

## SCHEDULES

### SCHEDULE 3

Exceptions to regulation 7(2) and (3) (colour and shade of packaging of hand rolling tobacco)

#### **Text which states brand name and variant name**

1.—(1) The external packaging of a unit packet or container packet of hand rolling tobacco may have text printed on it which states the brand name and variant name of that product but only if each of the following conditions is met.

(2) Those conditions are—

- (a) that the text does not contain any character which is not alphabetic, numeric or an ampersand,
- (b) that the first letter of any word is in upper-case type or lower-case type,
- (c) that the rest of any word is in lower-case type,
- (d) that the text is printed in Helvetica type,
- (e) that the colour of the text is Pantone Cool Gray 2 C with a matt finish,
- (f) that the text is in a normal, weighted, regular typeface,
- (g) that the brand name does not take up more than one line,
- (h) that the variant name does not take up more than one line,
- (i) that the variant name appears immediately below the brand name and has the same orientation as it,
- (j) that the size of the brand name is no larger than 14 point,
- (k) that the size of the variant name is no larger than 10 point,
- (l) in the case of a unit packet which is cuboid in shape or a container packet which is not cylindrical in shape, that the brand name and variant name may appear only, and not more than once, on each of the following surfaces—
  - (i) the front surface of the packet,
  - (ii) one of the smallest surfaces of the packet, and
  - (iii) the other smallest surface of the packet,
- (m) in the case of a unit packet or container packet which is cylindrical in shape, that the brand name and variant name may appear only, and not more than once, on each of the following surfaces—
  - (i) the front surface of the packet,
  - (ii) the back surface of the packet, and
  - (iii) the lid of the packet,
- (n) in the case of a unit packet which takes the form of a pouch, that the brand name and variant name may appear only, and not more than once, on each of the following surfaces—
  - (i) the front surface of the packet,

**Status:** This is the original version (as it was originally made).

- (ii) the back surface of the packet, and
- (iii) if the pouch takes the form of a rectangular pocket with a flap that covers the opening, the hidden surface of the packet,
- (o) that the brand name and variant name are located at the centre of any such surface or, where such a surface contains a health warning, at the centre of the area of the surface not taken up by the health warning, and
- (p) that the text on any surface which contains a health warning is orientated in accordance with the warning.