

OREGON

LABEL

COMPL

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Navigating the world of legal pot compliance is a headache. On top of that, design is an increasingly important factor in business. Researchers found that colors and visuals increase the willingness to read by 80%.

Packaging design is a perfect opportunity to highlight or elevate an already amazing product. Yet you, the owner, are responsible

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for proper labeling. In the absence of a federally regulated market, state law takes over to create the guidelines.

Labeling regulations are really striving for two things: clear communication about the product and public safety. Proper labeling is more than just brand collateral, they are information panels for your customers to see if your product will work with their bodies.

I created this guide for cannabis brands in Oregon as a resource. If you are out of state, it is important that you review the laws in your state. If you have any questions or comments, feel free to reach out via my website or on social media.

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# The De Facto Standards for Compliant Cannabis Labels

Top rules for any cannabis packaging: containers must be opaque and any designs, branding, or artwork cannot appeal to children. Once those bases are covered, then we move on to content.

For all packaging there is a principal display panel and an information panel. Most regulatory figures have strict rules about what needs to appear on the principal panel. Aside from your brand name, product

identification, and contact info, you should include specific information that will assist your customer to understand and properly use your product, in English.

Some of that information includes the THC and CBD content of the product, recommended dosage and usage, quantity, and specific warnings. To make labels clear including warnings like "Keep out of reach of children" and "This product has an intoxicating effect".

If you're labeling an edible it's important to include any allergen warnings and expiration dates.

On the information panel most guidelines ask that ingredients be organized by their weight, heavy to light.

Of course, the above aren't blanket rules for everyone but general guidelines for label content. To be certain, check with your regulatory authority for more information on labeling products.



## But what about our inner child?

"Appealing to children" can be a fine line with some brands. To be safe, avoid cartoon animals, caricatures, or photography of kids. Do go crazy with color.

Oregon has its own set of labeling guidelines to abide by. The most important is the marijuana universal symbol.



The symbol needs to be at least .48 inches wide by .35 inches high to remain compliant. If your product is medicinal, you also need the below symbol somewhere on your packaging.



Forgetting these icons means immediate

rejection from OLCC.

It is also wise to add the activation time, or how long it takes for someone to “feel” the product. You can represent this as a symbol or stated in plain text. Oregon guidelines require this but it’s also seen as an informative kindness for any new users.

Another point for public safety, adding lab test results. This includes batch testing numbers and the dates the product was tested.

This probably feels like a ton of information to get

## No Approval Needed!

If your label follows guidelines but is free of any graphics, photography, logos, or additional info anywhere on the package

on one panel. Luckily, the OLCC recognized this and has allowed the use of accordion labels, additional pamphlets, or an outer container on small products.

If using the latter, don’t be afraid to repeat yourself. Even if you stated the required information on the inner container, OLCC still requires that information to be placed on the outside container as well.

**Beginning October 1st, 2016 all labels must be pre-approved by OLCC before being transferred to a dispensary for sale.**

All in all, cannabis is a growing, changing, sometimes chaotic industry. Business owners must ensure that their packages are tamper-proof, child-proof, and within accordance of their local laws.

With all eyes on us, it's a chance for the industry to take the right step forward and hope other industries will follow. As long as we play within their court, we will see a day where true legalization and declassification will occur.



## Bibliography

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