FDA | U.S. FOOD & DRUG ADMINISTRATION

Technical Specifications for Required Cigarette Health Warnings

March 2020

Required Warnings for Cigarette Packages and Advertisements, 21 CFR part 1141:

Technical Specifications for Accessing, Selecting, Using, and Adapting Electronic, Layered Design Files

U.S. Food and Drug Administration, Center for Tobacco Products, March 2020

As discussed in the final rule entitled "Required Warnings for Cigarette Packages and Advertisements" (codified at 21 CFR part 1141), FDA recognizes that adaptations to the required warnings may be needed to avoid technical implementation issues due to the varying features, formats, and sizes of cigarette packages and advertisements. FDA has created electronic, layered design files, built as Encapsulated PostScript (.eps) files,[1] in different sizes and aspect ratios designed to fit packaging and advertising of various shapes and sizes. The final rule does not require the use of these .eps files, but FDA is providing the files as a resource to assist regulated entities implement 21 CFR part 1141 and section 4 of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. 1333. This document provides technical specifications (i.e., instructions) for how to access, select, use, and adapt the .eps files.

I. Accessing the .eps Files

The .eps files related to each of the required warnings are available for download for free at https://www.fda.gov/cigarette-warning-files. The .eps files can be opened in a compatible software program and adjusted as needed. *See Section IV for information on adapting files*.

For assistance accessing and using the .eps files, contact CTP at cigarettewarningfiles@fda.hhs.gov.

II. Selecting .eps Files for Various Cigarette Package and Advertisement Sizes

A. Packages That Are Not Cartons ("Cigarette Packs")

- For cigarette packs, .eps files are provided for each of the required warnings in the following artwork sizes: 27.9 mm x 50.3 mm; 54.8 mm x 37.15 mm; 54.8 mm x 42.75 mm; 47.5 mm x 49.6 mm; 51.4 mm x 61.6 mm; and 82.0 mm x 45.5 mm. *See Figure 1 for examples*.

- Select the appropriate .eps files and adjust as needed. *See Section IV for information on adapting files.*

---

[1] The United States government owns all rights to the required warnings, which may not be used, reproduced, displayed, modified, or distributed except for purposes of displaying them on cigarette packages (including cartons) and in cigarette advertising as required by 21 CFR part 1141, or with the express written permission of FDA, or as permitted under the Copyright Act.

Figure 1. Examples of required warnings for different-sized cigarette packs.

Note for all figures: Only the positive versions (white background with black text) are shown here; reverse versions (black and gray gradient background with white text) are available as well. Figure images are not shown at 100% scale.

27.9 mm x 50.3 mm

54.8 mm x 37.15 mm

54.8 mm x 42.75 mm


47.5 mm x 49.6 mm

51.4 mm x 61.6 mm

82.0 mm x 45.5 mm

B. Packages That Are Cartons ("Cigarette Cartons")

- For cigarette cartons, .eps files are provided for each of the required warnings in the following artwork sizes: 73.5 mm x 101.5 mm; 135.35 mm x 103.2 mm; 140.8 mm x 75.7 mm; 141.3 mm x 87.2 mm; 132.85 mm x 125.0 mm; and 244.5 mm x 143.65 mm. *See Figure 2 for examples*.

- Select the appropriate .eps files and adjust as needed. *See Section IV for information on adapting files.*

Figure 2. Examples of required warnings for different-sized cigarette cartons.

73.5 mm x 101.5 mm

135.35 mm x 103.2 mm

140.8 mm x 75.7 mm

141.3 mm x 87.2 mm

132.85 mm x 125.0 mm

244.5 mm x 143.65 mm
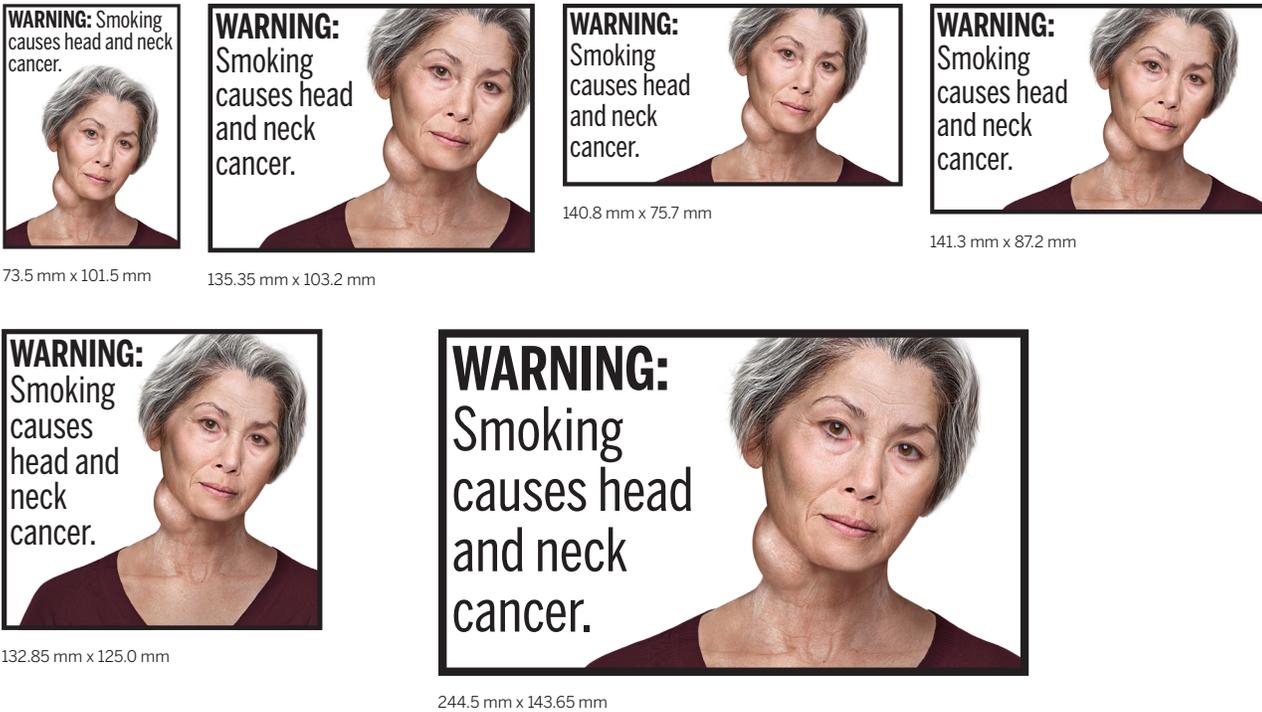
C. Cigarette Advertisements

- For cigarette advertisements, .eps files are provided for each of the required warnings in the following aspect ratios: 1:1, 1.5:1, 1:1.5, 2:1, 1:2, 2.5:1, 4:1, and 6:1. [Note: The starting artwork size is 2in x 2in]. *See Figure 3 for examples*.

- Select the appropriate .eps files and adjust as needed. *See Section IV for information on adapting files.*

Figure 3. Examples of required warnings for different-sized cigarette advertisements.

1:1

1.5:1

1:1.5
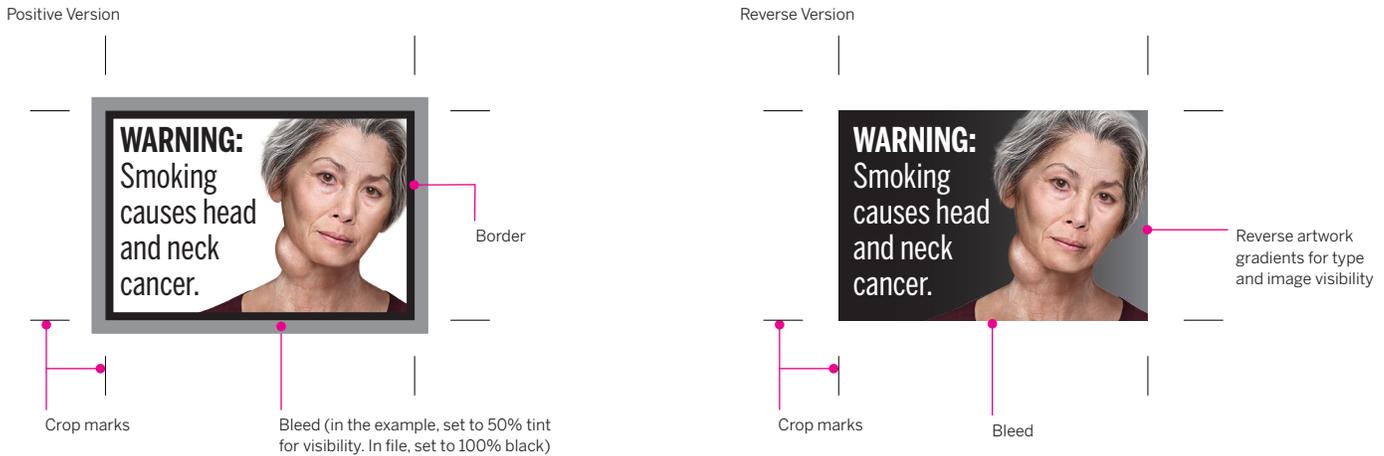
2:1

1:2

2.5:1

4:1

6:1
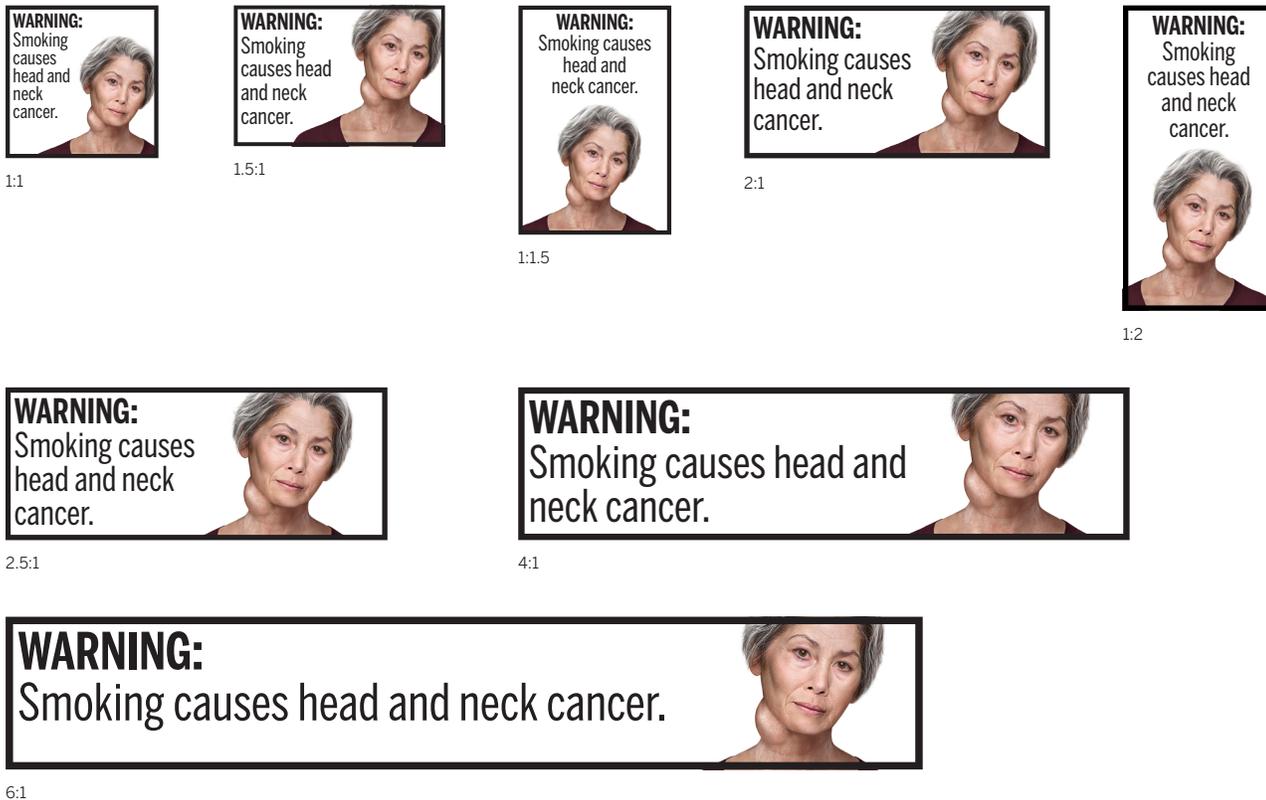
III. Using the .eps Files

A. Description of the .eps Files

- Each .eps file contains multiple layers with the elements of each required warning (e.g., photorealistic illustration, textual warning statement, background, border), as well as additional content helpful in using and adapting the files (e.g., crop marks, bleeds). *See Figure 4 for examples*.
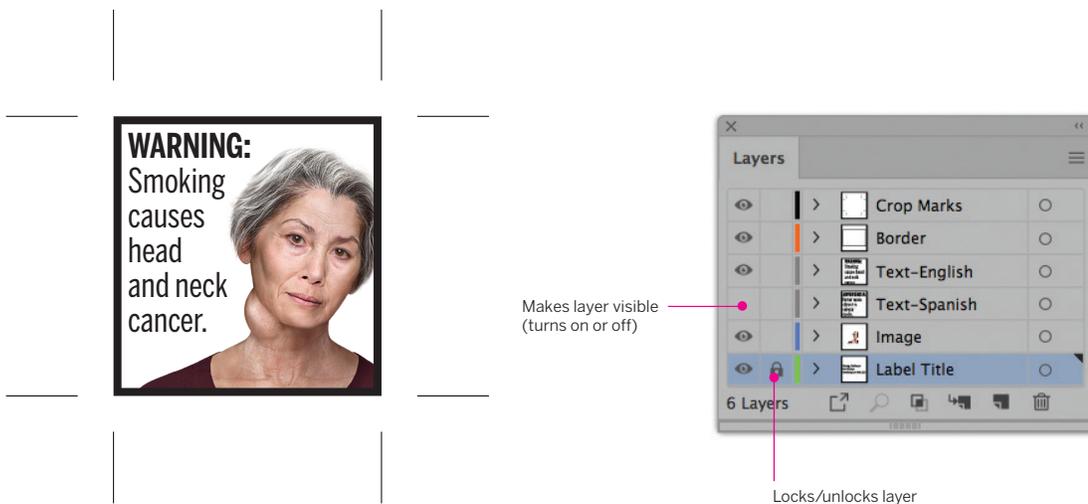
Figure 4. Labeled examples of .eps files for cigarette packs.

Positive Version

Reverse Version

WARNING: Smoking causes head and neck cancer.

Border

Crop marks

Bleed (in the example, set to 50% tint for visibility. In file, set to 100% black)

WARNING: Smoking causes head and neck cancer.

Reverse artwork gradients for type and image visibility

Crop marks

Bleed

B. Using the Layers Palette in the .eps Files

- Each layer of the .eps file can be locked or unlocked for editing and made visible or not visible, as needed. For example, Figure 5 shows an .eps file with all layers visible except the Spanish text. If you want to display the Spanish text, you can click on the box in the left-hand column such that the icon indicating the layer is now visible appears in the "Text-Spanish" row, and, in the row labeled "Text-English," you can click on the box in the left-hand column so that the icon indicating the layer is visible does not appear. This will turn on the Spanish text layer and turn off the English text layer. [Note: The icon indicating that different layers are displayed in the software used for Figure 5 is the "eye" icon. The icon in other software programs may differ.]

Figure 5. Example of how to use the layers palette in an .eps file to select language options.

WARNING: Smoking causes head and neck cancer.

Makes layer visible (turns on or off)

Layers

Crop Marks
Border
Text–English
Text–Spanish
Image
Label Title

6 Layers

Locks/unlocks layer

IV. Adapting the .eps Files

The .eps files can be adapted to fit an area with a specific size and shape as follows:

- If you want to scale a warning proportionally as one unit, you can select (i.e., activate) all layers with warning elements (e.g., "Image," "Text," "Gradient," "Border" layers) before scaling. *See Figure 6 for an example of how to use an .eps file to adapt a warning*.

- If further adjustments are needed to adapt a warning to fit a specific size and shape, you can use the "Crop Marks" layer provided in the .eps file as a reference to maintain the elements of the required warning (e.g., the photorealistic illustration, textual warning statement, background, border). [Note: The "Image" layer in each .eps file also contains more of the photorealistic illustration than shown to accommodate reasonable increases in width and/or height. The "<Clipping Path>" sublayer within the "Image" layer can be turned off in the layers palette to show the full illustration.] *See Figure 7 for an example*.

Figure 6. Example of how to use an .eps file to adapt a warning to fit an area with a specific size and shape.
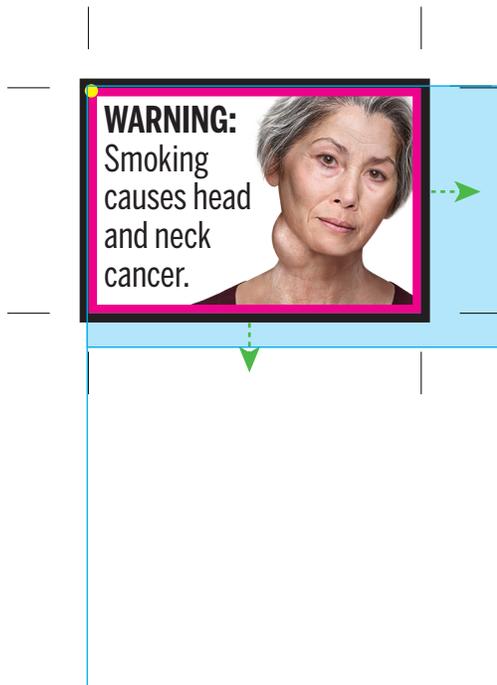
**Step 1:** Add the selected warning artwork to the desired pack layout.

(For this example, the selected warning is "Neck Cancer, 54.8mm x 37.15mm." The warning border is shown as magenta in the figure image for the purposes of visibility. Black bleed has also been included.)

Step 2: Position the warning in the warning label area of the pack. For ease of scaling, consider aligning with the top of the left corner of the front (or rear) pack panel.

(For this example, the warning label area is show in the top blue box and the alignment point is represented by the yellow dot in the top left corner.)

Step 3: Select all elements of the warning (i.e., activate all warning artwork layers) and scale the warning proportionally to reach the desired size.

(For this example, green arrows show scaling direction. To avoid scaling the border weight for a pack warning, which has a uniform 4pt border weight, unclick "scale strokes and effects" in the Scale Menu prior to scaling.)
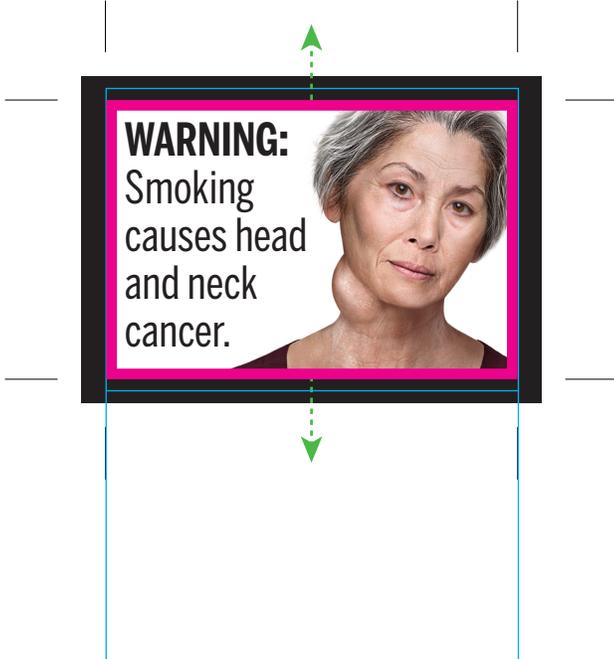
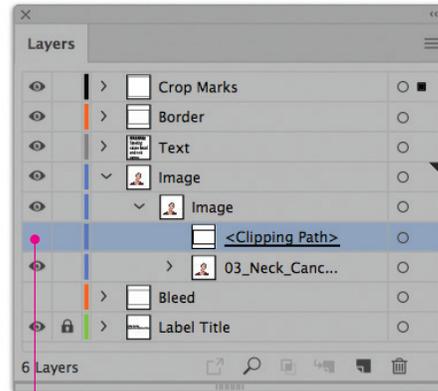**Step 4:** Further adjust the warning as needed. Consider using the crop marks as a reference.

(For this example, the height of the warning border was increased proportionally to match the height of the warning label area on the pack. Consider locking other layers before making adjustments to individual elements.)
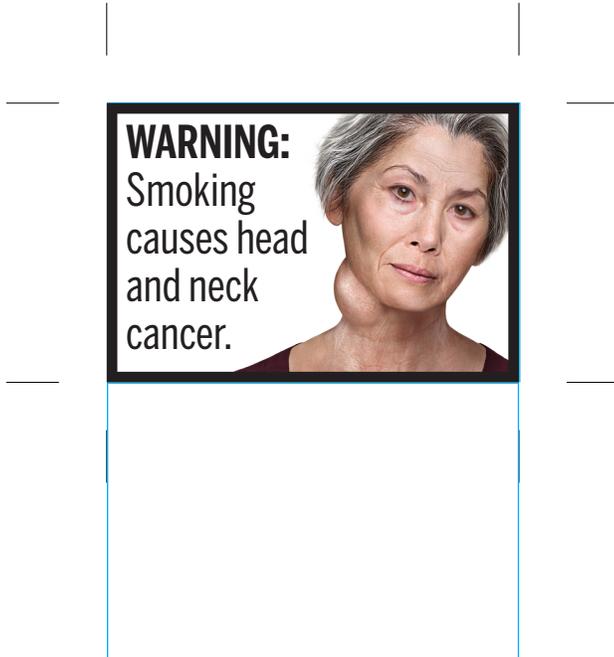
Step 5: Adjust the bleed as needed. *(For this example, the bleed has been removed. The warning border has been reverted to black to show final result.)*

Figure 7. Example of how to use the layers palette to show more of the photorealistic illustration in an .eps file.

<Clipping Path>
sublayer turned off