



Keshav Memorial Institute of Management
Affiliated to Osmania University, Approved by AICTE
A unit of Keshav Memorial Educational society
Narayanaguda, Hyderabad, 500029



Report on "BRAND YOUR E-CELL"

Name of the Event – Brand your E-Cell

Organizing Club - KMIM E-cell

Date - 24th July 2025

Introduction:

The Brand Your E-Cell task provided our team with the opportunity to establish a strong and distinct identity for our E-Cell. Through this activity, we defined our Vision and Mission statements, designed a meaningful Logo and Tagline and articulated the core values and goals that shape our purpose. This process helped us understand who we are as a team and the long-term impact we aim to create.

To enhance our visibility and ensure consistent outreach, we also created an official Instagram page, giving our E-Cell a dedicated platform to showcase updates, activities and initiatives. This comprehensive branding effort now serves as the foundation of our E-Cell's identity and future direction.

Event Highlights:

1. Brand Identity Established - Developed a complete identity for our E-Cell, including a well-defined Vision, Mission, Logo and Tagline that reflect our core purpose and aspirations.

2. Official Instagram Page Launched - Created a dedicated Instagram page to enhance digital presence, share updates and connect with students and the entrepreneurial community.
3. Meaningful Vision & Mission Formation - Arrived at our statements through focused discussions, idea-sharing and exploration of what our E-Cell represents and aims to achieve.
4. Professional Branding Presentation Video - Produced a clear, well-structured video that explains our logo, tagline, vision, mission and the inspiration behind our branding choices.
5. Strengthened Team Alignment - The branding process helped synchronize all members with a shared purpose, ensuring that everyone works toward the same goals.
6. Inspiration-Based Design Approach - Used creative references, entrepreneurial values and design insights to develop branding elements that are modern, meaningful and visually impactful.
7. Strong Foundation for Future Activities - The established brand identity and Instagram presence now provide a solid base for future events, outreach efforts and student engagement.

Glimpses:



