

The Universal Cannabis Product Symbol (UCPS)

Teaching the public “caution before cannabis”

Other sponsoring organizations' logos here [TBD]



Features:

1. Offered at no cost by DFCR to all government licensing authorities (written permission required)
2. Incorporates a cannabis leaf into the most widely known caution sign – a black exclamation point in a yellow triangle – creating a unique, eye-catching, and recognizable design
3. Large elements remain clear when printed at reduced sizes on small packages
4. An exclamation point over a leaf teaches the public “caution before cannabis” without implying prohibition
5. Two-color design offers a good option for B/W printing
6. A two-letter state code, “THC,” and/or “CBD” may be placed below the UCPS



Comparison of UCPS with other cannabis product symbols currently in use:

Design	Shape	Colors	Elements			Good B/W option	Disadvantages
			Cannabis leaf	Exclamation point	Text		
CA	Triangle (caution sign)	Black & white	YES	YES	CA	YES	Elements small (not scalable)
CO	Diamond (hazard sign)	Red & white	NO	YES	THC	YES	Elements small (not scalable), no leaf and “THC” is not universally known as meaning “cannabis”
MA & ME	Triangle (caution sign)	Red, black & white	YES	NO	CONTAINS THC	YES	No exclamation point, red means “Stop” (not “Caution”), multicolored
MI	Inverted triangle	Green & white	YES	NO	MARIJUANA PRODUCT	YES	No exclamation point, unhelpful shape, green means “Go” (not “Caution”), text is very small
NV	Triangle (caution sign)	Black & white	NO	YES	THC	YES	Elements small (not scalable), no leaf and “THC” is not universally known as meaning “cannabis”
OR	Rectangle	Red, black & white	YES	YES	N/A	NO	Unhelpful shape, red means “Stop” (not “Caution”), multi-colored, lacks good B/W option
WA	Diamond (hazard sign)	Yellow, green, black & white	YES	NO	21+	NO	No exclamation point, requires multicolor printing, lacks good B/W option
Canada	Octagon (stop sign)	Red, black & white	YES	NO	THC	NO	Elements small (not scalable), no exclamation point, octagon and red mean “Stop” (not “Caution”), lacks good B/W option
UCPS	Triangle (caution sign)	Black & yellow or black & white	YES	YES	THC, CBD, and/or state abbreviation	YES	



For inquiries or permission to use:
labeling@dfcr.org

For more information:
dfcr.org/labeling

Original design:
David Nathan, MD and Eli Nathan