

INK ORCA

MEDIA KIT · 2026

Ink that makes waves.

Online printing and signs with all-in pricing.
FREE standard shipping across the lower 48.

inkorca.com

info@inkorca.com · InkOrca is a ROAR Construction LLC company

ABOUT

Who we are

InkOrca is an online print store for small businesses, real estate agents, contractors, restaurants and anyone who needs to get noticed. Customers design online or upload a file, approve a free proof, and get their order shipped free.

OUR MISSION

At InkOrca, we believe custom printing should move at the speed of your ideas. Combining intuitive online ordering, all-in pricing, and bold contrast, we deliver ink that makes waves, without the hassle.

Fast facts

Name	**InkOrca**
Company	A ROAR Construction LLC company
Website	inkorca.com
Motto	Ink that makes waves.
What we sell	10+ products: business cards, flyers, postcards, door hangers, brochures, yard signs, car magnets, vinyl banners, stickers and decals, aluminum signs
Ships to	Lower 48 states + DC (FREE standard shipping). Alaska, Hawaii and territories by quote.
For print shops	InkOrca Studio, a white-label design tool
Contact	info@inkorca.com

WHY INKORCA

The price you see is the price you pay.

• All-in pricing
Printing, a free proof and FREE standard shipping in one price. No setup fees, no hidden fees, no coupon codes needed.

• Free proof
Every order gets a proof to approve before anything prints.

• Print-ready file check
Uploads are checked for blurry photos (DPI), size and text near the cut line.

• Reprint guarantee
If we make a mistake, we make it right: reprint, credit or refund.

• Design online
A free design tool with 190+ ready-made templates for 20+ business types, each with its own themed designs.

• Design service
Need help? Our designers start at $35. Two rounds of changes included.

• Reward points
1 point per $1 spent. Every 100 points = $5 off.

• Rush when you need it
Expedited production and faster shipping are optional add-ons.

PRODUCTS

10+ products, all-in prices

Starting prices include full color printing, a free proof and FREE standard shipping.

PRODUCT	STARTING AT	PRICE
Business cards	250, both sides	$37
Flyers	100, 5.5 x 8.5	$52
Postcards	100, 4 x 6	$38
Door hangers	250	$99
Brochures	100, tri-fold	$86
Yard signs	10, 18 x 24, with stakes	$99
Car magnets	1 pair, 12 x 18	$49
Vinyl banners	2 x 4 ft, grommets	$29
Stickers & decals	1 decal	$35
Aluminum signs	any size, priced instantly	$29

500 business cards for $47

14 pt, full color both sides, FREE shipping. VistaPrint: $50.98 for the same cards with shipping (checked Nov 21, 2026).

Prices as of Nov 22, 2026. Prices may change.

PAPER CHOICES

Good, Better, Best

Pick the paper that fits the job. All prices are all-in with FREE standard shipping.

Business cards (full color, both sides)

TIER	PAPER	250	500	1,000
GOOD	14 pt UV gloss	$37	$47	$65
BETTER	16 pt premium matte	$45	$55	$79
BEST	18 pt ultra premium	$58	$72	$86

Flyers 8.5 x 11 (full color, both sides)

TIER	PAPER	100	500	1,000
GOOD	80 lb gloss	$79	$159	$189
BETTER	100 lb gloss	$86	$169	$199
BEST	14 pt gloss card stock	$109	$239	$312

5.5 x 8.5 flyers start at $52 for 100.

Postcards 4 x 6 (full color, both sides)

TIER	PAPER	100	500	1,000
GOOD	14 pt UV gloss front	$38	$69	$89
BETTER	16 pt premium matte	$45	$85	$109

BRAND

Logo

A sketched orca with CMYK ink splatter. The wordmark sets a thin INK in cyan, magenta and yellow next to a bold black ORCA.



Primary: side by side, CMYK splash



Stacked



Icon only



One color: black



One color: cyan

Use it right

- Keep clear space around the logo at least the height of the "O" in ORCA.
- Use the full-color splash version on white or light backgrounds; one-color versions on photos or dark color.
- Don't stretch, recolor, redraw or add effects.
- Write the name as **InkOrca** (one word, capital I and O).

BRAND

Colors & type

Ink colors

Cyan
#00A3E8
C100 M0 Y0 K0

Magenta
#EC0B83
C0 M100 Y0 K0

Yellow
#FFE11A
C0 M0 Y100 K0

Black
#14161A
C0 M0 Y0 K100

Support colors

Deep sea
#0B1320

Paper
#FBFAF7

Wave gradient
cyan → magenta → orange

Logo files print in pure CMYK inks. Hex values are for screens.

Typefaces

Bricolage Grotesque
Headlines · ExtraBold 800 · Google Fonts

DM Sans
Body text and buttons · Regular 400, Bold 700 · Google Fonts

Wordmark: a thin and a heavy geometric sans, outlined in the logo files. Always use the logo files; don't retype the name as a logo.

Look and feel

Fresh and fluid, not blocky: waves, ink blobs, rounded pill buttons, lots of white space and bold contrast.

ADVERTISING

Current ads

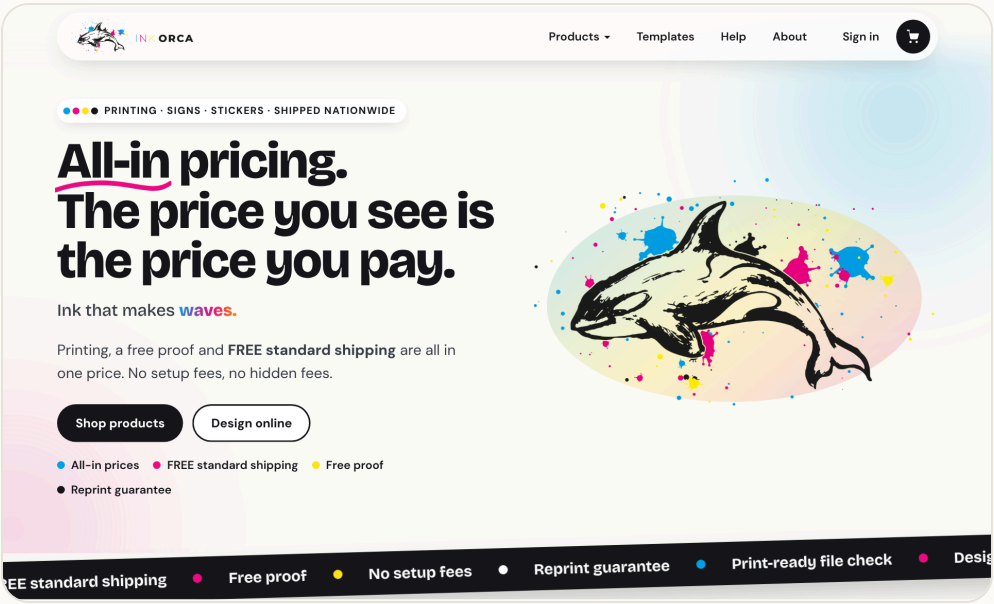
Square (1080 x 1080) for feeds. Story versions (1080 x 1920) are also available.



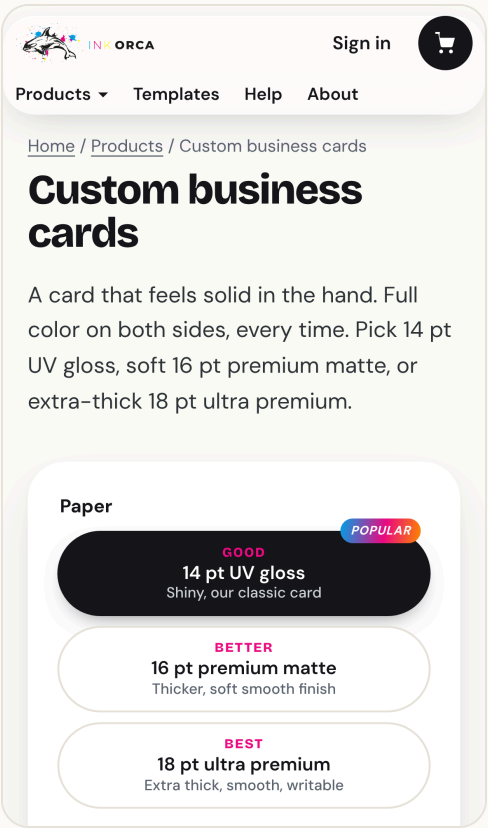


THE STORE

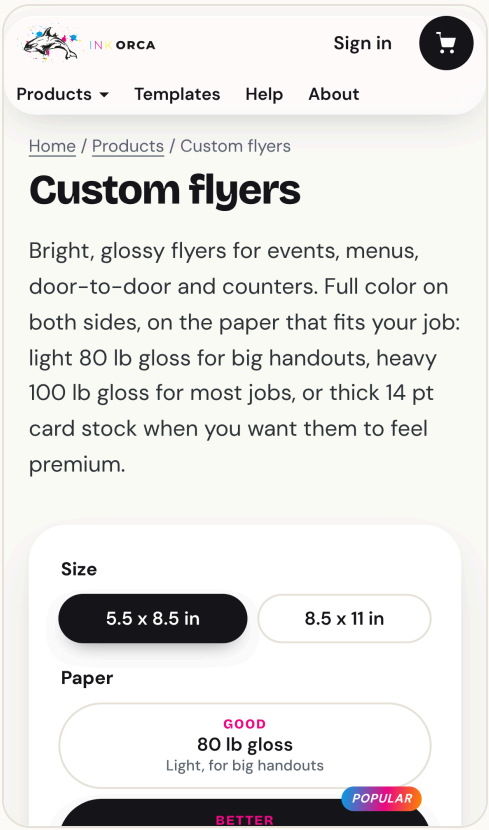
inkorca.com



Home page



Good, Better, Best paper on phone

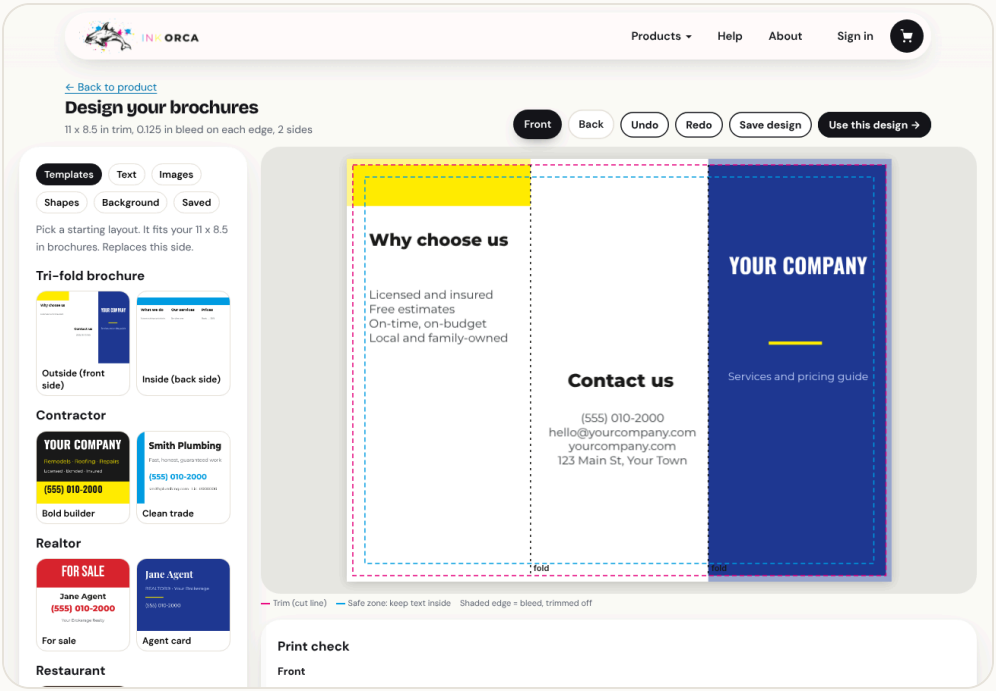


Flyers on phone

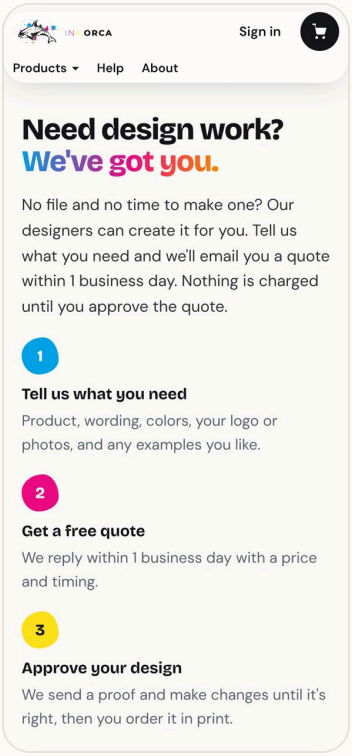
THE STORE

Design online

Customers start from a template or a blank page, see the cut line and safe zone as they work, and get a print check before they order.



The online editor (tri-fold brochure)



No file? We design it.

Customers who need help can request a design. Designs start at $35 for a business card, with 2 rounds of changes included. Print orders of $250+ get up to $79 off one design.

Free proof, every order

Customers approve a proof before anything prints, so they see exactly what they will get.

FOR PRINT AND SIGN SHOPS

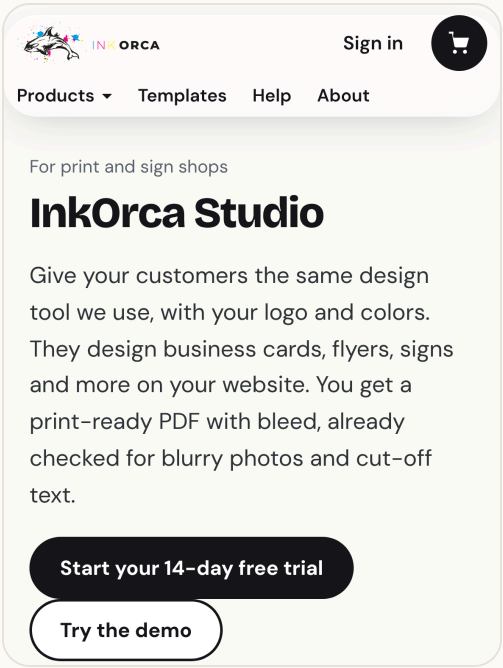
InkOrca Studio

Print shops give their customers the same design tool InkOrca uses, with the shop's own logo and colors. Customers design on the shop's website; the shop gets a print-ready PDF with bleed, already checked for blurry photos and cut-off text.

14-day free trial · **No setup fee** · **No commission** · **190+ templates**

PLAN	MONTHLY	YEARLY	DESIGNS / MONTH
Starter	$49	$490	50, fully your brand
Pro most shops	$99	$990	500, your own products and templates
Shop+	$199	$1,990	1,500, API, own web address

Yearly = 2 months free. Free trial on Starter and Pro (up to 25 designs); Shop+ by demo.



COPY YOU CAN USE

Boilerplate

Short (about 25 words)

InkOrca is an online print store with all-in pricing: printing, a free proof and FREE standard shipping in one price. Ink that makes waves. inkorca.com

Long (about 75 words)

InkOrca, a ROAR Construction LLC company, is an online print store for small businesses. Customers order business cards, flyers, postcards, door hangers, brochures, yard signs, car magnets, banners, stickers and aluminum signs at all-in prices that include a free proof and FREE standard shipping across the lower 48 states. A free online design tool with 190+ templates, a print-ready file check and a reprint guarantee make ordering simple. Learn more at inkorca.com.

Taglines

- **Ink that makes waves.** (motto)
- All-in pricing. The price you see is the price you pay.
- Same cards. Less money.

CONTACT

info@inkorca.com

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