Infographic: How Agencies Use Color in Their Logos

The dominant color in an agency’s logo may seem like a trivial matter compared with the shop’s mission, goals and ideal clientele, but make no mistake: It matters. Global creative platform 99designs analyzed thousands of logos created on its site, as well as the logos of industry leaders, to break down prioritized brand traits and… https://www.adweek.com/agencies/infographic-how-agencies-use-color-in-their-logos/