

# CANNABIS SUPPLIER SIGNAGE GUIDE

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FISCAL YEAR 2026





## NSLC CANNABIS SUPPLIER SIGNAGE GUIDE

The NSLC is standardizing the process for receiving and approving all supplier-provided in-store assets.

The use of supplier assets in NSLC retail locations will be at NSLC's discretion and must be approved and supplied by the marketing deadlines indicated.

Approved signage and retail-tainment pieces will be included in the NSLC's Execution Guide each promotional period.



## FY26 SUPPLIER SIGNAGE MARKETING DEADLINES

P1	P2	P3	P4	P5	P6	P7	P8	P9
27-Jan-25	3-Mar-25	7-Apr-25	16-May-25	23-June-25	1-Aug-25	15-Sep-25	27-Oct-25	15-Dec-25

**PLEASE NOTE:** All proposed supplier artwork must be submitted to **Staci.Latham-Murphy@myNSLC.com** by the due date as indicated above.

**LATE SIGNAGE SUBMISSIONS WILL NOT BE ACCEPTED.**



## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### 24" X 20" HERO PRIMARY SIGNAGE

The standard sign that is placed in our hero display unit within the merchandising space.

#### CREATIVE REQUIREMENTS

- ✓ 24" W x 20" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point
- ✓ Product and/or package size (i.e. 1g, 7g, etc.)
- ✓ Potency % range (i.e THC% range, CBD% range, Terpenes etc.)
- ✓ Image of product with correct size and format shown
  - Product images must be of actual product (no stock images of product)
- ✓ Adhere to the NSLC Language Guide (see page 8)
- ✓ Uses the guiding principles of the **NSLC Responsible Advertising Standards**
- ✓ Adheres to the regulations outlined in the **Nova Scotia Cannabis Control Act** and the **Federal Cannabis Act**



### 24" X 4" HERO BAND

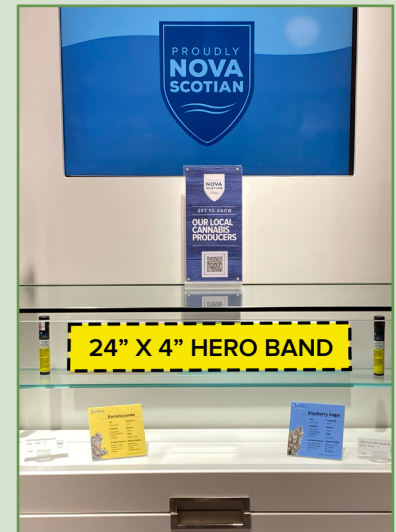
The supporting sign placed in our hero display unit within the merchandising space. Should be aligned with all hero creative.

#### CREATIVE REQUIREMENTS

- ✓ 24" W x 4" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point
- ✓ Product and/or package size (i.e. 1g, 7g, etc.)
- ✓ Potency % range (i.e THC% range, CBD% range, Terpenes etc.)
- ✓ Image of product with correct size and format shown
  - Product images must be of actual product (no stock images of product)
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## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### 4.25" X 4.25" SHELF CARD

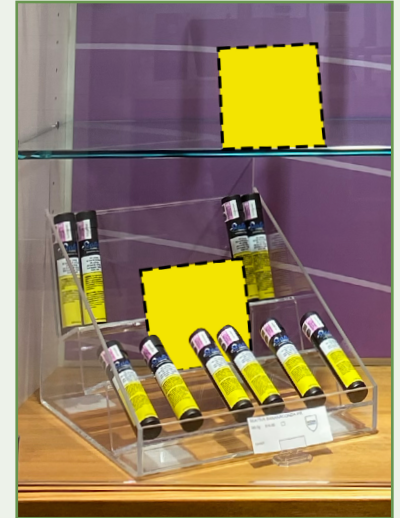
Small supporting signage that communicates information about a specific product. Can be placed in hero display unit or at-cash displays.

#### CREATIVE REQUIREMENTS

- ✓ 4.25" W x 4.25" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point
- ✓ Product and/or package size (i.e. 1g, 7g, etc.)
- ✓ Potency % range (i.e THC% range, CBD% range, Terpenes etc.)
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### 24" X 17" CLYDE STREET HERO SIGNAGE

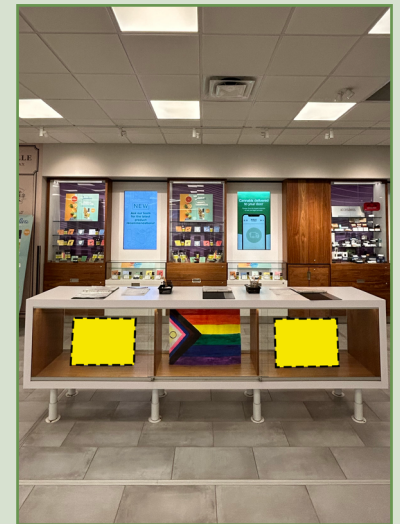
A sign that is placed in a hero display unit that is only available at our dedicated cannabis store on Clyde Street.

#### CREATIVE REQUIREMENTS

- ✓ 24" W x 17" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point
- ✓ Product and/or package size (i.e. 1g, 7g, etc.)
- ✓ Potency % range (i.e THC% range, CBD% range, Terpenes etc.)
- ✓ Image of product with correct size and format shown
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## SIGNAGE SPECS AND CONTENT REQUIREMENTS

### VORTEX BANNER

A large self-standing banner.

#### CREATIVE REQUIREMENTS

- ✓ 29.5" W x 72.75" H
- ✓ File type: Final artwork must be submitted as a .PDF file
- ✓ Black text for printing should be 100% black
- ✓ Bleed: 0.125"
- ✓ Cropmarks: Offset must be 0.25" on cropmarks
- ✓ Spot colours: Jobs that print only CMYK should be output with no spot colours
- ✓ Image Resolution: 300 dpi

#### CONTENT REQUIREMENTS

- ✓ NSLC promotional period dates (dates in-market)
- ✓ Article #
- ✓ Price Point
- ✓ Product and/or package size (i.e. 1g, 7g, etc.)
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### VANITY PACKAGING

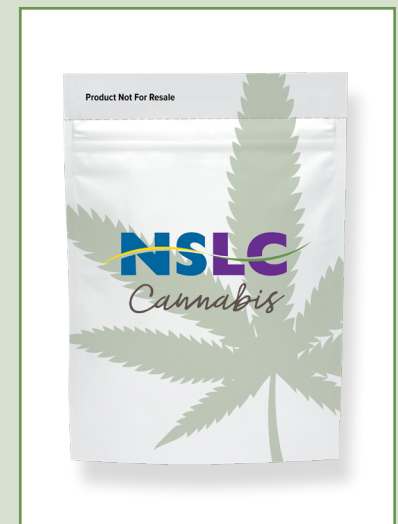
Beautified packaging used as an enhancement within the display.

#### CONTENT REQUIREMENTS

- ✓ Package is true to the size of the original packaging
- ✓ **Does not** need to contain health warning labeling
- ✓ **Does not** need to contain standardized cannabis symbol
- ✓ **Indicates** product is not for sale
- ✓ **Does not** contain product
- ✓ Adheres to the regulations outlined in the **Nova Scotia Cannabis Control Act** and the **Federal Cannabis Act**



Suppliers are responsible for the development and shipment of approved vanity packaging to the NSLC-specified retail locations. Vanity packaging will not be returned to suppliers after the promotional period.



## RESPONSIBLE RETAILING WITH SIGNAGE

The guiding principles of **NSLC's Advertising and Giveaways Policy and Guidance Document** must be applied to all signage.

All signage must:

- Be consistent with NSLC's values of respect and responsibility.
  - Portray products and consumers in a responsible manner and emphasize the social aspect of moderate consumption.
  - Cannot encourage consumers to consume excessively or irresponsibly.
- Be intended for adults of legal consumption age (19+) who choose to consume.
  - Cannot be promoted in any manner which may be directed to or appeal significantly to underage persons.
- Cannot disparage or discredit another company, business, product, or person.
- May be found to be inappropriate based on potential reactions from public groups or society in general due to safety, advocacy, or current social events.

The NSLC uses a *test of reasonableness* to ensure that signage meets the requirements laid out in our policies.

Primary amongst these considerations is whether the signage could be seen to appeal to a minor (in its appearance, names, and sensory attributes).

**ASK YOURSELF: is there a likelihood that this could be seen as appealing to minors? If it is more likely that the product would be for all age use (e.g. a large adult audience) and not specifically or primarily for minors then it is likely acceptable.**

## FEATURING FLAVOURS

### ***Federal Cannabis Act***

You cannot promote a cannabis extract or a cannabis product that contains a cannabis extract in a manner that could cause a person to believe it has the flavour of a: **confectionary** (such as candies or gum), **dessert** (such as ice cream, cookies or chocolate), **soft drink** (such as Cola, Orange Soda or Root Beer) or **energy drink**.

### ***Nova Scotia Cannabis Control Act***

The Nova Scotia Cannabis Control Act states: An authorized cannabis seller must not sell cannabis extract that is intended to be consumed by means of inhalation that:

- a. has a characterizing scent or flavour, other than cannabis, that is noticeable before or during use, or both;
- b. contains a flavouring agent that is synthetic; or
- c. is represented by its packaging or labelling as having a flavour other than cannabis.

## LANGUAGE GUIDE

The NSLC uses discovery as the foundation of our language in the cannabis category and has ensured it is both responsible and educational. As a disclaimer we say, "Cannabis affects everyone differently. Each person is as unique as the product." Everybody's response to cannabis is different, and it can vary from one occasion to the next.

On the next page is a chart that outlines the language that is approved to use with the NSLC. Please consider the approved language and language to avoid on your signage.



	LANGUAGE WE USE		WE CAN ALSO SAY/REFER TO (NOT PRIMARY LANGUAGE)	LANGUAGE WE HEAR, BUT AVOID USING
CATEGORY	<ul style="list-style-type: none"> <li>• Cannabis</li> <li>• Shopper</li> <li>• Bud</li> </ul>	<ul style="list-style-type: none"> <li>• BHO, RSO, CO<sup>2</sup> (these can be referenced as extraction methods)</li> <li>• Dermal/transdermal</li> </ul>	<ul style="list-style-type: none"> <li>• User, consumer</li> <li>• Recreational purposes</li> <li>• Ganja</li> </ul>	<ul style="list-style-type: none"> <li>• Weed, pot, marijuana, herb, dope</li> </ul>
OUR PRODUCT FORMATS	<ul style="list-style-type: none"> <li>• Dried flower</li> <li>• Capsules</li> <li>• Oil</li> <li>• Pre-roll</li> <li>• Infused pre-roll</li> <li>• Seeds</li> </ul>	<ul style="list-style-type: none"> <li>• Edibles</li> <li>• Beverages</li> <li>• Extracts/concentrates</li> <li>• Ingestible extracts</li> <li>• Vape concentrates</li> <li>• Topicals</li> </ul>	<ul style="list-style-type: none"> <li>• Gelcaps, softgels</li> <li>• Joint, pre-rolled, cannabis cigarette, blunt</li> <li>• Vapourizer formats: all-in-one, vape/ battery, dried flower vapourizer</li> <li>• Vape pen</li> <li>• Concentrate products: e.g. shatter, wax, rosin, dabs</li> </ul>	<ul style="list-style-type: none"> <li>• Weed, pot, marijuana, dank</li> <li>• Tinctures</li> <li>• Spliff, reefer</li> </ul>
OUR ACCESSORIES	<ul style="list-style-type: none"> <li>• Grinders</li> <li>• Storage containers</li> <li>• Hand pipes</li> <li>• Papers</li> </ul>	<ul style="list-style-type: none"> <li>• Vapourizers</li> <li>• Batteries</li> <li>• Lighters</li> <li>• Concentrate taster</li> <li>• Water Pipe</li> </ul>	<ul style="list-style-type: none"> <li>• Pipes, bowls, dabbers</li> <li>• Rolling papers</li> </ul>	
METHODS OF CONSUMPTION	Inhalation <ul style="list-style-type: none"> <li>• Smoking</li> <li>• Vapourizing</li> </ul>	Intraoral <ul style="list-style-type: none"> <li>• Sublingual</li> <li>• Ingestion</li> </ul>	<ul style="list-style-type: none"> <li>• Dabbing</li> <li>• Vaping</li> </ul>	<ul style="list-style-type: none"> <li>• Toke</li> </ul>
PRODUCT DISCOVERY	<ul style="list-style-type: none"> <li>• Experience, feeling</li> <li>• Suggest, offer</li> <li>• Mind/body/cerebral</li> <li>• Calming/relaxing</li> <li>• Drowsiness</li> </ul>	<ul style="list-style-type: none"> <li>• Lively/stimulating</li> <li>• Application, quantity</li> <li>• Dosage, onset, offset</li> <li>• Duration</li> </ul>	<ul style="list-style-type: none"> <li>• Effect</li> <li>• Euphoric</li> <li>• Intensity</li> <li>• Recommend</li> <li>• Mental/physical</li> <li>• Euphoric, intense, intensity</li> <li>• Psychoactive effect</li> <li>• Portion/amount</li> <li>• Balance/length of effect</li> </ul>	<ul style="list-style-type: none"> <li>• Sedative, stoned</li> <li>• High, mind-altering</li> <li>• Use</li> <li>• Relieve, ailment</li> <li>• Prescribe</li> <li>• Counter/cure/decrease</li> </ul>

## RESOURCES



**NSLC Logo Usage Guidelines**



**NSLC Advertisement and Giveaway Policy**



**FY26 Beverage Alcohol & Cannabis Programs Guide**



**Federal Cannabis Act**



**Nova Scotia Cannabis Control Act**

## CONTACT THE NSLC



If you have questions regarding signage, please reach out to:

**Staci Latham-Murphy** — Marketing Specialist, Cannabis  
902.450.5967  
[Staci.Latham-Murphy@myNSLC.com](mailto:Staci.Latham-Murphy@myNSLC.com)