

**DISPOSABLE CUPS**

# DISPOSABLE CUPS FACTS

The average American office worker uses about 500 disposable cups every year:  
adding up to 120 pounds of CO

Compostable and biodegradable paper cups cannot be put into household compost.

Americans consume 400 million cups of coffee per day—146 billion cups per year—  
making the United States the leading consumer of coffee in the world.

Half of the world's plastic goes into products that are used only once.

Paper cups are coated with plastic and therefore cannot be recycled.

58 billion paper cups are tossed out annually in the United States alone.

1 million disposable cups end up in landfill every minute, and those cups  
stay in the landfill for up to 50 years.

Each 16oz paper cup takes: 33g of wood, 4.1g of petroleum (plus extra for the liner),  
650 BTU's of energy and almost a gallon of water.

# INITAL DESIGN

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**BRING YOUR MUG.  
SAVE THE WORLD.**

*made by people who give a shit*

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# FINAL DESIGN

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# COLOR PALLET DESIGN



**“NATURAL, KIND OF”**

# TYPE CHOICES DESIGN

## LEAGUE GOTHIC

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**R , “**

**IMPACT  
CONENSEDNESS**

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# IN THE WILD

