



COMBINED WARNING EDITING GUIDANCE DOCUMENT



European Commission
Health and Consumer Protection
Directorate-General

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INTRODUCTION

The combined warnings, consisting of a photograph or other illustration and the corresponding text of the additional warnings can be applied to most tobacco packages. Some tobacco packages require specific provisions for the editing of the combined warnings in order to avoid distortion. For these tobacco packages specifications for graphical editing have been developed.

This document has no formal legal status and is only intended to assist the different players to implement in a uniform way the Commission decision on the library of combined warnings.

TYPOGRAPHY

FONT SIZE: minimum 6 pt

Font size could vary depending on the language used in the combined warning and the amount of text. For the combined warnings which consist of textual elements only, the font size for the secondary text will be minimum one size smaller than the primary text.

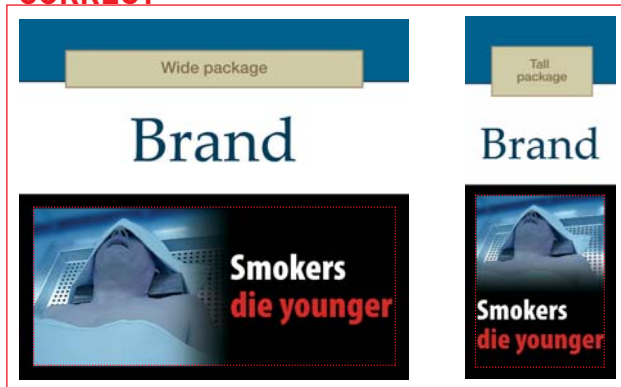
LINE SPACING: spacing value will be identical to the font size (ex: font size=12, line spacing=12)

LETTER SPACING: standard letter spacing will be used. Letter spacing could be enlarged to maximum +10 pt and reduced to minimum -10 pt.

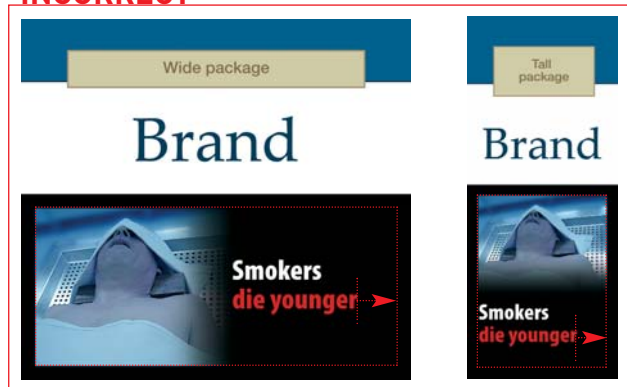
TEXT ALIGNEMENT: text will be aligned to the left.

In order to fill the warning space as much as possible, the font size should be enlarged so the longest line reaches the edge of the warning space if possible.

CORRECT

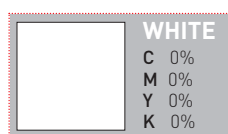


INCORRECT



HYPHENS: hyphens should be avoided and used only if the language characteristics requires it.

FONT COLOUR:



THE COMBINED WARNING SURFACE

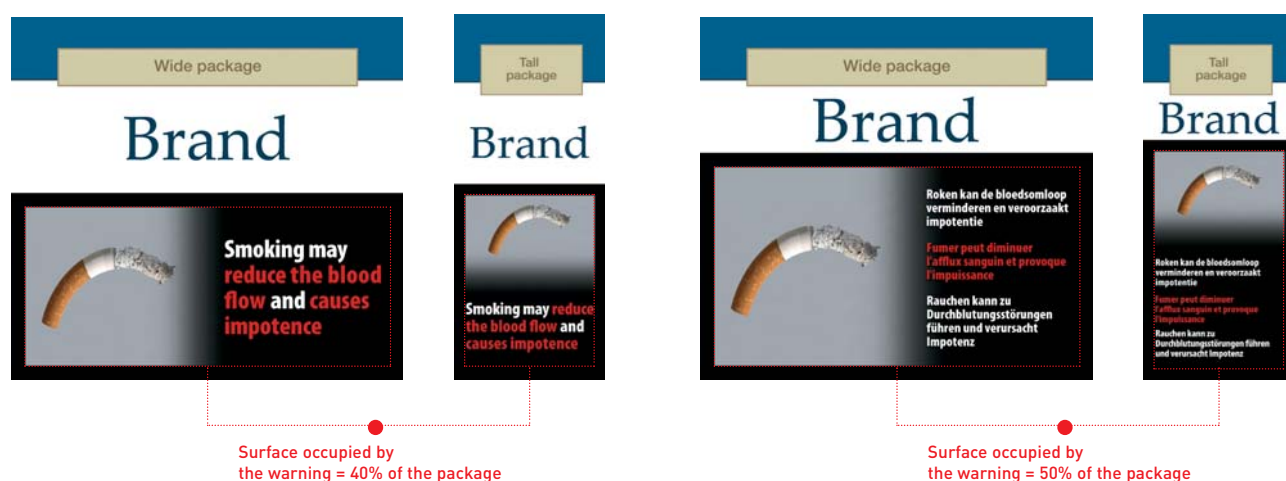
THE COMBINED WARNING SURFACE: the combined warning will occupy a percentage of the surface of the package, depending on the number of languages on the warning.

1 language → warning will at least occupy **40%** of the package

2 languages → warning will occupy at least **45%** of the package

3 languages → warning will occupy at least **50%** of the package

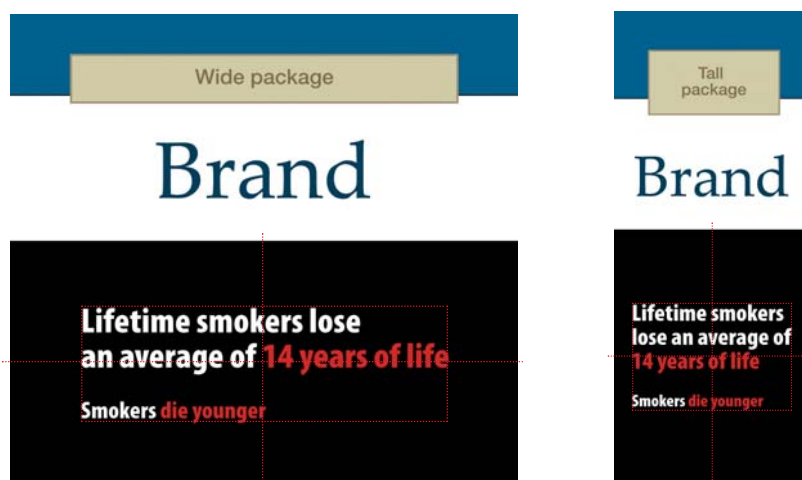
The **black border around the warning** will not be taken into account to establish the surface of the warning and will vary from 3 to 4mm.



TEXT BLOCKS

POSITIONING THE TEXT BLOCK:

- **WARNINGS comprising text only:** the text block will be centred in height and width within the warning surface.



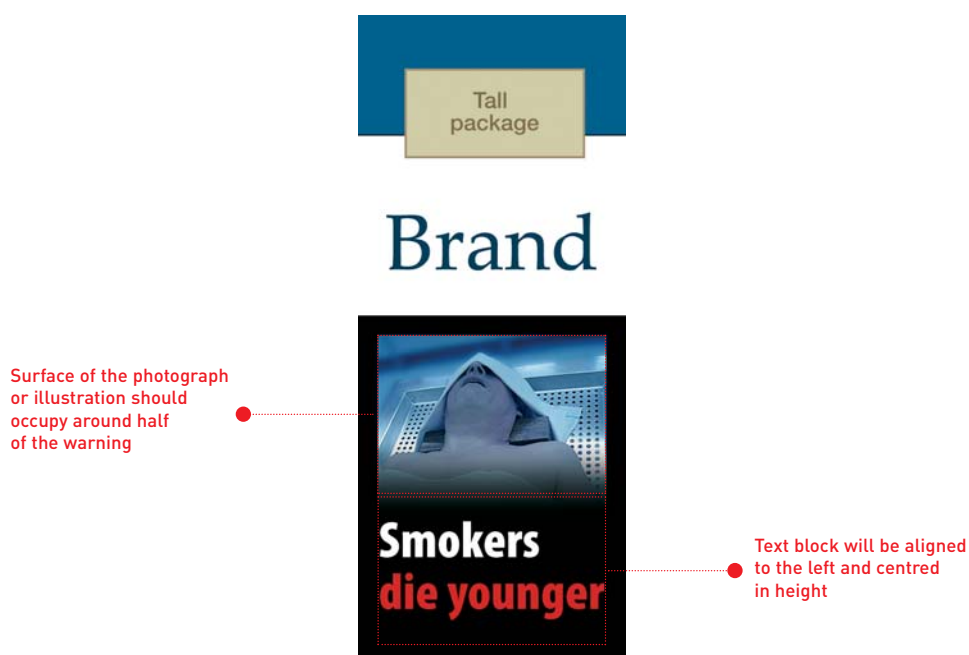
TEXT BLOCKS

→ **WARNINGS comprising text and image:** distinction will be made depending on the height/width ratio of the combined warning.

→ When the proportion between the height and the width of the combined warning is lower than 0.8, the corresponding text of the additional warning, if placed under the photograph or other illustration in the library of selected source documents, may be moved to the right of the photograph or other illustration.



→ When the proportion between the height and the width of the combined warning exceeds 1.2, the corresponding text of the additional warning, if placed to the side of the photograph or other illustration in the library of selected source documents, may be moved under the photograph or other illustration.



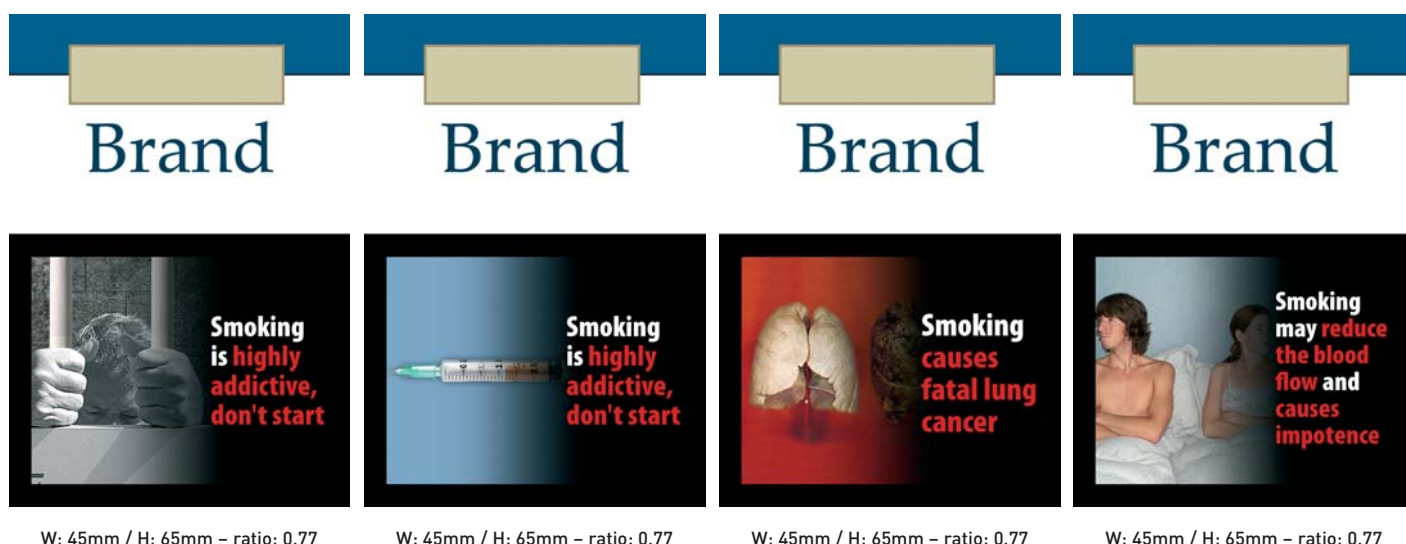
TEXT BLOCKS

- The surface of the photograph or other illustration should occupy around half of the combined warning.
- The proportions specified above (0.8/1.2) apply to most of the warnings. However, in some cases it is advisable to stick to the original layout in order to avoid distortion, as illustrated by the examples below.

CORRECT



INCORRECT



TEXT BLOCKS

→ THE GRADIENT LINK BETWEEN THE TEXT AREA AND THE ILLUSTRATION:

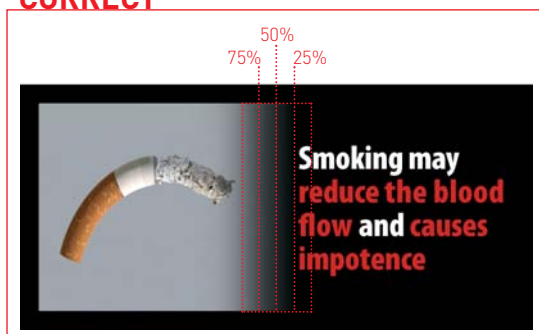
a gradient zone will be placed between the text area and the illustration areas and will respect the following criteria.

- The gradient zone will spread from the text area (black 100%) to the photograph or illustration (black 0%)



- If necessary, the text will overlap the gradient area though it should not exceed 25% of the gradient zone

CORRECT



INCORRECT



IMAGE PROCESSING

IMAGE FRAMING: → in order to adapt the framing of the image to the warning format, the framing must respect the **message expressed** by the photograph or illustration. (You will find examples of standard framing in the annexes of this guidance document).

CORRECT



INCORRECT



→ in order to adapt the framing of the image to the warning format, the framing must respect the **proportions** used in the standard combined warning. (You will find examples of standard framing in the annexes of this guidance document).

CORRECT



INCORRECT



→ in order to adapt the framing of the image to the warning format, images with a **uniform background** will have their background expanded or reduced by graphic processes when needed.



EXAMPLES

Adaptating different formats
Tall packages | 1 language



Brand



W: 40mm / H: 97mm



Brand



W: 42mm / H: 86mm



Brand



W: 42mm / H: 102mm



Brand



W: 40mm / H: 97mm



Brand



W: 42mm / H: 86mm



Brand



W: 42mm / H: 102mm

EXAMPLES

Adaptating different formats
Tall packages | 1 language



Brand



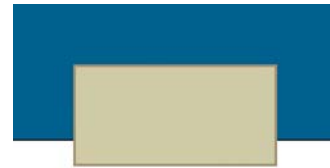
W: 40mm / H: 97mm



Brand



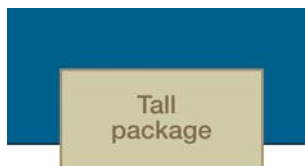
W: 42mm / H: 86mm



Brand



W: 42mm / H: 102mm



Brand



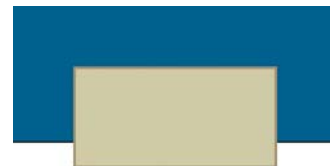
W: 40mm / H: 97mm



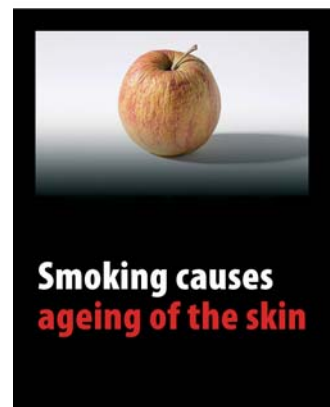
Brand



W: 42mm / H: 86mm



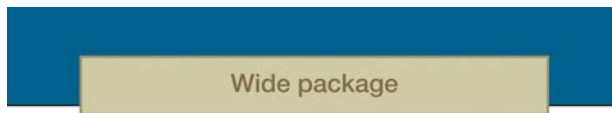
Brand



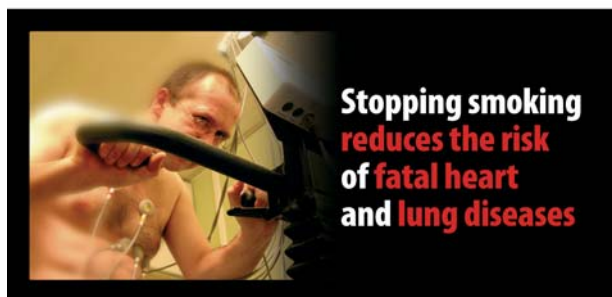
W: 42mm / H: 102mm

EXAMPLES

Adaptating different formats
Wide packages | 1 language



Brand



W: 81mm / H: 75mm



Brand



W: 60mm / H: 75mm



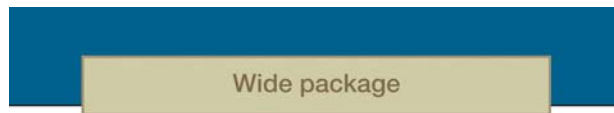
Brand



W: 86mm / H: 74mm

EXAMPLES

Adaptating different formats
Wide packages | 1 language



Brand



W: 81mm / H: 75mm



Brand



W: 60mm / H: 75mm



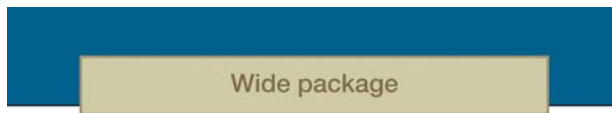
Brand



W: 86mm / H: 74mm

EXAMPLES

Adaptating different formats
Wide packages | 1 language



Brand



W: 81mm / H: 75mm



Brand



W: 60mm / H: 75mm



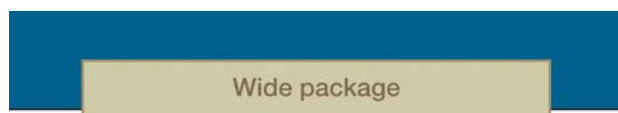
Brand



W: 86mm / H: 74mm

EXAMPLES

Adaptating different formats
Wide packages | 1 language



Brand



W: 81mm / H: 75mm



Brand



W: 60mm / H: 75mm



Brand



W: 86mm / H: 74mm

EXAMPLES

286mm x 102mm cartons | 1 & 3 languages



EXAMPLES

286mm x 102mm cartons | 3 languages

In cases, where it is necessary in order to avoid distortion, the combined warning must occupy the full height of the package.

CORRECT



INCORRECT



EXAMPLES

286mm x 102mm cartons | 3 languages

In cases, where it is necessary in order to avoid distortion, the combined warning must occupy the full height of the package.

CORRECT



INCORRECT



EXAMPLES

40mm x 97mm packages | 1 language



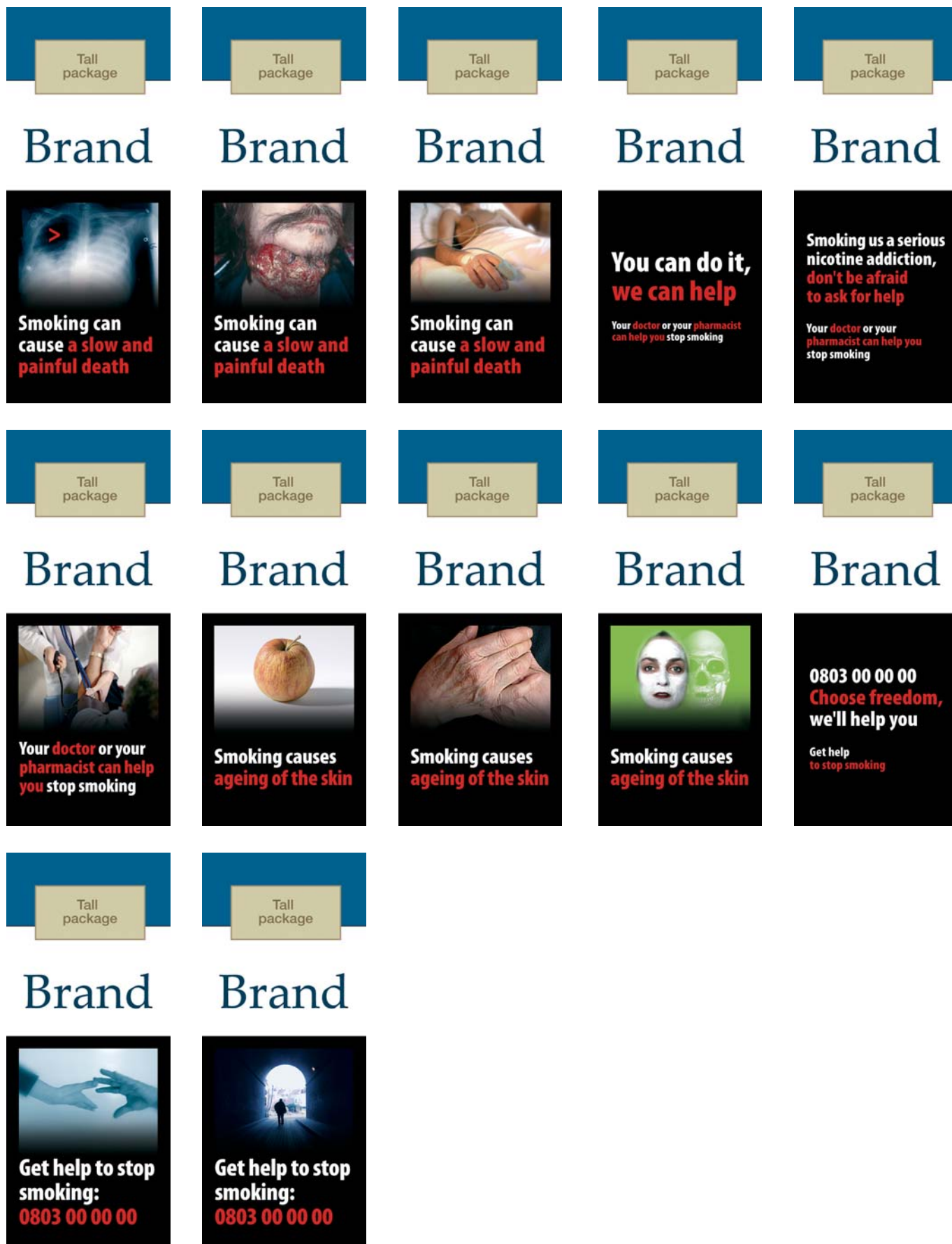
EXAMPLES

40mm x 97mm packages | 1 language



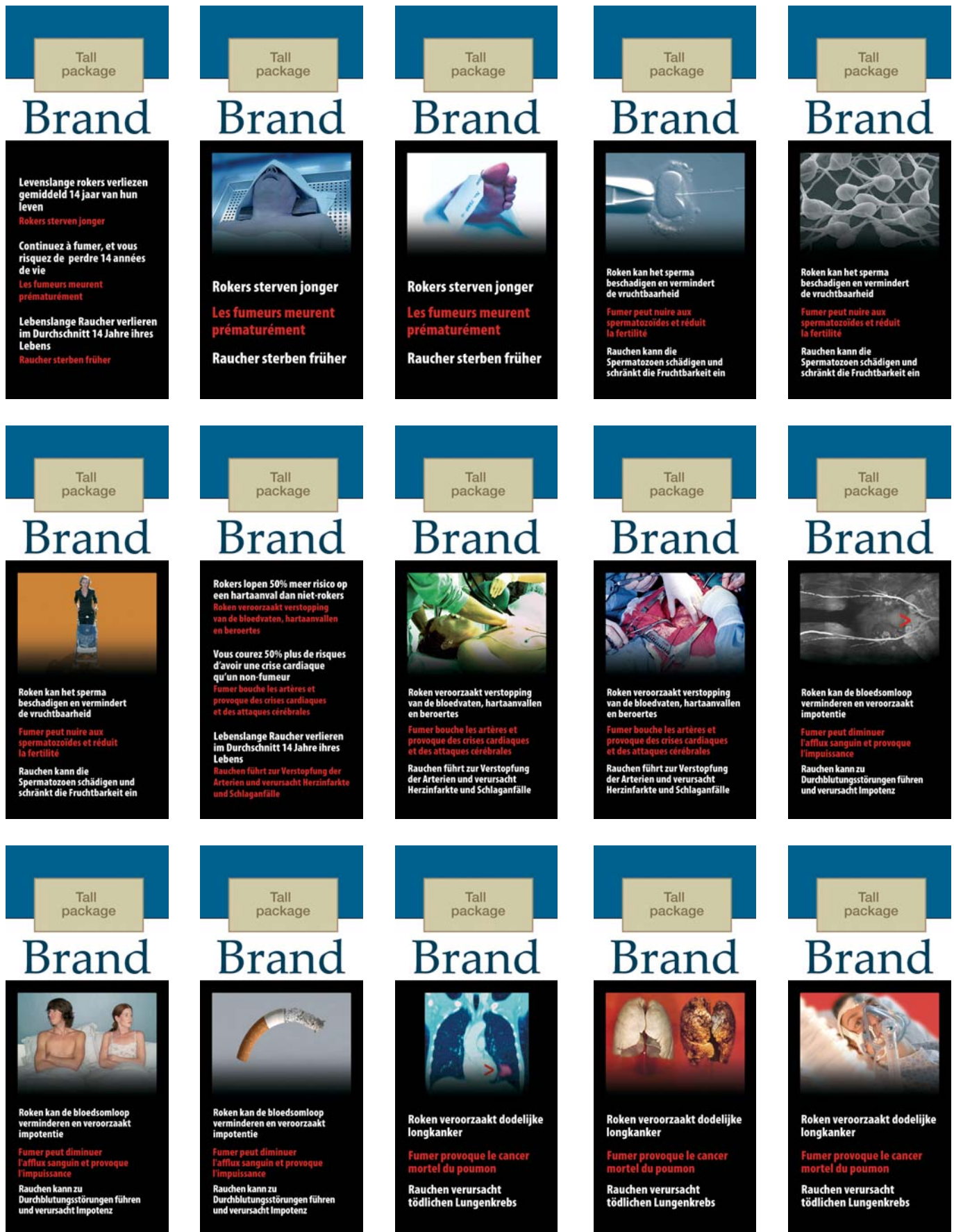
EXAMPLES

40mm x 97mm packages | 1 language



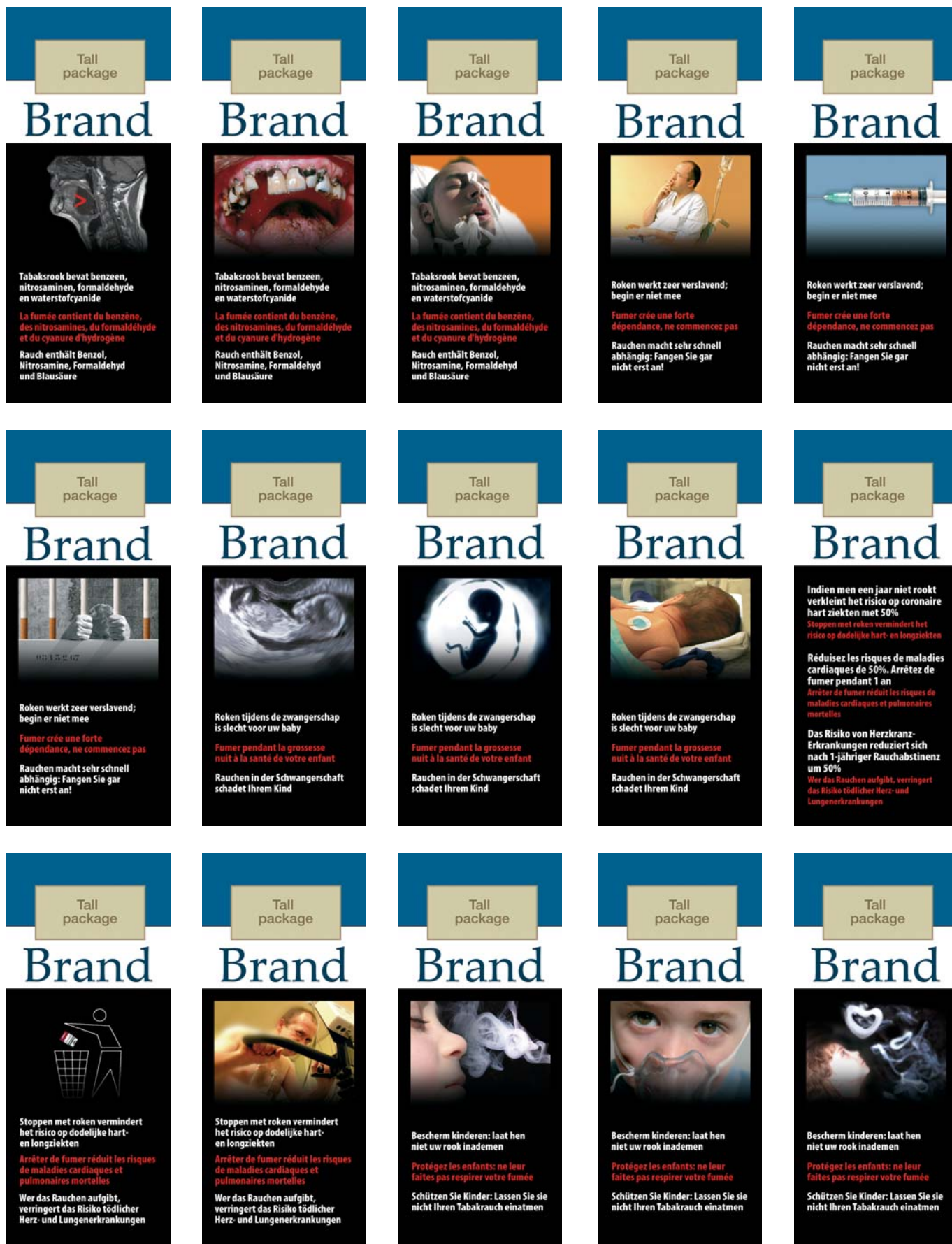
EXAMPLES

40mm x 97mm packages | 3 languages



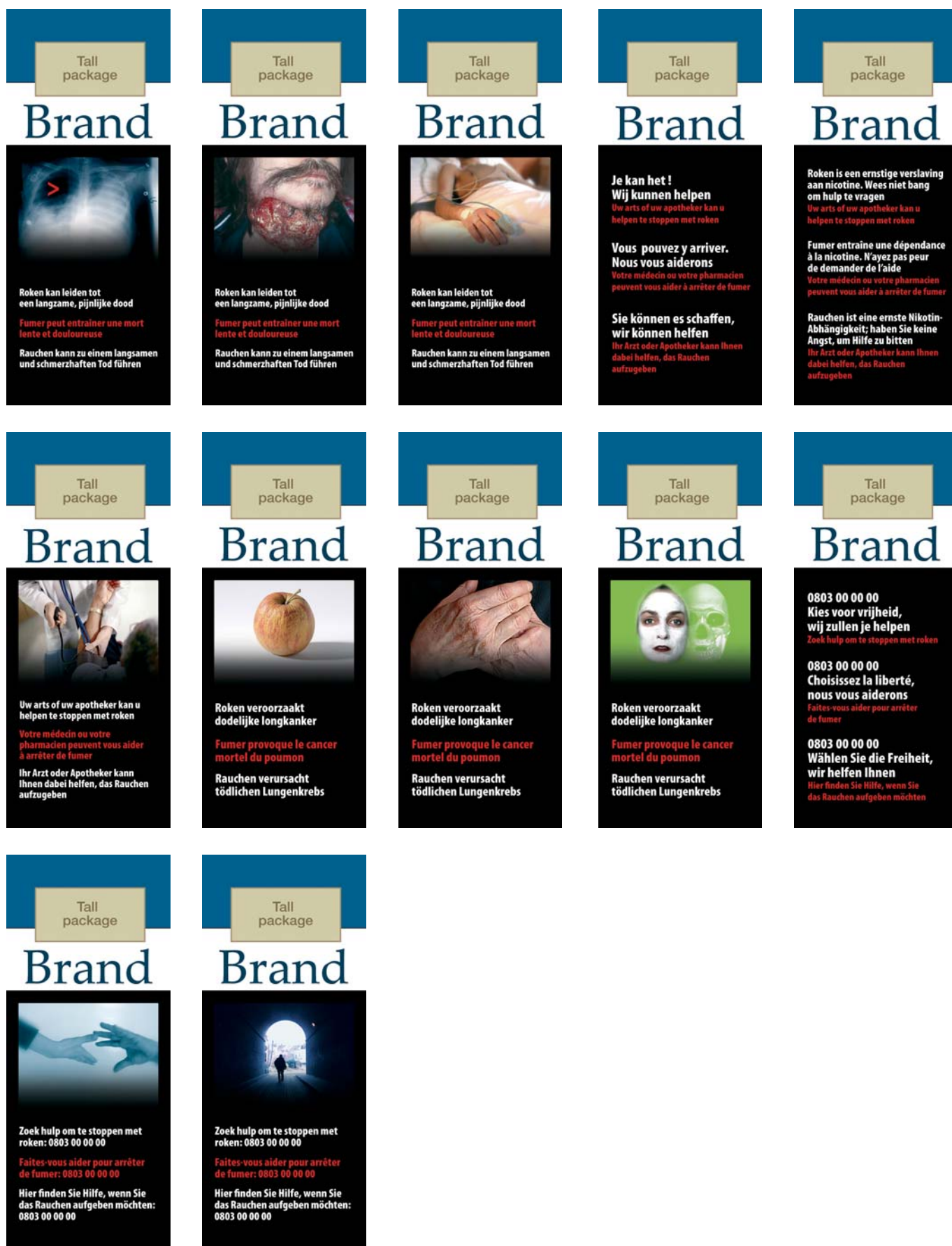
EXAMPLES

40mm x 97mm packages | 3 languages






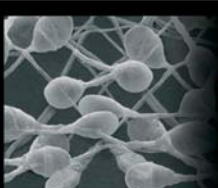






EXAMPLES

40mm x 97mm packages | 3 languages



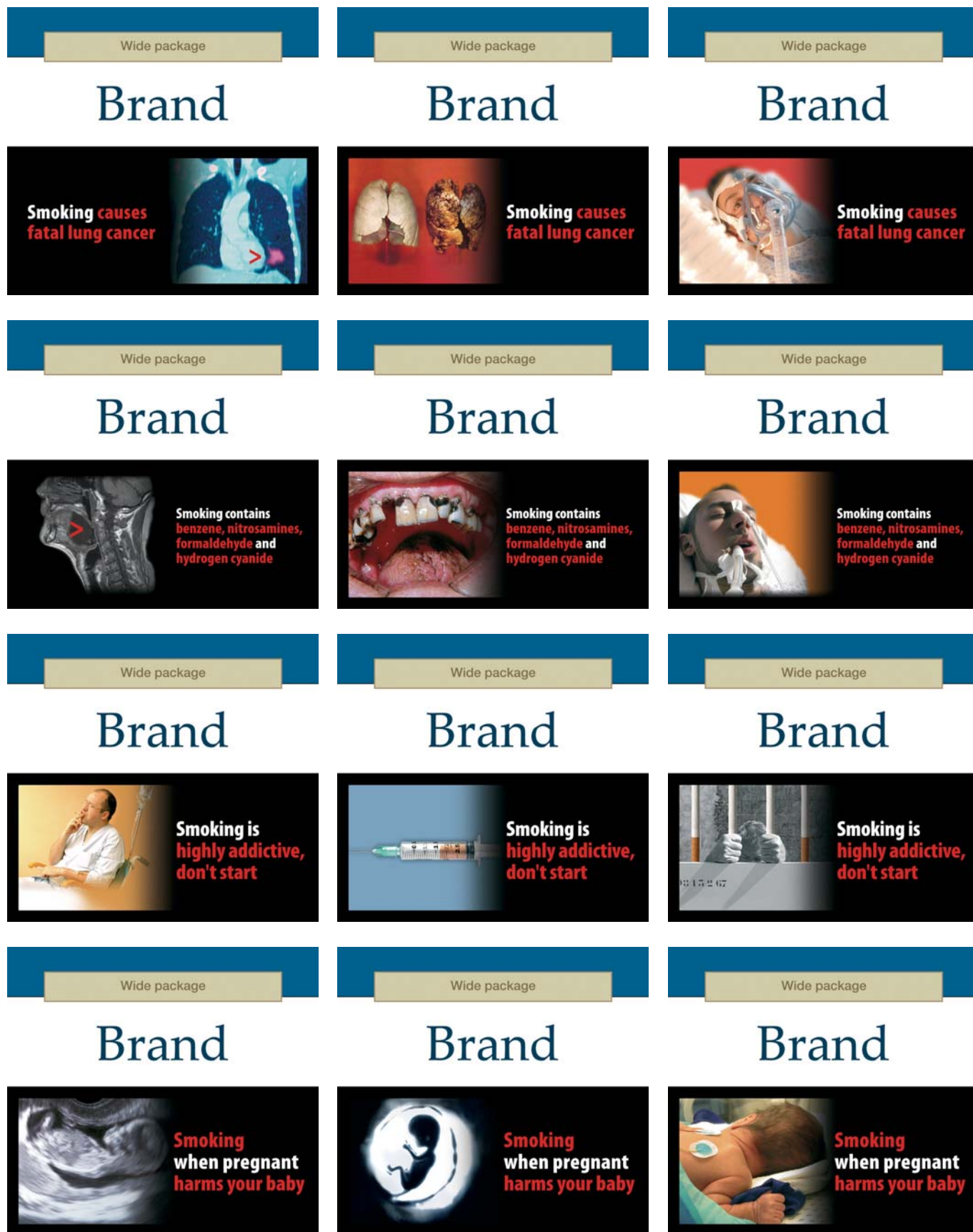
EXAMPLES

81mm x 75mm packages | 1 language

Wide package	Wide package	Wide package
Brand	Brand	Brand
Lifetime smokers lose an average of 14 years of life Smokers die younger	 Smokers die younger	 Smokers die younger
Wide package	Wide package	Wide package
Brand	Brand	Brand
 Smoking can damage the sperm and decreases fertility	 Smoking can damage the sperm and decreases fertility	 Smoking can damage the sperm and decreases fertility
Wide package	Wide package	Wide package
Brand	Brand	Brand
The risk of having a stroke is approximately 50% higher in smokers than in non-smokers Smokers clog the arteries and causes heart attacks and strokes	 Smoking clogs the arteries and causes heart attacks and strokes	 Smoking clogs the arteries and causes heart attacks and strokes
Wide package	Wide package	Wide package
Brand	Brand	Brand
 Smoking may reduce the blood flow and causes impotence	 Smoking may reduce the blood flow and causes impotence	 Smoking may reduce the blood flow and causes impotence

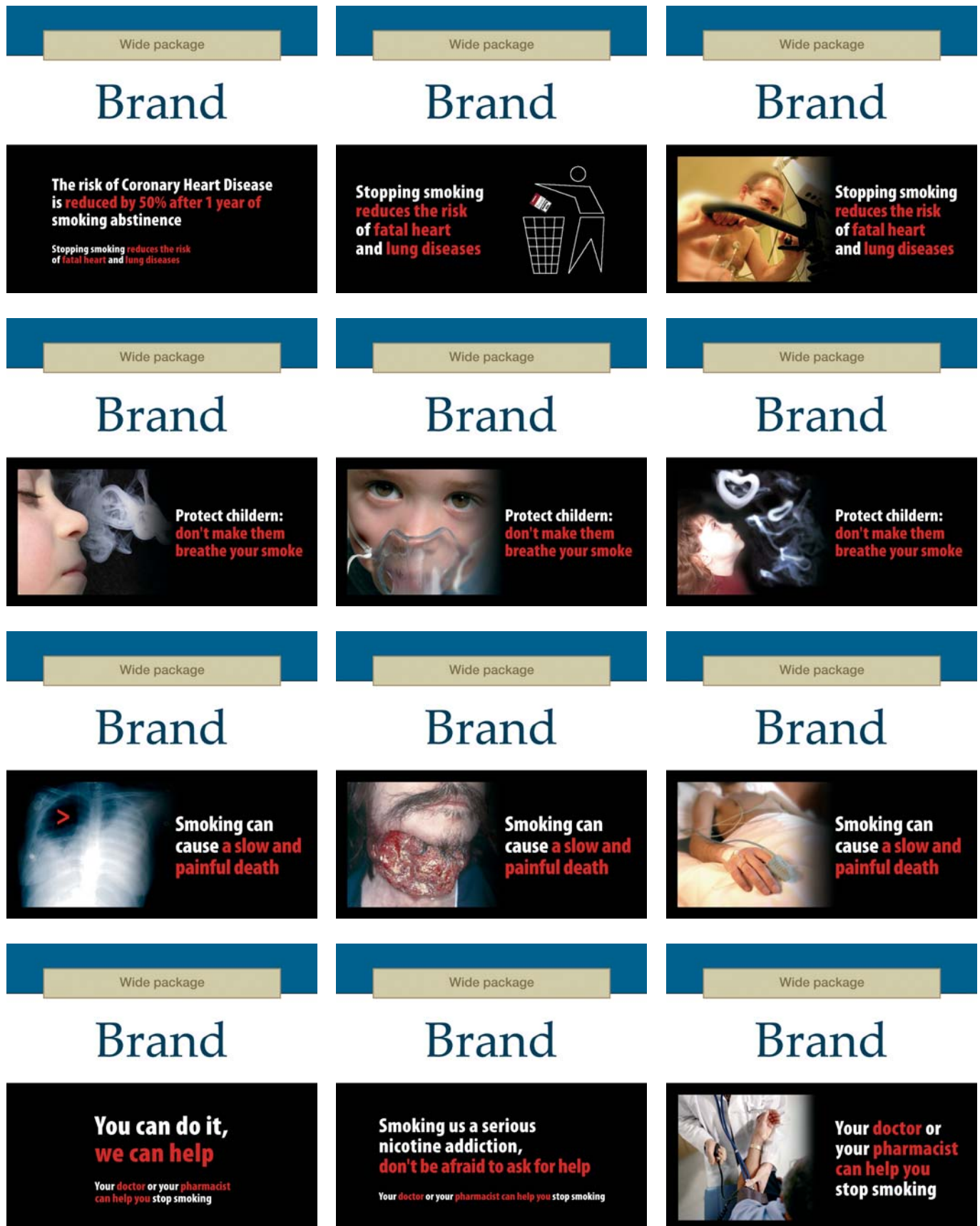
EXAMPLES

81mm x 75mm packages | 1 language



EXAMPLES

81mm x 75mm packages | 1 language



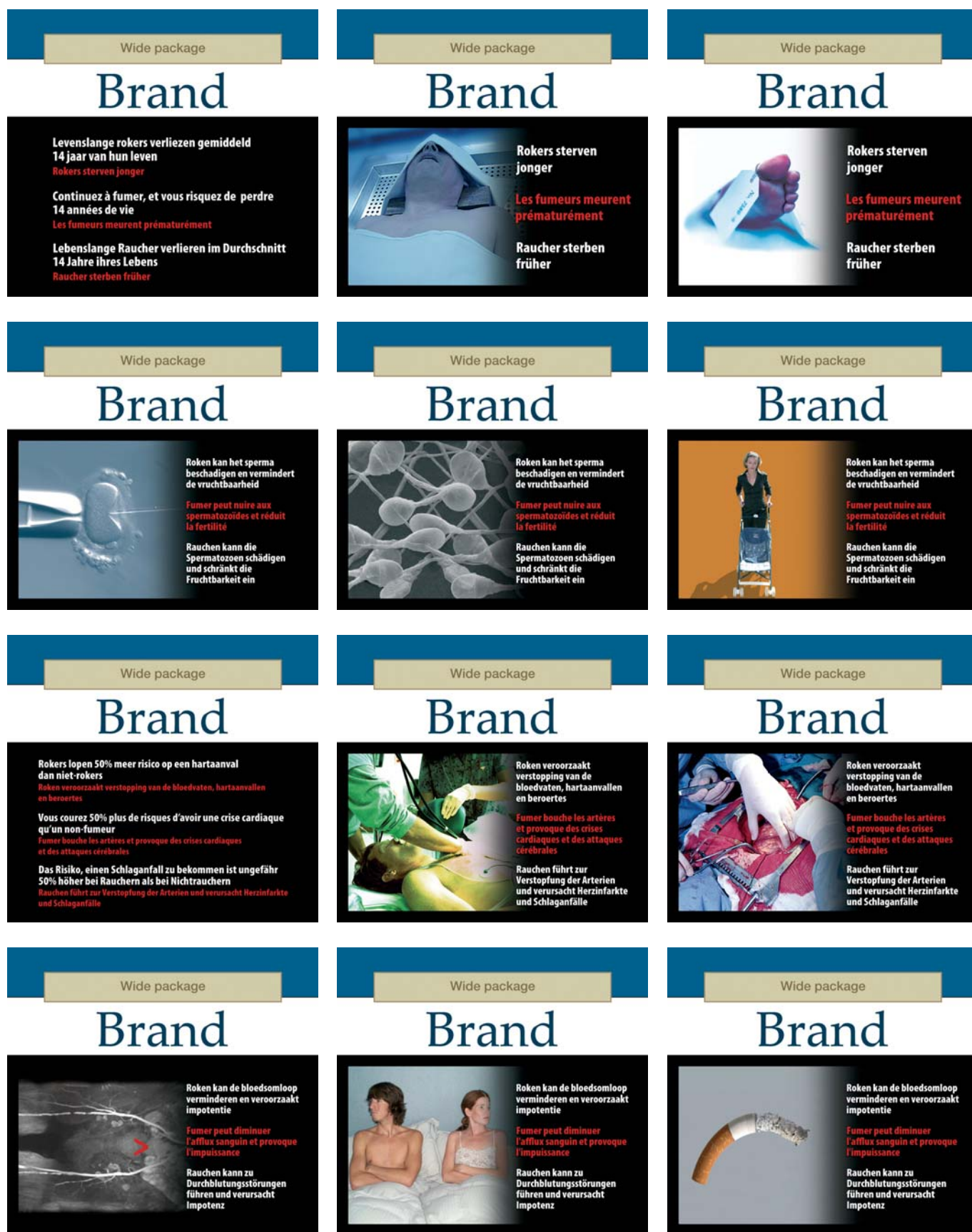
EXAMPLES

81mm x 75mm packages | 1 language

<div>Wide package</div> <div>Brand</div> <div><div>Smoking causes ageing of the skin</div></div>	<div>Wide package</div> <div>Brand</div> <div><div>Smoking causes ageing of the skin</div></div>	<div>Wide package</div> <div>Brand</div> <div><div>Smoking causes ageing of the skin</div></div>
<div>Wide package</div> <div>Brand</div> <div><div>0803 00 00 00 Choose freedom, we'll help you Get help to stop smoking</div></div>	<div>Wide package</div> <div>Brand</div> <div><div>Get help to stop smoking: 0803 00 00 00</div></div>	<div>Wide package</div> <div>Brand</div> <div><div>Get help to stop smoking: 0803 00 00 00</div></div>

EXAMPLES

81mm x 75mm packages | 3 languages



EXAMPLES

81mm x 75mm packages | 3 languages

Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



EXAMPLES

81mm x 75mm packages | 3 languages

Wide package

Brand

Indien men een jaar niet rookt verkleint het risico op coronaire hart ziekten met 50%
 Stoppen met roken vermindert het risico op dodelijke hart- en longziekten

Réduisez les risques de maladies cardiaques de 50%.
 Arrêtez de fumer pendant 1 an
 Arrêter de fumer réduit les risques de maladies cardiaques et pulmonaires mortelles

Das Risiko von Herzkranz-Erkrankungen reduziert sich nach 1-jähriger Rauchabstinenz um 50%
 Wer das Rauchen aufgibt, verringert das Risiko tödlicher Herz- und Lungenerkrankungen

Wide package

Brand

Stoppen met roken vermindert het risico op dodelijke hart- en longziekten

Arrêter de fumer réduit les risques de maladies cardiaques et pulmonaires mortelles

Wer das Rauchen aufgibt, verringert das Risiko tödlicher Herz- und Lungenerkrankungen



Wide package

Brand

Stoppen met roken vermindert het risico op dodelijke hart- en longziekten

Arrêter de fumer réduit les risques de maladies cardiaques et pulmonaires mortelles

Wer das Rauchen aufgibt, verringert das Risiko tödlicher Herz- und Lungenerkrankungen



Wide package

Brand

Bescherm kinderen: laat hen niet uw rook inademen

Protégez les enfants: ne leur faites pas respirer votre fumée

Schützen Sie Kinder: Lassen Sie sie nicht Ihren Tabakrauch einatmen



Wide package

Brand

Bescherm kinderen: laat hen niet uw rook inademen

Protégez les enfants: ne leur faites pas respirer votre fumée

Schützen Sie Kinder: Lassen Sie sie nicht Ihren Tabakrauch einatmen



Wide package

Brand

Bescherm kinderen: laat hen niet uw rook inademen

Protégez les enfants: ne leur faites pas respirer votre fumée

Schützen Sie Kinder: Lassen Sie sie nicht Ihren Tabakrauch einatmen




Wide package

Brand

Roken kan leiden tot een langzame, pijnlijke dood

Fumer peut entraîner une mort lente et douloureuse

Rauchen kann zu einem langsamen und schmerzhaften Tod führen



Wide package

Brand

Roken kan leiden tot een langzame, pijnlijke dood

Fumer peut entraîner une mort lente et douloureuse

Rauchen kann zu einem langsamen und schmerzhaften Tod führen



Wide package

Brand

Roken kan leiden tot een langzame, pijnlijke dood

Fumer peut entraîner une mort lente et douloureuse

Rauchen kann zu einem langsamen und schmerzhaften Tod führen



Wide package

Brand

Je kan het! Wij kunnen helpen
 Uw arts of uw apotheker kan u helpen te stoppen met roken

Vous pouvez y arriver. Nous vous aiderons
 Votre médecin ou votre pharmacien peuvent vous aider à arrêter de fumer

Sie können es schaffen, wir können helfen
 Ihr Arzt oder Apotheker kann Ihnen dabei helfen, das Rauchen aufzugeben

Wide package

Brand

Roken is een ernstige verslaving aan nicotine.
 Wees niet bang om hulp te vragen
 Uw arts of uw apotheker kan u helpen te stoppen met roken

Fumer entraîne une dépendance à la nicotine.
 N'ayez pas peur de demander de l'aide
 Votre médecin ou votre pharmacien peuvent vous aider à arrêter de fumer

Rauchen ist eine ernste Nikotin-Abhängigkeit;
 haben Sie keine Angst, um Hilfe zu bitten
 Ihr Arzt oder Apotheker kann Ihnen dabei helfen, das Rauchen aufzugeben

Wide package

Brand

Uw arts of uw apotheker kan u helpen te stoppen met roken

Votre médecin ou votre pharmacien peuvent vous aider à arrêter de fumer

Ihr Arzt oder Apotheker kann Ihnen dabei helfen, das Rauchen aufzugeben



EXAMPLES

81mm x 75mm packages | 3 languages

Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand



Wide package

Brand

