

A. Michael Shumate: Keynotes, Workshops

You've got to know that
Anyone who calls himself

Grand Poobah

Doesn't take himself
Too seriously

But once you hear him speak, you will.



Logo Design Theory: How Branding Design Really Works

For all graphic designers and students of graphic design: Learn why certain identities have been used for decades, some for more than half a century, and still look fresh, while others look dated and tired in only a few years. Discover the unchanging Core Principles of logo design.

Speaking Topics

- Professional, Prima Donna or Artsy-Fartsy?
- Four myths about creativity & what it really is.
- What does history teach about effective logos?
- How many kinds of identity concepts are there?
- How can knowing that help you generate more and better identity concepts?
- What are the Seven Deadly Sins of Logo Design?
- What techniques can turn a common concept into an uncommon, or even a remarkable identity?
- What are some "famous fails" of recent logo design?
- Are there principles of identity design that don't change, that transcend fad and fashion?

Michael gets his point across with clear visuals, compelling reason and more than a bit of humor

What They Say About Michael's Speaking

"Michael Shumate is a wonderful, genuine and engaging speaker. His presentation touched the hearts and minds of all who heard him and raised their awareness.... We will definitely invite Michael to speak again." --Alyssa Blais, organizer, Artpreneur Conference

"We received great feedback from the faculty, staff, students, student's parents and public that attended your presentation. Your speaking content well represented the content of your book. Thank you, Grand Poobah!" --Amy Juneau, Collins College

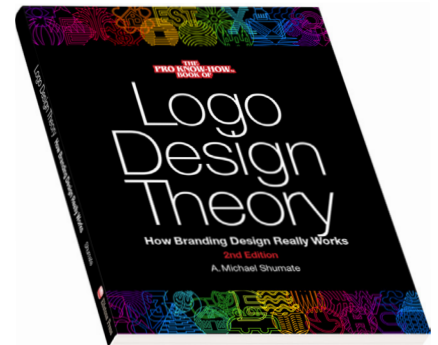
About Michael and his book:
"at last somebody actually understands what identity design is all about and how it is accomplished."

--Ivan Chermayeff

One of the greatest logo designers of the last century.

Chermayeff + Geismar + Haviv

Michael Wrote the Book



For Graphic Designers and Brand Managers

Second Edition • 170 pages • 8.5 x 11
2100+ color & b&w illustrations / examples
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To schedule Michael Shumate for an interview, workshop or speaking engagement
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