

For immediate release

# Blue Marlin creates darkly Gothic global brand identity for



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Zoe Watkins, Creative director, FourteenFiftyFour

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Blue Marlin has created a suitably dark identity for Poison Diaries, a powerful new brand based on a concept by the Duchess of Northumberland and inspired by the real Poison Garden in the grounds of Alnwick Castle.

Poison Diaries has just launched in its first incarnation, a trilogy of books aimed at teenagers. Published by Harper Collins, these Gothic tales of romance and murder are written by American author Maryrose Wood.

The books, which have already received glowing reviews, are the teen iteration of the Duchess's Poison Diaries concept. Films and merchandising are also planned.

The brand identity, brand guidelines and a unique

alphabet for Poison Diaries have been created by integrated branding and design agency Blue Marlin, working closely with the Duchess and FourteenFiftyFour. Blue Marlin design director Marie Cassidy headed up the project with Jo Bartlam acting as lead designer. Sav Scatola created the stunning illustrations of the poisons showcasing their unique personalities.

The secrets of the Poison Diaries are unveiled on a new interactive website – [www.poisondiaries.com](http://www.poisondiaries.com) – which launched at the end of May. The key focus of the site, designed by 20:20, is the duality of poisonous plants and their ability to cure or to kill – a theme that runs throughout the books and will continue in future extensions of the brand.

The development of the Poison Dairies franchise is being co-ordinated by FourteenFiftyFour, an intellectual property company specialising in literary brands.

Creative director Zoë Watkins comments: "We are incredibly excited about the Poison Diaries. We have brought together a very talented team, out of which has grown a beautifully seductive new property."

Cassidy comments: "Poison Diaries has great potential to become one of the biggest literary franchises of the 21st century and will extend way beyond books. We have created an identity that can grow and develop as the brand extends into new areas."



## About Blue Marlin

Blue Marlin is the home of landing big ideas, which are at the heart of everything we do. We pride ourselves on delivering relevant, unique and consistent experiences across brand touch points worldwide. Blue Marlin is an independent integrated brand design consultancy with an international network of offices across the USA, UK, Australia and the Far East. We create and grow business through brand strategy, brand innovation, structural design, brand identity and graphic design, and brand environments. Clients range from large multinationals, including Unilever, Shell, GlaxoSmithKline and Reckitt Benckiser, to small owner-managed entrepreneurial businesses, such as Orchard Pig and Kettle Foods.

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