

## SCHEDULES

### SCHEDULE 1

Exceptions to regulation 3(2) and (3) (colour and shade of packaging of cigarettes)

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

1.—(1) The external packaging of a unit packet or container packet of cigarettes may have text printed on it which states the brand name and variant name of the cigarettes 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) 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 unit packet or container packet,
  - (ii) one of the smallest surfaces of the packet, and
  - (iii) the other smallest surface of the packet,
- (m) 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
- (n) that the text on any surface which contains a health warning is orientated in accordance with the warning.