50+ Coupon Designs, Format & Examples

Classics never get out of style. That is why even if the marketing strategies evolve and change from time to time, companies still prefer to use coupons as a reward or ticket with discounts that people can redeem. It is still an effective strategy up to this day. So many companies and marketing experts seek to produce high-quality coupons for their customers.

To create a Coupon of your very own, follow the following steps:

- Browse through several Coupon designs for your own coupon.
- Customize Online or Download in your preferred File format and Print As Required.

However, there are several elements that you need to consider when creating a coupon. Have a look at the editable coupon designs and formats available below and choose the best that suits your needs.

1. Discount Coupon Design

People love shopping, and they easily get attracted to something that can save them money. So if you want to make a coupon for your product's promo or discounts, you should ensure that your designs aren't overwhelming to come up with neat results. Our discount coupon template is the perfect example.

2. Birthday Coupon Design

Birthdays are supposedly jolly and lively. So don't be afraid to make such festive and happy designs as long as you don't overwhelm everything. You can use our birthday coupon template as your reference if you want to make a similar one.

3. Massage Coupon Design

Our massage coupon template provides you with a simple yet well-arranged text that can add to the beauty of the design. You can use this as your reference if you prefer to make a similar one.

4. Health and Beauty Spa Coupon Example

People want to relax once in their life. That is why you should entice them with a creative yet convincing coupon for health and beauty. Take the health and beauty spa coupon template as an example.

5. Tanning Salon Coupon Example

People are obsessed with beauty, especially girls. That is why creating a persuasive and attractive salon coupon could be the best idea for your business. Take the tanning salon coupon template as an example.

6. Restaurant Coupon Design

If you want to persuade people to avail of your foods and products, making a sound and creative coupon for your restaurant is the best idea. However, ensure that you're doing it right and not overwhelming your designs. Our restaurant promotion coupon template is the perfect example.

7. Thank You Gift Coupon Design

If a simple thank you ain't enough, making a coupon could be the best alternative. You can use our thank-you gift coupon template as your reference if you prefer to make a similar design.

8. Gift Coupon Design

Sometimes coupons are great presents for people. So if you want to make gift cards, using simple designs is fine. Look at how our simple gift coupon template makes it possible.

9. Business Coupon Design

When it comes to coupons for businesses, formal and professional designs are the perfect choice to make your company look more credible. Our business discount coupon template is the perfect example.

10. Small Business Coupon Design

Similar to business coupons, coupons for small businesses suit well with professional and formal designs. Look at how our small business coupon template makes it possible.

11. Babysitting Coupon Design

If you want the parents to trust your discounted babysitting service, your coupons should look presentable enough to showcase your credibility. Our babysitting coupon template is the perfect example of it.

12. Book Discount Coupon Design

Book lovers would want coupons so they can buy the books they love without spending much money. So make a coupon that can both persuade them and attract them. You can use our book discount coupon template as your reference.

13. Ice Cream Coupon Design

Who doesn't love ice cream? Maybe a few, but most people love ice cream, especially kids. Making a coupon could make them happier. You can use our ice cream coupon template as your reference if you prefer the design.

14. Wedding Planner Coupon Design

Getting married is sometimes a bit expensive. So wedding vouchers or coupons can help couples save money while still pursuing the wedding of their dreams. However, make sure your designs aren't overwhelming to build credibility for your company. Our wedding planner coupon template is the perfect example of it.

15. Aerobics Center Coupon Example

Many people are body and health-conscious. Coupons like aerobics centers, fitness centers, and more can help motivate them to get fit without spending a lot of money. However, when creating such coupons, make sure you know your limits when designing. Being simple is okay. Take the aerobics center coupon template as an example.

Source

16. Website Coupon Design

Even websites need coupons too. Our website coupon template provides you with a simple yet creative design that can easily entice people. You can use this as your reference if you want to create a similar style.

17. Event Planner Coupon Design

If you opt to make a coupon for event planners, you should ensure that your designs suit well with their functions or theme. Our event planner coupon gives you the creative and anticipating design that can easily hook other people. You can use it as your reference for your next coupon journey.

18. Royal Resort Coupon Design

If you want to advertise your resort, you better make a coupon that looks enticing and persuasive at the same time. You can use our royal resort coupon template as your reference if you want to make a similar one.

19. Sport Shop Discount Coupon Example

One thing that could help your sports shop soar high is to make a coupon. Coupons can boost sales. However, ensure that your designs aren't overpowering so they could turn out well. Take the sports shop discount coupon as an example.

20. Golf Tournament Coupon Example

If you want people to watch your tournament, better make an engaging coupon. Take the golf tournament coupon template as an example.

21. Travel Agency Coupon Design

People love traveling, so having a coupon could ease their burden of paying tons of money. However, when making coupons for your travel agency, ensure that you didn't overwhelm the style to create an attractive result. Our travel agency coupon template is the perfect example.

22. Tour Coupon Design

Similar to a travel agency coupon, you should make a coupon with simple and creative elements that can still attract people. You can use our tour coupon template as an example if you want to make a coupon with the same design.

23. Cash Coupon Design

One of the best rewards an employee could have is a cash voucher or coupon. It can help them motivate and do their best at work. However, using simple designs for coupons isn't a sin. So don't be afraid to use such. Our cash coupon is the best example.

24. Office Expense Coupon Design

Coupons can also help employees save money on office expenses. That is why most companies make such coupons. However, don't overwhelm your designs. It could make your company less credible. You can use our office expense coupon if you opt to make a similar one.

25. Reward Coupon Design

When making a coupon, using a simple yet enticing design is a perfect choice. Our reward coupon is the best example of it. You can use it as your reference if you want to make a similar one.
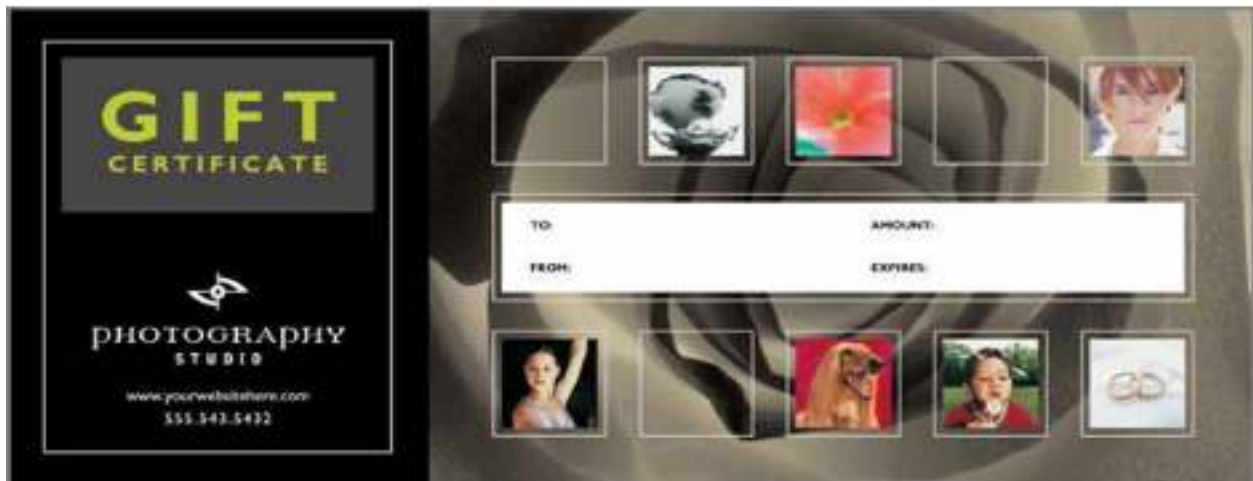

26. Advertising Coupon Design

When advertising, make sure your coupon looks enticing and attractive. However, being simple can still have an impact on people. Our advertising coupon is the perfect example of it.

27. Photography Studio Coupon Example

If you want to attract people to avail of your photography services, coupons can be a great help. However, don't use inappropriate designs to avoid ruining your company's credibility. Take the photography studio coupon as an example.

Source

28. Cyber Monday Coupon Design

Celebrate Cyber Monday by providing your customers with engaging and enticing coupons. You can use our Cyber Monday coupon template as your reference if you prefer to make a similar one.

29. Coffee Discount Coupon Design

For coffee lovers, coupons can help them in their everyday life. They can purchase the coffee they love without spending tons of money. However, make sure your coupons look attractive and credible to make your customers keep coming back. Our [coffee discount](#) coupon design is the perfect example.

30. Hair Extension Coupon Example

Make an attractive and persuasive coupon using creative and artistic designs. Take the hair extension coupon template as an example.

[Source](#)

31. House Cleaning and Maid Coupon Example

Want to advertise your cleaning and maid service? Make a coupon with a simple yet sophisticated design that can easily attract people. Take the house cleaning and maid coupon template as an example.

Source

32. Sale Coupon Design

People love shopping, especially if it is a sale. However, make sure that your designs don't overwhelm the entire coupon. Simple designs can be a great idea. Look at how our sale coupon template gives justice with simple yet attractive designs.

33. Fashion Discount Coupon Design

Attract people with fashion coupons. However, make sure that your coupons have suitable designs that can entice people. You can use our fashion discount coupon template as your reference if you want to make a similar one.

34. Valentine's Day Shopping Coupon Design

Celebrate Valentine's Day by providing a shopping coupon for customers and employees. You can use our valentine's day shopping coupon template as your reference if you want to make a coupon with a similar design.

35. Valentine's Day Gift Coupon Design

Coupons can be a great present during Valentine's Day. However, if you opt to make such coupons, you should ensure that your designs suit well with Valentine's Day. Our Valentine's Day gift coupon is the perfect example of it.

36. Mother's Day Coupon Design

Celebrate Mother's Day by providing a coupon for them. However, when design, don't use inappropriate designs to avoid ruining the coupon. Simple designs can work well. Our Mother's Day coupon book is the perfect example.

37. Father's Day Coupon Design

When designing for father's day coupons, using simple styles and designs will do. Look at how our simple father's day coupon book template makes it possible.

38. Meal Coupon Design

Meal coupon is one of the most common coupons in the world. However, to make your coupons stand out, use simple yet creative designs so you can attract more people to keep coming. Our meal gift coupon template is the perfect example.

39. Fast Food Coupon Design

The same with meal coupons, using simple yet engaging designs can work well with fast food coupons. Our [fast food gift coupon](#) template is the perfect example of it.

40. Pizza Coupon Design

Food pizza lovers, coupons can be very beneficial. So make a coupon that is both engaging and enticing to keep your customers coming back. You can use our [pizza coupon](#) template as your reference.

41. Earth Day Coupon Design

Our [earth day coupon](#) template features simple and artistic graphics that go well with the celebration of Earth Day. If you wish to make something similar, you can use it as a reference.

42. Patriot's Day Coupon Design

Show love for your country by making a coupon that suits well with the patriot's day celebration. You can use our [patriot's day coupon](#) template as your reference if you want to make a similar one.

43.President's Day Coupon Example

Celebrate president's day by providing a coupon. Using simple yet attractive designs can work well with coupons. The president's day coupon template is the perfect example.

[Source](#)

44. Christmas Gift Coupon Design

Coupons can be a great present on Christmas day. However, make sure your coupons look merry and happy, so it suits well with the Christmas essence. You can use our [Christmas gift coupon](#) as an example.

45. Christmas Discount Coupon Design

During Christmas, discounts are everywhere. So if you would like to make yours stand out, make a coupon with elegant and festive designs that suit well with the Christmas season. Our Christmas discount coupon is the perfect example.

46. Boxing Day Coupon Example

The perfect combination of colors and fonts makes this boxing day coupon a perfect example of a successful coupon.

Source

47. Black Friday Coupon Example

This Black Friday coupon template provides you the simplicity and authenticity that people require.

48. Vintage Coupon Design

Our vintage coupon template provides you the simple yet classy designs that can't get old. You can use this as your reference if you want to make a similar one.

49. Buy One, Get One Free Coupon Example

This Buy one, get one free coupon is the complete representation of a perfect coupon.

Source

50. Kid's Coupon Book Design

The choice of colors and styles makes this kid's coupon book template a perfect example of a successful coupon book.

COUPON FORMAT

Although each coupon is different in its own way, it all has common elements. The format below can help designers who want to learn more about coupon designs.

1. The Title

The first thing that you need to know about coupons is the title. You'll decide what kind of coupon you'll make. It should always be written in each coupon to avoid confusion.

2. The Compensation or Benefit

To entice people, you should put the compensation they can get if they'll avail of your coupons. It could be 50%, 60%, or 70%. It is up to you.

3. The Details

Apart from the title and compensation, you should also consider essential details. These details may include its address, contact details, and emails.

4. The Border

Although not all coupons use borders and margins, it is still considered one of the best elements of making coupons. It directs customers to places that contain all of the necessary features. In some cases, it can be a fundamental element of the design.

5. The Images

Although not all coupons use images in the design, most coupon designers believe them to be one of the best things to use. However, make sure to choose and use the right posture to avoid ruining the coupon's design.

General FAQs

What is a coupon?

A coupon is a document that entitles the bearer to a discount on specific goods.

What is the purpose of a coupon?

A coupon will advertise a specified savings amount or other special incentives to convince customers to buy specific items or services from sellers. That is why it has become an essential aspect of the retail industry.

How beneficial is a coupon?

Consumers profit from the coupons that manufacturers and retailers provide. Coupons are a great way to sell products and engage customers.

Do coupons increase sales?

Coupons help marketers boost market share, increase sales volume, sell more quickly, cultivate loyal customers, and drown out competition advertising.

Who invented the concept of a coupon?

Atlanta businessman Asa Candler of Coca-Cola Co. created the first coupon in 1887.