

FareRx feedback card

Production specifications

Finished size

- Trim: 5.5 × 4.25 inches, landscape
- Sides: 2
- Bleed: 0.125 inches on all sides
- Safe area: 0.25 inches inside trim
- Print PDF media size: 6.0 × 4.75 inches

Production file

- File: `2027\_IBX\_FareRx\_Feedback\_Card\_PRINT\_FINAL.pdf`
- Standard: PDF/X-4 metadata with embedded ISO Coated v2 300% (ECI) output intent
- TrimBox, BleedBox, ArtBox, and CropBox are included on both pages
- Crop marks sit outside the bleed
- Page 1 is front. Page 2 is back.

Color and type

- The review PDF and editable PDF use the exact website sRGB colors.
- The print PDF uses those same colors converted through the embedded ISO Coated v2 300% (ECI) profile.
- FareRx ink, gold, cream, border, graphite, and IBX blue are documented in `Color\_Palette\_HEX\_RGB\_CMYK.csv`.
- Playfair Display is used for editorial headlines.
- Plus Jakarta Sans is used for body copy.
- JetBrains Mono is used for labels and material codes.
- Font files and OFL license files are included under `assets/fonts`.

QR code

- Destination: <https://farerx.com/feedback>
- Error correction: high
- Vector and high-resolution raster versions are included under `assets/qr`.
- Do not crop, recolor, distort, or reduce the white quiet zone.

Printer notes

- Confirm duplex orientation before the full run. The back should use long-edge alignment for the supplied landscape artwork unless the finishing workflow requires otherwise.
- Request one physical proof to verify QR scanability, small legal text, color, and front-to-back registration.
- The printer must confirm the substrate, coating, final output profile, and minimum type-size policy before production.