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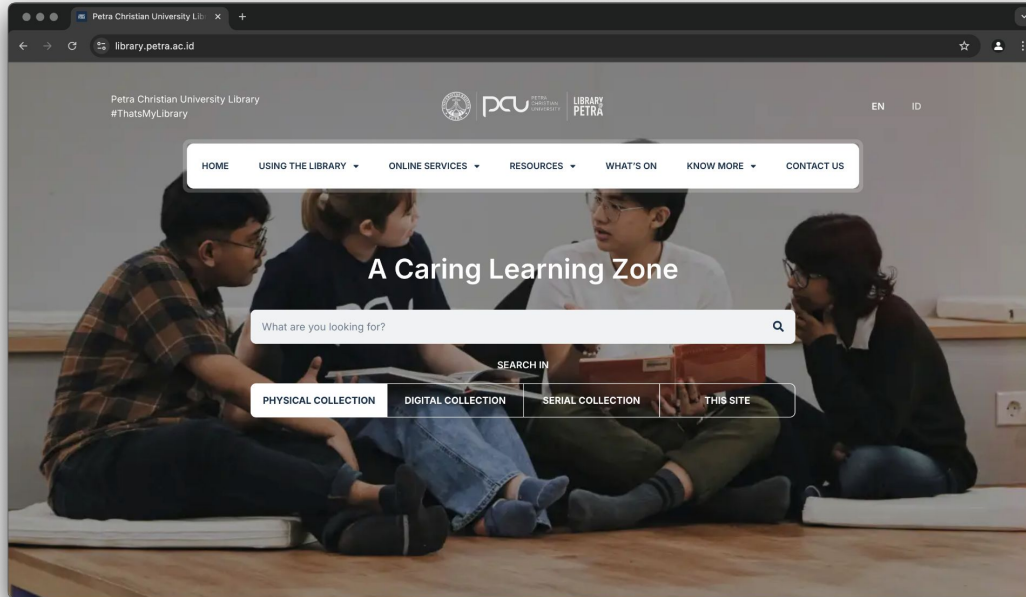
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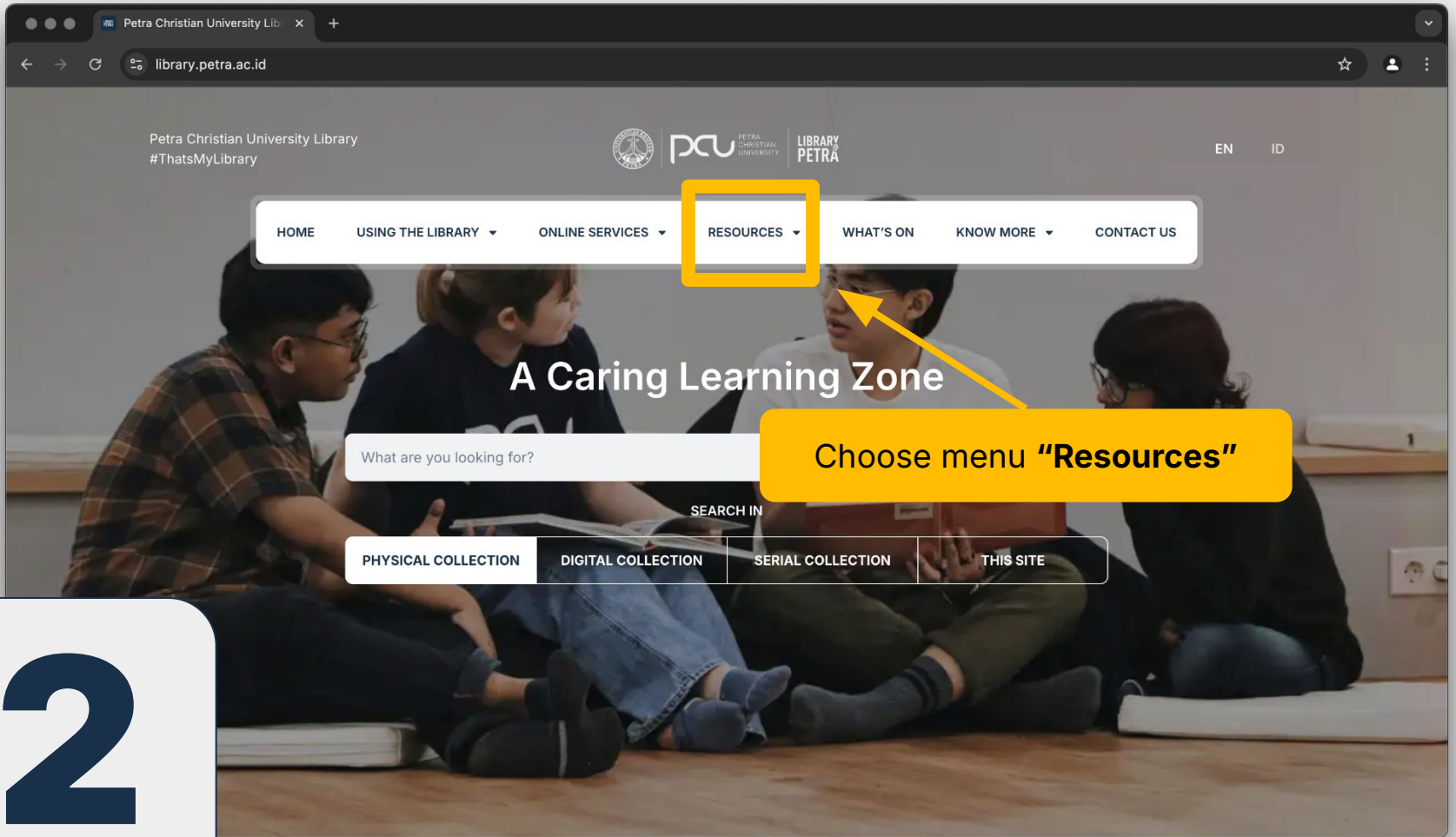
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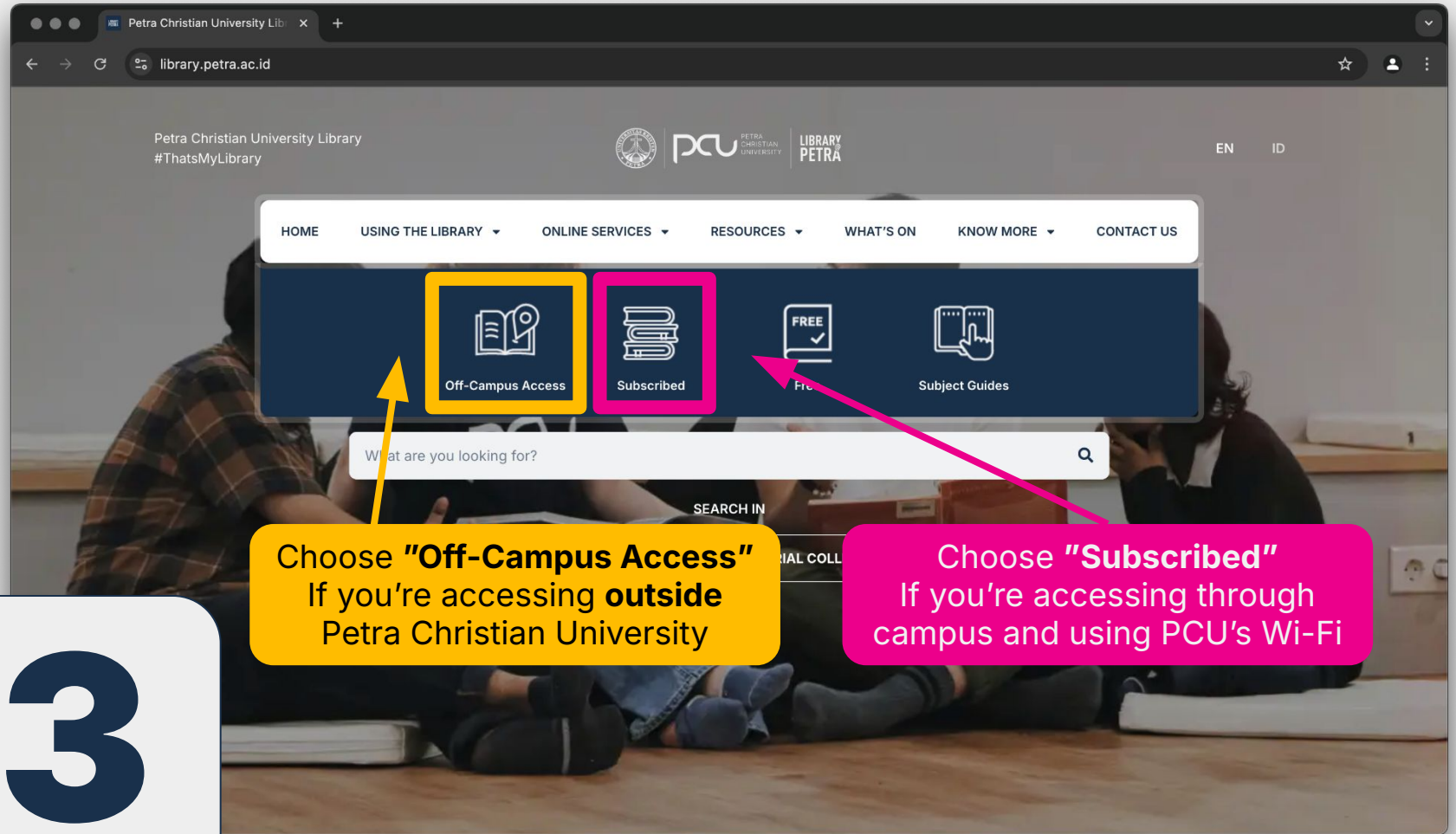
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1



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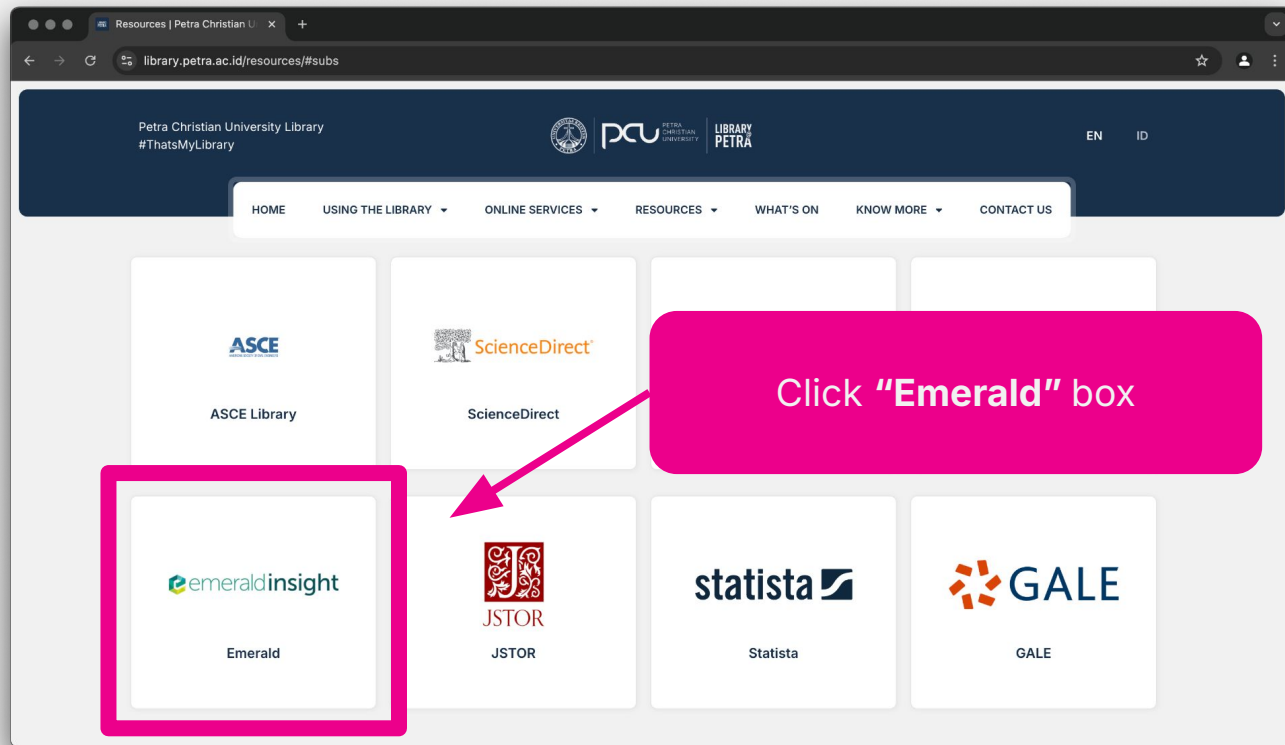


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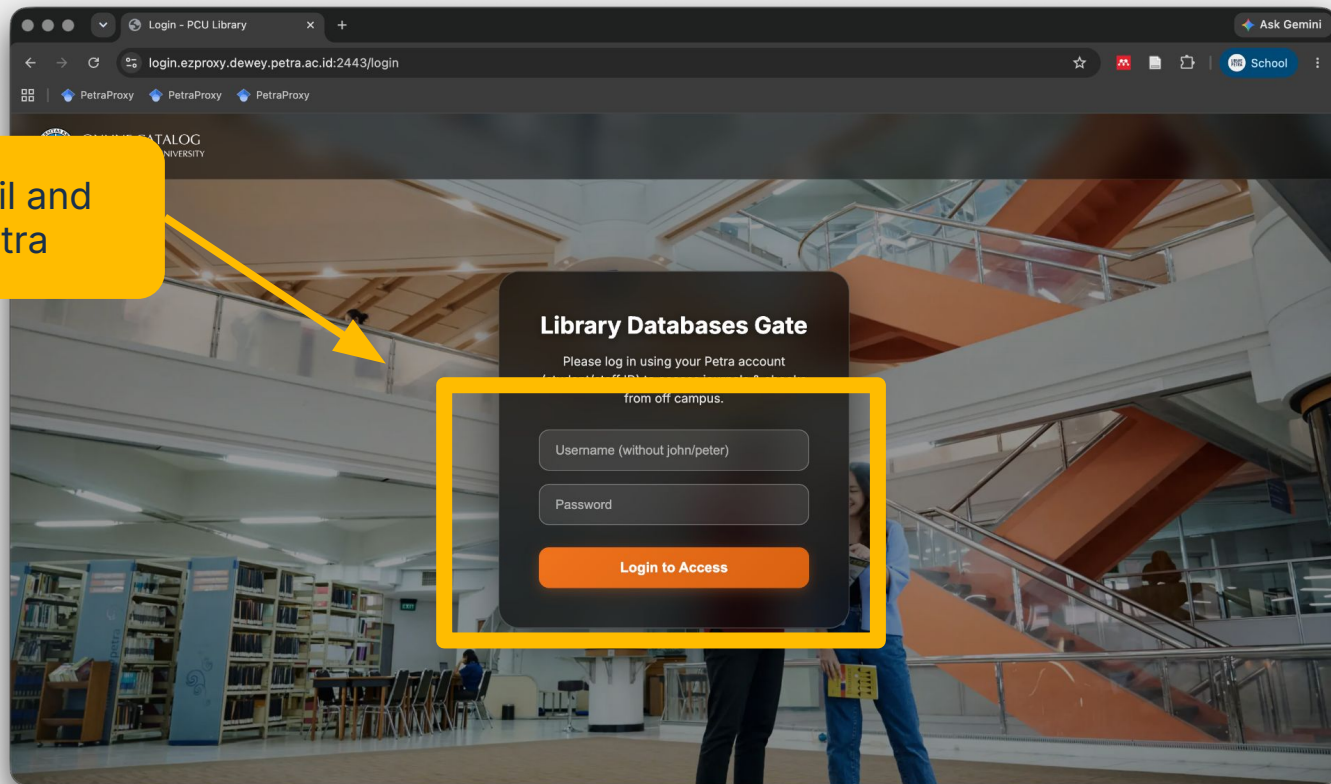
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4^A

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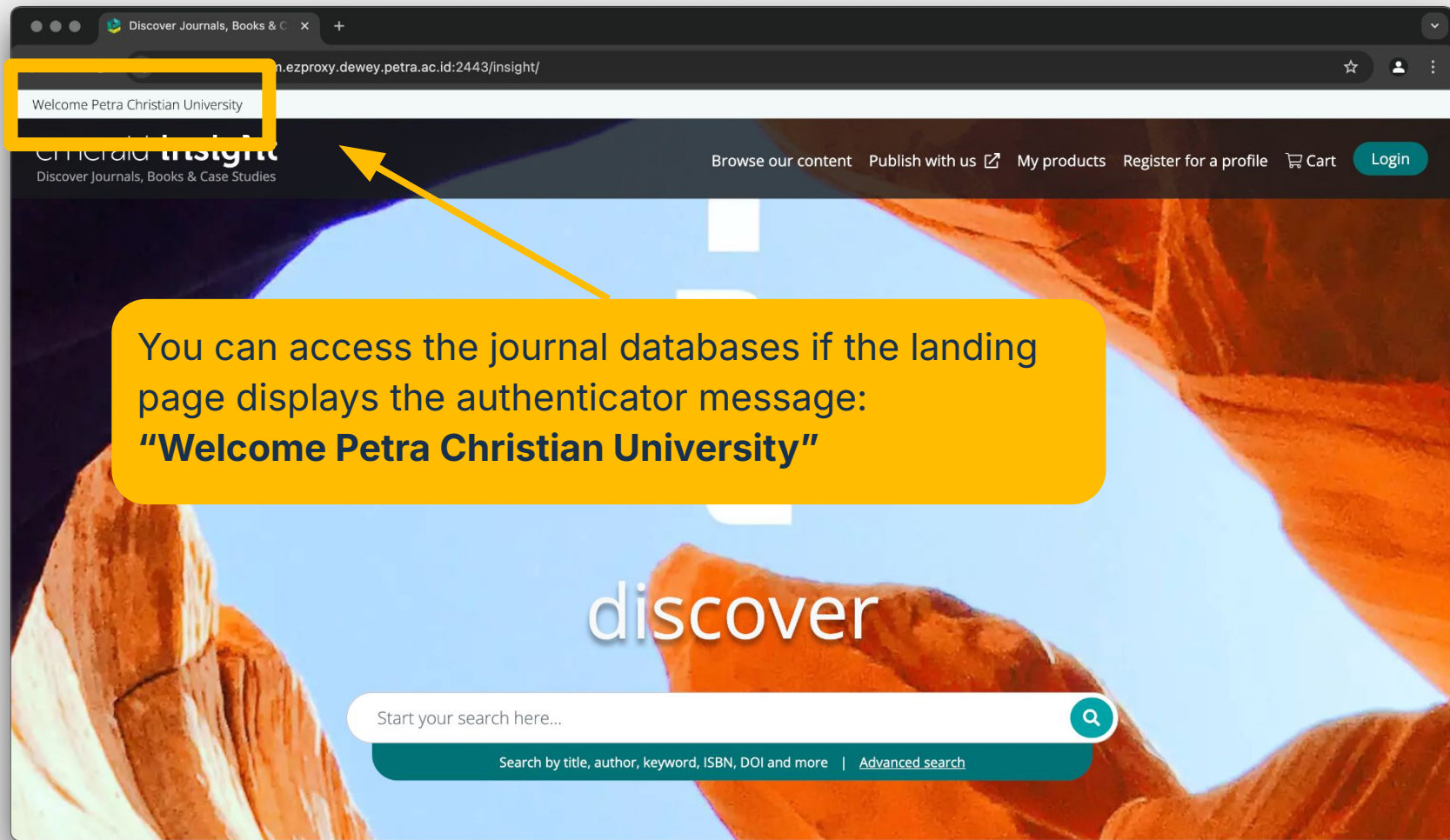


4^B

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5^B



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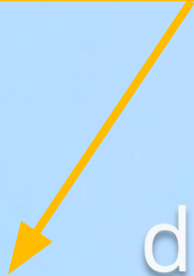
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Mengmeng Zhang, Lefa Teng, Chenxin Xie, Xinran Wang and Lianne Foti

This study aims to investigate the effects of serif and sans serif typefaces in brand logos on consumers' activity and potency perceptions of brands. It further examines the...

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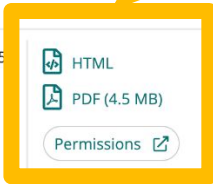
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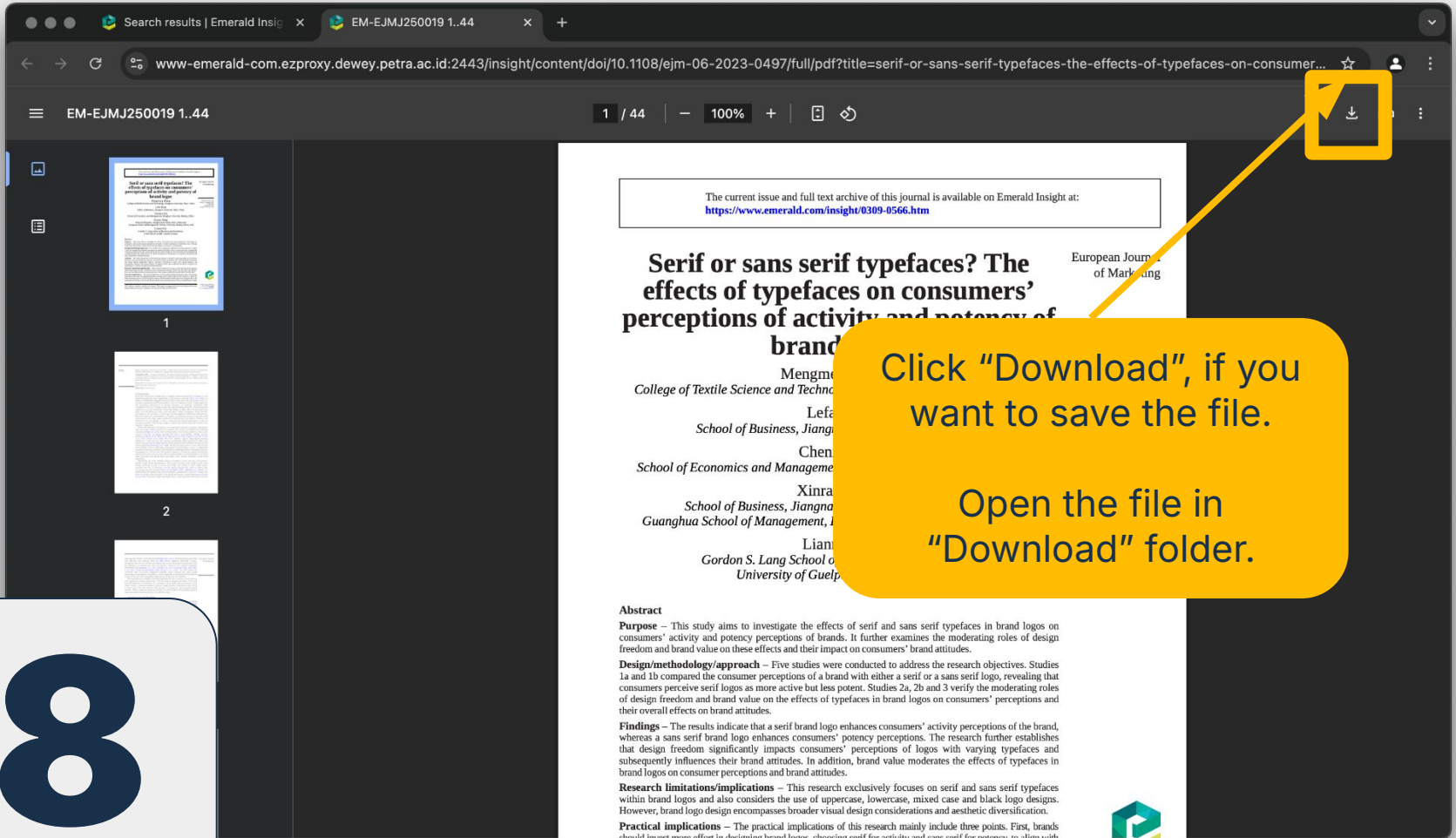
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Serif or sans serif typefaces? The effects of typefaces on consumers' perceptions of activity and potency of brand

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Abstract

Purpose – This study aims to investigate the effects of serif and sans serif typefaces in brand logos on consumers' activity and potency perceptions of brands. It further examines the moderating roles of design freedom and brand value on these effects and their impact on consumers' brand attitudes.

Design/methodology/approach – Five studies were conducted to address the research objectives. Studies 1a and 1b compared the consumer perceptions of a brand with either a serif or a sans serif logo, revealing that consumers perceive serif logos as more active but less potent. Studies 2a, 2b and 3 verify the moderating roles of design freedom and brand value on the effects of typefaces in brand logos on consumers' perceptions and their overall effects on brand attitudes.

Findings – The results indicate that a serif brand logo enhances consumers' activity perceptions of the brand, whereas a sans serif brand logo enhances consumers' potency perceptions. The research further establishes that design freedom significantly impacts consumers' perceptions of logos with varying typefaces and subsequently influences their brand attitudes. In addition, brand value moderates the effects of typefaces in brand logos on consumer perceptions and brand attitudes.

Research limitations/implications – This research exclusively focuses on serif and sans serif typefaces within brand logos and also considers the use of uppercase, lowercase, mixed case and black logo designs. However, brand logo design encompasses broader visual design considerations and aesthetic diversification.

Practical implications – The practical implications of this research mainly include three points. First, brands should invest more effort in designing brand logos, choosing serif for activities and sans serif for potency, to align with



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