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Logo Design Theory

How Branding Design Really Works

By A. Michael Shumate
Professor Emeritus Graphic Design

“When I started teaching college level branding design,” Michael remembers, “I wanted to adopt a book that taught the underlying principles of corporate identity design, principles that transcend fad and fashions that come and go. There was no such book. I spent the next twenty-five years figuring out what those unchanging, enduring principles are. I call them the Core Principles.”

Ivan Chermayeff, world famous designer of some of the most iconic brands of the last several decades, said of the first edition of this book, **“at last somebody actually understands what identity design is all about and how it is accomplished.”**

The profession of graphic design has undergone a revolution during the last few decades. Typesetters, stat camera operators, photoengravers have all been replaced to large measure by graphic designers and the powerful software programs they wield. Of a necessity, design education has had to use more time to teach that software and, to a large extent, curriculum on design principles has been reduced. Now, even the teachers who instruct today’s students were never taught in many of those principles. Designers today try to figure out the principles of branding design. It is a hit and miss process. Some things work, some don’t.

Logo Design Theory remedies some of that with:

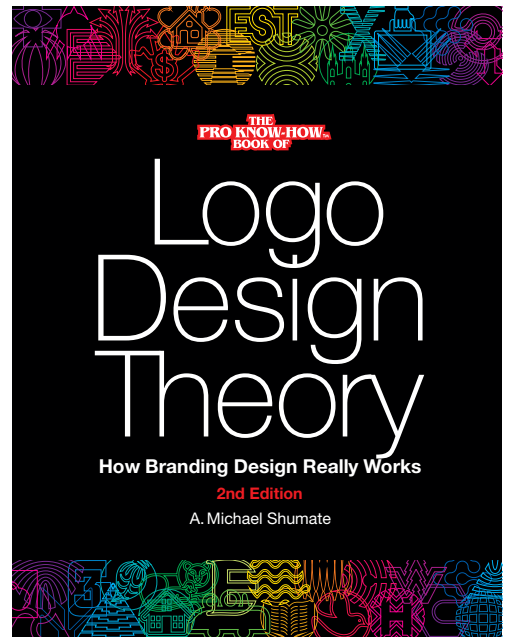
- Professional, Prima Donna or Artsy-Fartsy?
- Four myths about creativity & what it really is.
- What history teaches about effective logos.
- How many kinds of identity concepts are there.
- How knowing that can help generate more and better identity concepts
- The Seven Deadly Sins of Logo Design.
- Techniques that can turn a common concept into an uncommon, or even a remarkable identity.
- Some of the “famous fails” of recent logo design.
- There really are core principles of branding design that don’t change, that transcend fad and fashion.



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Michael taught Graphic Design for twenty five years. His courses included Color Theory, Illustration including Computer Illustration, Web Design, Art History and Branding Design. For more than 45 years Michael has been a graphic designer and commercial illustrator, writer, speaker and motivator.



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