

**HAILEY
STONE**



HEY! HI! HELLO!



I'm Hailey Stone, but you already knew that...

Born and raised in Los Angeles, CA...yes I am a native. My personal style is #000000 and #ffffff but my designs are RGB. I won VIP for life passes to Coachella by designing a car wrap, like yelling “dog” whenever I see one, and terrible puns.

I am currently designing at Cider and I am always ready to have a helvetica of a good time.

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RECENT WORK

01 Playboy Pleasure

02 Playboy Holiday Gift Guide

03 Cider Festival

04 Cider CDR

05 Cider Icons Only

06 WARPSOUND

07 Stone & Clay

01

PLAYBOY PLEASURE

BRAND IDENTITY — ART DIRECTION — LEAD DESIGN

Featured in: Glamour / Vice / Hypebae

Photography by Emma Louise Swanson

Teaming up with Lovers, a premier sexual wellness retailer, Playboy initiated the release of **Playboy Pleasure** — a thoughtfully curated collaboration featuring 34 luxurious intimacy toys.







PLAYBOY

Pleasure



PALM
Vibrator



PALM
Vibrator





February 2023

bottom of a photo if
t or area below.



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PLAYBOY Pleasure

TYPE

Masthead is our primary
Use for display type on

Harriet is our serif, use
body copy. We only use

Playboy Visuel is
is the primary weight
small type like cap
Regular for body
legibility or t

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February 2023

COLOR

Primary



Please Me
Hex: #7B2F8B
CMYK: 67 64 66 65

Midnight
Hex: #2D2D2D
CMYK: 67 64 66 65

PLAYBOY Pleasure

LOGO

PL
pleasur

Freedom to **PLAY**

At Playboy Pleasure's core is the pursuit of freedom and discovery.

Freedom to **PLAY**

Playboy Pleasure is a celebration. When you enter the world of Playboy, you should feel playful.

LOGO

PLAYBOY

Pleasure

Derived from the original magazine masthead, our wordmark is iconic and should never be changed or adjusted. Our brand is built around this mark. *Pleasure* must be in the lock-up for PLAYBOY *Pleasure*.

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HALF RABBIT ICON APPLICATION

The half rabbit can peek out from any horizontal line/ bottom edge or graphic that is the same color as the rabbit. The half rabbit should never be a floating mark.



The Half Rabbit can peek out from any horizontal line or bottom edge.

He must always sit directly on the bottom edge with no margin.

He must always be the same color as the graphic or color below him, or he must sit at the bottom edge of the layout (so nothing is below him).



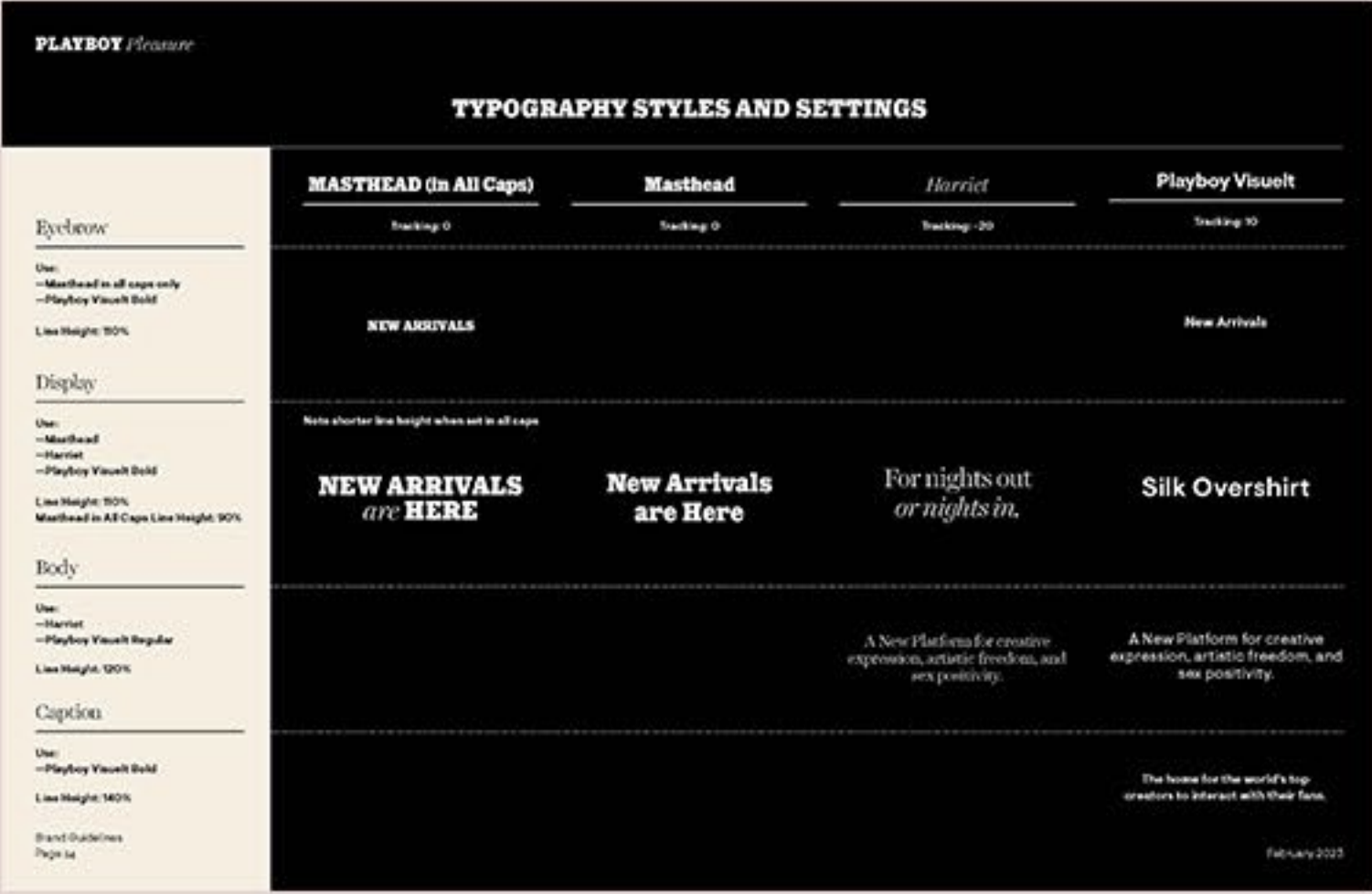
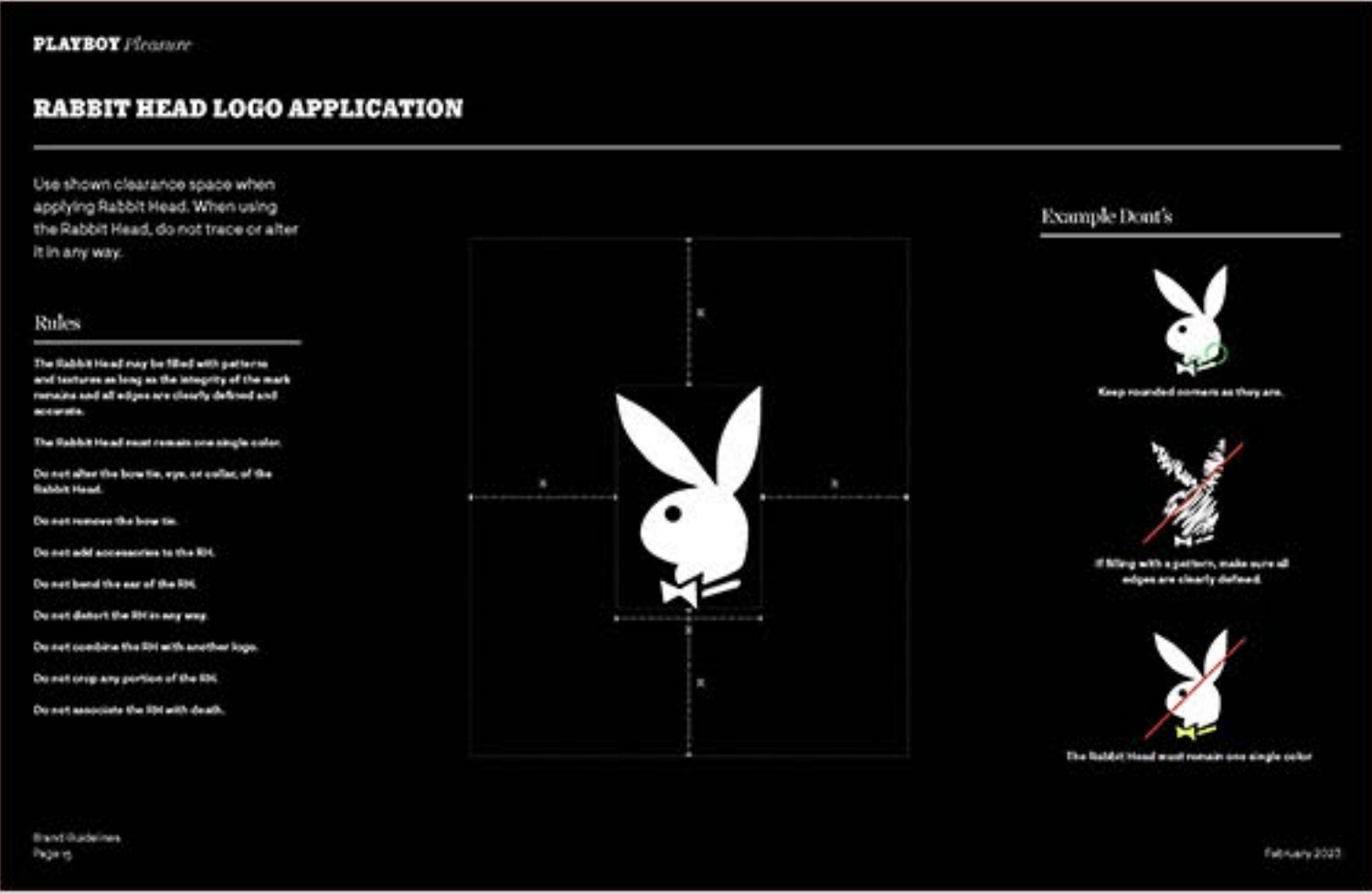
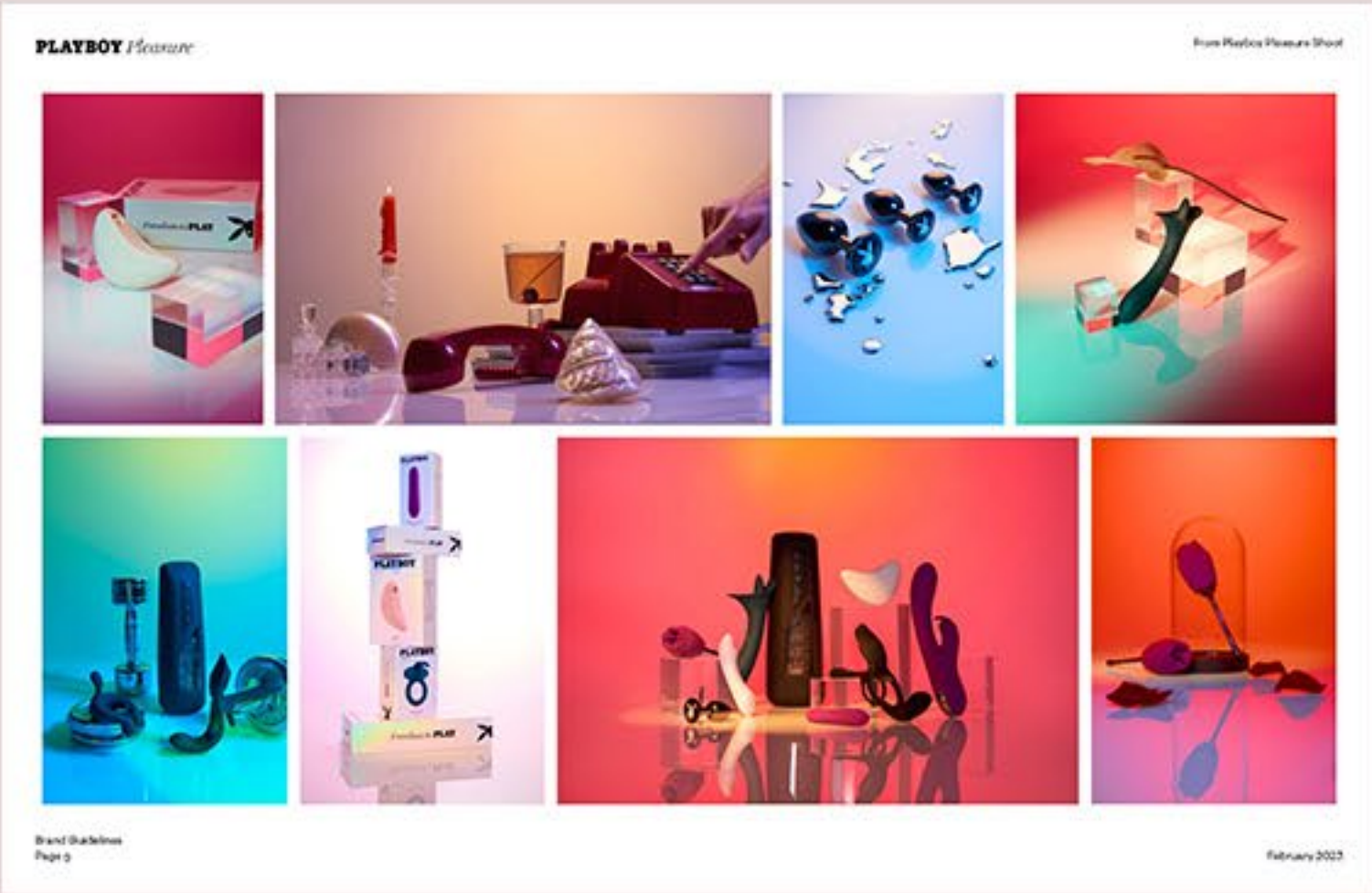
The Half Rabbit can peek out from the bottom of a photo if he is the same color as the background or area below.

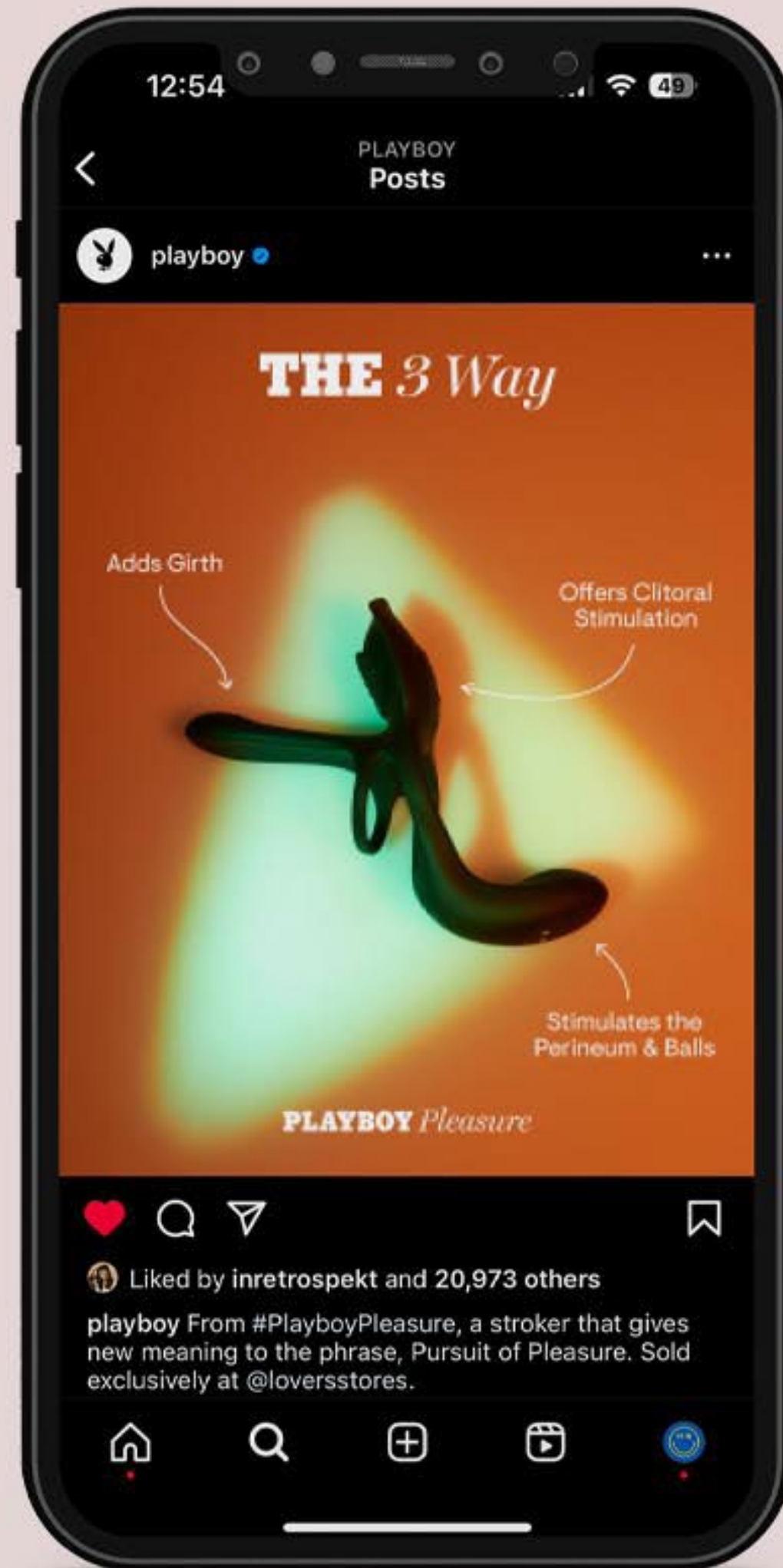


The Half Rabbit can peek out from the bottom of a layout. He should always be directly resting on the bottom of the layout with no margin.

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02

PLAYBOY GIFT GUIDE

ART DIRECTION — LEAD DESIGN — MARKETING STRATEGY

Still Life Photography by Ian Shiver

Editorial Lifestyle Photography by Sam Dameshek

Inspired by **Playboy** Magazine's timeless Christmas Gift Guides, the Holiday Gift Guide marketing campaign masterfully intertwined editorial lifestyle and still life visuals or holistic storytelling.





Gifts that make giving and getting a yule delight!

Unwrap your desires.

Naughty or Nice? We have gifts for both sides!

Gifts that make giving and getting a yule delight!

Unwrap your desires.

Naughty or Nice? We have gifts for both sides!

Gifts that make giving and getting a yule delight!





03

CIDER

ICONS ONLY

ART DIRECTION — LEAD DESIGN — MARKETING STRATEGY

Cider's Icons Only unveils the 2024 summer campaign — a five-part celebration of the ultimate girls' night out, from champagne to dinner to a cheeky night swim.

SUMMER

2024

ICONS *only*

A NIGHT OF DEBAUCHED DINING AND DANCING IN FIVE CHAPTERS.

CHAPTER I: THE PRE-GAME



WHERE THE SPARKLE STARTS.
SIP, SWIPE, AND SLICK UNTIL THE UBER'S HERE.



GET READY >>



CHAPTER

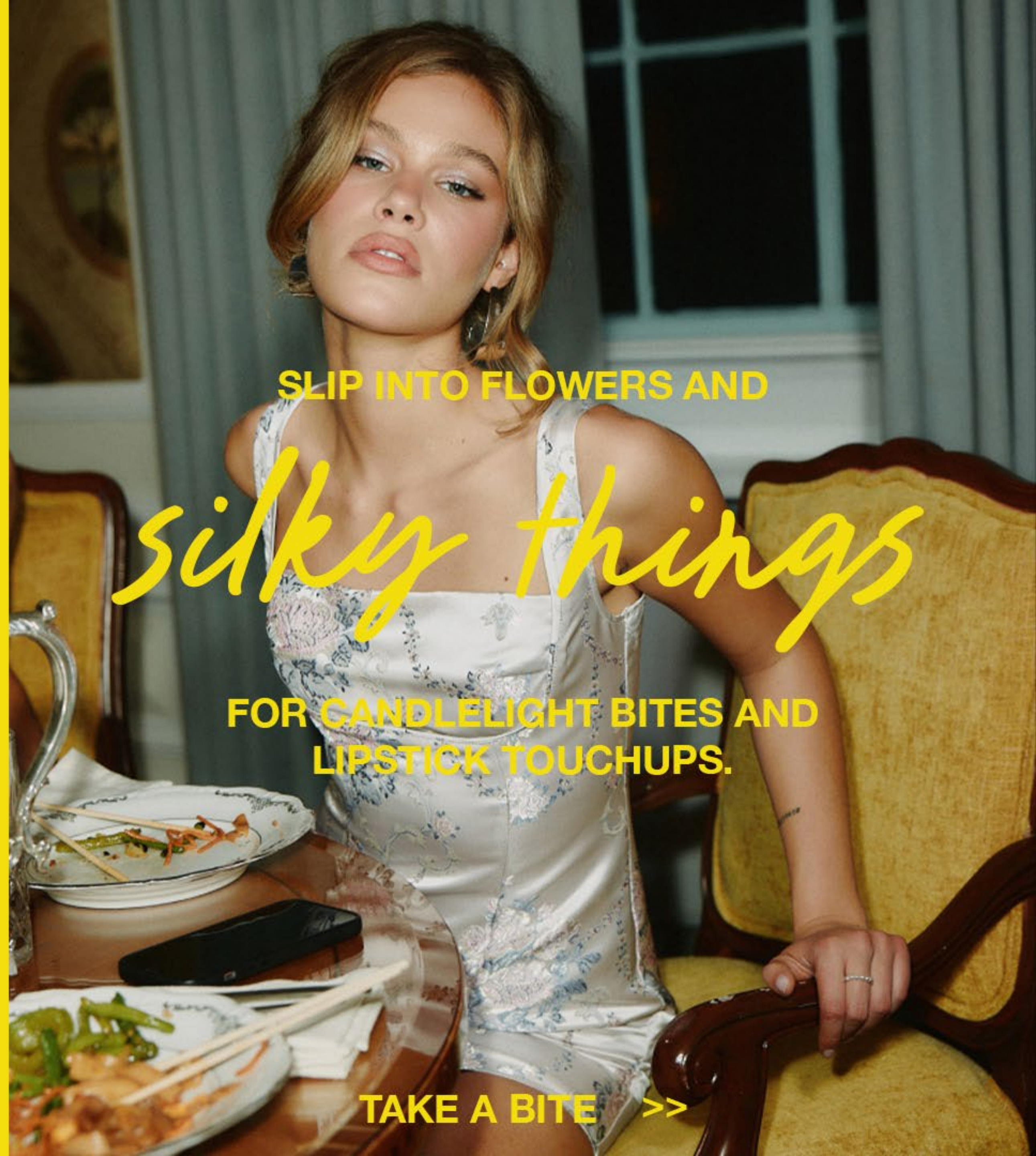
II:

GIRL

DINNER



EATING, EATING, ATE.



SLIP INTO FLOWERS AND

silky things

FOR CANDLELIGHT BITES AND
LIPSTICK TOUCHUPS.

TAKE A BITE >>



CHAPTER III: FROM ACROSS THE ROOM



SHIMMER

SEEN

ROUND

THE

ROOM

FIND YOUR SHINE

>>

CHAPTER

IV:

MIDNIGHT

SWIM



Break in...



WEARING SULTRY WHITES AND LIGHTS



JUMP IN

>>



CHAPTER V: THE AFTERS



A photograph of four women walking down a hallway, smiling and looking towards the camera. They are dressed in formal, short-length dresses. The woman on the far left is wearing a light pink, cowl-neckline dress with floral embroidery. The woman second from the left is wearing a light green, shiny, sleeveless dress. The woman third from the left is wearing a white, high-collared, short-sleeved dress. The woman on the far right is wearing a strapless, light pink dress with a wide, patterned bodice. The hallway has a blue and gold patterned carpet and white walls with door frames. A green exit sign is visible in the distance.

ICONS
only

04 CIDER FESTIVAL

ART DIRECTION — LEAD DESIGN — MARKETING STRATEGY

Festival season is basically the influencer Olympics, and **Cider's Festival 2025** is here to make sure you rack up all the IG likes — featuring an exclusive collab with the incomparable Dizzy Fae.

OLD FAE x CIDER

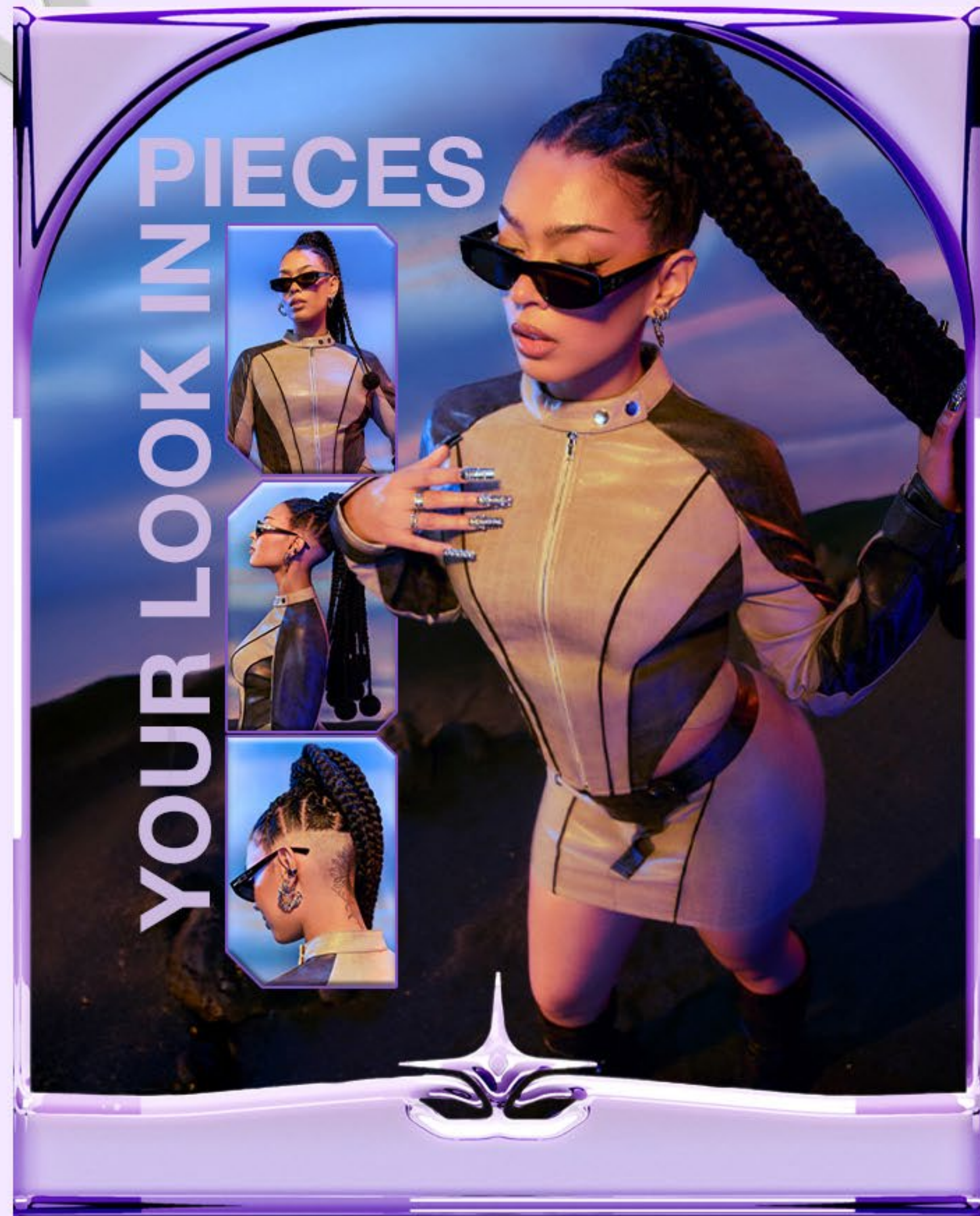
FESTIVAL 2025











05

CIDER

CDR

ART DIRECTION — LEAD DESIGN — MARKETING STRATEGY

CDR is here for all your essentials — comfortable, sleek, and effortlessly fun — taking Cider to a whole new level of feeling cool.



CDR



STRIPPED DOWN.
STYLED UP.



TAKE



THESE

ANYWHERE

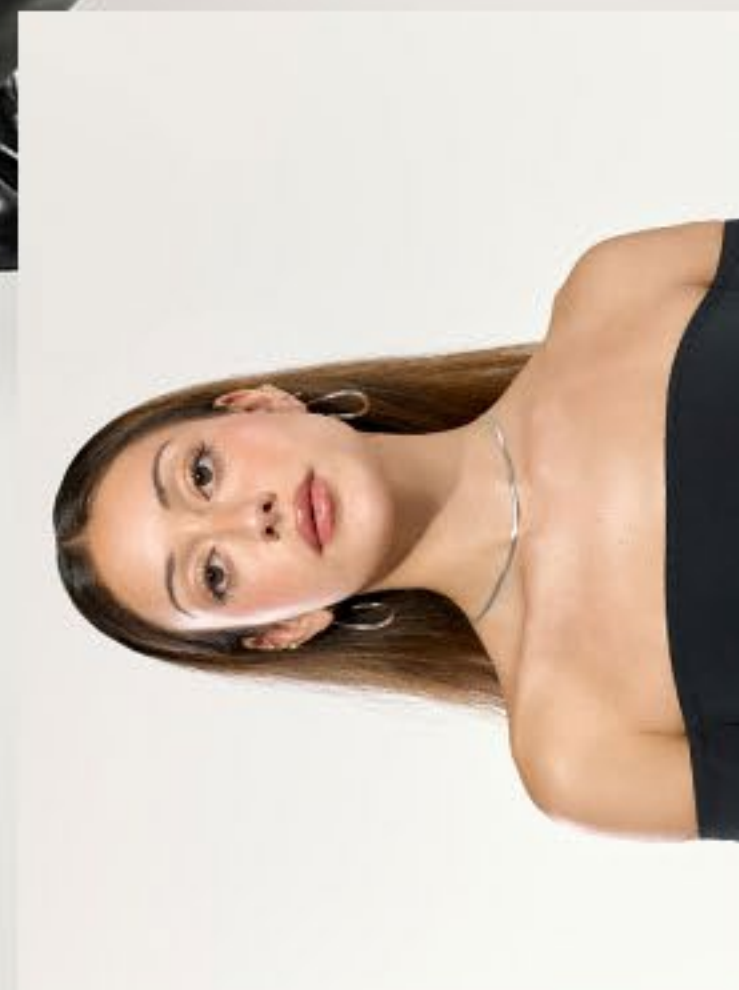


THESE



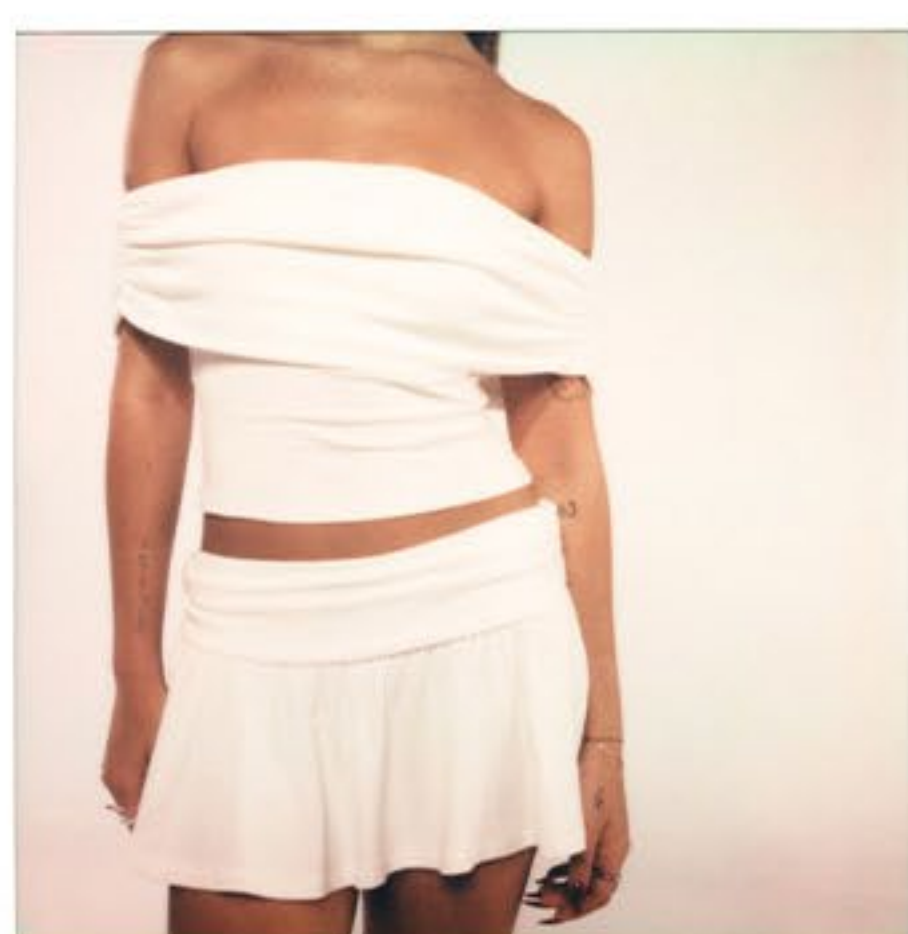
TAKE

EVERYWHERE





FINDING AN OCCASION TO
GO WITH THESE CLOTHES



SEE



THE

LIGHT

PIECES



WITH PLACES

TO BE

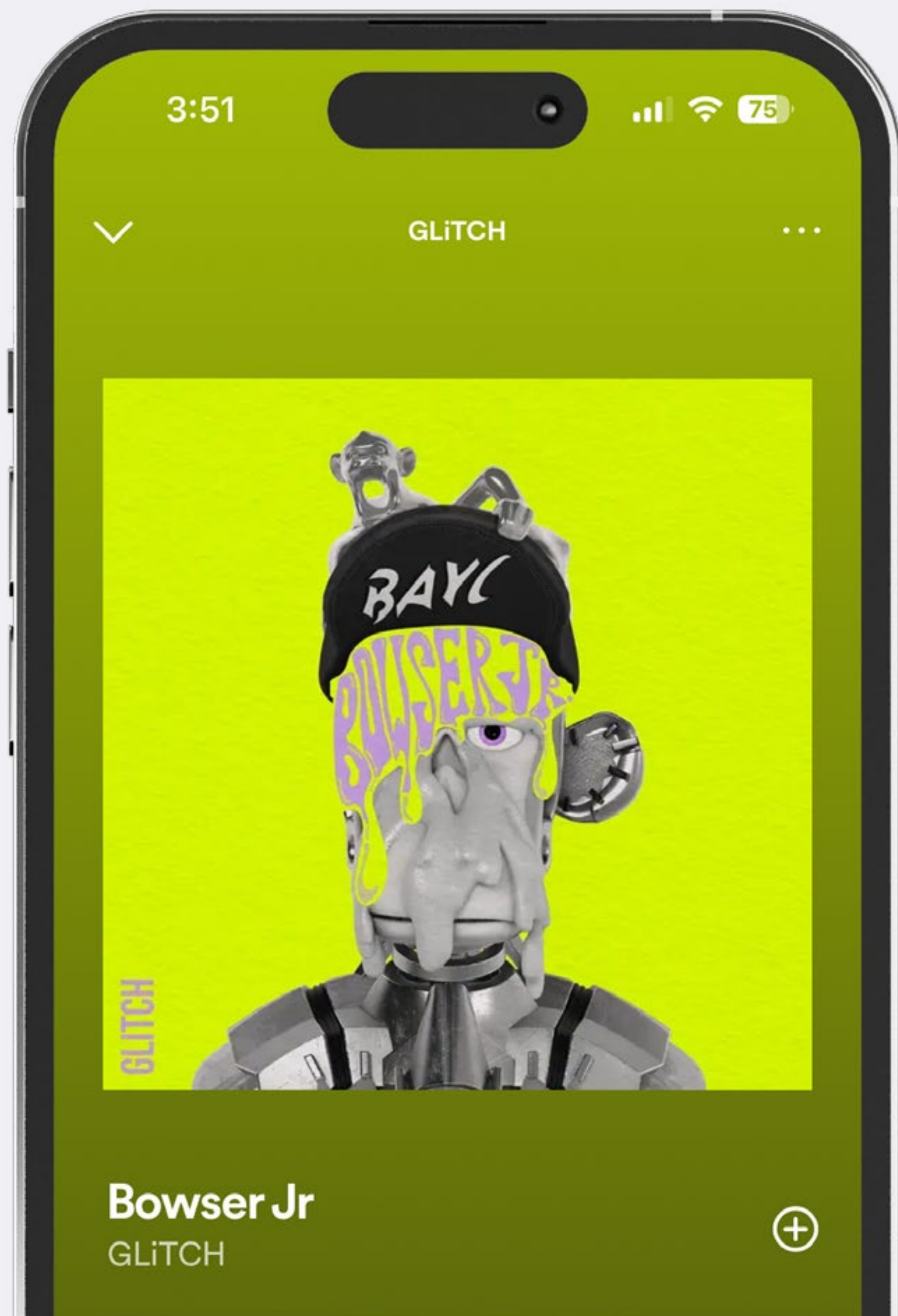
06

WARPSOUND

ART DIRECTION — LEAD DESIGN — ALBUM ART

Partnering with **WARPSOUND**, frontrunners in AI music systems — a visionary album art collection that captures the essence of AI-generated music through intricate visual landscapes.*

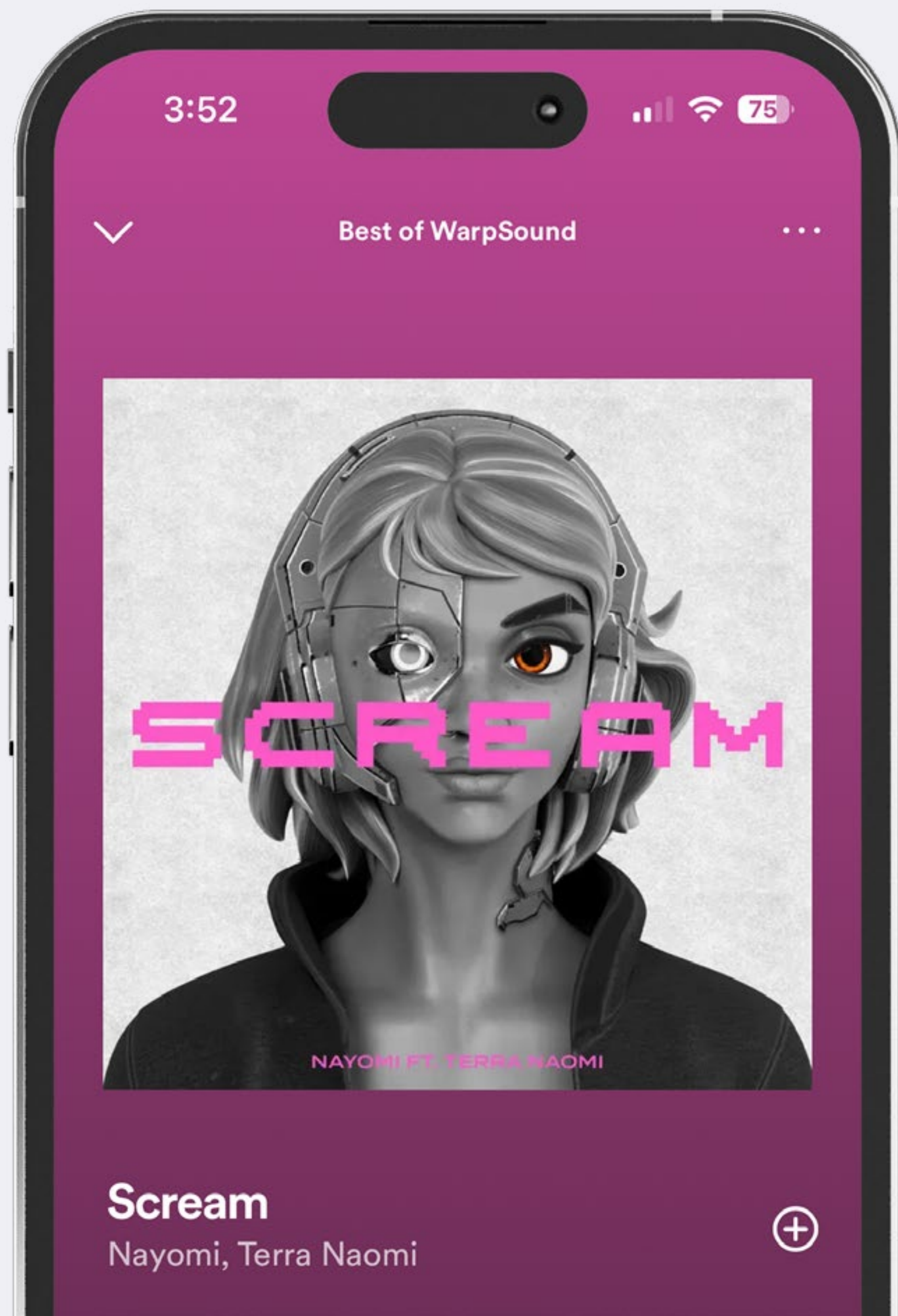


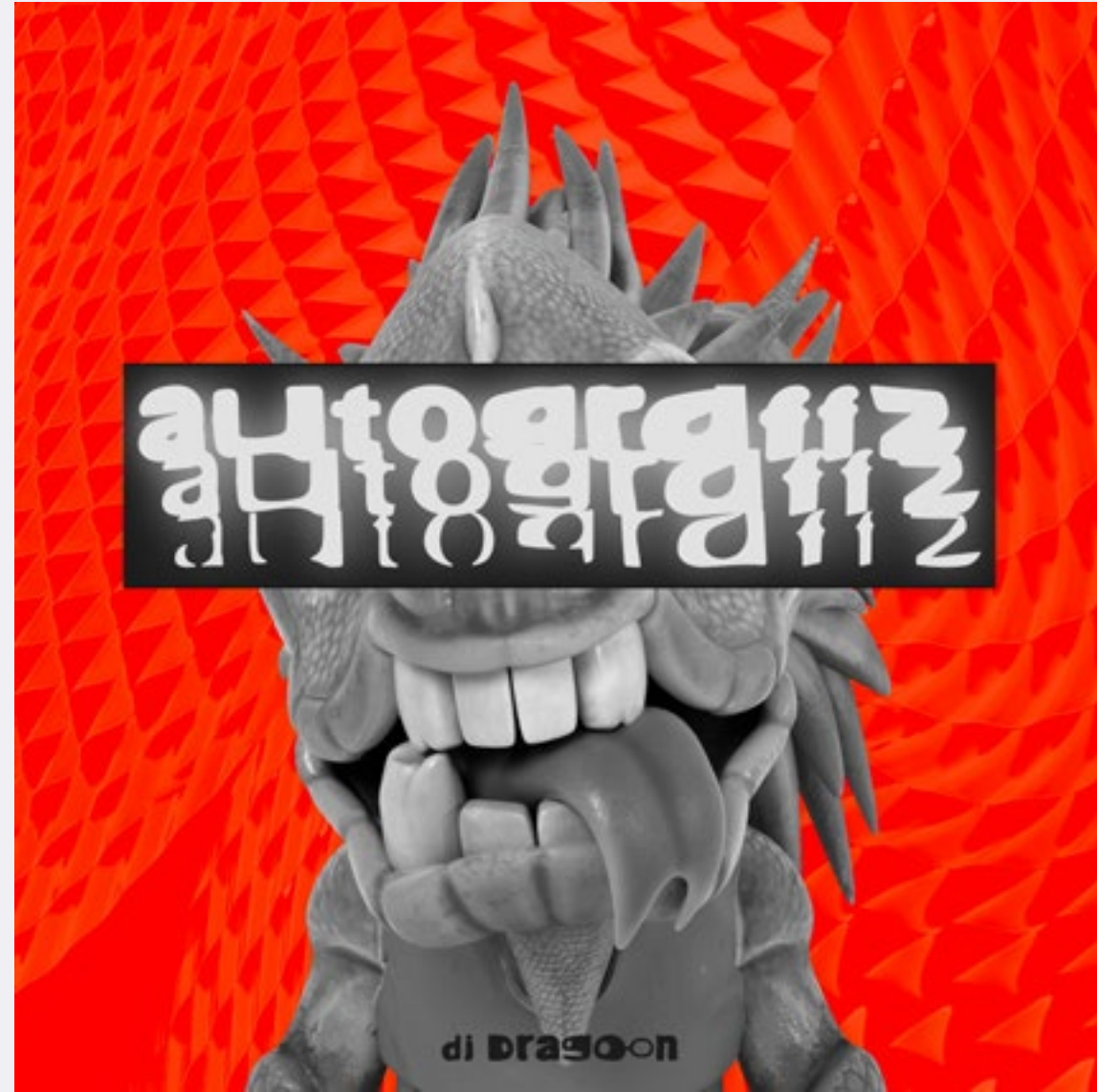


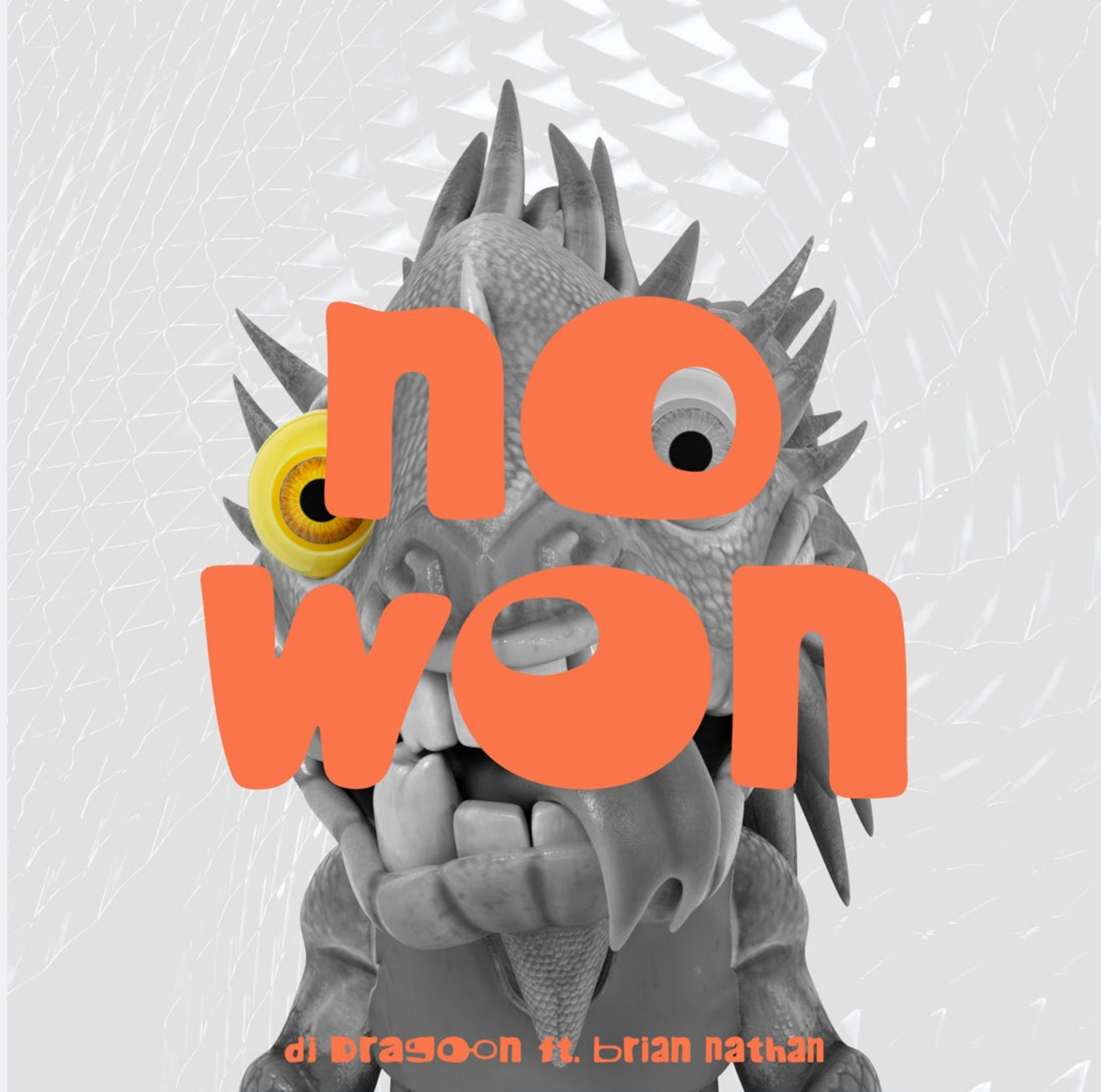
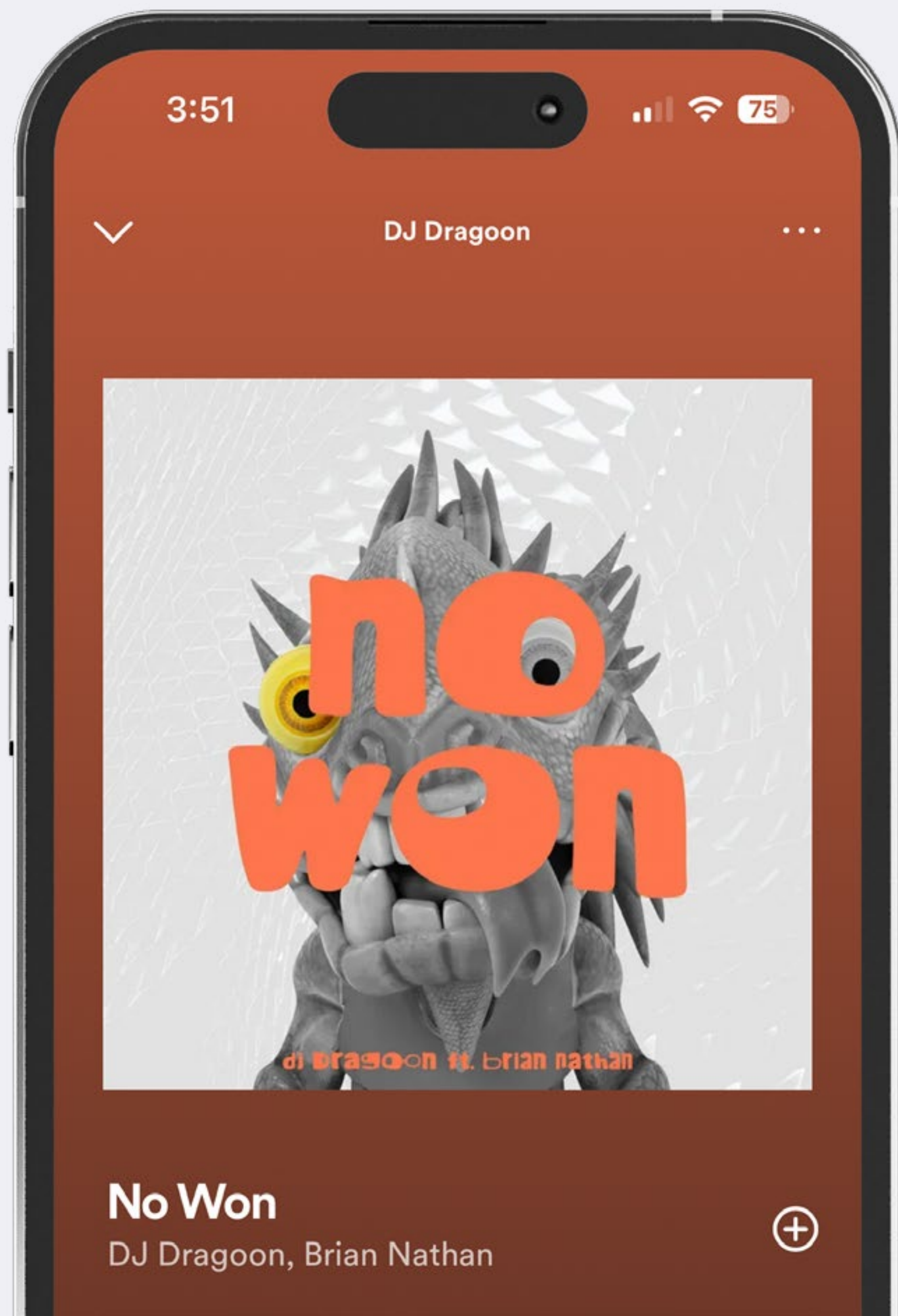
GLITCH

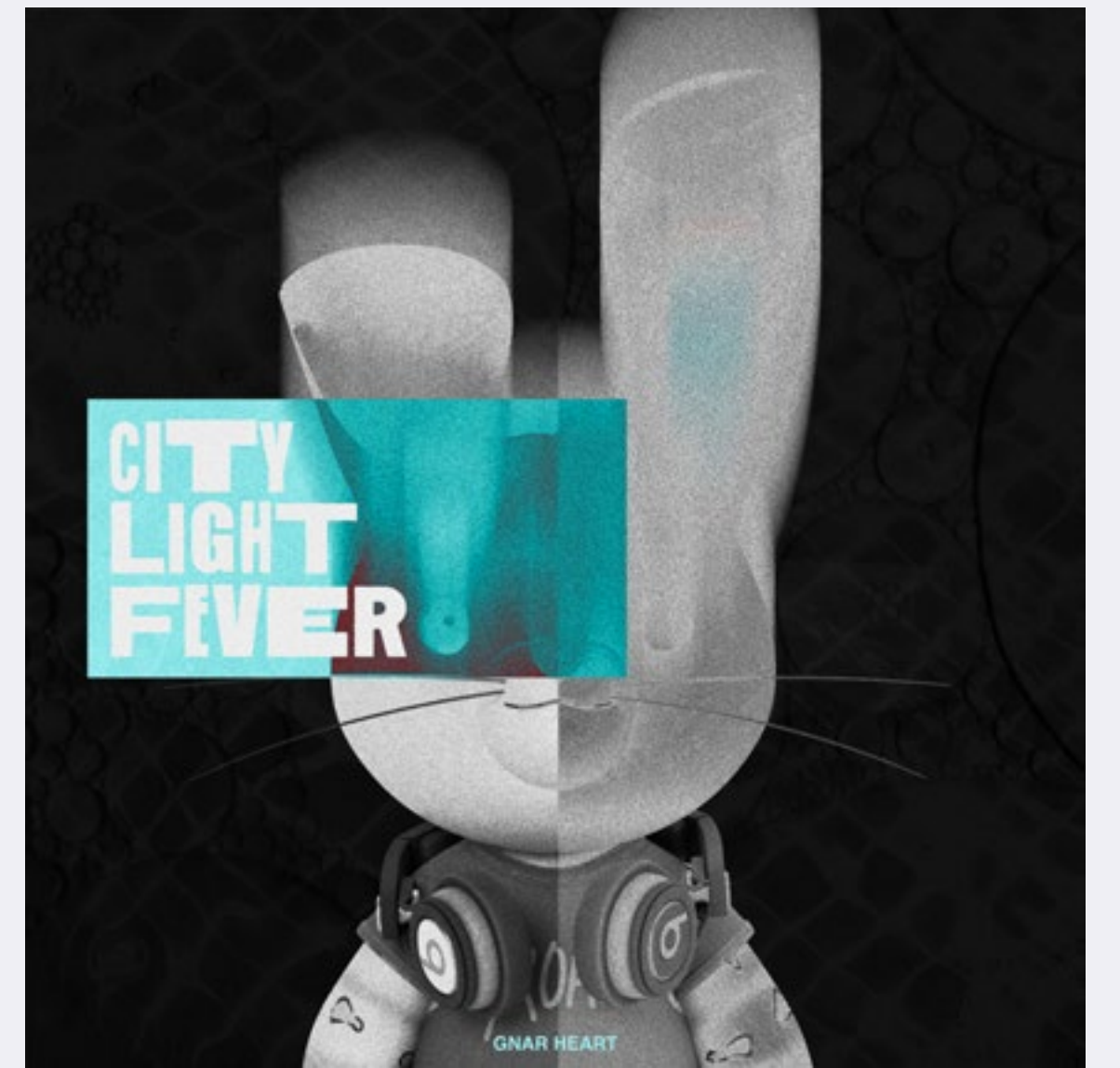
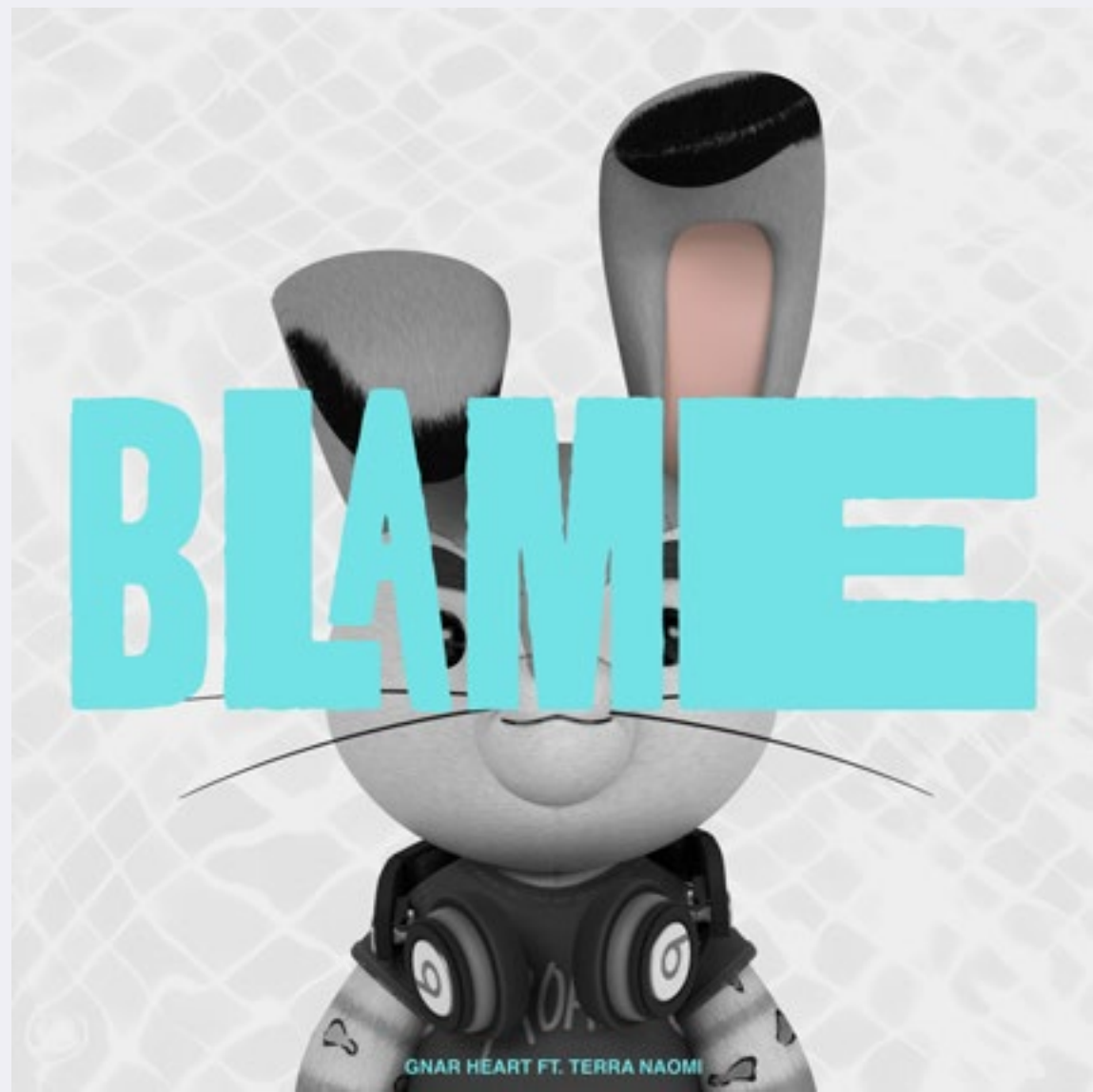


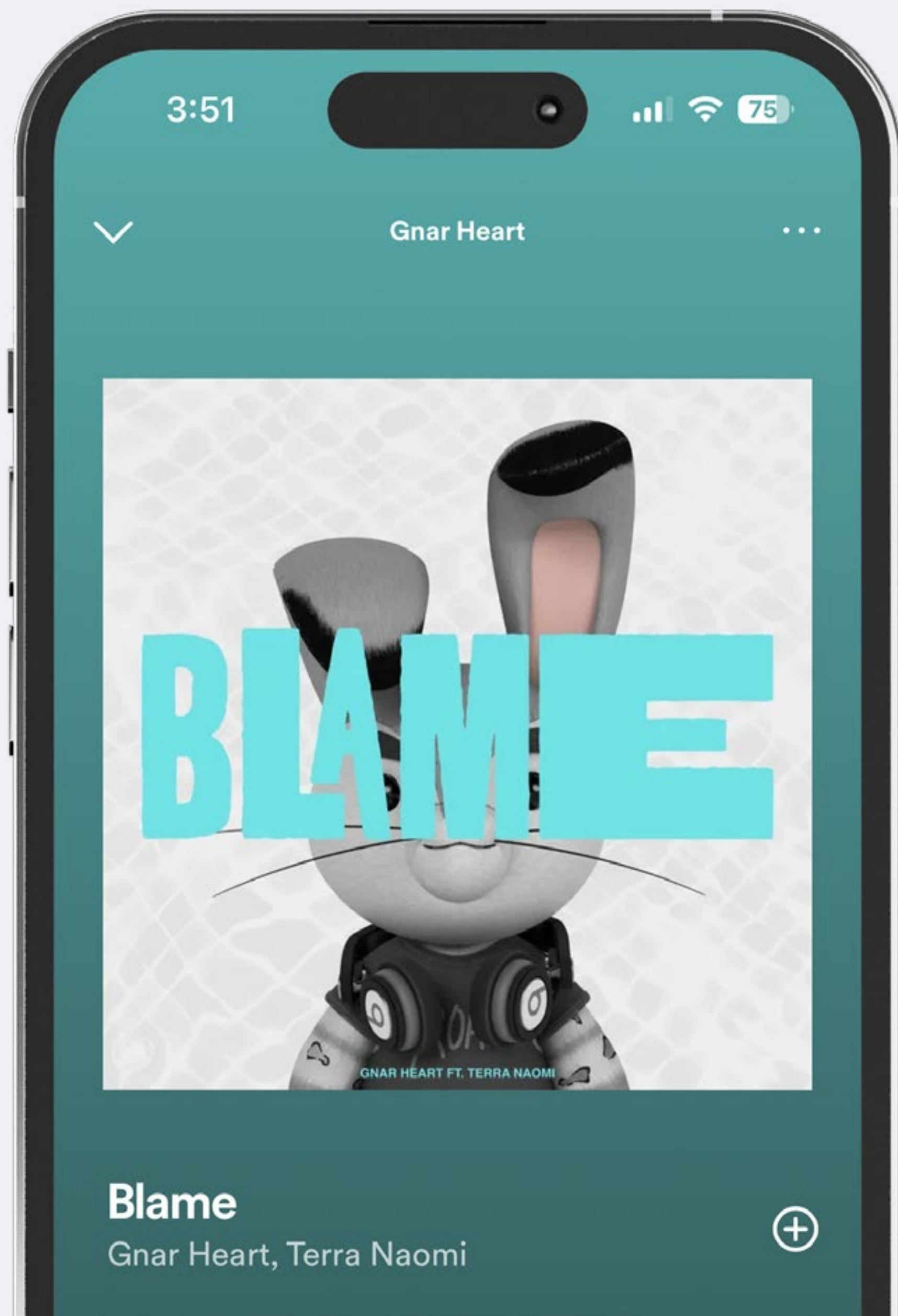












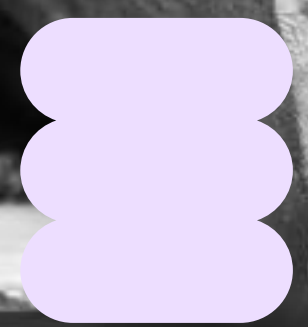
07

STONE & CLAY

BRAND IDENTITY — CREATIVE DIRECTION — LEAD DESIGN

With a brand that mirrors the elemental essence of their craft, **Stone and Clay** Ceramics Studio crafts a visual identity that harmonizes the rugged and the refined in every piece.

EST.

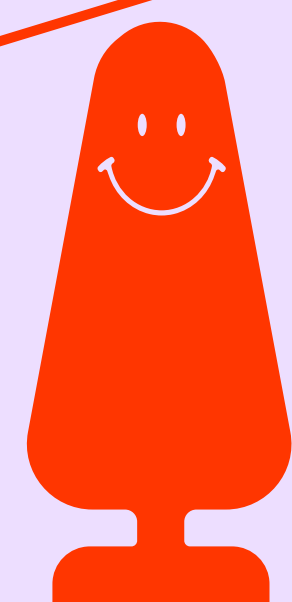


2022

STONE & CLAY

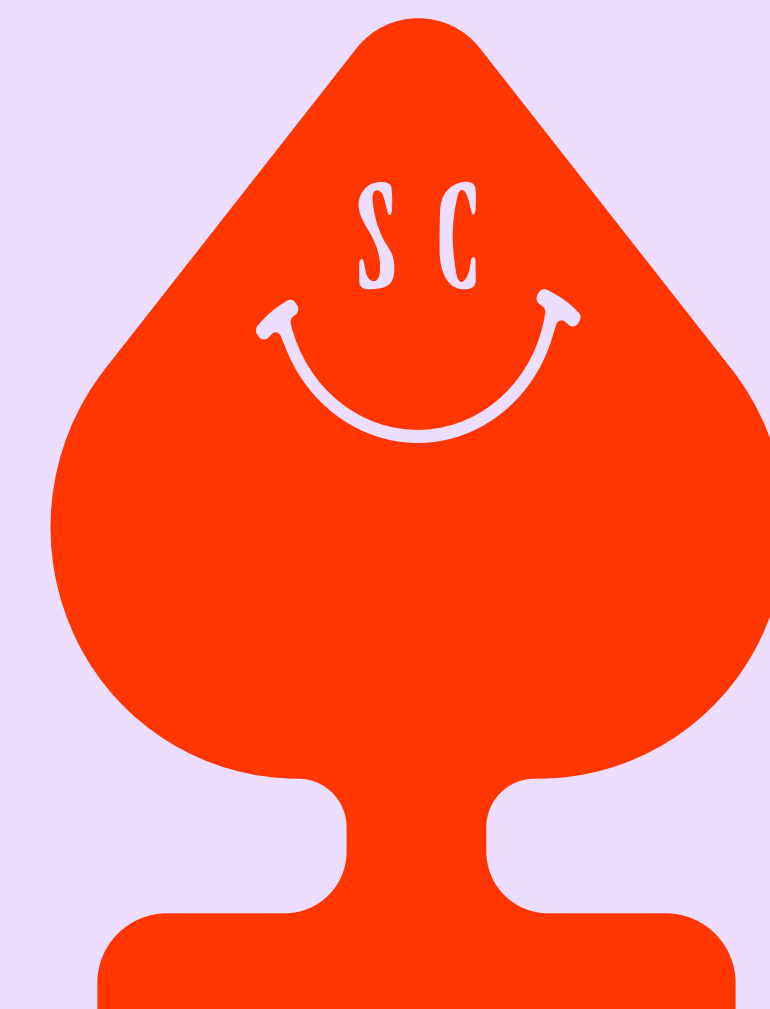
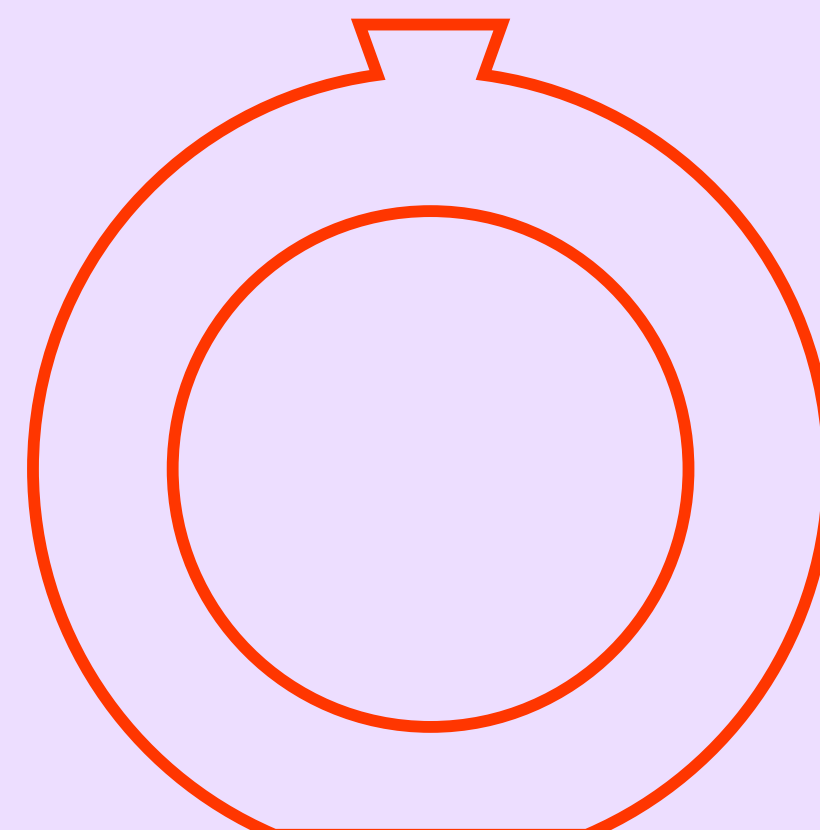
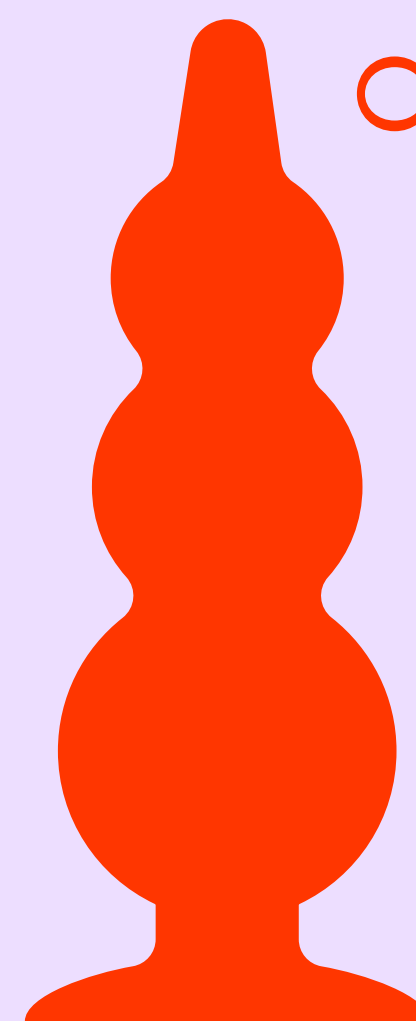
CERAMICS STUDIO



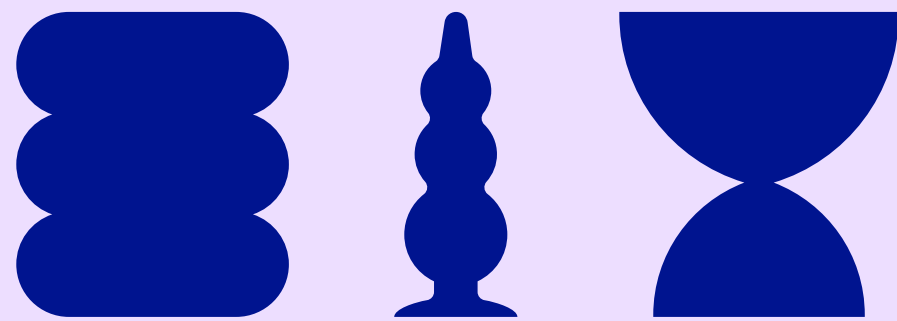


STONE & CLAY

CERAMICS STUDIO



STONE & CLAY
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STONE & CLAY

EST.  2022

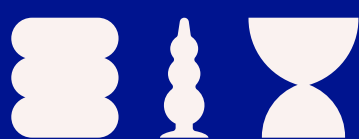
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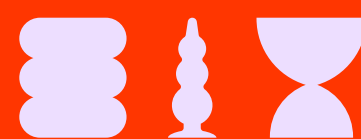
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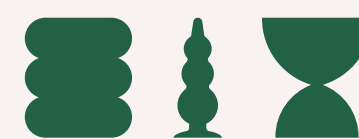
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THANK YOU!

