

The 6 features of coffee cup advertising design that work!

1 One element dominates the coffee cup design

When you look at a well-designed coffee cup advertisement, there is usually one dominant feature to catch your eye. And while it might be tempting to throw in secondary images, be careful how you use them. When you emphasize everything, you emphasize nothing. With this medium, brief and bold is the way to go.

2 Minimize typeface variety

There may be hundreds of "Cool" fonts, but that doesn't mean you have to use every one of them. The best designers stick with one, maybe two per design—plus the brand logo. A good rule of thumb is to use large, bold type for a catchy headline. And use smaller, easy-to-read type for all other secondary information that is necessary to further convey the ad's message.

3 White space is good

Don't feel compelled to fill every inch with copy, illustrations or photos. An open and airy design is inviting, friendly and works well. It's easier to read, and your audience will be able to absorb the message. The old adage "less is more" holds true for coffee cup advertising design.

4 Easy-to-read text

Equally important as the overall design of the cup is how much space any given text takes up. If the copy wraps around more than halfway, it may become too much work to read and people won't.

Keep in mind when creating your coffee cup design to have text read from one side or the other, and not by rotating the cup.

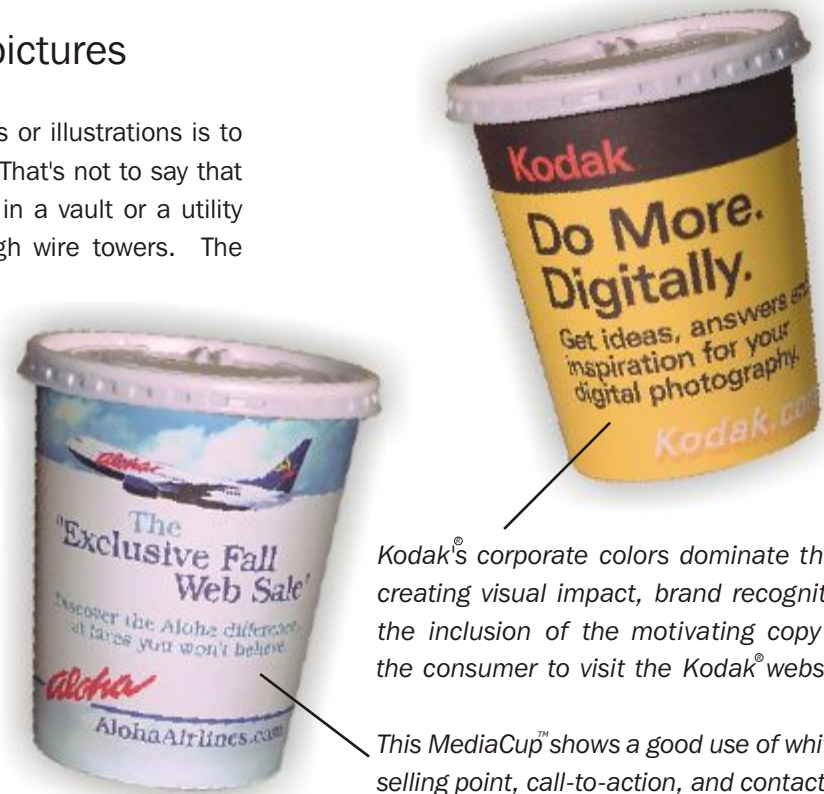
5 Use relevant pictures

The real purpose of photos or illustrations is to dramatize your message. That's not to say that a bank has to show cash in a vault or a utility company has to show high wire towers. The bank could, for instance, show a smiling customer service agent wearing a telephone headset, along with copy reading, "We're Here for You 24-7!"

As shown with the cup to the right, the photo of the plane with the clouds in the background creates instant recognition of the product being offered. *Again, simple and direct!*

6 Clear, visible logo with a call-to-action

You grabbed the readers' attention and guided them through the brand's information. You aroused their interest and desire. Now you need to let your reader know how to take the next step. Don't confuse a clear, visible call-to-action by creating an oversized name, phone number or website address. Just make sure the reader can see these elements without having to search for them.



Kodak's corporate colors dominate the design creating visual impact, brand recognition, and the inclusion of the motivating copy inspires the consumer to visit the Kodak website.

This MediaCup™ shows a good use of white space, selling point, call-to-action, and contact info.