

50+ Voucher Designs, Format & Examples 2022

One of the most popular strategies for marketers is creating a promotional stunt to entice customers to visit and make a purchase. [Advertising vouchers](#) help your business to accomplish its goal.

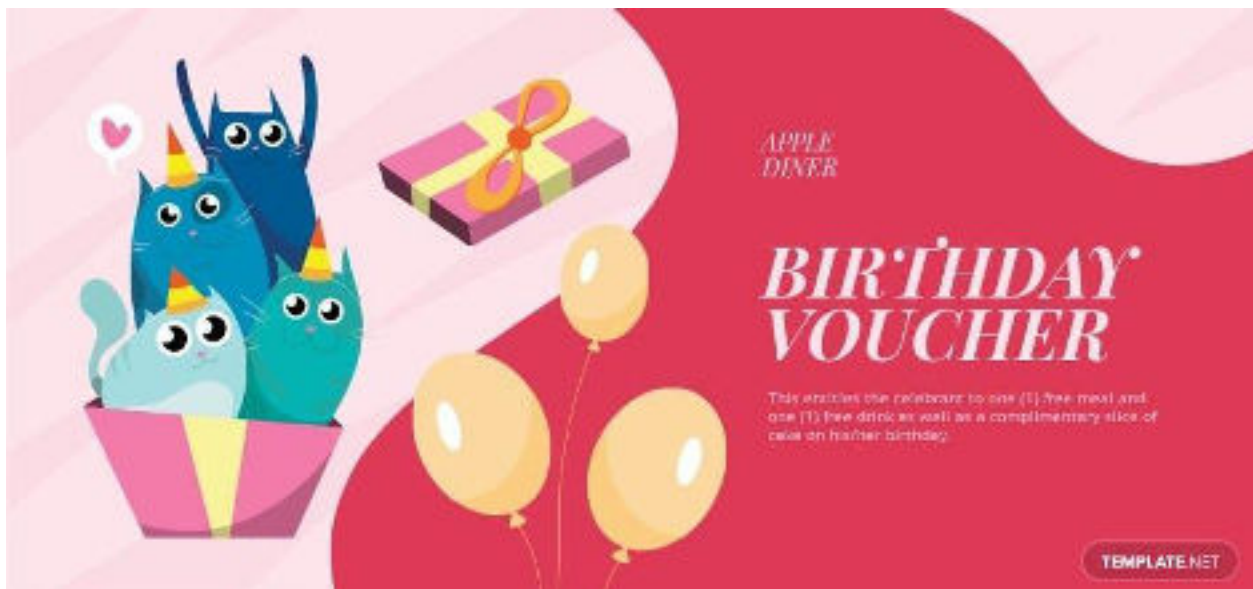
To create a voucher of your very own, follow the following steps:

- Browse through several of our designs, formats, and examples for your own vouchers.
- Customize Online or Download in your preferred File format and Print As Required

With the company offering vouchers, it is also advantageous to incorporate creative and coaxing [graphic designs](#) for a perfect match. Below are 50 voucher design ideas you can use for your next marketing campaign.

1. Birthday Voucher Design

Ever thought of celebrating your birthday by giving out free vouchers? Your [birthday celebration](#) will be known for the days to come.



2. Spa Voucher Design

Create a voucher that visualizes the services you offer to your customers. An engaging design will help clients determine if they're up for a luxurious and [relaxing spa day](#).



3. Gift Voucher Design

If your company offers [gift vouchers](#), it is advisable to create fun and different designs to match the occasion. The more diverse they are, the better for your business.



4. Business Voucher Design

When we say [business firms](#), designs like skyscrapers come to mind instantaneously. It gives people a sense of familiarity when seeing photos relating to them on a voucher.



5. Food Voucher Design

One of the more common vouchers available out there used by [food establishments](#) across the globe is food vouchers. Include luscious photos of the best dishes that your restaurant serves.



6. Black Friday Voucher Example

One of the events that best utilize the value of vouchers is during sales, and when's the biggest deal of the year? [Black Friday](#) sales!



[source](#)

7. Vintage Voucher Example

Give your shop voucher a vintage feel by using hues of brown and a mid-western vibe.



[source](#)

8. Gift Voucher Example

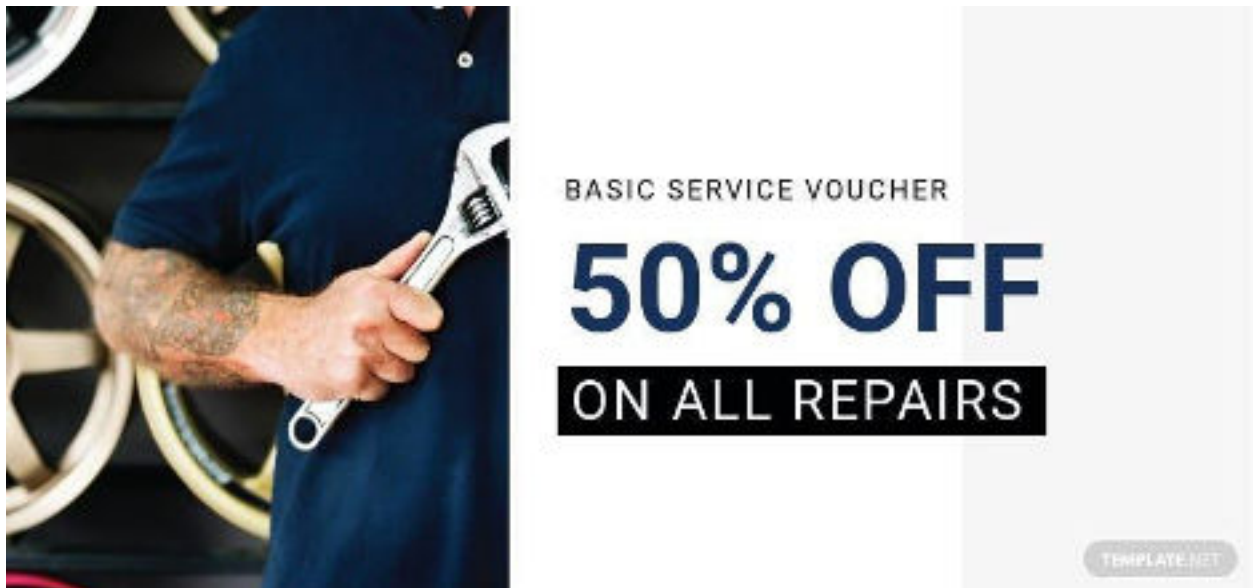
Vouchers are valuable for everyday endeavors, and some of them you can give to your employees as a token of appreciation.



[source](#)

9. Service Voucher Design

Aside from product vouchers, there are also [service vouchers](#) that companies offer to their customers. A discounted repair job? That's a big yes.



10. Shopping Voucher Design

Aside from product and service vouchers, [shopping vouchers](#) are one of the most popular varieties of vouchers. It's a usual promotion tactic, especially for designer brands.



11. Beauty Voucher Design

It's always necessary to keep yourself beautiful, and a [beauty shop](#) knows what its customers want. A voucher to get pampered, that is.



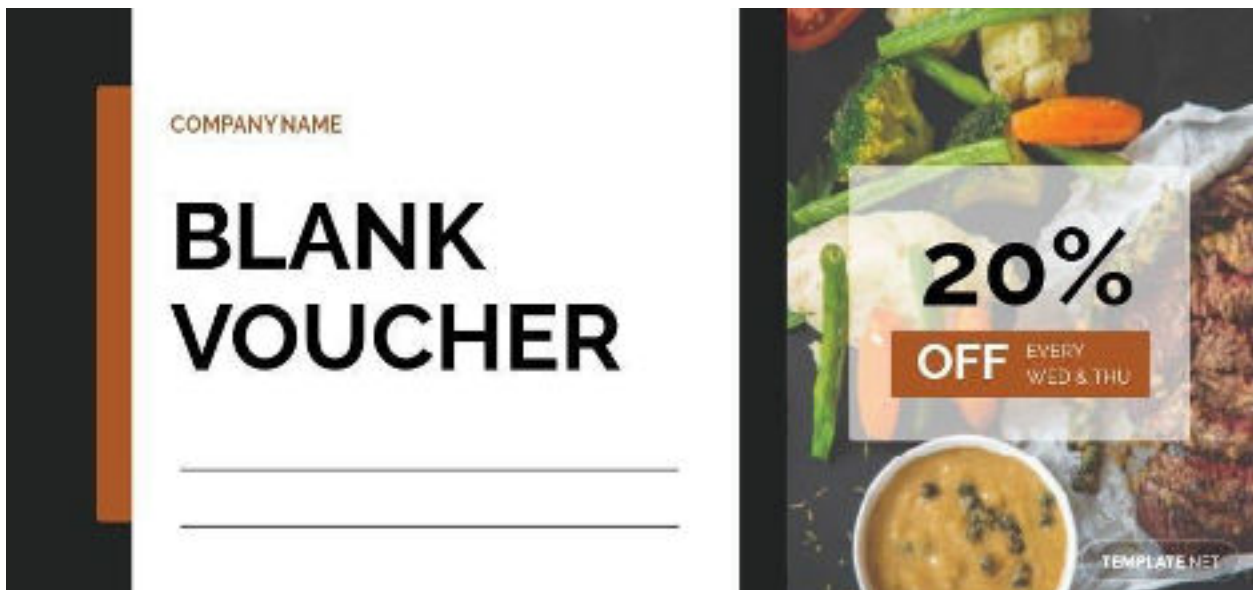
12. Beauty Gift Voucher Design

A beauty store also promotes its products through customers availing [beauty gift vouchers](#) to attract their friends to get a bit of pampering.



13. Blank Voucher Design

For those companies that are still thinking about what to put, it's helpful to use [blank vouchers](#) in the meantime and make the necessary edits in the future.



14. Discount Voucher Design

What's one word that attracts customers aside from a sale? Discounted prices!



15. Gift Voucher Example

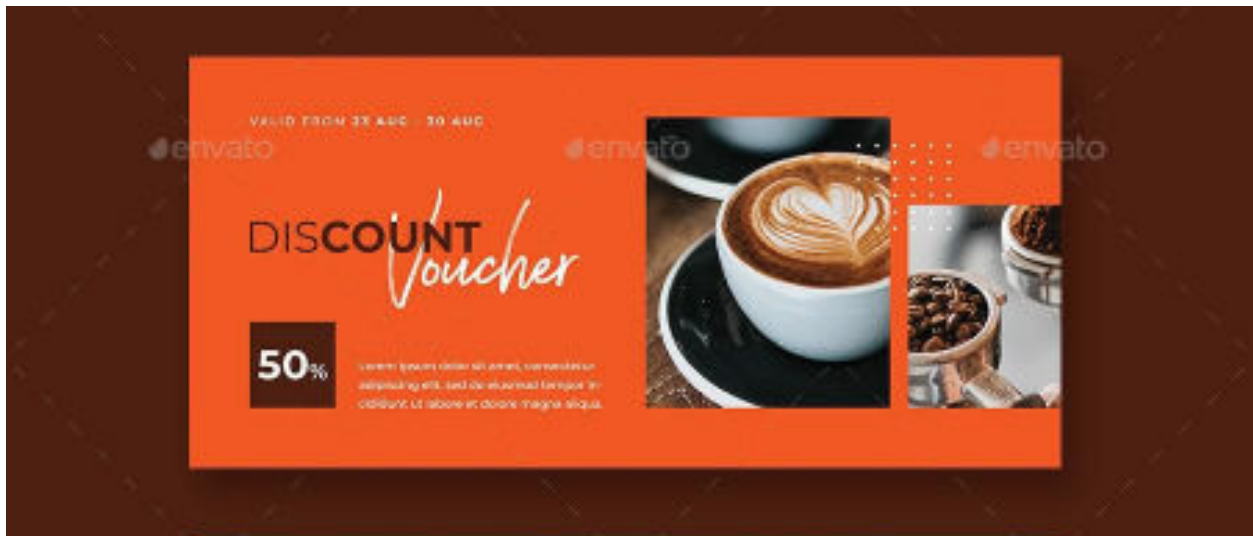
Pastel colors bring out beautiful designs for your [simple vouchers](#). Go ahead and try it out.



[source](#)

16. Coffee Shop Voucher Example

Coffee keeps people moving, and coffee shops profit highly on people coming in even with [discount vouchers](#) in hand.



source

17. Book Voucher Design

For local bookstores or libraries, having [book vouchers](#) keeps loyal customers coming back for more.



18. Mother's Day Voucher Design

If you're looking for voucher designs for a special celebration, use a voucher to campaign [Mother's Day](#) and give all moms a wonderful day.



19. Father's Day Voucher Design

If mom deserves a special day, why not treat all fathers shopping discounts on [Father's Day](#)? Include a photo to commemorate the event too.



20. Cash Voucher Design

A [cash voucher](#) is a staple item in the office, and you must have it for your business. It is mostly for making petty cash payments.

Voucher No. _____		CASH VOUCHER	
Transaction Type:		Date:	
Amount:			
To:			
The sum of:			
Approved by:	Manager:	Signature:	

21. Complimentary Voucher Design

If discounts and sales make people come to your store, then [complimentary vouchers](#) ensure clients get an amazing deal.



22. Drink Voucher Design

If you own a [bar or lounge](#), then chances are, you give out drink vouchers not only to local guests but to new ones as well. A photo with your signature drink does the trick too.



23. Dinner Voucher Design

Couples are big on having fancy dinner dates, and giving out a [dinner voucher](#) gives a chance for them to come back.



24. Black Gift Voucher Example

The voucher example below gives off a vibe of elegance with the combination of black and gold.



[source](#)

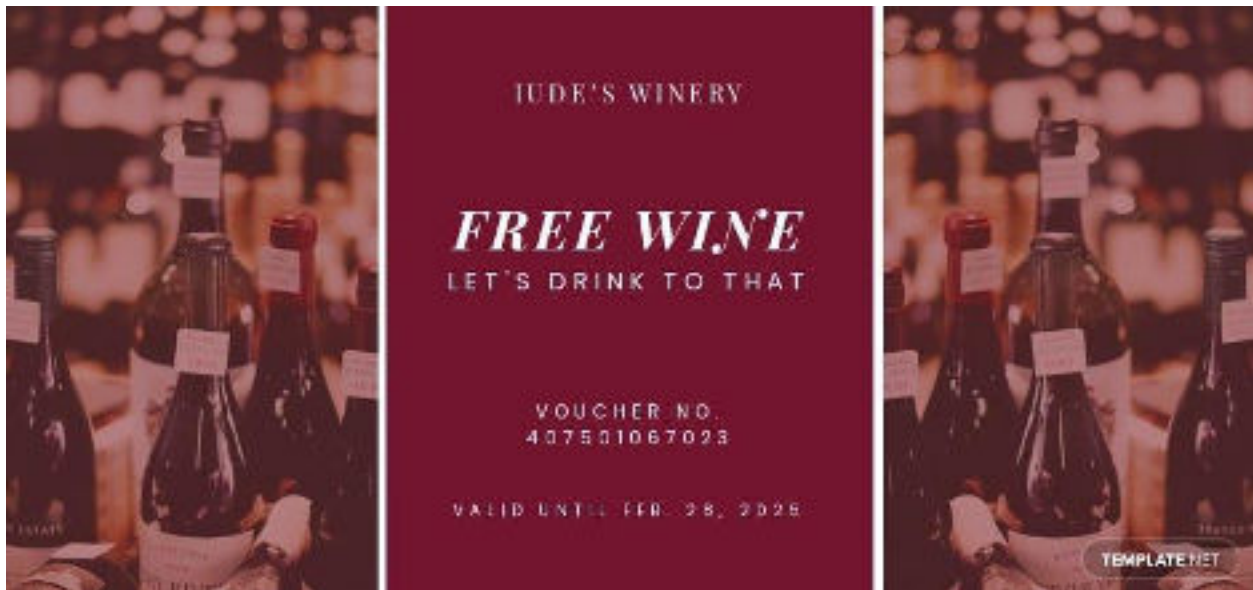
25. Restaurant Voucher Design

The [restaurant voucher](#) featured makes use of the colors and shadows to make the cutlery simple yet sophisticated.



26. Wine Voucher Design

Wine tasting events tend to be expensive, and providing your guests and clients [wine vouchers](#) for the event likely results in more people coming in.



27. Wedding Voucher Design

[Wedding vouchers](#) are given to the bride and groom for personal use in exchange for services or products. For those who prefer not to give cash.



28. Valentine's Day Voucher Design

[Valentine's Day](#) tends to be an important occasion, so surprise your special someone with a voucher to celebrate.



29. Easter Sunday Voucher Design

Various companies hold [Easter events](#), and some of these are accompanied by vouchers customers use for the day.



30. Black Friday Voucher Design

Many people anticipate Black Friday sales, and many establishments participate in it. Make sure your company isn't left behind in creating your own.



31. Education Voucher Design

School supplies are necessary for any child's [education needs](#), and it is advantageous if bookstores and supply stores can provide these to students.



32. Halloween Voucher Example

For your next trick-or-treat costume, get a [Halloween voucher](#) for that discount, then get all the candies.



[source](#)

33. Restaurant Voucher Example

Marketing your restaurant requires some risks but vouchers are a positive way to give your customers an excellent experience without big consequences. Use vibrant colors in your vouchers to make them stand out even more.



[source](#)

34. Discount Voucher Example

Give out discount vouchers to your customers during [special events](#) featuring your best-selling products.



[source](#)

35. Travel Voucher Design

If you are an airline or a travel agency, why not offer a [travel voucher](#) to your most trusted customers as a positive deal.



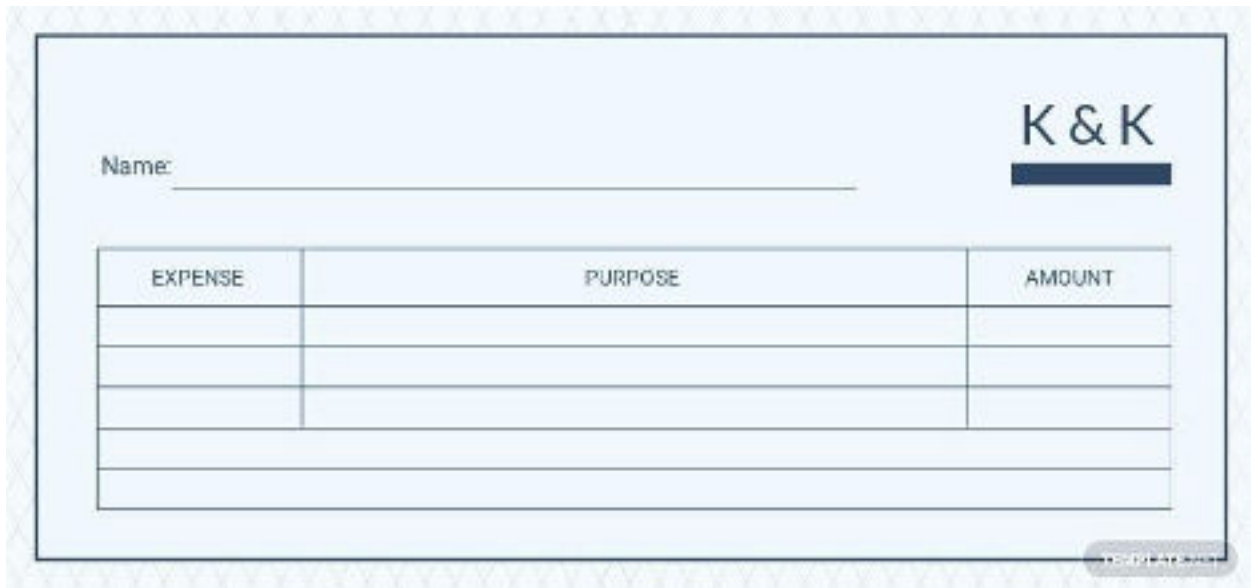
36. Vacation Travel Voucher Design

[Vacation leaves](#) only come in handfuls. Try and give out vacation vouchers to your employees to reward their hard work. A bonus is if you put a photo of their favorite destination.



37. Expense Voucher Design

An [expense voucher](#) is a document that reimburses travel expenses once a traveler returns from a trip. Make sure the company has ample supplies on hand.



The image shows a template for an expense voucher. It features a light blue background with a subtle pattern. In the top right corner, the logo "K & K" is displayed in a dark blue font above a dark blue horizontal bar. Below the logo, there is a "Name:" label followed by a horizontal line for text entry. The main body of the voucher is a table with three columns: "EXPENSE", "PURPOSE", and "AMOUNT". The table has five rows, with the first row serving as the header. In the bottom right corner, there is a small, rounded rectangular button labeled "TEMPLATE SET".

EXPENSE	PURPOSE	AMOUNT

38. Food Gift Voucher Design

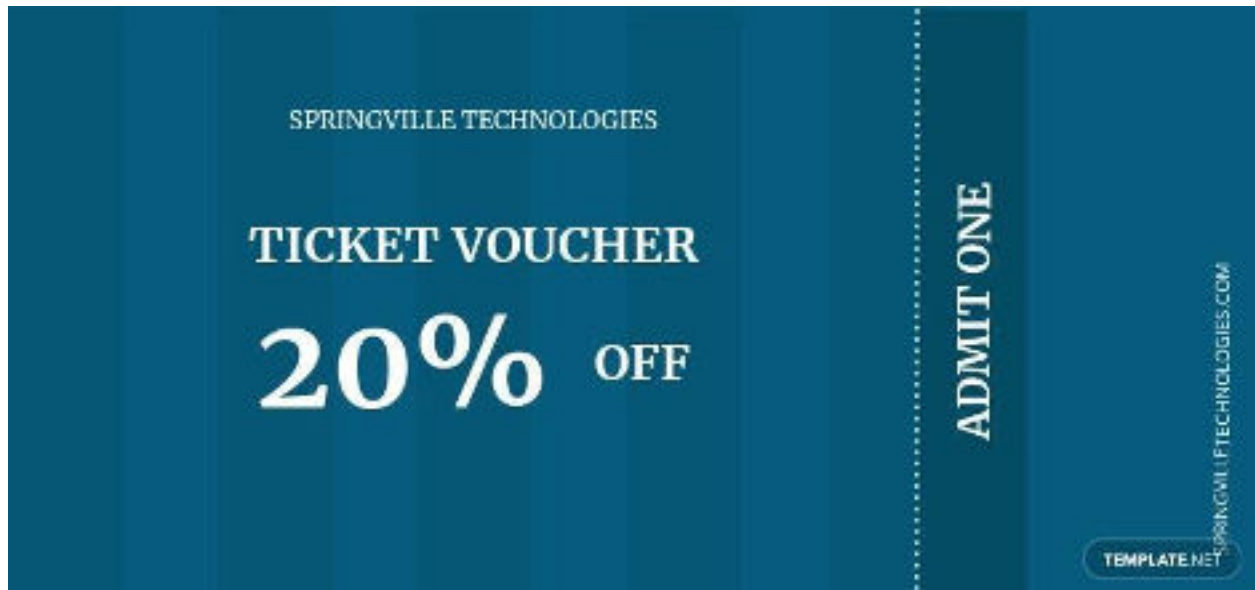
Good food is always worth having, and treating yourself gives a shot of endorphins. Some restaurants provide [food gift vouchers](#) that allow clients to invite more people.



The image shows a template for a food gift voucher. It features a collage of food images on the left side, including a bowl of food, a burger, and a plate of wings. The text "LA GRETITA" is overlaid on the burger image. A large red square with the text "\$50" is positioned above the wings image. To the right of the food images, the text "GIFT VOUCHER" is displayed in a large, bold, sans-serif font. Below this, the text "Voucher No: 000ABCD1YUY08910" is shown. A horizontal line is drawn below the voucher number. Below the line, the text "Valid until: June 08, 2024" is displayed. In the bottom right corner, there is a small, rounded rectangular button labeled "TEMPLATE SET".

39. Ticket Voucher Design

[Ticket vouchers](#) allow admission to certain events, and it's a given to provide your guests before the function you schedule.



40. Football Voucher Design

There are many fans of [football teams](#), and some sports centers offer vouchers to get discounts on games or merch. Include team emblems on your vouchers to support various teams.



41. School Voucher Design

[Good education](#) is a vital component of people's lives, and institutions must do their part to make it easier for students to attain it. Give out discount vouchers to help your students.



42. Cafe Voucher Example

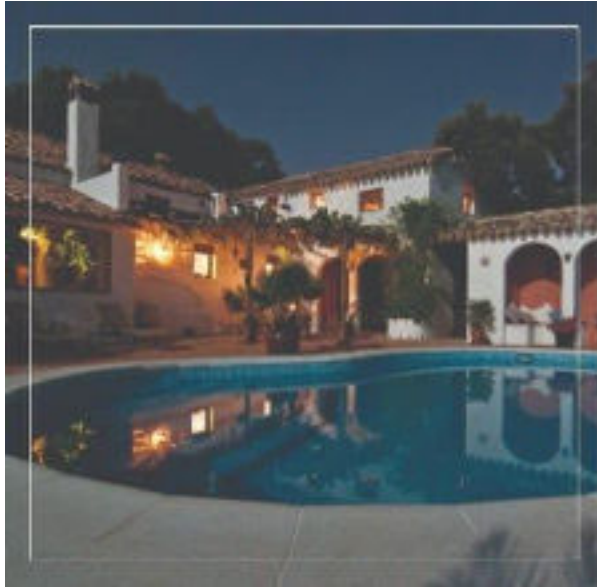
Getting a caffeine fix keeps individuals moving on early mornings or late nights. [Cafe businesses](#) gain more customers by accompanying purchases with vouchers. Try out creative designs with your store's logo to promote.



source

43. Hotel Voucher Design

Hotel businesses take care of their guests by providing [hotel vouchers](#) for their next stay. If you're a hotel owner, utilize a breathtaking view from the hotel to add an appealing visual for your voucher.



VALLEY
HOTEL TOWERS

— — — — —

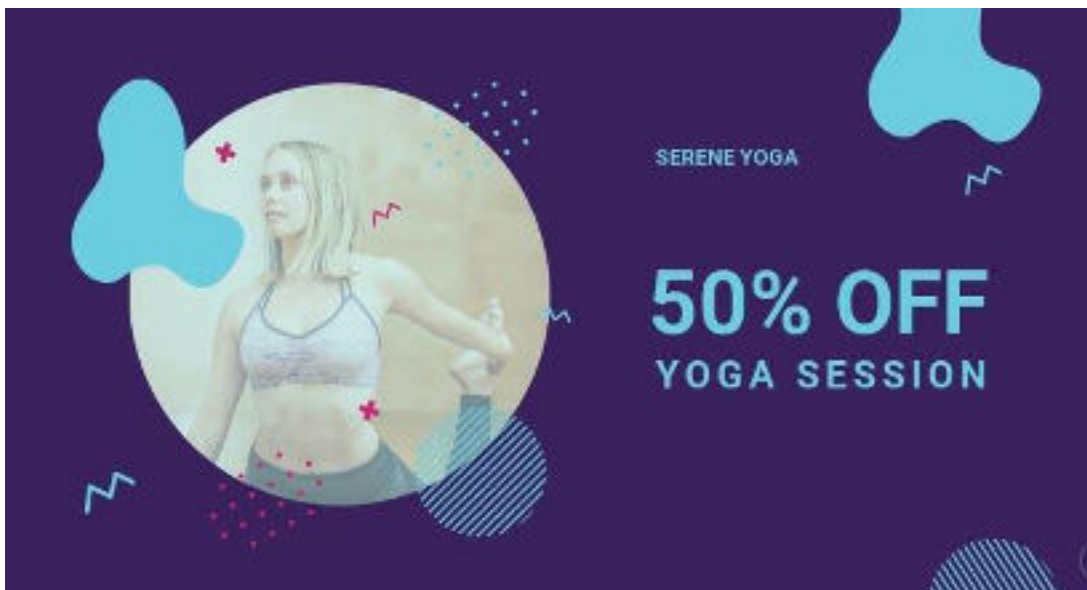
GIFT RESERVATION
VOUCHER

— — — — —

TEMPLATE.NET

44. Yoga Voucher Design

Keeping one's self healthy must be a priority. Create a [yoga voucher](#) that gives an idea of the service you provide and incorporate supporting design elements.



SERENE YOGA.COM

TEMPLATE.NET

45. Massage Voucher Design

Massage sessions are essential after a tiring week at work, and [massage salons](#) provide the best solutions. Entice your patrons by giving out vouchers for discounted packages along with a visual representation of the service.



46. Money Voucher Design

Around the world, many organizations see to it that their [well-earned money](#) is also given to the less fortunate. A donation voucher helps with initiatives for philanthropy. Indicate which NGO you are helping, along with the people your company is helping, for an inspiring message.



47. Promotion Voucher Design

Grand opening promotions are tedious events, and aside from flyers, give out vouchers. Include the best product on your [promotion voucher](#) for customers to know what they're getting.



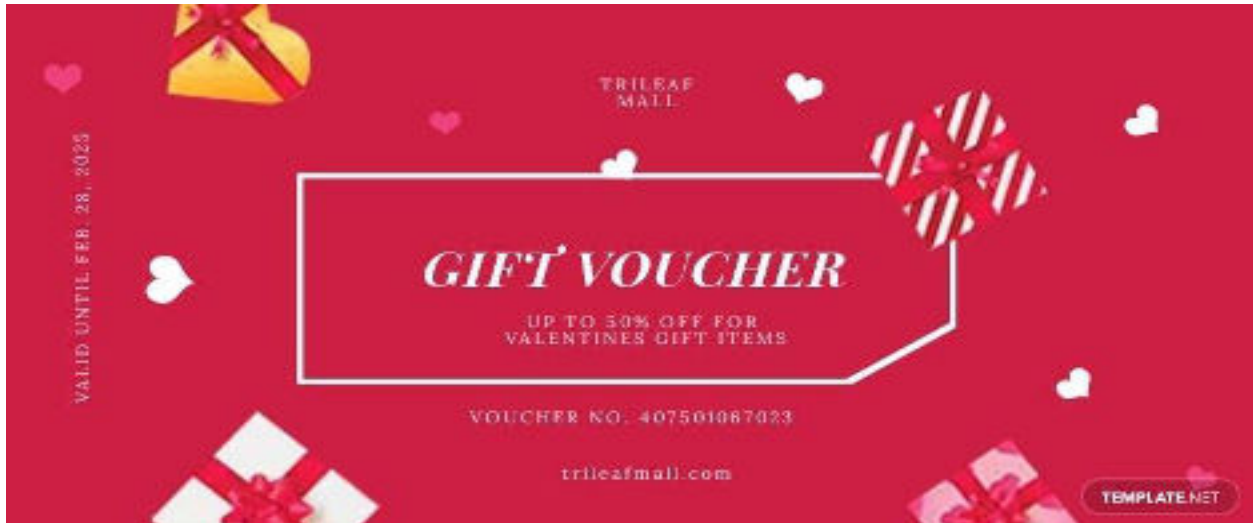
48. Gym Voucher Design

When visiting [gym establishments](#), chances are they give out freebies or discounts in the form of vouchers with designs centering around physical fitness similar to the one below.



49. Romantic Voucher Design

Who says you can't give vouchers as a [romantic gift](#)? What's advantageous for these vouchers is you can use them similar to cash transactions, plus the cute designs on them are a major bonus.



50. Salon Voucher Design

Instead of giving yourself a haircut, why not go to professional [hair salon](#) artists for a guaranteed perfect look. If you're lucky, the establishment gives out free vouchers for your next visit.



VOUCHER FORMAT

Vouchers are one of the many marketing strategies that help promote companies and brand reputations. Knowing what to put in them, along with proper formatting, utilize vouchers other than just improving and sustaining your trademark.

1. The Brand and Title

Your voucher must contain your brand or logo, along with a suitable title to support the essence of the voucher. Remember not to make the title too long or rename it into special offers. Refrain from writing vague titles as well. State the purpose of the voucher clearly in two to three words, keeping it brief and clear.

2. The Description

Most vouchers are given out to customers or purchased and used as a gift. About 60% of the time, these vouchers are gifted to friends or family and serves as a promotional tactic as these introduce new people to the brand or company. The descriptions of these vouchers vary depending on the service or product an organization offers. Descriptions, similar to the title, must be concise and distinct. However, for services or experiences, ensure you indicate detailed and full information of what it entails. If the description is long, break it down into bullet points.

3. The Validity Period

Most countries don't have expiration dates on their vouchers, depending on their use. If they are monetary vouchers, chances are, the validity period is lasting. However, if the voucher is for experience purposes, for example, a trip voucher, it can expire, so make sure to emphasize the dates. The validity period for this purpose takes a 12-month validity from the date of issue or purchase. You need to disclose this detail to customers for clear communication and understanding.

4. The Dedication

Some vouchers are given to people as a gift. For these vouchers, create ample space for the person to write a personal message. Giving vouchers instead of cash makes the interaction more thoughtful. The person giving the gift has the opportunity to include more context and sign their name as well.

5. The Redemption Method

Remember to give clear information on how to claim the product or service the voucher details. For hotel vouchers, it involves a reservation process; unless there is an integrated system associated with the hotel of choice and the booking method. Remember to include the information of the person using the voucher as well.

6. The Unique Code

Most vouchers have unique control codes or numbers indicated on them. Using specific identification improves security and tracking on voucher use. As much as possible, use non-sequential and random numbers to prevent fraud. Make sure the voucher your company provides follows safety norms to prevent attempts of duplicates.

7. The Terms and Conditions

Every company is different when it comes to creating terms and conditions for voucher use. The terms and conditions are there to protect yourself from potential liabilities or predicaments. As much as possible, state the information as clear and descriptive as you can since many customers take advantage of even the tiniest loopholes they see.

FAQs

What are the types of accounting vouchers?

There are different types of vouchers in accounting, and these are debit or payment vouchers, credit or receipt vouchers, supporting vouchers, and non-cash or transfer vouchers.

What are gift vouchers?

Gift vouchers are in the form of cards or pieces of paper that a person uses to purchase or to give as a gift. It authorizes the person to exchange it for goods or services for a particular amount of money.

What are retail vouchers?

A retail voucher or discount voucher is given out as a form of employee benefit. It enables employees to exchange for a particular product or service for their hard work or benefit the employee and the company.

How do vouchers work?

A company uses business vouchers in various ways, and they can be used to support invoices, purchase orders, general ledger accounts, or proof of payments. Vouchers are essential documents because they support and authorize company transactions.

What is a discount voucher?

A discount voucher is a type of financial voucher that many retailers, production, and service companies use to enable customers to acquire goods and services for a diminished amount.