



JANET T. MILLS
GOVERNOR

STATE OF MAINE
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ADMINISTRATIVE & FINANCIAL SERVICES

KIRSTEN LC FIGUEROA
COMMISSIONER

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JOHN HUDAK
DIRECTOR

Maine’s Universal Symbol for Adult Use Cannabis



Mandatory



Optional

Minimum Size

Packaging and Labeling: 1/2 in. x 1/2 in.
Edible Cannabis Product: At least 25 percent of each serving’s height and width, but not less than 1/4 in. x 1/4 in.

Required Colors

When used on the marketing layer, the universal symbol and optional “not safe for kids” icons must be reproduced in black and red.

Black (CMYK): 0, 0, 0, 100

Red (CMYK): 0, 95, 100, 0

Red (Pantone): PMS 485

Coloring is not required for on-product markings.

Background

The icons must be placed on a white background. The interior of the icon must remain white.

Restrictions

- Do not recreate or modify the icons in any manner.
- Do not stretch or distort the icons.
- Do not use the icons smaller than the minimum size.
- Do not change the icon colors. (Note: Coloring is not required for on-product markings.)
- Do not use the icons on a dark background.