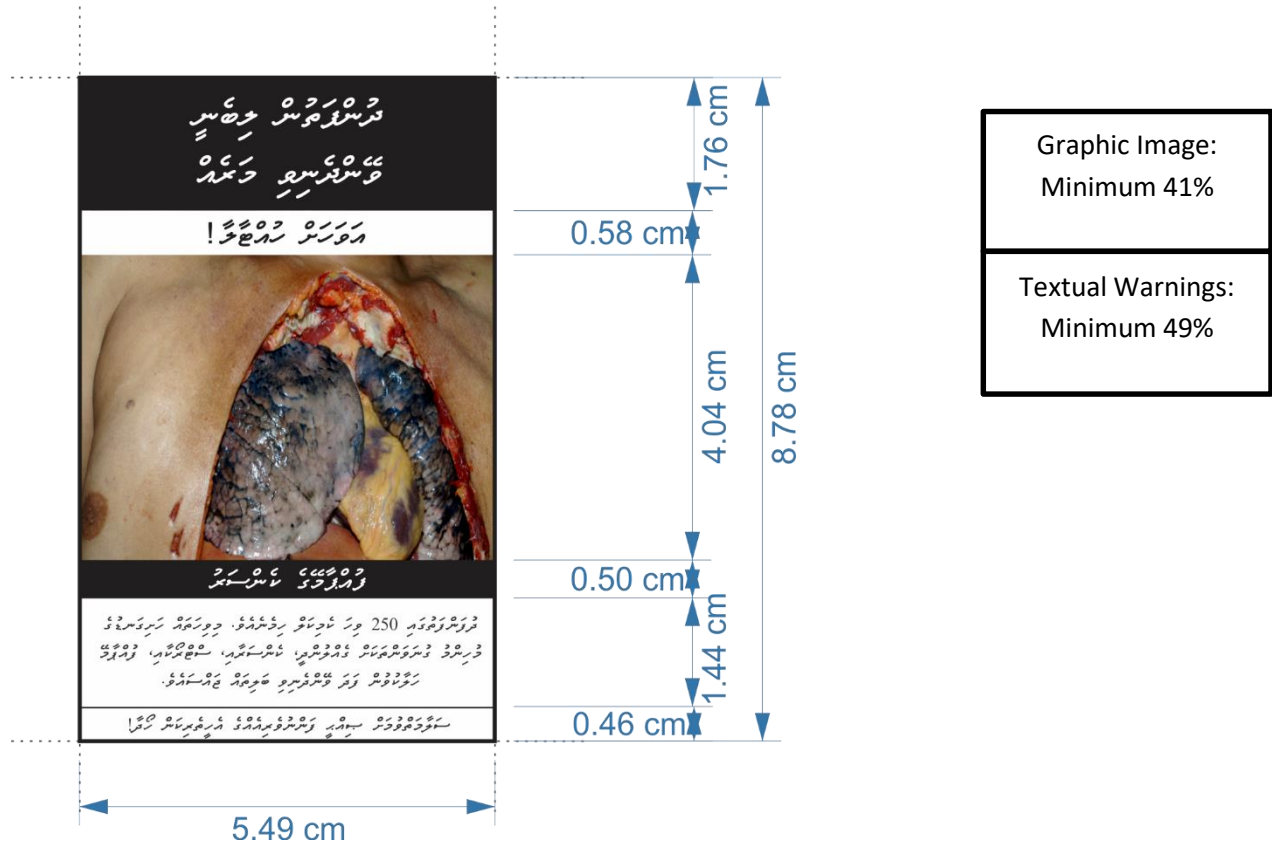
Exhibit-17: This illustration shows indicative sizes for various elements of the combined health warning for cigarette carton



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



Graphic Image
Minimum 25%

Text warning message:
minimum 60%

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.



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)



Graphic Image:
Minimum 70%

Textual warning:
Minimum 20%

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)

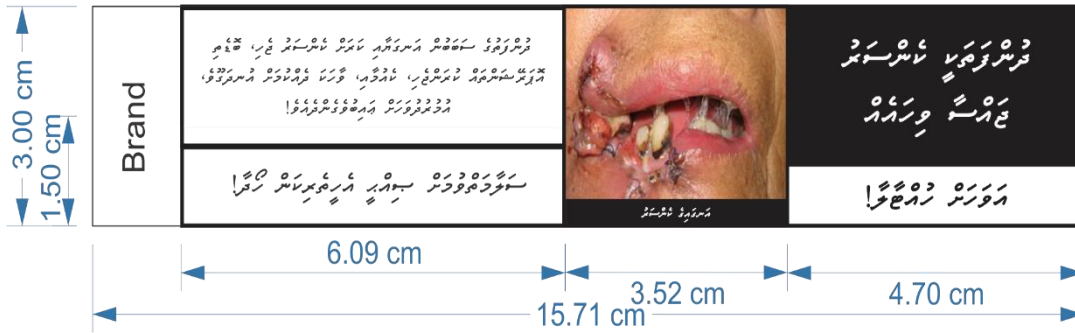


Graphic Image:
Minimum 70%

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



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%

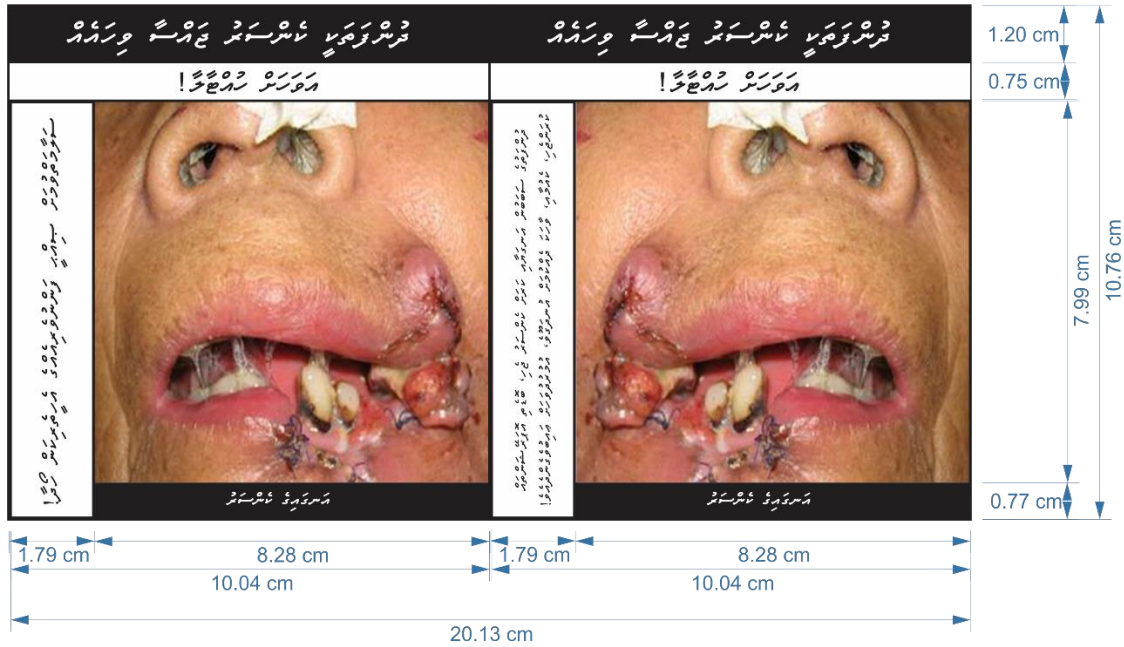
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

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



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit 31: 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%