



bloggerbreakthrough.com/podcast

DAN RONDEAU

Dan Rondeau, the owner of DJR Designs, is a strategic graphic designer who impacts coaches, speakers, and course creators. With the ability to transform existing designs into compelling visuals, Dan helps make these designs resonate, engage, and start conversions with their target audience. DJR Designs implements a unique "co-creation process" by assessing how each design asset aligns with your target audience's aspirations and emotions



The Little Things That Build Brand Recognition

DAN RONDEAU

**DON'T MISS OUT ON THE
NEXT BLOGGER
BREAKTHROUGH SUMMIT**

Join our Newsletter

bloggerbreakthrough.com

SUBSCRIBE TODAY!

[Apple Podcasts](#)

[Spotify](#)

[Amazon Music](#)

bloggerbreakthrough.com/bbp133

Blogger Breakthrough Summit Podcast Transcript

[00:00:00.17] - Liz Stapleton

Welcome to another episode of the Blogger Breakthrough Summit podcast, where we dive deep into the best tips and tricks to help you elevate your blogging game that were shared at our annual Blogger Breakthrough Summit.

[00:00:16.07] - Liz Stapleton

I'm your host, Liz Stapleton, and today we're talking about brand recognition with Dan Rondeau.

[00:00:20.16] - Dan Rondeau.

Brand recognition is very heavy depending upon whether it's your business, your client's business, or wherever it is. You want to make sure that they know that it's driving to them. So whether that's using pieces of your colors, your fonts, everything that you have, it's going to play a little bit of an influence in that, and you want to make sure that they're recognizing, Hey, that's you. As you can see, I have a lot of the diamonds in mine. It's also in my logo and everything. That keeps that brand recognition there. So if somebody happens to see that gradient pattern that I have in that, they'll automatically know that it's me after a certain amount of time, which I'll get them to afterwards. But it that recognition there. The imagery that I use in all of my business, it's very strategically aligned to make sure that what I'm talking about is actually going to resonate with them and make them want to learn more about me or whatever it is that we're talking about. And cluttered images convey less.

[00:01:19.07] - Liz Stapleton

All right, that's all for today's episode. I hope you found these tips helpful and are ready to amp up your brand recognition game. If you enjoyed this episode, don't forget to subscribe, leave a review, and share it with your fellow blogging buddies. Until next time, keep blogging and keep building an unforgettable brand.