

About A. Michael Shumate the Author of

Logo Theory

How Branding Design Really Works

Bare Bones Bio

After graduating with a BFA degree from Brigham Young University, Michael moved to Prince Edward Island, Canada with his “wife and 2.5 children. There he freelanced as a Graphic Designer and Illustrator for seven years. He was then hired as the senior designer for one of the largest design firms in the Maritime Provinces, Design Associates. Michael’s design experience extends to all areas of graphic design including advertising, corporate identity, institutional design, annual reports, display and interpretive center design as well as print and web design.

Michael was a Professor of Graphic Design and Illustration at St. Lawrence College (Kingston, Ontario) for 25 years and is now Professor Emeritus. The subjects he taught built on his professional experience and deepened it as well: Color Theory, Beginning, Intermediate and Advanced Illustration including Digital Illustration, as well as Branding Design and Art History.

While teaching, he sought to understand the fundamental principles of Identity Design, those principles that remain true regardless of fads and fashions; that don’t change. He discovered that if one designs according to unchanging principles, work doesn’t look dated or passé. Most of these principles have never been addressed in design journals or other books.



Some Fun Extras

Michael is the son of an artist and a musician. His wife, Mary, is a music teacher. And their eight children have all followed at least one of the arts: music, visual art, photography, film, fine woodworking, writing.

“The first day of teaching any new students, I tell them to call me Michael, not Professor Shumate or Mr. Shumate. Then I tell them if they forget my name, they can always call me the Grand Poobah. That always gets a laugh from them. They know I don’t take myself too seriously.”

Michael continues to call himself the Grand Poobah (see his website for professional speaking, Grand-Poobah.com) “I have no authority other than my 45+ years as a graphic designer and illustrator. But I’ll show you principles and you can see with your own eyes if the Grand Poobah is right or not.”

Michael’s websites feature his broad artistic interests:

VisualEntity.com	Illustration
Grand-Poobah.com	Public speaking
Elfstonepress.com	Fiction and non-fiction writing
HandTypes.com	Custom typographic design
Corp-ID-Man.com	Corporate identity design/Consulting
Michaelshumate.com	Landscapes, abstracts, sculpture
Grand-Poobah.com	Professional speaking/guest lectures
LogoTheoryBook.com	For his book, Logo Theory: How Branding Design Really Works