



Ministry of Health
Republic of Maldives

Design and Layout Requirements for Health Warnings Under Regulation 2019/R158 “Packaging and Labelling of Tobacco Products” effective 31 May 2019

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	Health Protection Agency, Ministry of Health
PUBLISHED DATE	27 February 2019
EFFECTIVE DATE	31 May 2019
TARGET AUDIENCE	Importers, manufacturers, distributors, wholesalers and retailers of tobacco products, enforcement agencies and officials, and public
REPEALS	Health Warnings regime, published under Tobacco Control Act 15/2010, vide Public Notice (IUL 23-AP/1/2011/34 dated 3 February 2011) and the Addendum thereto published on 16 May 2011
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 3014411 or +960 301 4455 or e-mail: tobaccofreemaldives@health.gov.mv

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

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

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- 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, ectc)
- 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

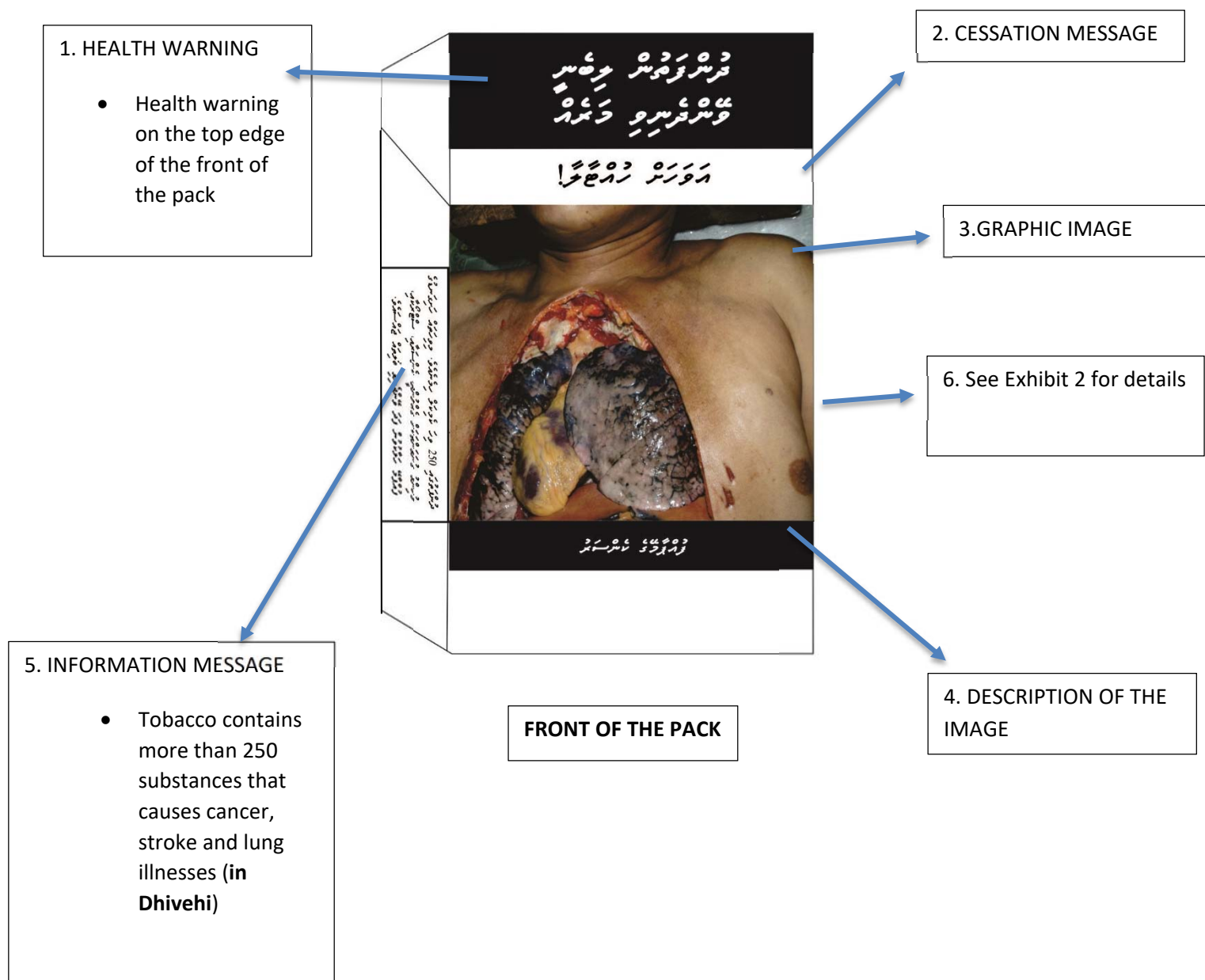
Exceptions: Health warning requirements prescribed here, for the time being, do not apply to e-cigarettes and consumable tobacco and non-tobacco ingredients used in e-cigarettes. For products or shapes that are not described here, please contact the author of this document.

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

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

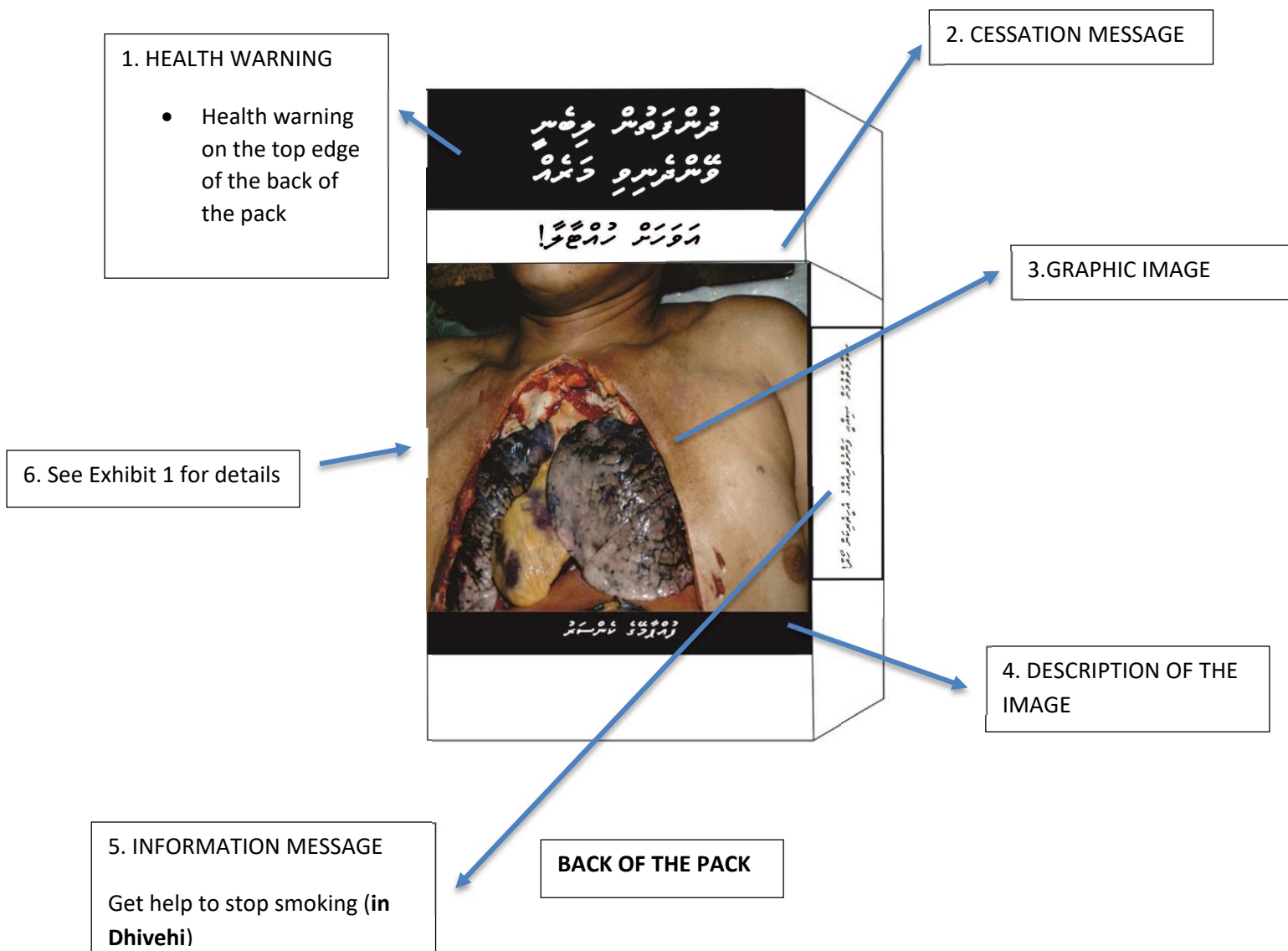
SECTION A: (Exhibits 1 and 2) This section sets out requirements for the back, front and sides of cigarette packs. The images below are mock-ups of the back and side of a pack fully compliant with the regulation. This illustration shows the locations on the cigarette pack for the different elements (numbered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

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



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

قورقۇچى ئادەتتىكى
قورقۇچى ئادەتتىكى

* Lung Cancer

Exhibit-5: Graphic image for smokeless products



Exhibit-7: Description of image on smokeless products

قورقۇچى ئادەتتىكى
قورقۇچى ئادەتتىكى

* Mouth Cancer

DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-8: Health warning message on smoking products



تدخين التبغ يسبب الموت المؤلم

Exhibit-9: Health warning message on smokeless products



التبغ مادة سامة تسبب السرطان

Exhibit-10: Cessation message for smoking and smokeless products

اركز فوراً!

* Stop immediately!

اركز فوراً!

Exhibit-11: cessation advice for smoking and smokeless products

استمر في التدخين فورا، فالتبغ مادة سامة تسبب السرطان

* To cease, seek the assistance of a healthcare practitioner!

Exhibit-12: Explanatory message for smoking products

تدخين التبغ 250 مادة سامة. هذه المواد تضر الأعضاء الحيوية في الجسم وتسبب أمراضاً خطيرة مثل السرطان، السكتة الدماغية، وأمراض الرئة.

تدخين التبغ 250 مادة سامة. هذه المواد تضر الأعضاء الحيوية في الجسم وتسبب أمراضاً خطيرة مثل السرطان، السكتة الدماغية، وأمراض الرئة.

* Tobacco contains 250 toxic chemicals. These chemicals harm vital organs of the body and cause painful diseases like cancer, stroke and lung damage.

Exhibit-13: Explanatory message for smokeless products

تدخين التبغ يسبب سرطان الفم والحنجرة، مما يتطلب جراحات كبيرة، وصعوبات في الأكل والتحدث، وإعاقة مدى الحياة.

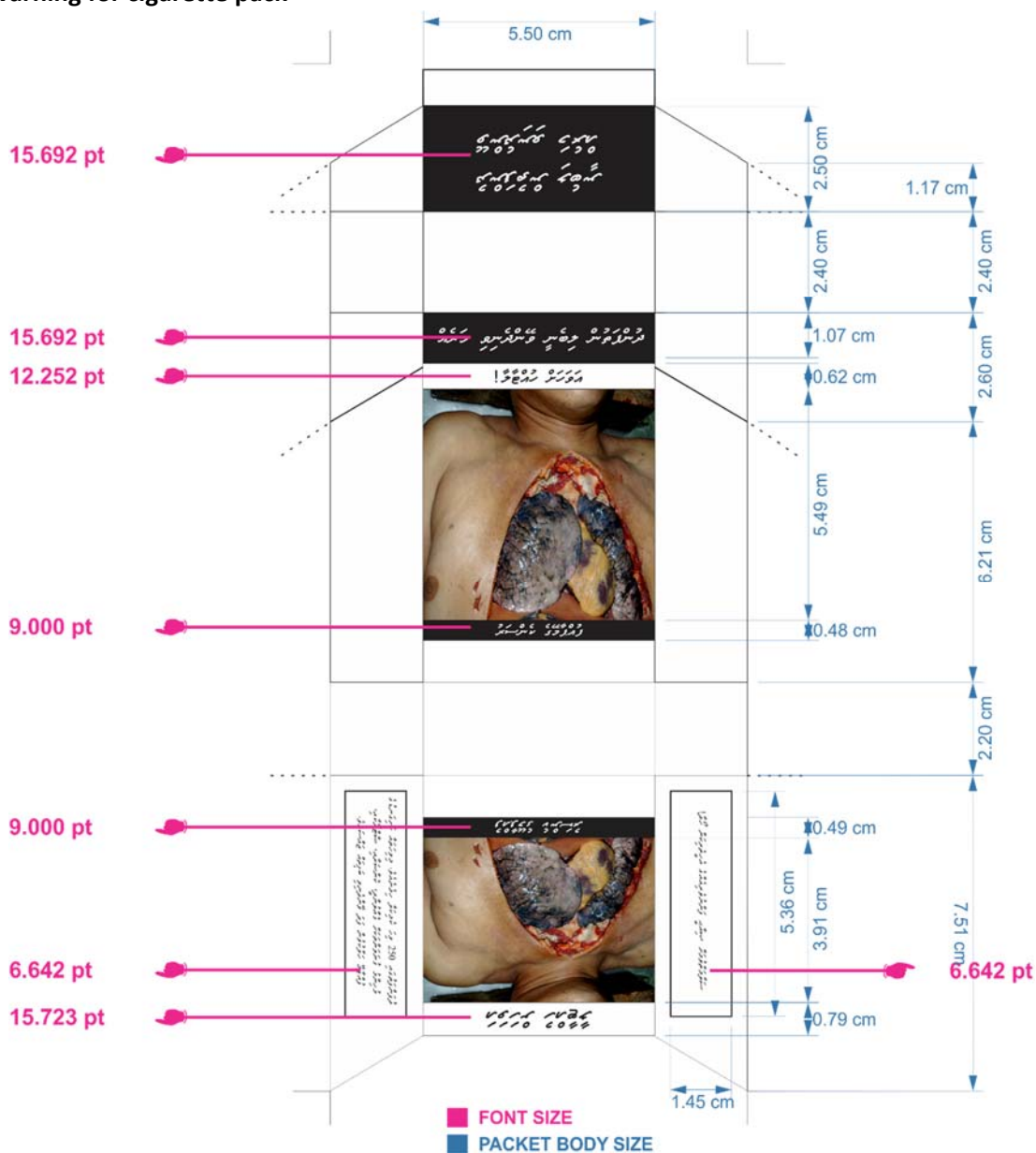
تدخين التبغ يسبب سرطان الفم والحنجرة، مما يتطلب جراحات كبيرة، وصعوبات في الأكل والتحدث، وإعاقة مدى الحياة.

* Tobacco causes mouth and throat cancer, requires major surgeries, eating and speaking difficulties, and disfigurement for life!

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

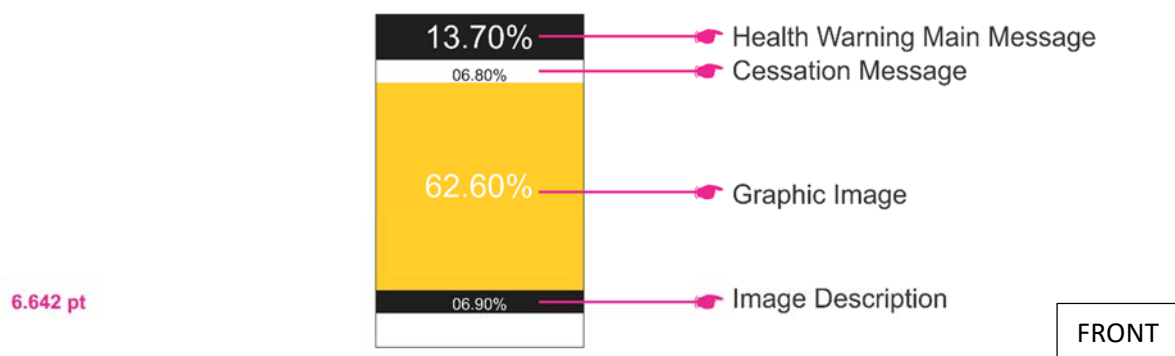
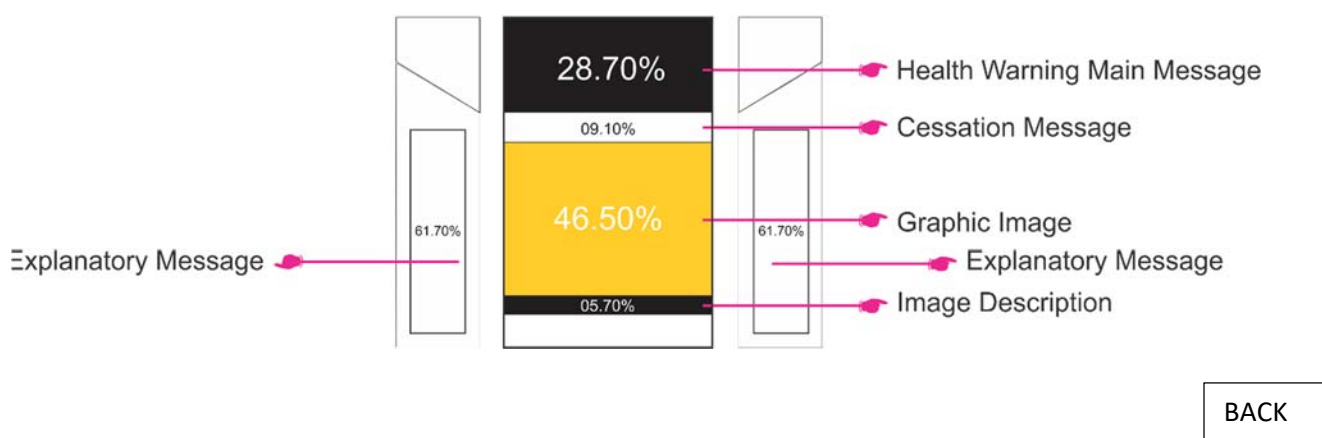


Exhibit-16: This illustration shows indicative minimum proportions (as a percentage of the designated surface) for various elements of the combined health warning for BACK of cigarette pack



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-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

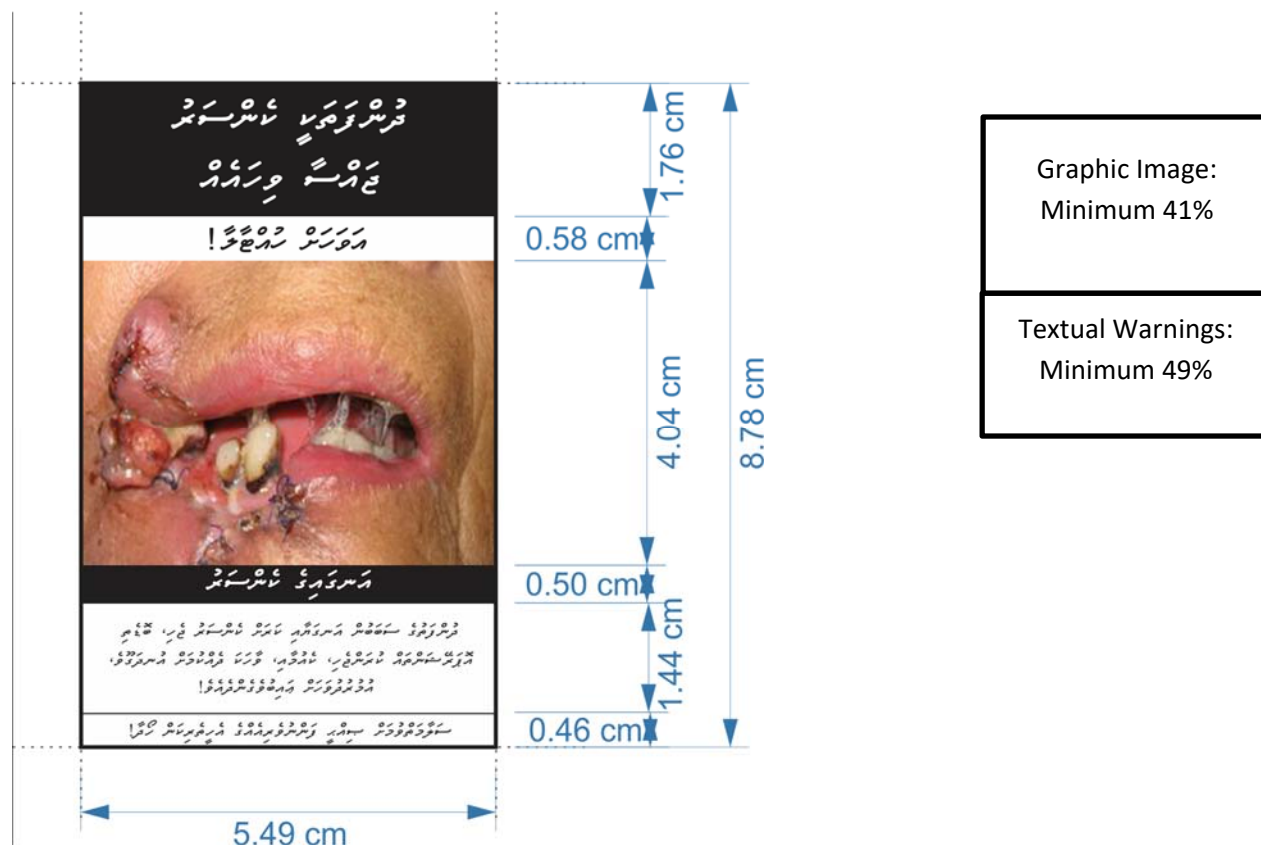
Exhibit-24: This illustration shows indicative sizes for various elements of the combined health warning for any product that has less than 3 cm in diameter.



DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

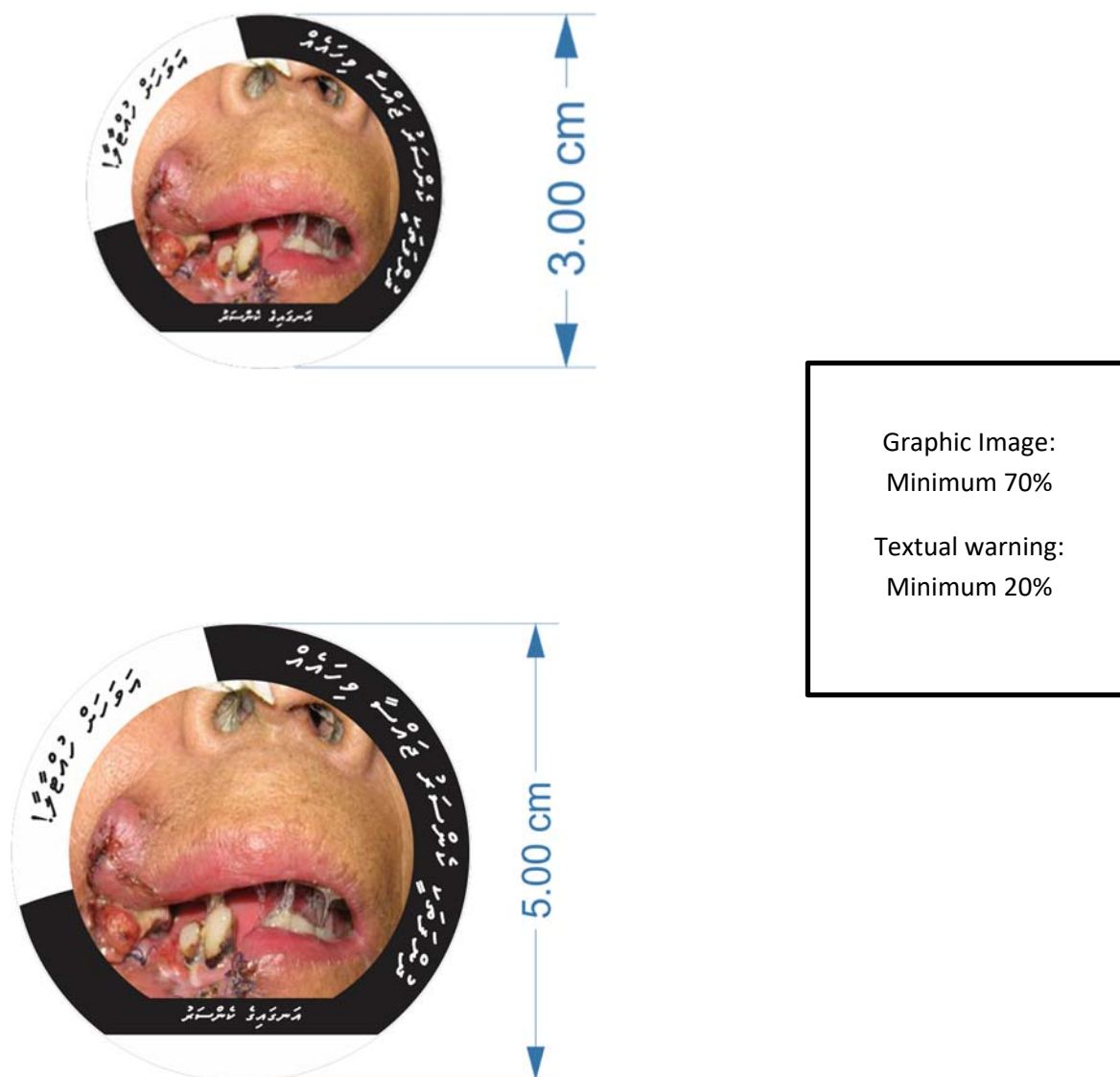
Design and layout requirements for Smokeless Products

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



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



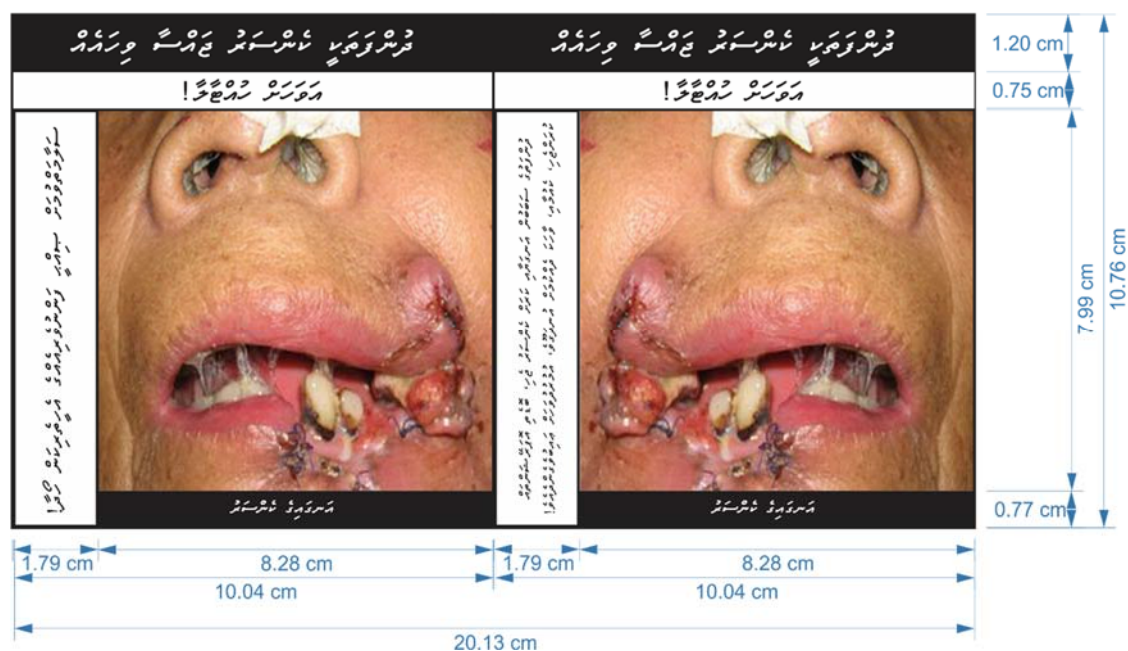
DESIGN AND LAYOUT REQUIREMENTS FOR HEALTH WARNINGS ON TOBACCO PRODUCTS

Exhibit-30: This illustration shows indicative sizes for various elements of the combined health warning for any shape that have less than 3 cm in Diameter



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%