



JANET T. MILLS
GOVERNOR

STATE OF MAINE
OFFICE OF MARIJUANA POLICY
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ADMINISTRATIVE & FINANCIAL SERVICES

KIRSTEN LC FIGUEROA
COMMISSIONER

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ERIK GUNDERSEN
DIRECTOR

Maine’s Universal Symbol for Adult Use Marijuana



Mandatory



Optional

Minimum Size

Packing and Labeling: 0.5” x 0.5”
Edible Marijuana Product: At least 25 percent of the servings’ height and width, but not less than 0.25” x 0.25”

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 or light-colored 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.