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ANN ARBOR, Mich. -- The following information was released by Ross School of Business:

Brand logos are becoming an increasingly important way to communicate with customers. But what makes a good one?

New research by U-M Ross Professor Aradhna Krishna and her post-doctoral student Luca Cian shows static logos can create a sense of motion and enhance a customer's evaluation of the brand. The research, backed by studies that tracked eye movements and surveyed engagement, is one of the first to how perceived motion from static images affects consumers.

Stationary visuals can evoke a sensation of movement. This is something that has been known in the art and design world for some time, but the perception of movement has not been measured and its implications have not been explored. ...

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