



Ohio Administrative Code

Rule 901:6-3-08 Prominence and placement: consumer packages.

Effective: July 15, 2016

(A) General.

All information required to appear on a consumer package shall appear thereon in the English language and shall be prominent, definite, and plain, and shall be conspicuous as to size and style of letters and numbers and as to color of letters and numbers in contrast to color of background. Any required information that is either in hand lettering or hand script shall be entirely clear and equal to printing in legibility.

(B) Location.

The declaration or declarations of quantity of the contents of a package shall appear in the bottom thirty per cent of the principal display panel or panels.

(C) Style of type or lettering.

The declaration or declarations of quantity shall be in such a style of type or lettering as to be boldly, clearly, and conspicuously presented with respect to other type, lettering, or graphic material on the package, except that a declaration of net quantity blown, formed, or molded on a glass or plastic surface is permissible when all label information is blown, formed, or molded on the surface.

(D) Color contrast.

The declaration or declarations of quantity shall be in a color that contrasts conspicuously with its background, except that a declaration of net quantity blown, formed, or molded on a glass or plastic surface shall not be required to be presented in a contrasting color if no required label information is on the surface in a contrasting color.



(E) Free area.

The area surrounding the quantity declaration shall be free of printed information:

- (1) Above and below, by a space equal to at least the height of the lettering in the declaration; and
- (2) To the left and right, by a space equal to twice the width of the letter "N" of the style and size of type used in the declaration.

(F) Parallel quantity declaration.

The quantity declaration shall be presented in such a manner as to be generally parallel to the declaration of identity and to the base on which the package rests as it is designed to be displayed.

(G) Calculation of area of principal display panel for purpose of type size.

The area of the principal display panel shall be:

- (1) In the case of a rectangular container, one entire side which properly can be considered to be the principal display panel, the product of the height times the width of that side;
- (2) In the case of a cylindrical or nearly cylindrical container, forty per cent of the product of the height of the container times the circumference; and
- (3) In the case of any other shaped container, forty per cent of the total surface of the container, unless such container presents an obvious principal display panel (for example: the top of a triangular or circular package of cheese, or the top of a can of shoe polish), in which the area shall consist of the entire such surface.

Determination of the principal display panel shall exclude tops, bottoms, flanges at tops and bottoms of cans, and shoulders and necks of bottles or jars.

(H) Minimum height of numbers and letters.



(1) The height of any letter or number in the required quantity declaration shall be not less than that shown in table 1 with respect to the area of the panel, and the height of each number of a common fraction shall meet one-half the minimum height standards.

(2) When upper and lowercase, or all lower case, letters are used in SI symbols, it is the uppercase "L," lowercase "D," or their equivalent in the print or type that shall meet the minimum height requirement. However, no letter shall be less than 1.6 millimeters (one-sixteenth inch) in height. Other letters and exponents must be presented in the same type style and in proportion to the type size used.

(I) Numbers and letters: proportion.

No number or letter shall be more than three times as high as it is wide.