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The full conference proceedings can be downloaded here <https://academyofmarketing.org/wp-content/uploads/2025/07/AM-PROCEEDINGS-2025.pdf>

## **Will brands with dynamic logos appear more exciting and authentic in the metaverse?**

In today's fast-changing world, as technologies evolve and audiences adopt them, brands face a crucial challenge: how to maintain their authenticity and consistency across physical, digital and now virtual environments? Although the metaverse is still in its early stage, it is emerging as a big opportunity for brands to engage with consumers in new and exciting ways. Therefore, brands must evolve and adapt to fit in, meeting user expectations and maintaining consistency across all brand touchpoints to remain relevant. As virtual spaces have been integrated into the branding landscape, this research explores how dynamic logos—designed to evolve and adapt—influence whether consumers perceive brands as more exciting and authentic in the metaverse.

The metaverse is an immersive virtual space where people engage in activities such as gaming, socialising, shopping and attending events, in a three-dimensional environment that allows real-time interaction as avatars, regardless of their current physical location. In this new virtual landscape, brands may find it difficult to adapt their traditional visual identity. Compared to 2D physical and digital spaces, the metaverse allows for greater creativity and the opportunity to visually identify brands in a dynamic way, leaving behind static logos and rigid visual identity guidelines, becoming adaptive and 'alive' to align with the fluid and exciting nature of the metaverse.

Unlike static logos, dynamic logos offer flexibility and adaptability beyond traditional visual identity constraints, which may better fit the exciting nature of these virtual immersive spaces and expectations about them, potentially increasing the perception of brand authenticity. We check whether this is due to brands with dynamic logos perceived as more exciting. We also investigate how the sense of flow, i.e., "being there" and fully immersed, could affect brand authenticity. Furthermore, we explore how dynamic logos can influence consumer perceptions of brand consistency and brand personality excitement in the metaverse.

This study will involve an experiment in which 350 participants will be randomly divided into two groups to explore two identical virtual brand spaces, one with a static logo displayed and the other with a dynamic logo. Afterward, participants will complete a questionnaire assessing brand authenticity, personality, consistency, and flow in the metaverse.

This research contributes to understanding how logos—the central element of visual identity—could be successfully adapted to this new virtual era. It provides practical guidance for brands seeking to appear consistent, exciting, and authentic in the metaverse while contributing to the knowledge about the interplay between logo design and brand perceptions. The findings could be valuable for creating innovative and adaptable brand strategies and visual identities looking to the future, considering technological advances and new generations.

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