



DIVISION OF PUBLIC and BEHAVIORAL HEALTH Policy

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1.0 POLICY

Approval is required of the Administrator of the Division of Public and Behavioral Health of any medical marijuana establishment (MME) name, logo, sign or advertisement before it is used by the MME. NAC 453A.402

MMEs must have discreet and professional signage that is consistent with the traditional style of signage for pharmacies and medical offices. NRS 453A.350

2.0 PURPOSE

The purpose of this policy is to provide design guidelines for MMEs, and the review process steps for MME names, logos, signs or advertisements.

3.0 SCOPE

This policy applies to Nevada medical marijuana establishments.

4.0 PROCEDURE

MME owners with provisional certifications must submit electronic files of proposed names, logos, signs or advertisements to be considered as part of their pre-opening inspection findings, and/or whenever new designs are created. Files should be submitted to the Education and Information Officer at medicalmarijuana@health.nv.gov.

The submitted artwork will be reviewed by the Advertising Guidelines Workgroup to evaluate compliance with the advertising guidelines. The Advertising Guidelines Workgroup will submit a form to the Administrator indicating their recommendation to approve or deny the proposed artwork. If the proposed artwork is not recommended, the reason for the recommended denial of any portion of the submission will be indicated on the form. The Administrator has final say on approvals and denials for the names, logos, signs or advertisements. The form will provide the opportunity for the Administrator's feedback and decision. Appeals of the Administrator's final decision are not permitted.

The following guidelines will be used to evaluate MME names, logos, signs, and advertisements:

4.1 Overall design of any submission should be tasteful, respectful, and medically-focused. The look must be "medical" or "pharmaceutical," and should contain no reference to or perception of being high, fun or recreational in nature. Names, logos, signs or advertisements most likely to be approved will not appeal to minors, contain cartoon*-like figures or illustrations or contain attempts at humor.

4.2 Preferred typography selections include using clean fonts (sans serif), and avoiding script, decorative or gimmicky fonts. It is preferred that a maximum of two fonts and three colors are used in the designs.



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4.3 Acceptable words or references include, but are not limited to: green; wellness; compassion; health; patient; therapy; care; garden; nature; marijuana; and cannabis.

4.4 Designers shall avoid making unfounded claims or promises or using the word “cure.”

4.5 Designers shall avoid using marijuana slang such as bud, pot, weed, grass, joint, doobie, 420.

4.6 All logos submitted for approval must also be used on business cards, letterhead, and any other types of stationery used by the MME, as well as any advertisements purchased by the MME. Different logos, other than those approved by the Administrator, will not be permitted.

* Cartoon, defined: a sketch or drawing, usually humorous, as in a newspaper or periodical, symbolizing, satirizing, or caricaturing some action, subject or person of popular interest. (dictionary.com)

5.0 RELATED DOCUMENTS

6.0 REFERENCES (optional)

Nevada Revised Statutes 453A.350

Nevada Administrative Code 453A.402