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Logo Theory: How Branding Design Really Works

A. Michael Shumate

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The famous identity designer Ivan Chermayeff said of Logo Theory, "at last somebody actually understands what identity design is all about and how it is accomplished."

• Learn why certain corporate identities have been used for decades, some for more than half a century, and still look contemporary, while others look dated and tired in only a few years.
• There principles of identity design that don’t change, principles that transcend fad and fashion.
• Discover the four different kinds of corporate identity concepts and how that can help you generate more and better identity concepts
• Learn visual techniques that can turn a common concept into an uncommon, even remarkable identity.
• Avoid the Seven Deadly Sins of Logo Design.
• Learn all these things without years of fruitless trial and error.

With clear, real world examples, all of this is provided in Logo Theory: How Branding Design Really Works. You’ll see with your own eyes concepts and principles not found in any other book on branding design.

And they work.

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