

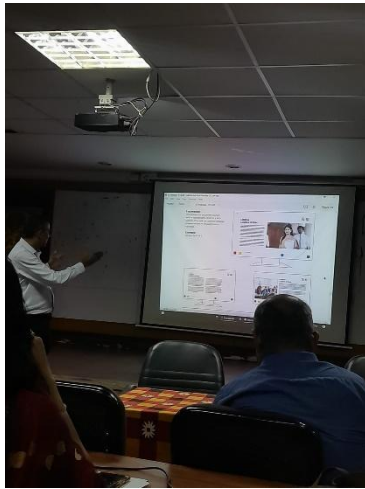
# REPORT

A Design Workshop on Brand Identity Guide was Organized by the Computer Department in collaboration with LDCE IIC CELL.

The event was conducted by Anand Patel Sir, director Gujarat Apollo Industries Limited. The Computer department's Prof. & Head Dr. Chirag Thaker Sir and incharge principal, Dr. Ketan Badgujar Sir were distinguished dignitaries present during the event. He talked about the Centennial Vision and the 6 core values associated with it. Further, he went on to discuss the stepping stones involved in developing a brand identity. All in all, it was a very interactive and enriching session and explained the detailed concept of design aesthetics in correspondence to

branding of any organization.





**LDCE IIC Cell and Computer Engineering Department**  
 invite you to join the Design workshop on  
**Brand Identity Guide**



**ANAND PATEL**  
 LDCE Alumni,  
 Director  
 GUJARAT APOLLO  
 INDUSTRIES LIMITED.

**Date & Time :**  
**30th July, 2022 , 3:00 pm to 5:30 pm**  
**Venue:**  
**Upanishad hall,**  
**Computer Department**



**Dr. R K GAJJAR**  
 Principal,  
 LDCE Ahmedabad &  
 IIC president

**Convener**  
 Prof.IDr.J Chirag S. Thaker, Prof. & Head Computer Engg Dept



**Co-coordinator**  
 Prof.Prachi Pancholi, Asst. Prof. Computer Engg Dept

