

2027 IBX FareRx Delivery Magnet

Production specifications

- Final trim: 9 × 6 inches
- Bleed: 0.125 inches on all four sides
- Bleed size: 9.25 × 6.25 inches
- Print-PDF media size with crop-mark slug: 9.5 × 6.5 inches
- Safe area: 0.25 inches inside trim, or 8.5 × 5.5 inches
- Review PDF: trim size only, no bleed or crop marks; exact website sRGB palette
- Print color: canonical website palette converted through ISO Coated v2 300% (ECI), FOGRA39
- Print standard: PDF/X-4 output intent and metadata
- Raster requirement: 300 DPI at final size; package preview is 2700 × 1800
- Logos and QR: vector in print PDF, layered SVG, and asset folder
- QR destination: <https://farerx.com/kitchen>
- QR printed size: 0.72 × 0.72 inches
- Critical copy/logo inset: at least 0.25 inches from trim
- Review/editable text: live and selectable
- Print-final text: embedded font subsets; not outlined

Fonts

- Playfair Display, regular and italic. Headline and schedule heading.
- Plus Jakarta Sans. Body, bullets, labels, and legal copy.
- JetBrains Mono. Utility labels, codes, and eyebrow copy.

Principal sizes

- Main headline: 20.5 pt
- Schedule heading: 11.2 pt
- Main body bullets: 8.4 pt
- Expectation copy: 8.6 pt
- Kitchen copy: 7.4 pt
- Customer-service copy: 7.0 pt
- Compliance copy: 4.5 pt

Editable layers/groups

Background; Header and program title; What's in the Bag; Delivery information; Kitchen copy; Kitchen QR code; Customer-service information; Delivery schedule; Driver-name field; Compliance language; Material and approval codes; Independence Blue Cross logo; FareRx logo; Co-brand divider.

Production note

ISO Coated v2 300% (ECI) is used as a general coated-print profile because the final printer and stock are not yet specified. The printer should confirm the output profile before plate production and substitute its required ICC profile if different.