

ED STONE

CREATIVE LEAD

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About

Hiya, I'm Ed. I don't really enjoy writing about myself like this, but here goes...

I'm a senior creative all-rounder from Kent, with over a decade's experience and a holistic approach to graphic design and creativity. My focus is predominantly on crafting stories and identities, with a particular interest in positive change.

In my spare time, I also write and perform funk and soul music with Concrete Natives - I'm the front man - that's right, leading creative teams by day and the band by night.

Despite my big presence (I'm 6'5") I'm rarely the biggest ego in the room, my colleagues come to me for my calm and knowledgeable nature. Once you meet me you'll see that I'm a gentle giant who is as collaborative as they come.

Selected clients

youview



HAND CRAFTED
LOLA'S
cupcakes
LONDON BAKERY

Microsoft

DELL Technologies

THE GREAT
ESCAPE

N
NATURAL
HISTORY
MUSEUM



Highlights

- Launching English Football League's 'Together Against Discrimination' campaign — an omni-channel initiative across social, in-stadia, television and merchandising to take a stand against racism and discrimination in football
- Naming and art direction for WWF's State of the Planet Address, a bi-annual lecture event discussing the most pressing issues our planet is facing with influential figures across various sectors, including Christiana Figueres
- Designing and building a dinosaur for Dell in the ExCel which won an award for Best Storytelling at World Exhibition Design Awards 2020
- Leading a creative department at an events agency in 2020 (aka the year of no events) to pivot and flex its muscles and instead deliver virtual events like cookery classes with Rick Stein
- Creative work regularly featuring on Creative Pool and the Dots
- The band featuring in Kerrang! Magazine as well as headlining a show at Dingwalls in Camden and for Jon Snow at Notting Hill Arts Club (The GoT King in the North, not the newsreader)

Skills

Art Direction • Brand Identity • Brand Positioning • Brand Strategy • Creative Strategy • Copywriting Digital Design • Experiential • Graphic Design • Illustration • Motion Design • Naming & Narrative Photography • User Experience • User Interface • Video Editing



EFL

Campaign identity

Context

In the fallout of England's defeat at the Euros, the English Football League (EFL) were spurred into action to take a stand and show support to players and fans of all backgrounds and ethnicities.

A physical activity involving the fans was proving problematic from a health and safety perspective, so the team at EFL needed an always-on initiative that was clear and impactful.

Players taking the knee before a game is a powerful display of solidarity against racial discrimination within football, however, there is a disconnect between fans and players as it is not safe to take a knee in the stands, making a united front against racism and bigotry impossible.

Brief

Articulate the EFL's hard stance against racism and discrimination in football

Deliverables

Campaign name, identity, social assets, in-stadia, television and merchandising

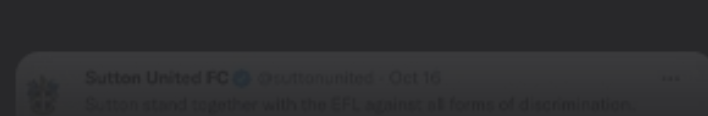
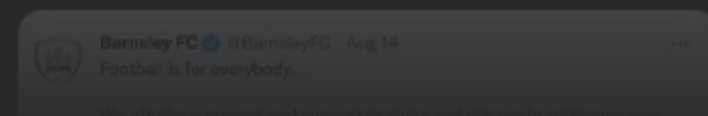
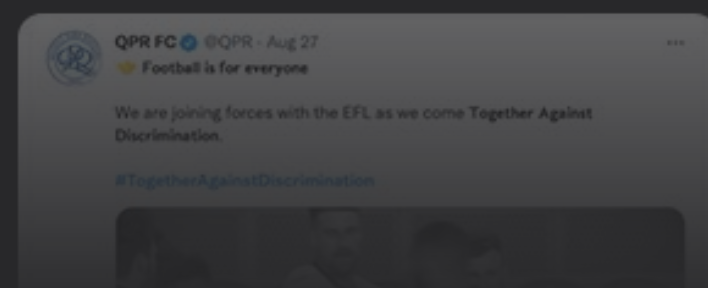
My role

Creative lead, Art Direction, Graphic Design

Big idea

"Together against discrimination" is a simple yet powerful statement that compliments the EFL's existing 'Not today or any day' initiative. Visually it conveys the immediacy of the moment, with its rough-and-ready stencil aesthetic that evokes both protest and humanity. Monochromatic visuals punctuated by a pop of yellow for key messages made fans take notice.





Youview

Employer brand identity

Context

Even with a 10-year track record of innovation and shareholders including the BBC, ITV and BT, B2B brand YouView is little known among its target group of future tech talent. Our brief was to stand out from the crowd and inspire the next generation of software engineers, analysts and product managers.

YouView brings great TV into the nation's living rooms and it gives employees the chance to harness their passions and channel them into their best work yet.

The company vision is to develop well beyond TVOD services so reaching the next generation of tech talent with a focus on curiosity is essential.

Building on YouView's compelling, if underutilised brand identity was key to developing the Employer value proposition (EVP) and articulating their vision for the business.

Brief

Help YouView to stand out in a crowded sector, inspire and attract the next generation of software engineers, analysts and product managers as potential employees.

Deliverables

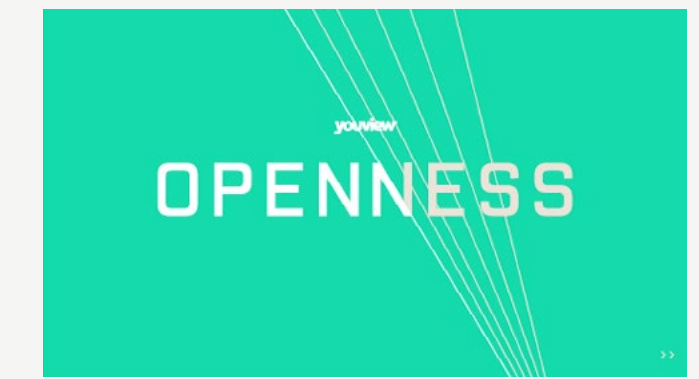
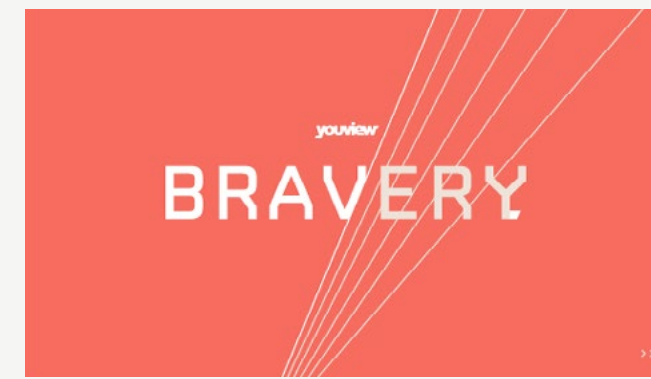
EVP brand identity, including, hero graphics, web assets, recruitment portal assets, social ad creative.

My role

Creative lead, Art Direction, Graphic Design

Big idea

"Be a part of the bigger picture" is a compelling concept encompassing YouView's heritage along with its vision of the future. It can be adapted to speak to specific audiences within YouView's employee demographic by adapting the call to action: "Create the bigger picture", "Develop your bigger picture", "Dream the bigger picture."





YouView TV Limited
39 followers
Promoted

YouView is proud to have developed its first DE&I strategy and is aiming to achieve B Corp status by October 2023. This is a newly created role and, we are looking for an exceptional individual who's able to drive the delivery and implementation of both of these work streams.

Equality, Diversity & Inclusion Lead [Apply](#)

<https://youview.teamtailor.com/jobs/2055907-equality-diversity-inclusion-l...>

47 21 Comments

Like Comment Share Send

YouView TV Limited
39 followers
Promoted

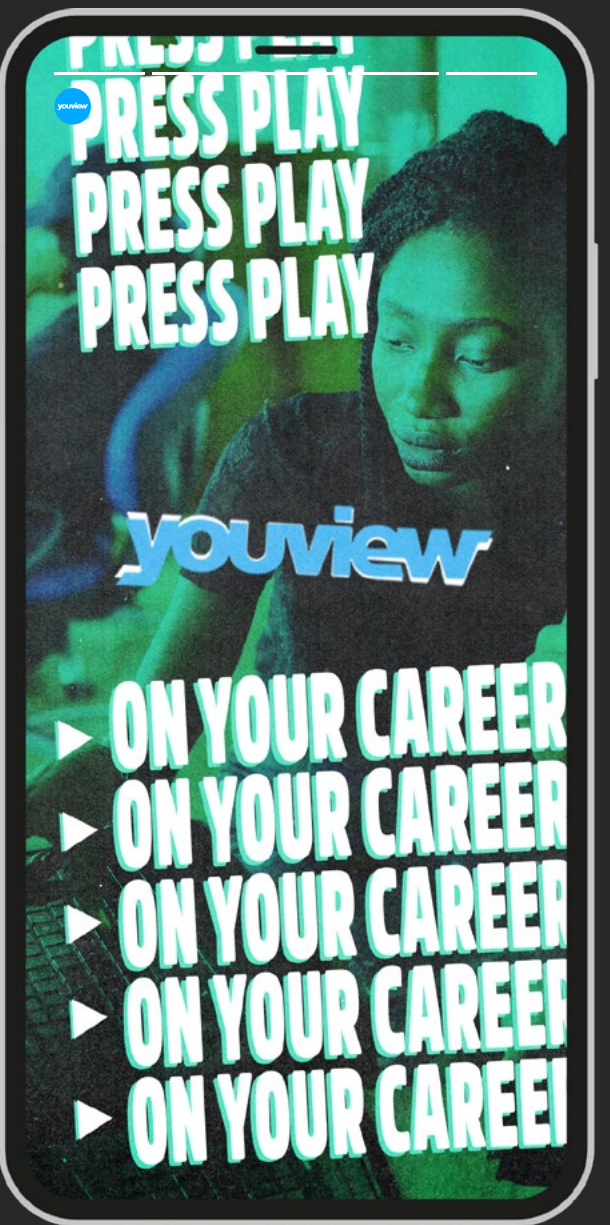
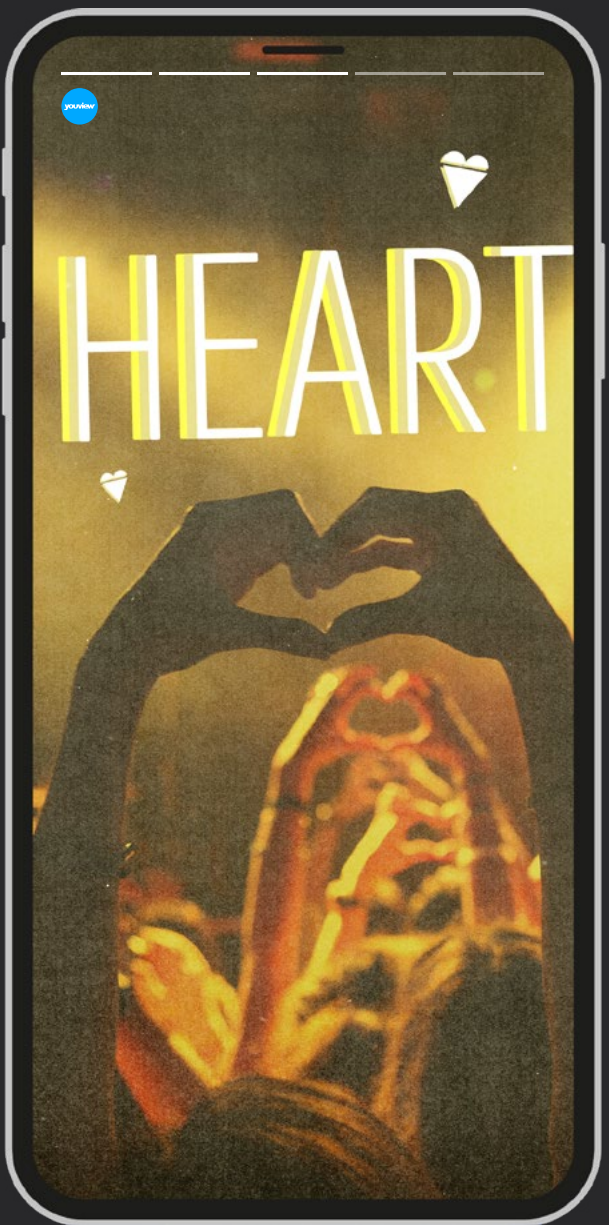
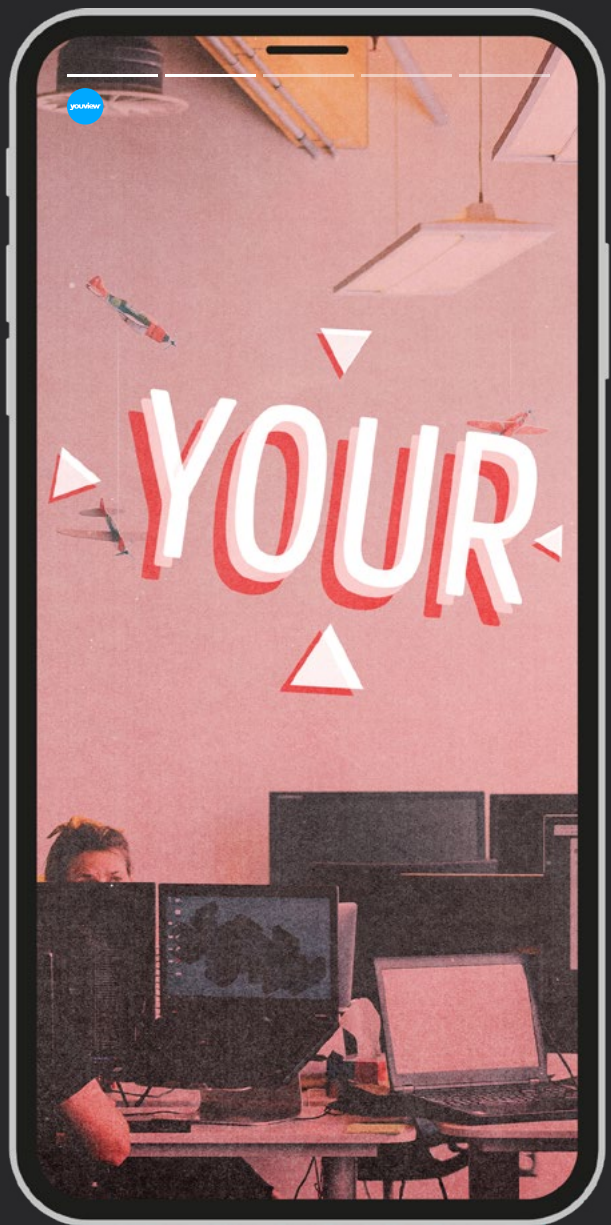
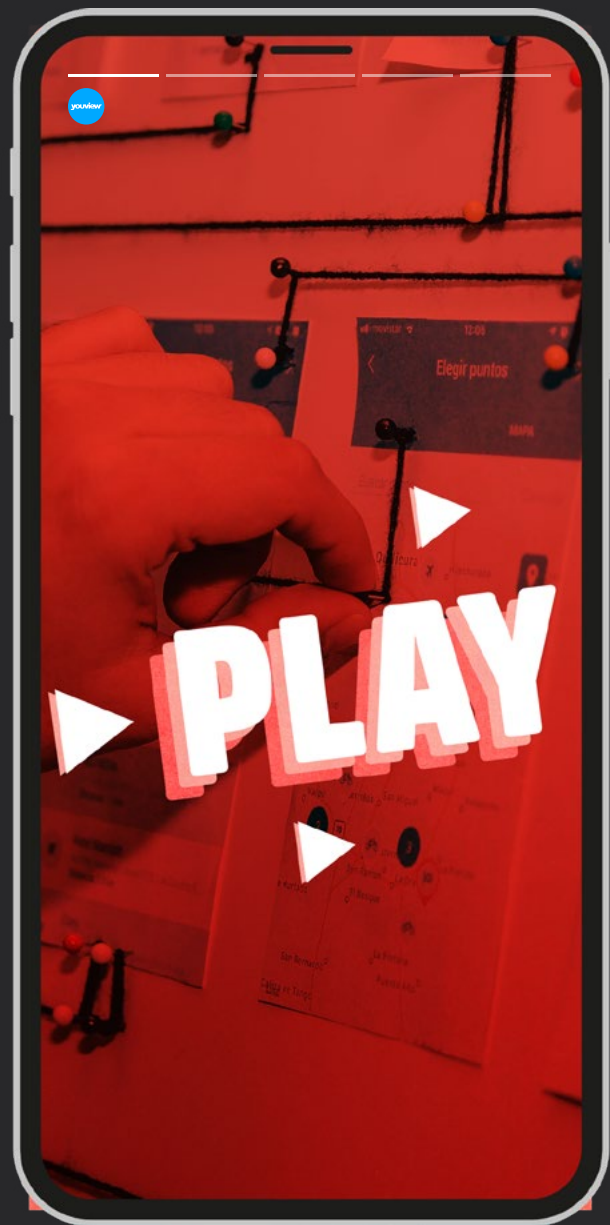
At YouView, we live and breathe TV. Our diverse, cross functional team of technologists share an obsession to create the world's best TV experience. We are looking for Software Engineers to help us deliver our vision, build fantastic User Interface for our millions of users.

Software Engineer (UI, JavaScript) [Apply](#)

<https://youview.teamtailor.com/jobs/1884070-software-engineer-ui-javasc...>

47 21 Comments

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Pax8

Security campaign

Context

As pre-eminent purveyors of security and management software for the cloud, Pax8 needed a campaign to ensure they are front of mind amongst their resellers.

MSPs (Managed Service Providers) have a lot on their plates, managing the security of large numbers of clients. Security threats are constantly evolving at speed, leaving some MSPs (and their clients) exposed. We leant into this potentially prickly theme for the campaign, approaching 'oversights' in an empathetic way by telling an inherently human story - after all, it's human to make mistakes.

Brief

Security campaign targeting MSPs

Deliverables

Campaign film, supported by sub-campaign across digital and social

My role

Design Director, Art Direction, Graphic Design

Big idea

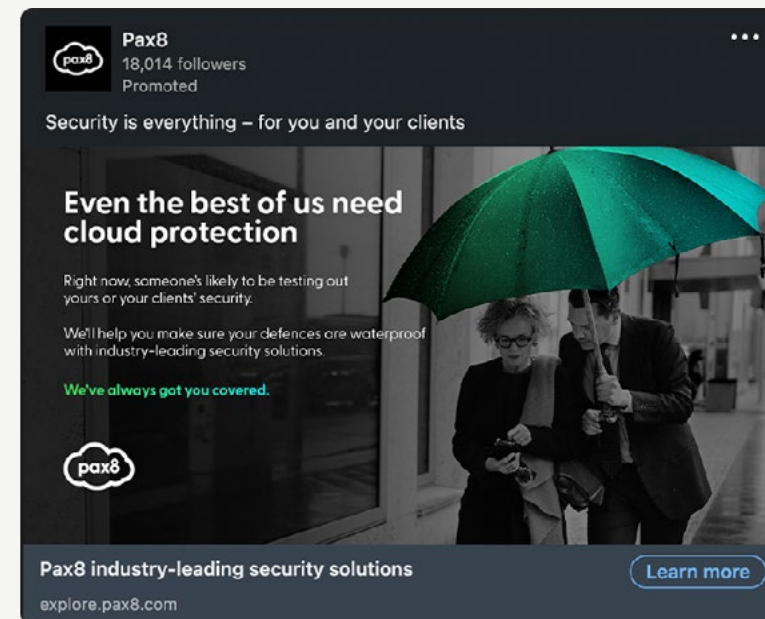
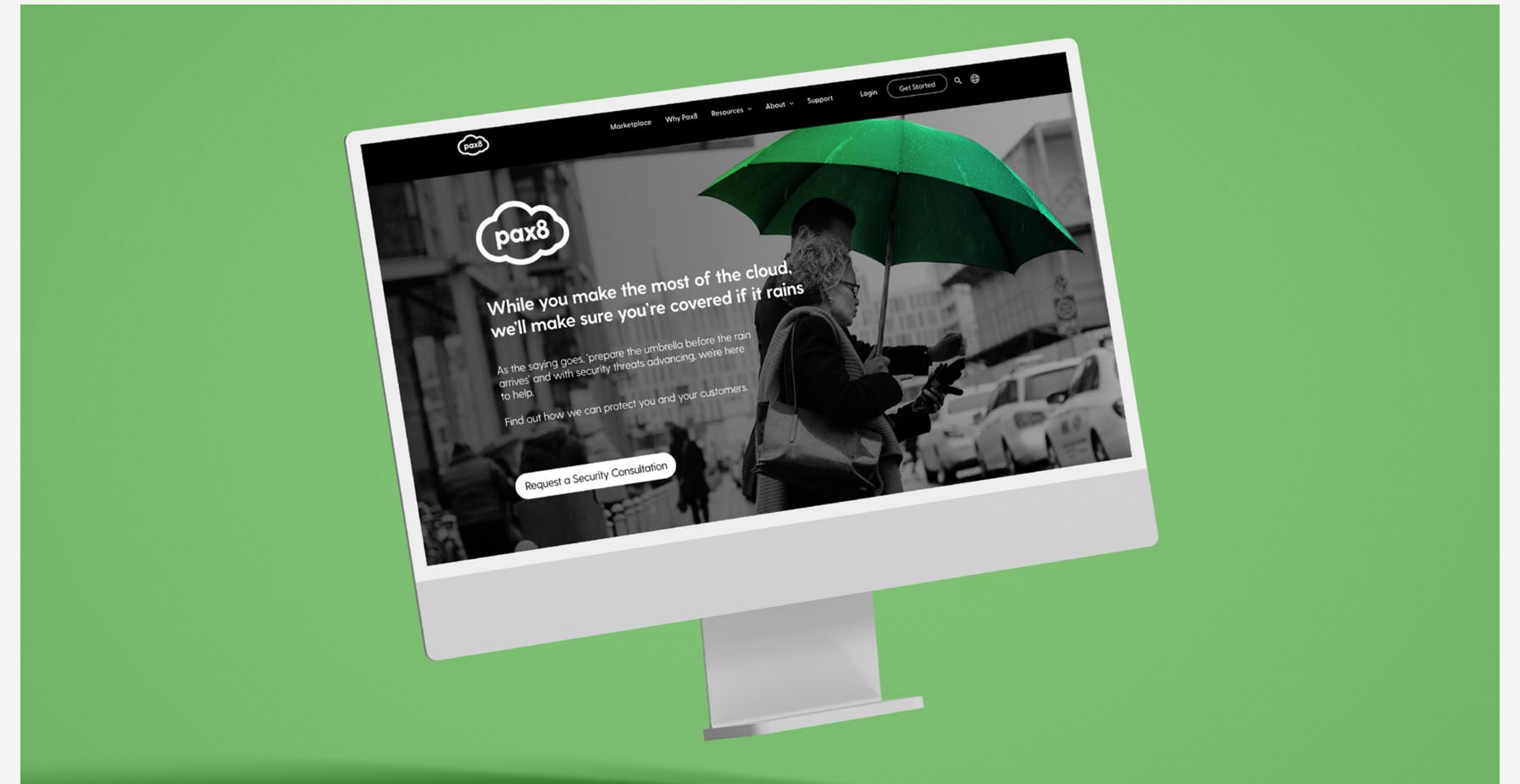
"We're covered, aren't we?" puts a humorous spin on an all-to-familiar office dynamic where the team find their security is compromised and how, with the help of Pax8's always-on self-service website, they can plug the gaps instantly.

To support the film, we created a Pax8 branded digital campaign, bringing the idea being protected from the cloud in a visually compelling way.

This short film is running across a wide range of media and social channels, supported by a sub-campaign across email and social.



Rejected concept



Corinthian Benefits

Brand Refresh

Context

Corinthian Benefits takes great pride in finding the best pension solutions for Small-Medium Enterprises (SMEs) across the country. They are well known for friendly, supportive and personal approach to their clients. To coincide with the launch of their employee focused product, 'my corinthian', they needed an updated look and feel along with an complimentary identity for the new product.

Let's address the elephant in the room. Pensions are not a sexy subject. So how do we make them appeal to a millennial workforce while also maintaining the brand's track records with employers? We also had Corinthian's existing Swiss colour palette which, despite its strength, the team felt it no longer effectively represented the business.

Brief

Audit and refresh brand identity to support launch of new, employee-focused sub-brand, 'my corinthian'.

Deliverables

Brand identity, tone of voice, Unique Value Proposition (UVP), digital and social media, website design, consultation for marketing roll-out.

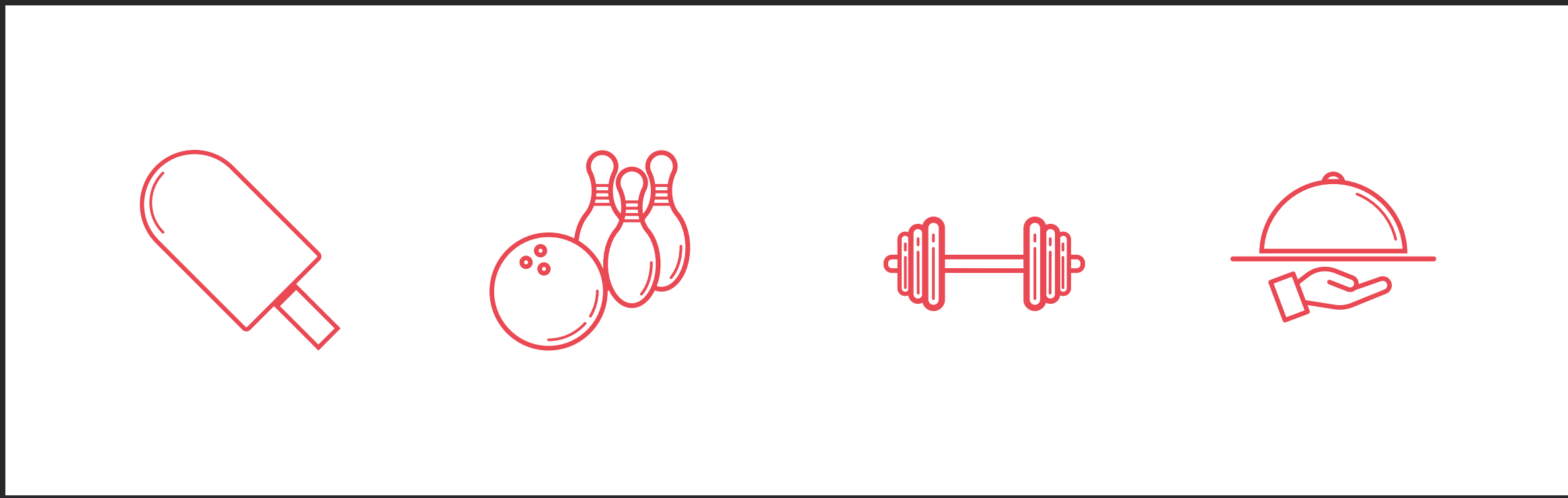
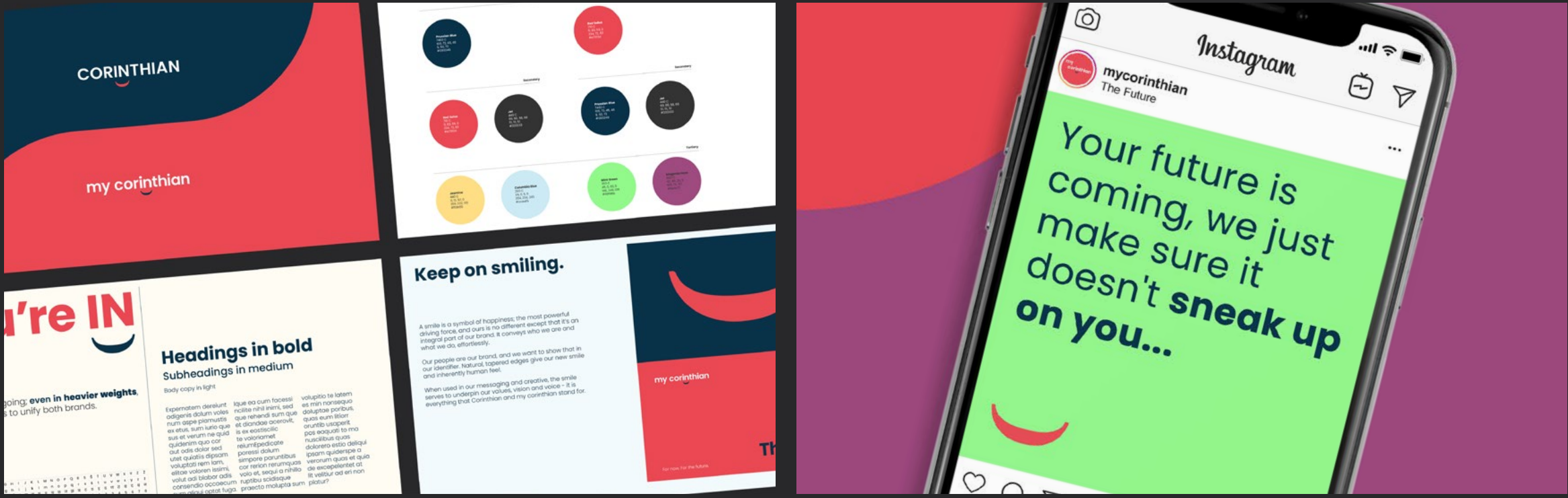
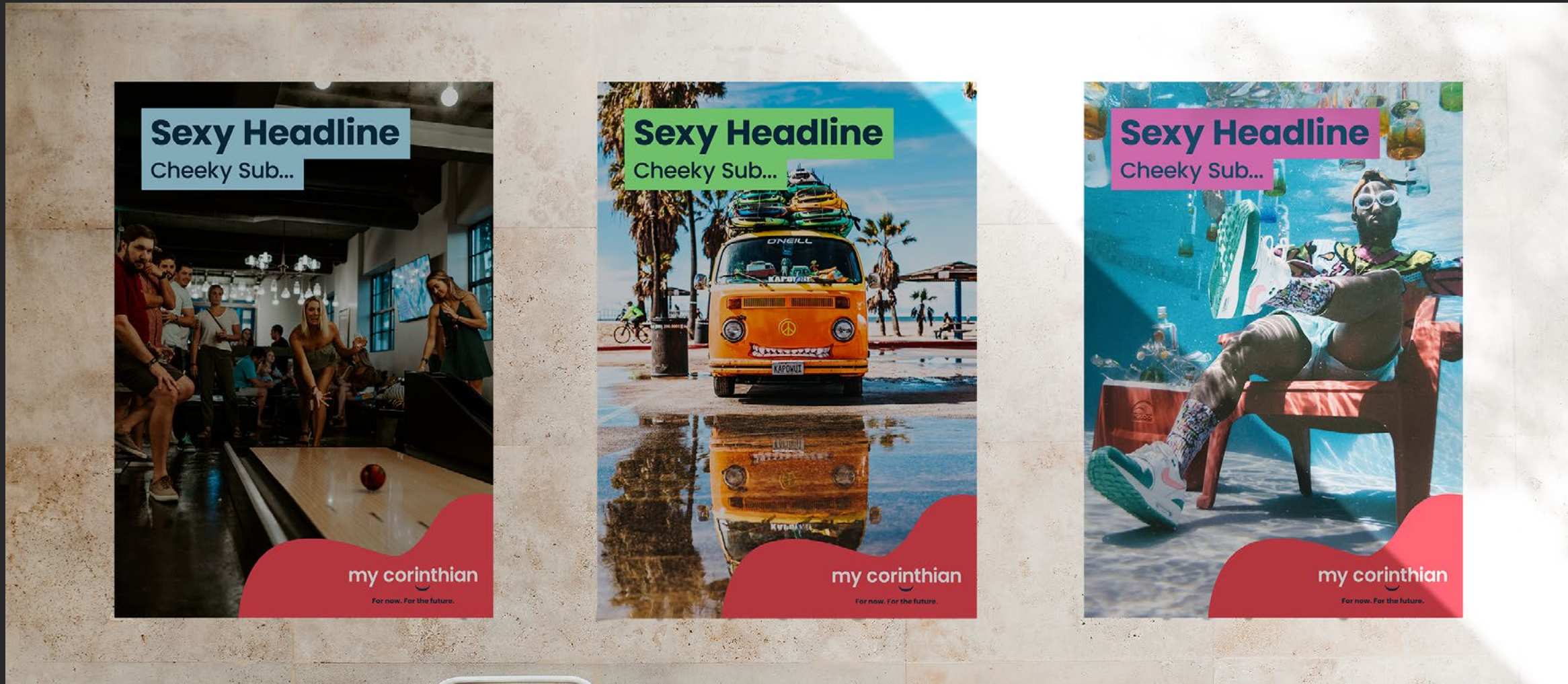
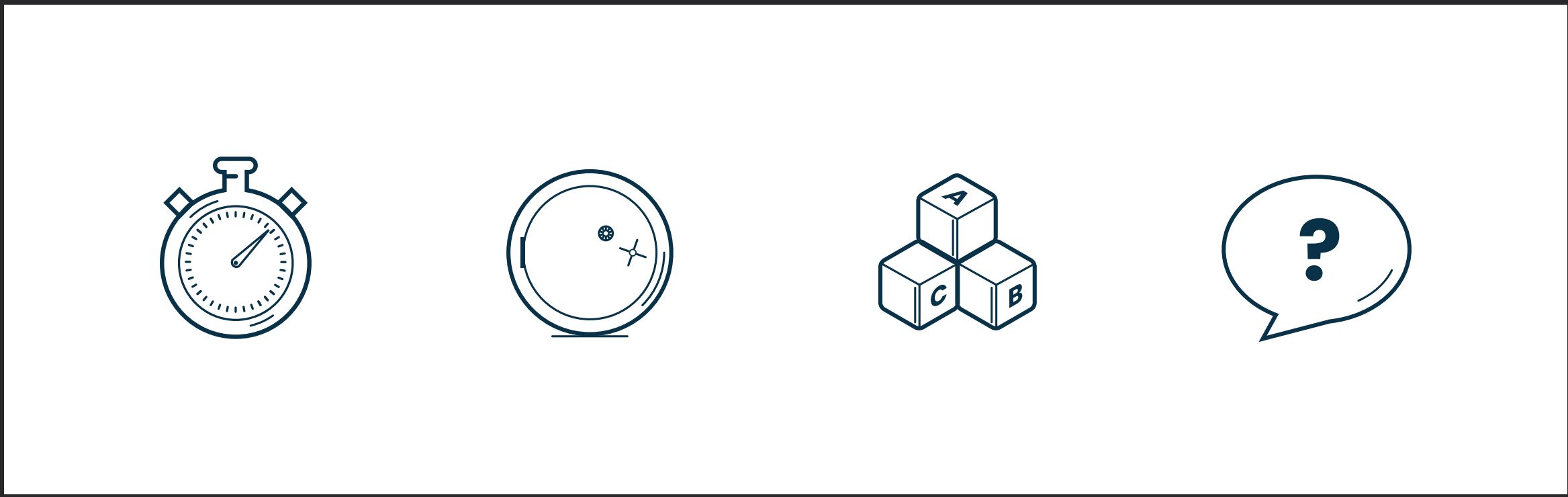
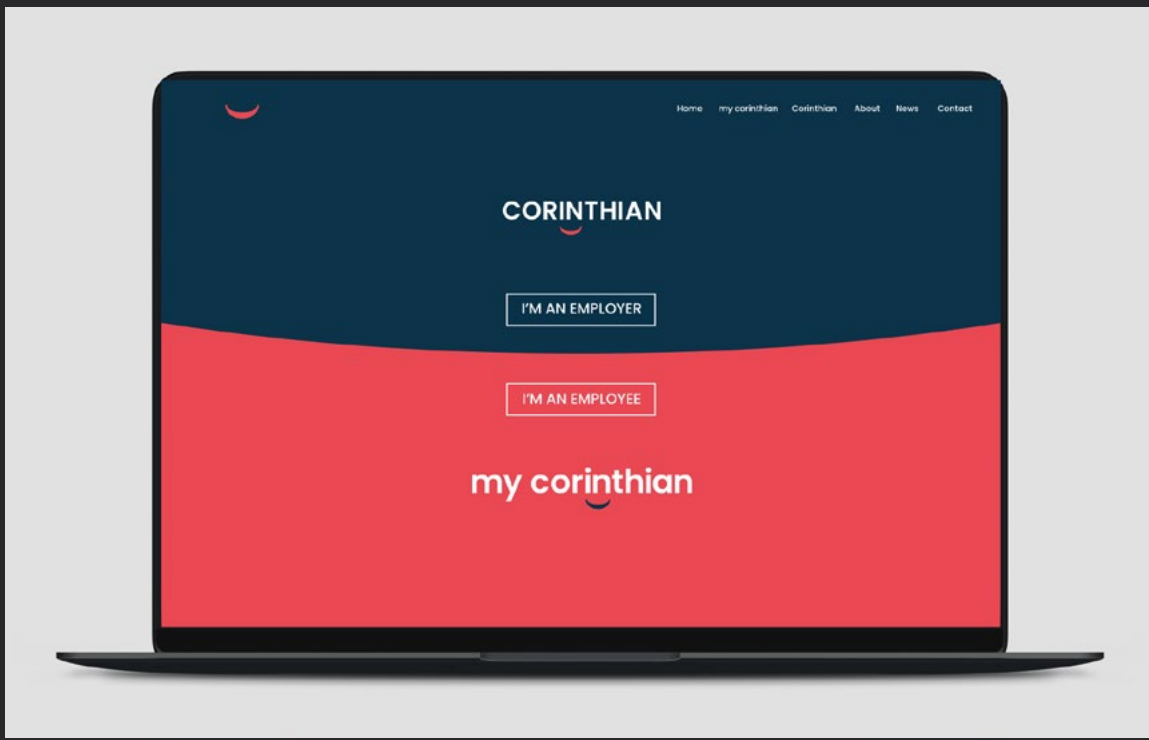
My role

Art Direction, Graphic Design, Copywriting, Creative Consultant.

Big idea

We created a dual identity that compliments both audiences, with updated marks with more 'human' smile motifs, a vibrant, modern colour palette and a friendly typeface.





Future Motors

Identity design

Context

Future Motors have revolutionised HVAC (heating, ventilation air-conditioning) with their energy efficient smart technology, which enables engineers to clearly track and maintain HVAC infrastructures in warehouses, supermarkets and airport terminals across the UK.

After we held a visions, values & voice workshops, we knew everything there is to know about HVAC motors and their impact on the planet in big business.

We learnt that for them, being able to power industry while leaving as little impact on the environment, is at the very core of their brand, so we created a whole identity with a mark that is as powerful as it is delicate.

Brief

Brand development for a start-up tech company.

Deliverables

Full corporate identity, messaging framework, website, marketing collateral, vehicle branding.

My role

Creative Direction, Graphic Design, Website Design.

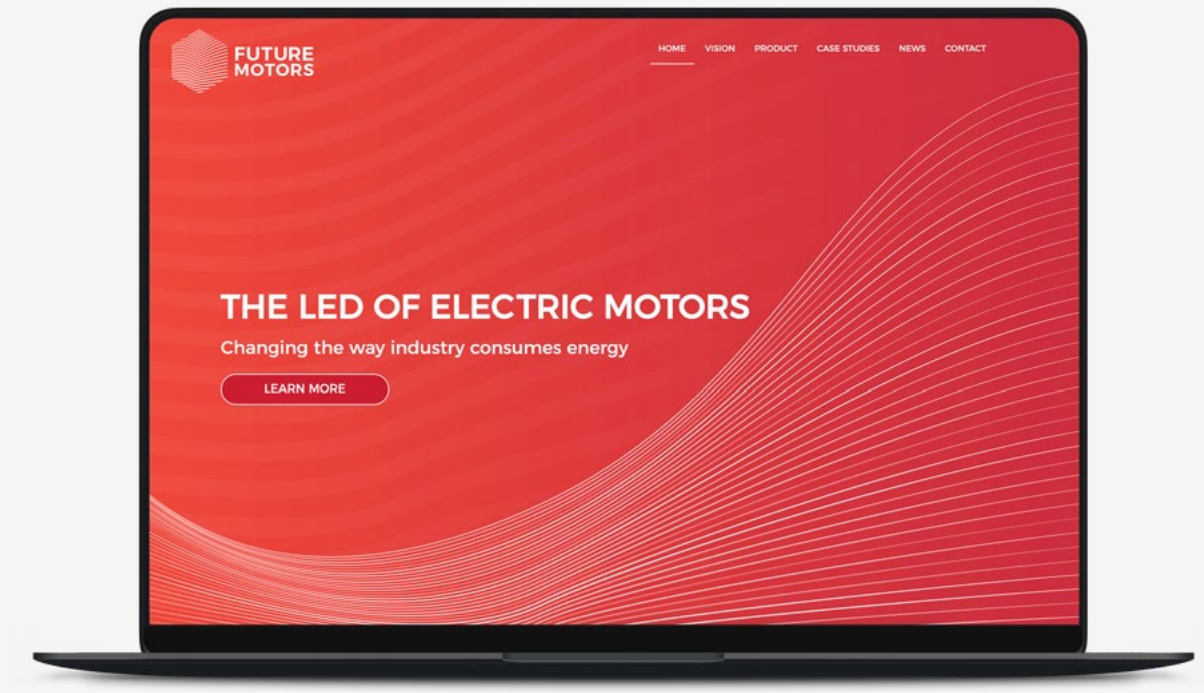
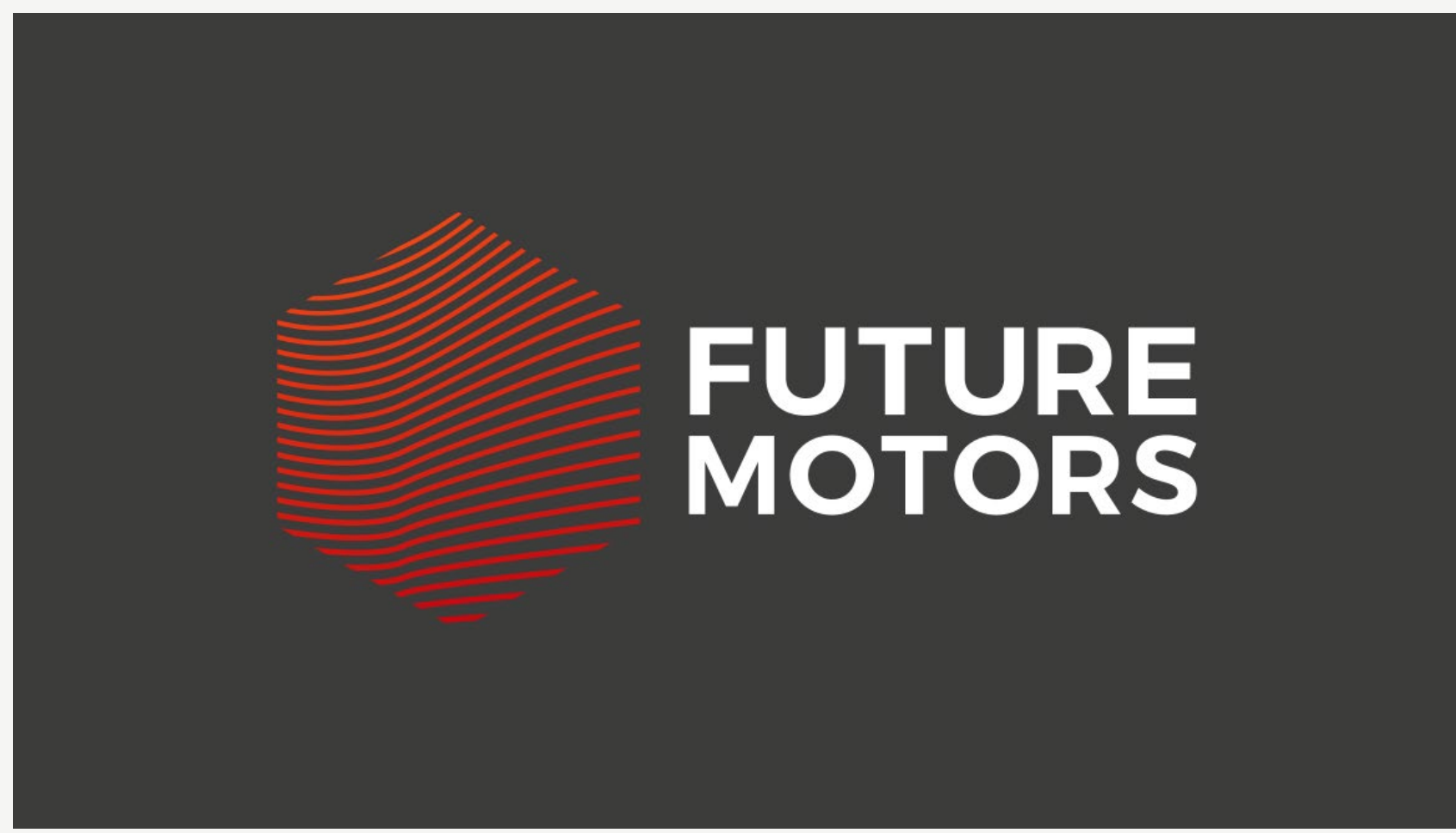
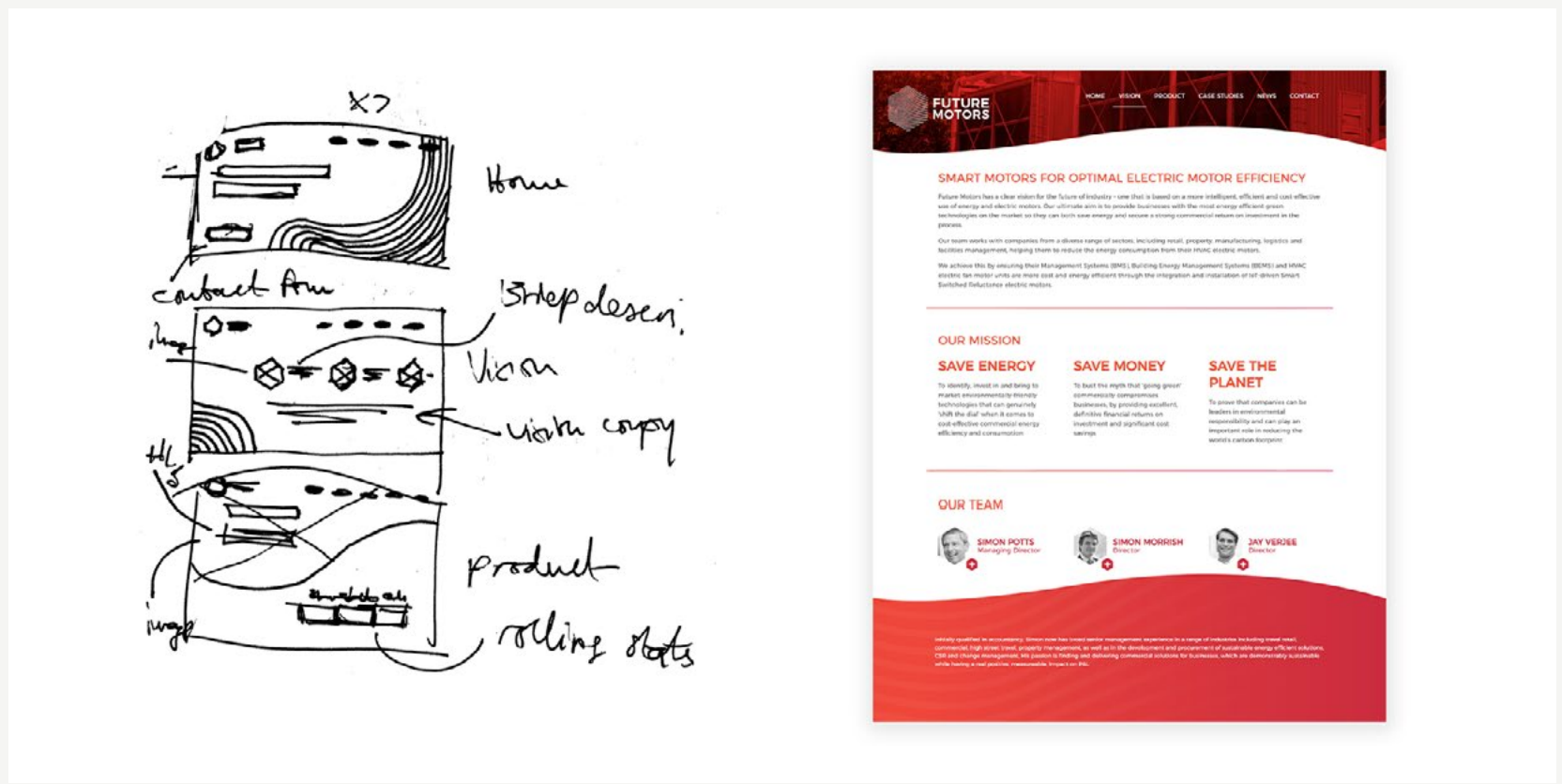
Big idea

For the brand identity, we needed to strike a balance between the hidden yet unique value that Future Motors brand provides.

The fingerprint - an often impercievable mark of humanity, references the positive impact made by a device that remains undetected by all whom experience it.

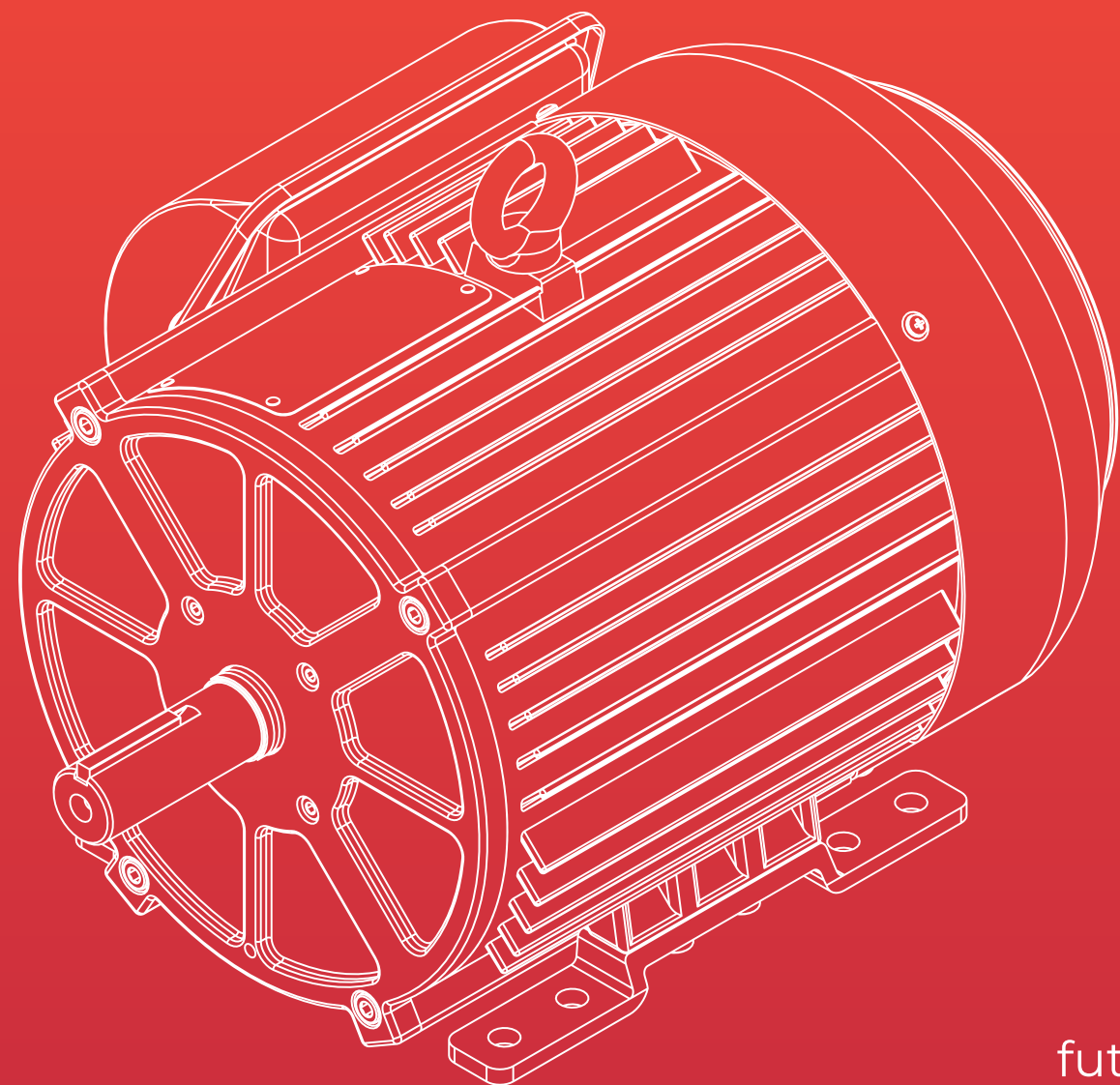
The bolt - a universal symbol of technology and the difference between things being held together and falling apart.

Together, combined in their logo, you have a mark that symbolises a sustainable vision for the future, supported by a high-energy identity to really bring the brand to life.

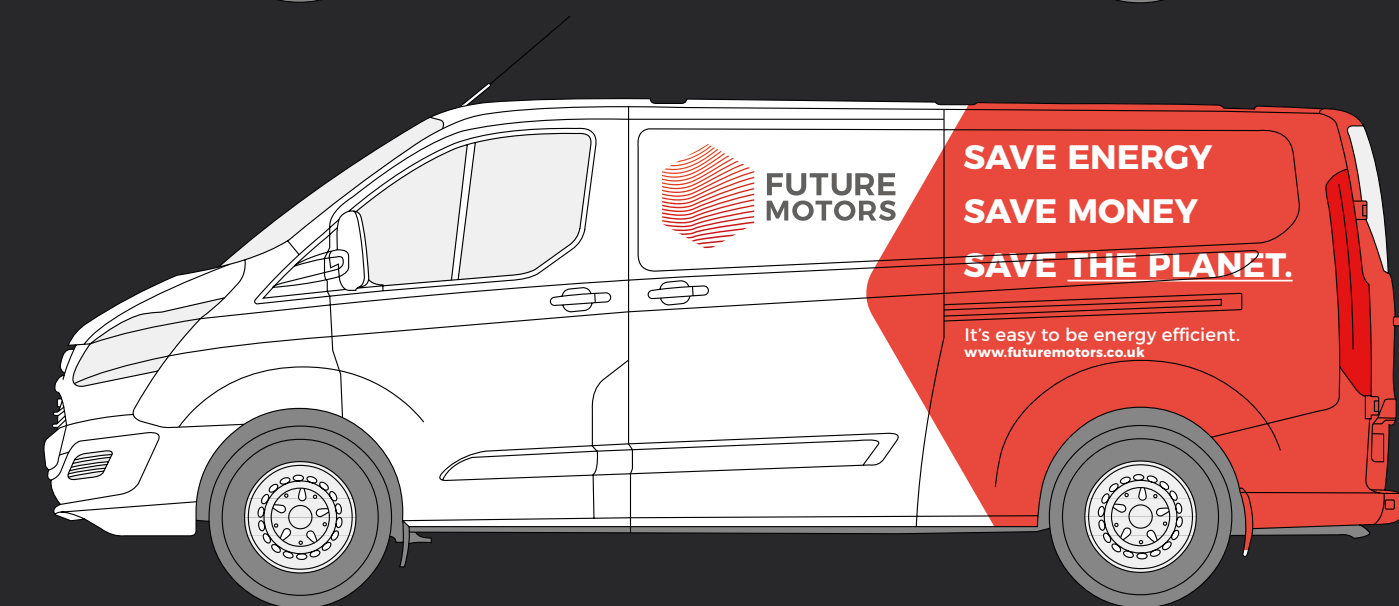
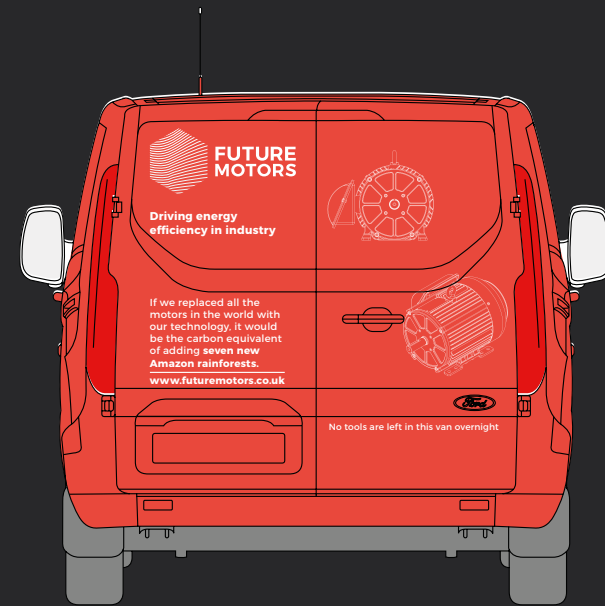
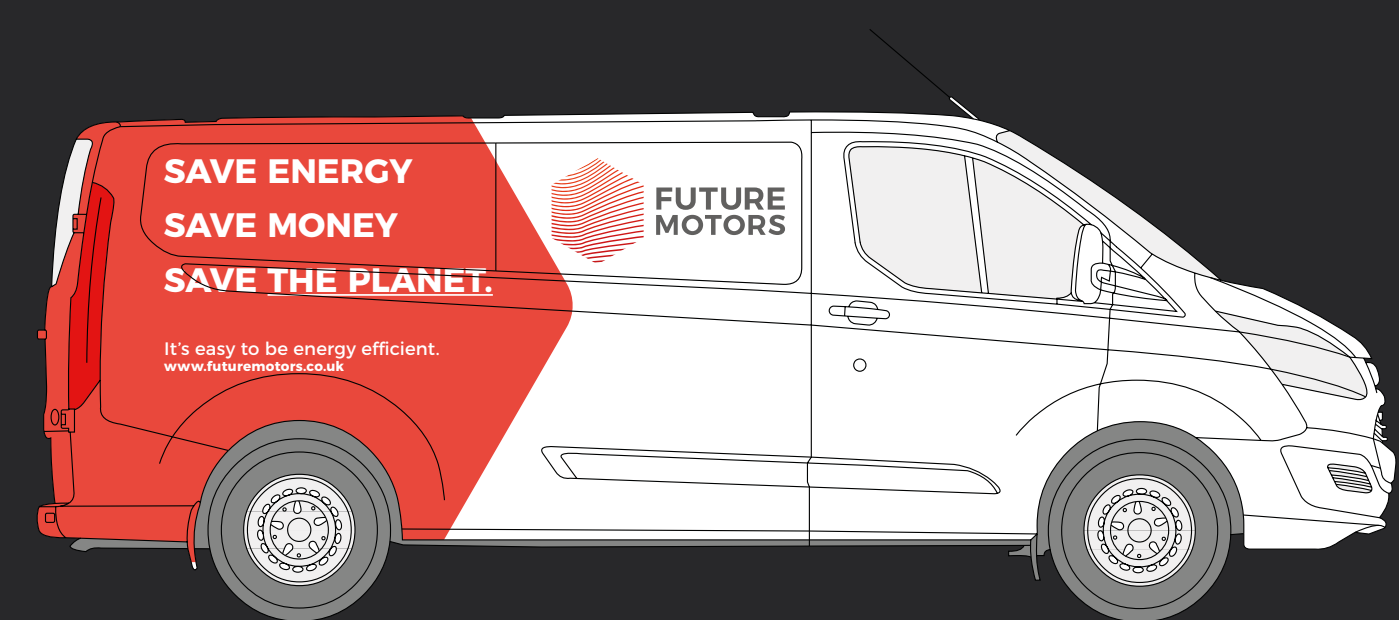
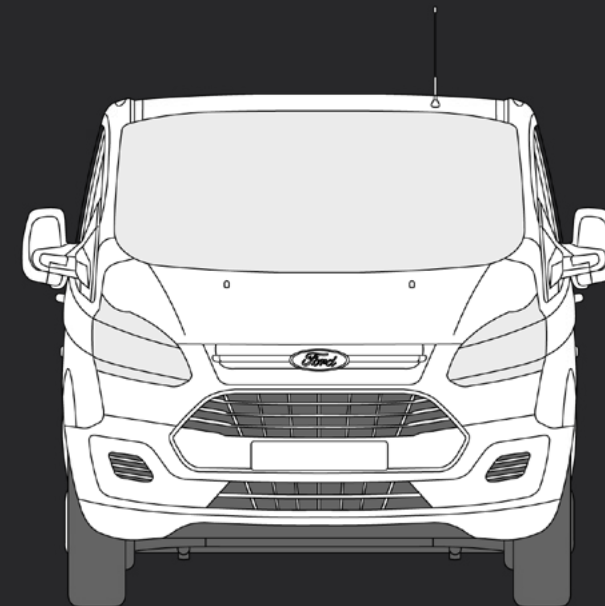
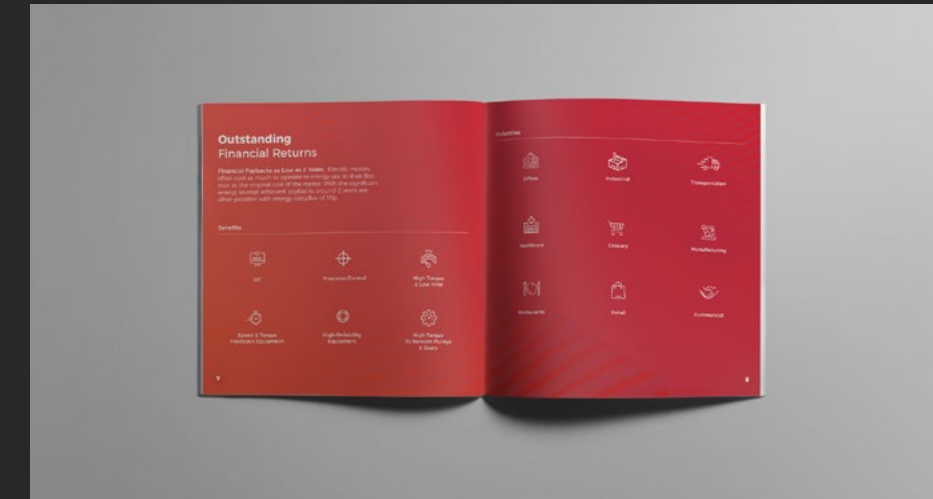
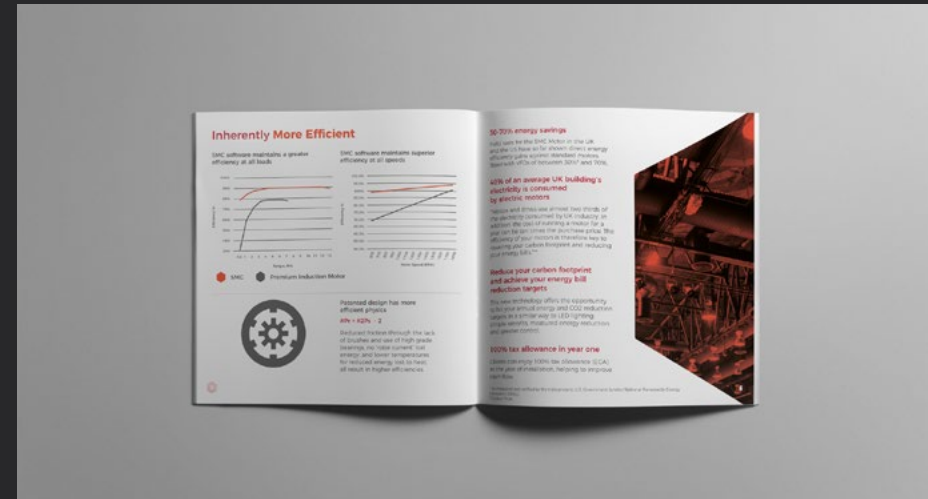




**SAVE ENERGY
SAVE MONEY
SAVE THE PLANET.**



futuremotors.co.uk



Climb For Your World

Product Launch

Context

The World Wildlife Fund (WWF) needed a mark that could build recognition for their new fundraising product and we rose to the challenge. In partnership with running app Strava; WWF wanted everyone to use their workout routine to virtually climb Mount Sabyinyo in the Virunga National Park and raise money for the endangered mountain gorillas there.

When we began sprint workshops, the driving thought was around exploration and classic logos that capture this idea perfectly. From lifestyle brands to the final frontier, we had fertile ground to draw inspiration from.

Brief

Brand identifier for AR fundraising product by WWF UK and Strava.

Deliverables

Brand identifier, marketing concepts to support roll-out.

My role

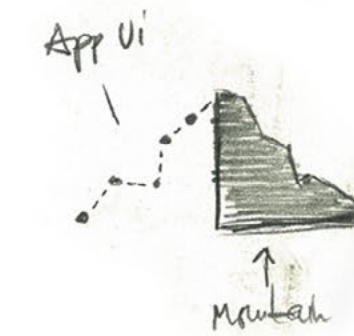
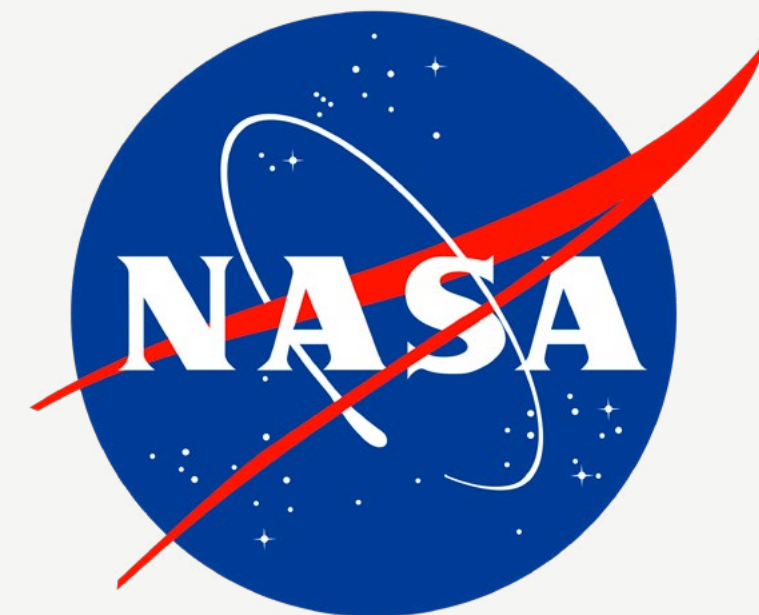
Creative Lead, Art Direction, Graphic Design

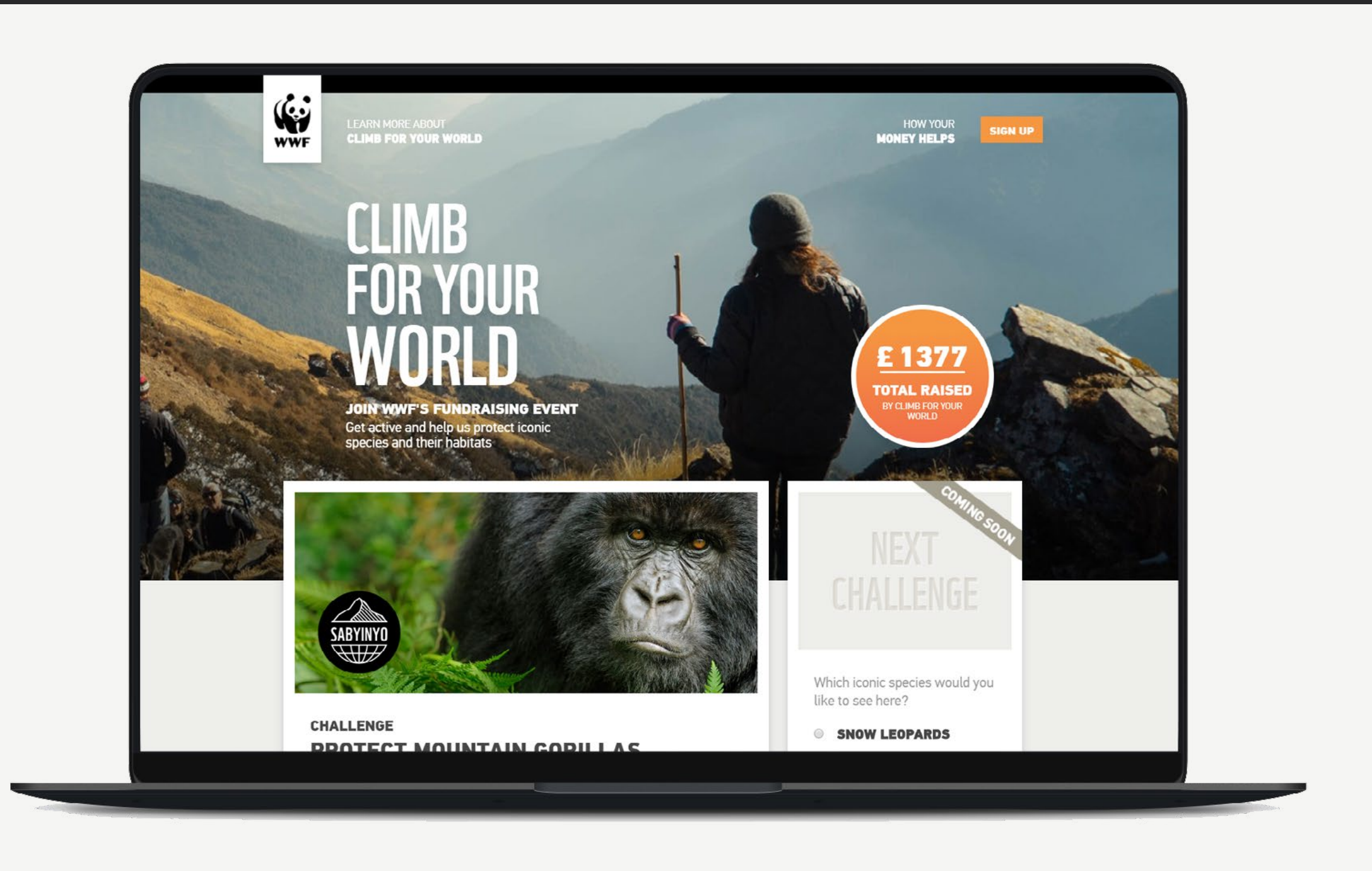
Big idea

While sketching the mark, the most compelling idea was the duality of the activity - you can be climbing Primrose Hill and summiting Mount Sabyinyo, saving the endangered gorillas at the same time. Capturing this duality in the final design, was a must.

We arrived at a brand identifier that worked wonderfully as a logo, but also as a badge - something participants could 'collect' as they completed different challenges.

It was essential that the mark have longevity, allowing it to be recycled for other activities in future, should the product range expand and include other adventures. It also needed to hold its own next to one of the world's most iconic logos - the WWF panda.





Dell at Bett

Exhibition Stand

Context

Dell and the NHM teamed up to take 'Dippy on Tour' an interactive experience bringing the dynamic dino to life in schools up and down the country. Bett is a landmark event in the education technology calendar so the team wanted to make a big splash, or er, smash(?) at the event during the tour.

Honouring this partnership, we designed and produced a stand that was a major talking point at Bett's 2019 event, even winning an award for Best Storytelling at the World Exhibition Awards.

Brief

Design and build an experiential stand for Dell Technologies and Natural History Museum at Bett Education Technology Show.

Deliverables

An immersive multi-channel experience including pre-event communications, stand design and build, VIP ambassador area branding, social campaign and post-event communications.

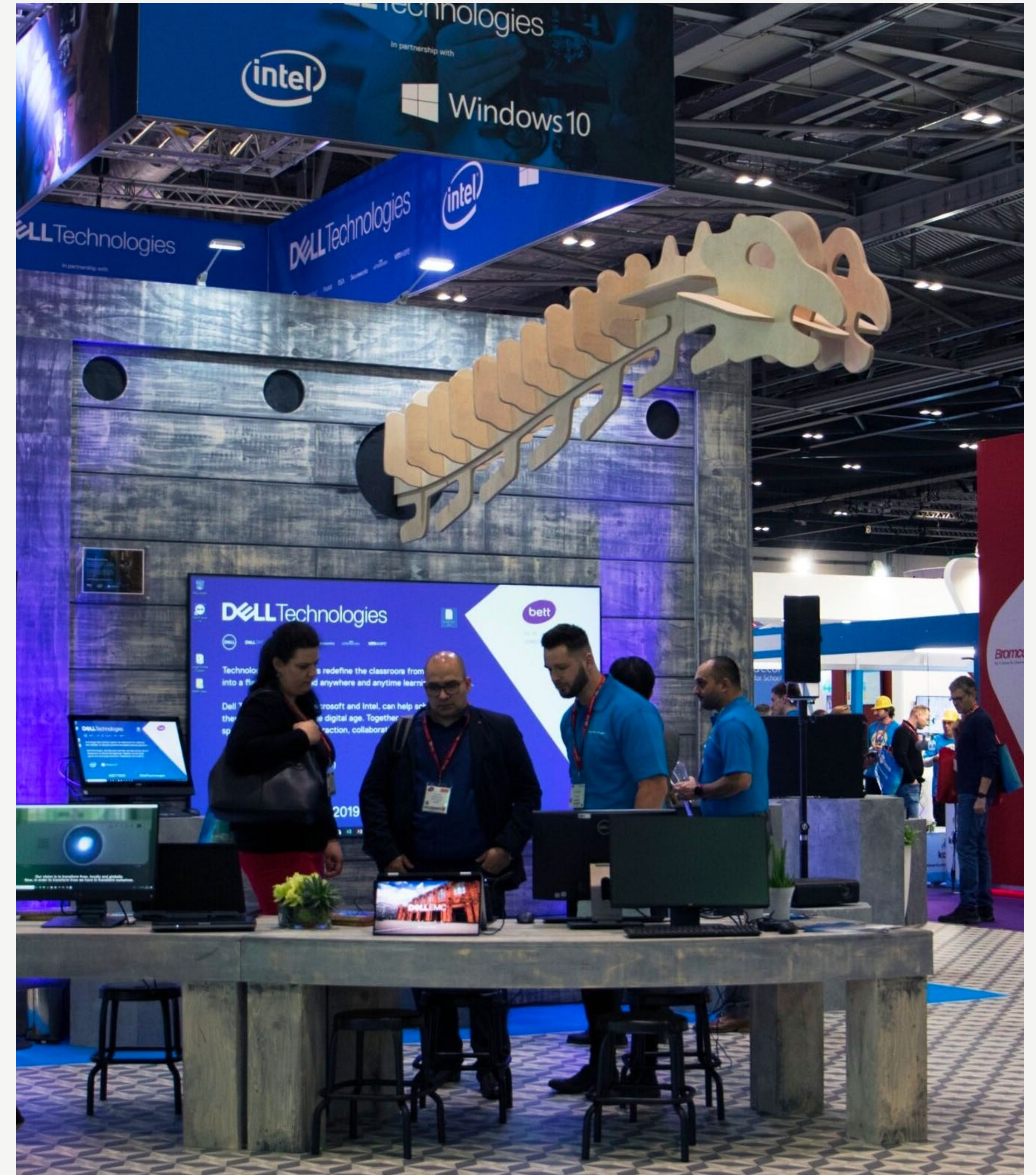
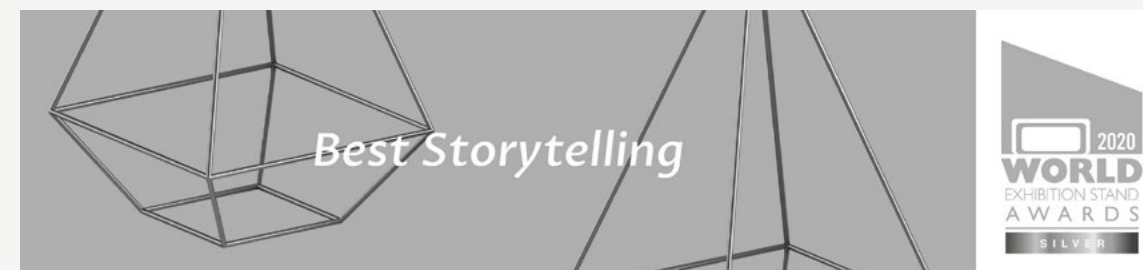
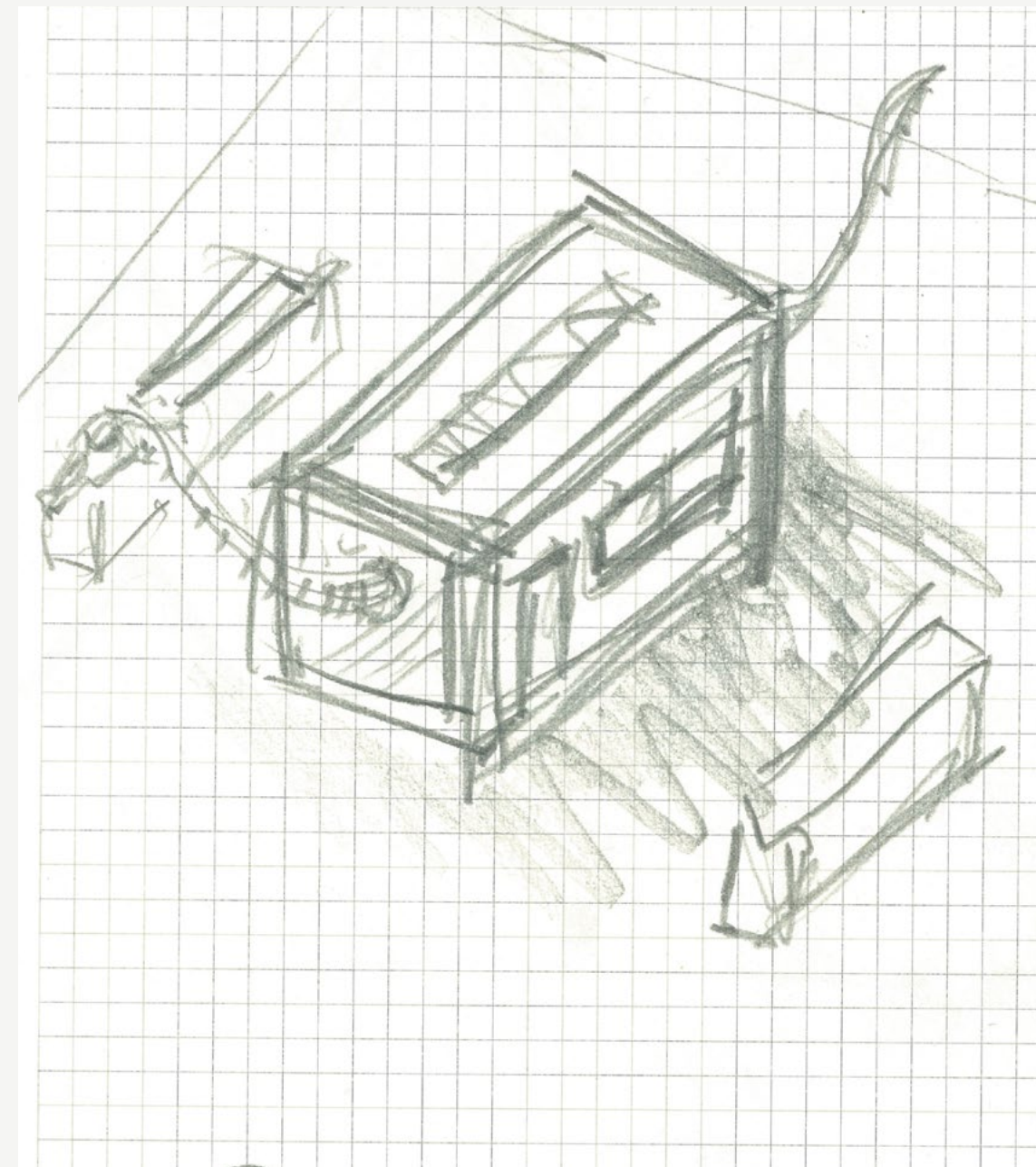
My role

Creative/Art Direction, Graphic Design, Digital Design.

Big idea

Installing the real Dippy skeleton on a stand at the Excel would have been more than a challenge - so we built our own. Capturing the imagination of pupils and teachers alike; our Dippy was a giant jigsaw model, looming out above the stand while a replica of the real thing kept a close eye.

We surrounded our precious cargo with other antiquities - fossils of Dell kit from a bygone era. Attention to detail was crucial for creating an immersive environment - even the floor tiles referenced the iconic Hintze Hall.



Lola's Cupcakes

Brief

Branding and brand guardianship in-house

Deliverables

POS, social media, product shoots, product launches, 300-page look book, DM, advertising, retouching

My role

Art Direction, Graphic Design, Copywriting



The Great Escape

Brief

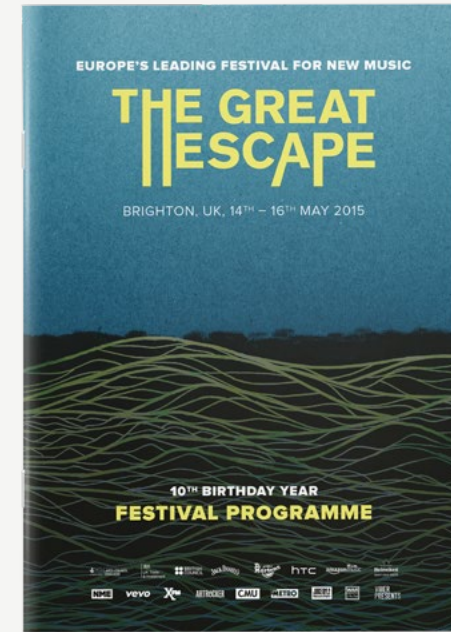
Festival and convention programmes for Europe's leading festival for new music.

Deliverables

Design and layout of both the festival and convention programmes (2013-2015) as well as any other collateral for the festivals from posters, charts, maps and infographics.

My role

Graphic Designer



WWF UK Events Materials

Brief

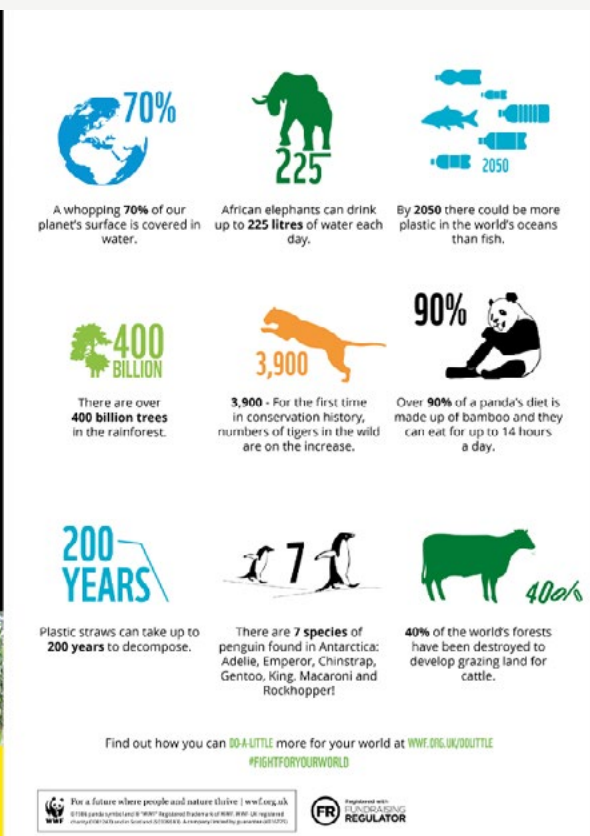
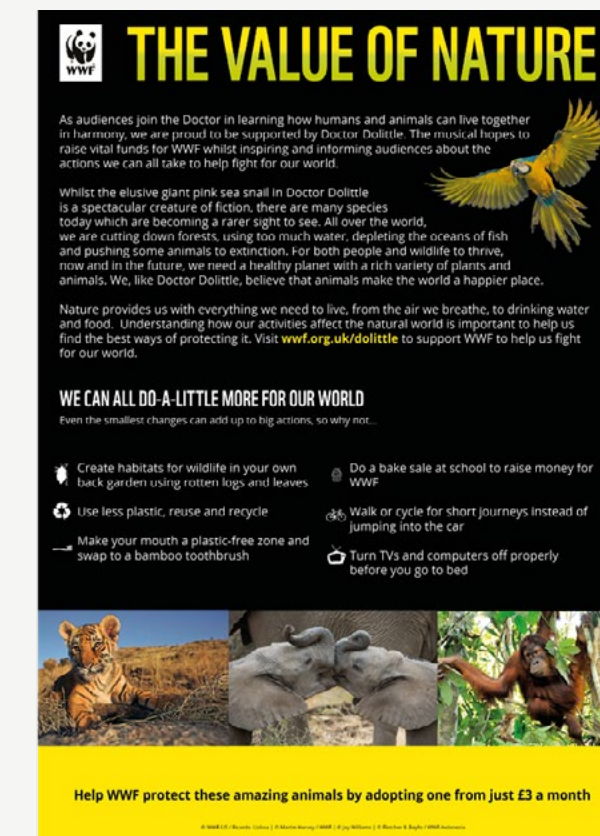
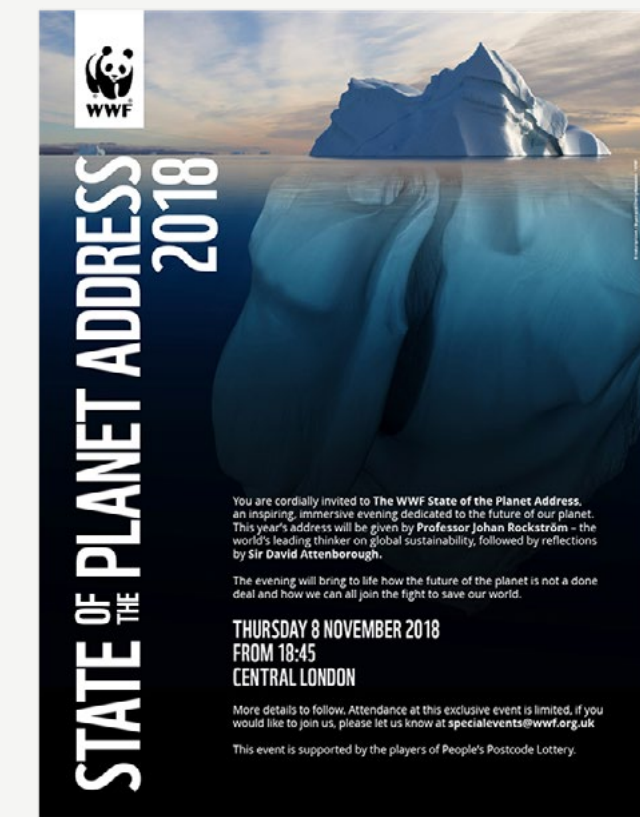
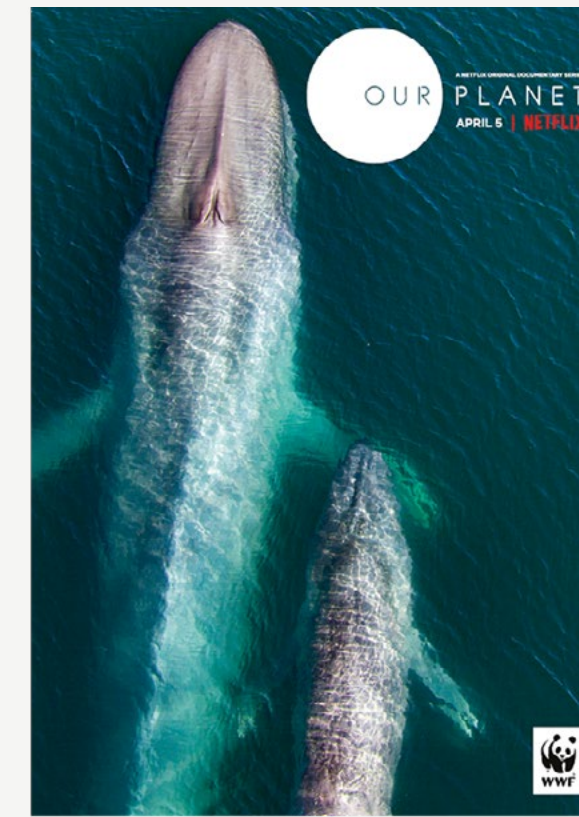
Supporting multiple campaigns and initiatives from the inaugural State of the Planet Address, launch assets for the iconic Our Planet series with Netflix through to invitations and pledge cards for the ground-breaking documentary A Life On Our Planet with David Attenborough.

Deliverables

Assets for print and digital

My role

Art Direction, Graphic Design



Sketchbook

I bloody love drawing and sketching out ideas or scamps first with pen and paper.

I also love messing around with compositions and collages in Photoshop. You can see more on my Insta - @studionature_



CONTACT

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studionature.co.uk

[@studionature_](#) / [@mredwardstone](#)

“

One of the best creative leads I've ever worked with - so generous with his time and ideas, and always happy to get stuck in and help when needed.”

Former colleague

“

For such a big man, Ed's got such a tiny ego. He's not precious with his work and he always wants what's best for the project.”

Current boss

“

His enthusiasm is infectious and he brings everyone on the journey - clients and colleagues.”

Former colleague

“

He understands intuitively the briefs I give him, and works effectively and efficiently, producing excellent results it's easy to collaborate with Ed.”

Client