

Outline: Logo Design Theory

How Branding Design Really Works

Section One: Foundational Principles of Graphic Design

In our digital age many design schools concentrate so much on software that some basic precepts may be missing from the curriculum. Here are some essential principles that have a huge impact on branding design.

- Professional, Prima Donna or Artsy-Fartsy?
- Seeking True Principles in Art and Design
- Four Myths About Creativity
- The Purpose of Graphic Design
- Form Follows Function
- Basic Principles of Design
- Legibility & Contrast
- Color and Contrast
- The Doctrine of Coincide or Contrast

Section Two: Branding Fundamentals

Understanding some basics of branding history, both ancient and recent, will give us perspective on branding design today.

- A brief Overview of Branding History
- Evolution of Some High Profile Identities
- Great Designers of the Last Century
- Big Branding Agencies and Studios

Section Three: Core Principles: Generating Concepts

Better identities are created from a position of wealth of concepts rather than just one or two concepts. A proven method to develop more and better corporate identity concepts.

- Corporate Identity Components
- The Four Identity Concepts:
 - Corporate Activity
 - Corporate Ideals
 - Corporate Name
 - Abstract
- Knowing Your Client
- Self-Brainstorming

Section Four: Core Principles: Seven Deadly Sins of Logo Design

Several common approaches to identity design prevent an identity from working in ways that every identity should be able to work.

- Logo Design Blowout
- The Seven Deadly Sins of Logo Design:
 - #1: Can't Work in Solid Black
 - #2: Lack of Mass
 - #3: Obscure Contrast
 - #4: Wayward or Parts Out of Harmony
 - #5: Overlapping Elements
 - #6: Unrefined Shapes
 - #7: Tiny Elements, Thin Lines
- What's Left?

Section Five: Core Principles: Visual Techniques

Any given concept can be executed in virtually endless ways. These techniques can transform a common concept into an uncommon, or even remarkable final identity.

- Ten Visual Techniques:
 - #1 Containment
 - #2: Planar or Silhouette
 - #3: Fragmentation
 - #4: Unique Coincidence
 - #5: Linear Treatment
 - #6: Ligatures, Swashes and Flourishes
 - #7: Negative Shapes
 - #8: Essence
 - #9: A System of Shapes
 - #10: Sculpted Type

Section Six: Core Principles: Color, Typographic & Spatial Issues

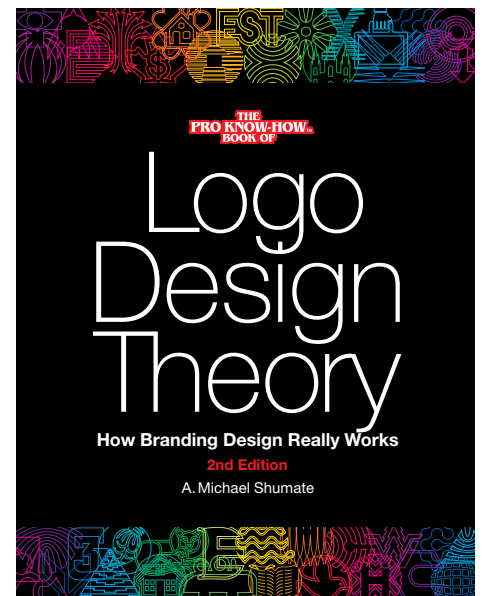
Even superior designs can be undermined by poor color, typographic or spatial choices. How to prevent that.

- Logo and Signature Color Basics
- Advanced Color Issues for Identities
- Typographic Issues with Signatures
- Spatial Issues with Identities

Section Seven: Implementing Core Principles of Identity Design

Hundreds of current examples demonstrate the consequences of deviating from the Core Principles of Branding Design as well as the benefits of redesigning an identity to abide by them.

- The Danger of Following Trends Blindly
- Deadly Sins of Logo Design Fixed:
 - #1 Able to be in Solid Black
 - #2 Having Sufficient Mass
 - #3 Having Enough Contrast
 - #4 Removing Wayward Parts
 - #5 Having No Overlapping Elements
 - #6 Making More Refined Shapes
 - #7 Omitting Thin Lines or Tiny Shapes
- Good 21st Century Identity Design Trends
- Famous Fails
- Correction at a Cost
- Learning From the Past
- Responsive Websites, Avatars & Favicons
- Working at Creativity
- Final Words
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