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## Blue Marlin brands Butts Out portable ashtray

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Branding consultancy Blue Marlin Brand Design has designed the logo and graphic identity for portable ashtray Butts Out, intended to diminish litter from cigarettes.

The ashtray, which will be sold in Londis and Budgens from next week, is designed to extinguish lit cigarettes as soon as they are placed inside the box, and is small enough to be carried in a smoker's pocket.



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The product will be sold for 99p, and is part of a national Butts Out campaign organised by CSR Solutions, a Bath-based corporate social responsibility consultancy, that aims to reduce the amount of cigarette butts thrown on to streets.

Blue Marlin's brief was to come up with a design that marries the serious environmental purpose of the product with the playful form of the object itself.

It has also designed the Butts Out brand identity, including the pack graphics and communications materials.

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