



Stephen Halpin, Founding Director
Curious Group

Curious[©]

Curious?

1997



CURIOUS · ORANJ

2004

CuriousOranj[©] + CuriousArchitecture[©]

2006

CuriousGroup[©]

2009

Time for a Change...again?

Curious[©]

Who we are

Have dropped "Group" in the name for a sharper more memorable brand name.

Have tightened up the kerning between the letters.



Domestic Sans Bold
Colours
Process - 90% Black
Spot - Pantone 425C

The relevance of the icon originally was that it contained the C and O of Curious[Group] which of course is no longer applicable. This aside, however it is still a strong identity and rightly or wrongly has established links with the curious brand and I think it would be a mistake to lose it altogether.

In response to this I have made the © element smaller and less imposing over the name. One noted issue with this is that people thought it was a large copyright symbol so I thought keeping it more in proportion would be a good idea. The overall use of this device would also be limited keeping it relevant only to the logotype.

A strategic marketing and creative agency

- 2d – advertising, graphic design
- 3d – architecture, interior design
- 4d - web design and build, online marketing

A team of 70+ specialist planners/marketers, creatives and animators, developers, project managers and account handlers

Unique ability to deliver a joined up approach across the growing number of consumer touchpoints

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Our Clients



Involvement in Higher Education

Me

BA (Hons) Graduate

First ever graduate within my extended family

Not necessarily the default choice

4 children where the *expectation* is that they will go into
Higher Education

Involvement in Higher Education

My Business

Work with a number of Higher Education Institutions on Student Recruitment; Alumni Relations; Staff Recruitment; Fundraising

Over 80% of my employees are graduates

Just “jointly created” a new MA in Design Management and Practice with Glasgow Caledonian University

Just completed first KTP with Glasgow Caledonian University ... and about to start number 2

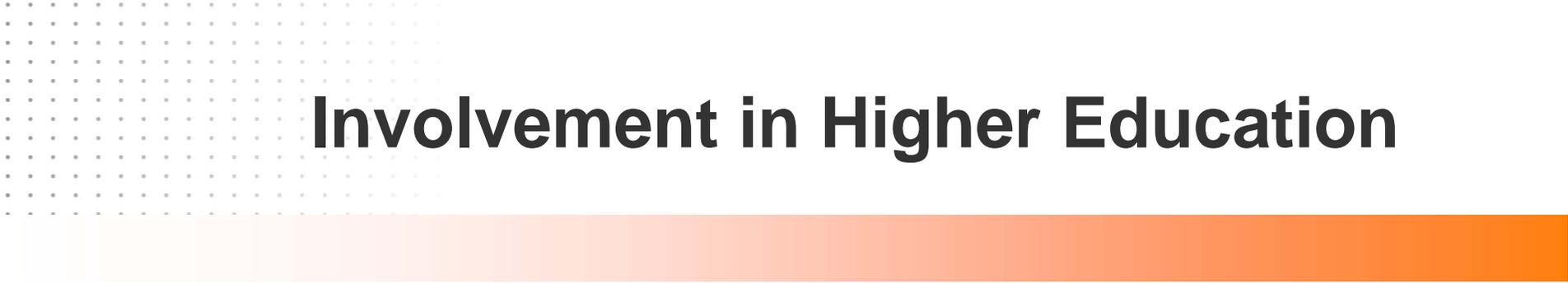
Involvement in Higher Education

My Business - Working with a number of Higher Education Institutions on Student Recruitment; Alumni Relations; Staff Recruitment; Fundraising...

INSIGHT

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Involvement in Higher Education



My Business - Over 80% of my employees are graduates.

Why?

Involvement in Higher Education

My Business - Just “jointly created” a new MA in Design Management and Practice with Glasgow Caledonian University

Glasgow Caledonian University - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://hp1.gcal.ac.uk/pls/portal30/my_gcal.Progcat_Pkg.ProgPage?gtype=PG&p_Course=MADP heriot watt university

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Ma Design Practice And Management

The one year programme will involve a programme of study focusing on the issues of managing the design or creative process including both strategic and operational aspects. The programme will include individual working, team working and a guaranteed work placement with an industrial partner company. Live creative projects will be undertaken throughout this period. Individuals will be expected to undertake and deliver a piece of personally derived project work forming the core of their final project submission.

Key facts

Essential:
An Honours degree or equivalent in an appropriate discipline

Number of Places:
15

Level:
Postgraduate

Duration:
Full-time 1 Year; Part-time 2 years

Attendance:
Full Time

Contact:
Admissions & Marketing
Co-ordinator
seccourses@gcal.ac.uk
0141 331 3277

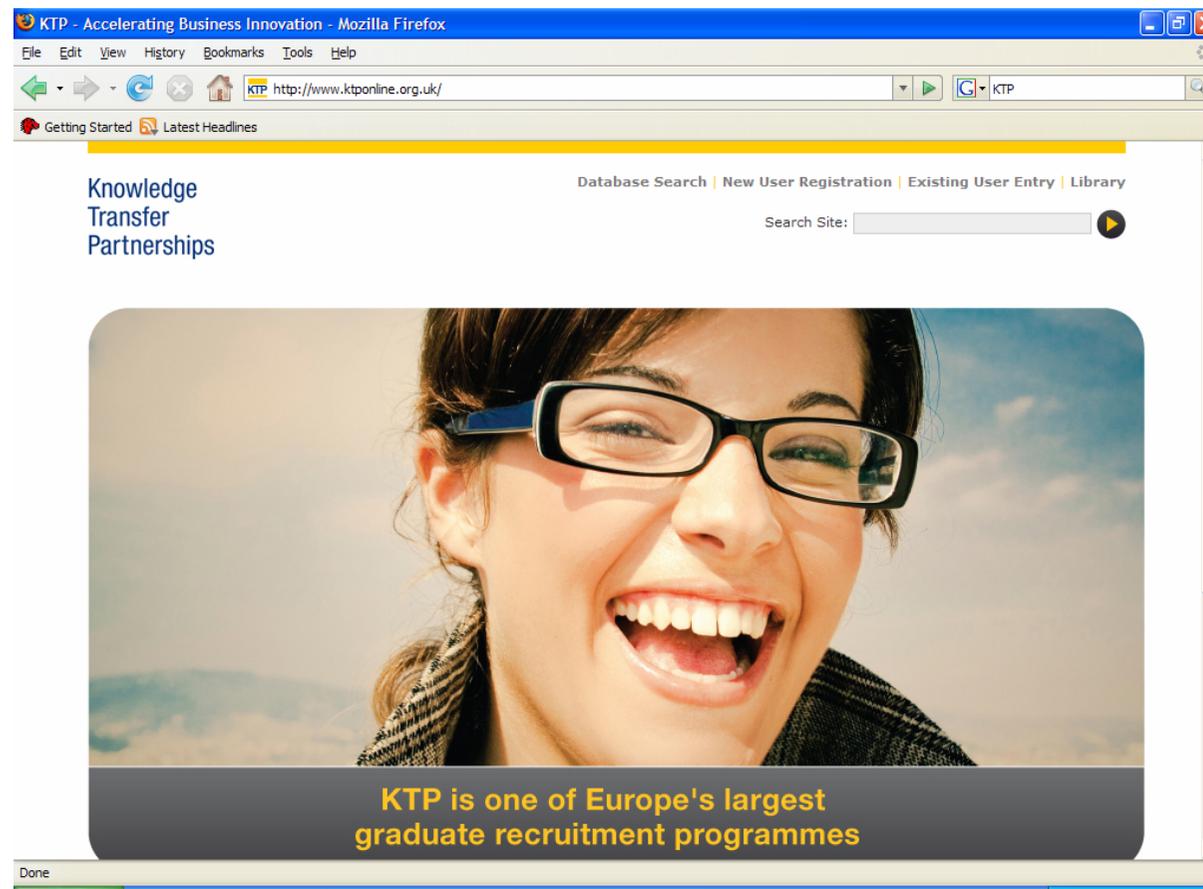
Full title
Master of Arts Design Practice and Management

Choose Caledonian

1. The programme is concerned with the current best practise in the creative industries arena, the experience will be valuable for individuals interested in working both within the Creative Industries and in associated industries. 2. The partner Company (Curious Group) is a large well respected creative company with a highly regarded national and international reputation. 3. The Staff on the programme are well linked with commercial and industrial organisations and have close working relationships within these industries.

Involvement in Higher Education

My Business - Just completed first KTP with Glasgow Caledonian University ...and about to start number 2



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My thoughts

Generally...

Universities DO NOT engage well with the business community

Universities DO NOT manage their customer base well

Universities DO NOT market themselves properly either to students or to the business community

Universities rely on individual relationships between their academic staff and business as opposed to “the University” and the business community...this needs to be recognised and rewarded!

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Questions?



Send us stuff

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Have a peek

To find out more about us visit
www.curiousgroup.co.uk