

BRAND OVERVIEW

2026 CHED RAISE

Brand Document
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Raising AI Education. Empowering Society





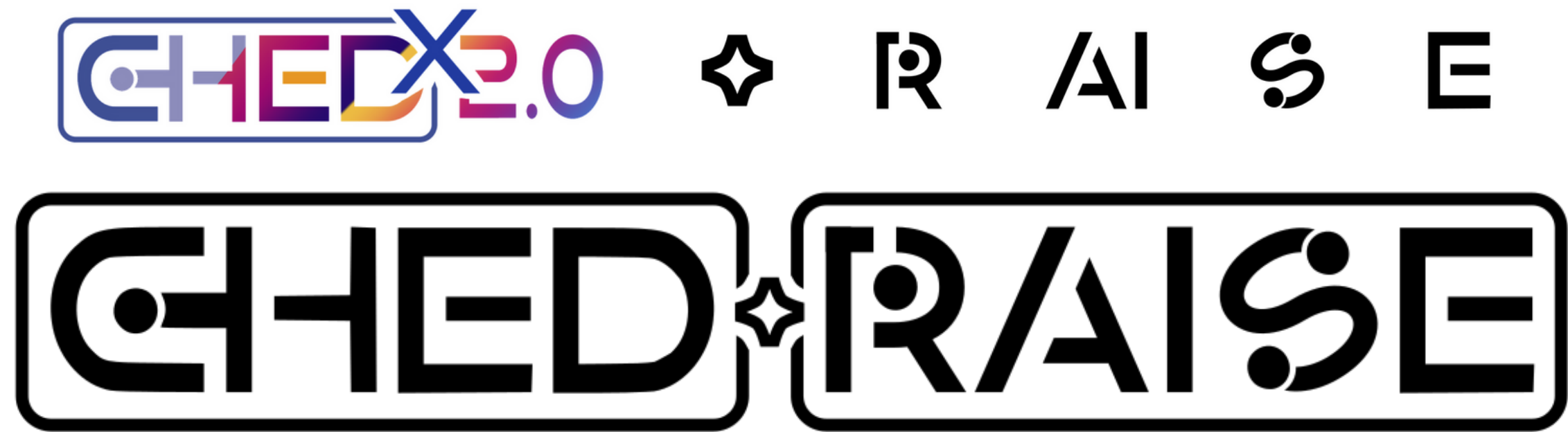
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Logo Story



The Merging

The CHED RAISE logo is a visual manifesto for the future of Philippine higher education, symbolizing the convergence of human ambition and artificial intelligence. It is a combination of the former CHEDX2.0 logo and RAISE. The two elements are anchored by "The Spark," a four-pointed star representing the generative nature of AI and its power to ignite new possibilities in learning.





About the Logo

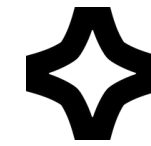
CHED RAISE 2026 captures the vision of leveraging Artificial Intelligence not just for efficiency, but for equity and societal empowerment.



Symbols and Meanings

RAISE

Parts of the RAISE Logo



The Spark (Generative Nature)

Bridging CHED and RAISE. Represents the "spark" of innovation and the transformative power of Generative AI to create new possibilities in education.



The 'R' (Raising Goals)

A human figure raising a flag, symbolizing humanity reaching their peak potential and achieving goal-oriented milestones.



The 'AI' (Artificial Intelligence)

A sleek, modern glyph representing the core technology driving the platform—bridging the gap between human intelligence and machine learning.



The 'S' (Strategic Connectivity)

A sleek, modern glyph representing the core technology driving the platform—bridging the gap between human intelligence and machine learning.



The 'E' (Educational Equity)

A balanced, structured form symbolizing the commitment to providing equal access to high-quality AI resources for every learner, regardless of background.





Neural Current
#5a9cf1

Deep Mind Trench
#020611

Logic Bedrock
#1a3b52

Fluid Insight
#2fd2c4



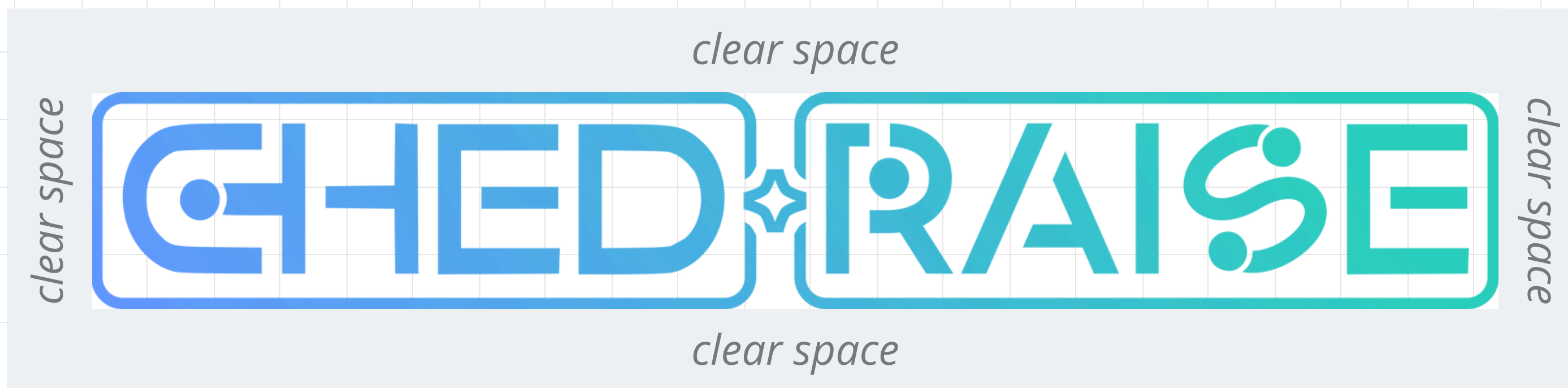
Colors

Our color palette for
logo usage

The CHED-RAISE color palette draws its inspiration from the Ocean, serving as a perfect metaphor for the convergence of Artificial Intelligence and Education.



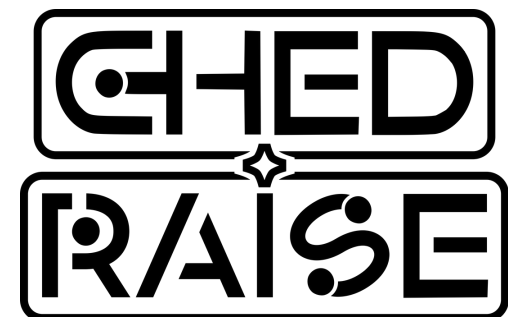
Exclusion Zones





Logo Variations

Vertical

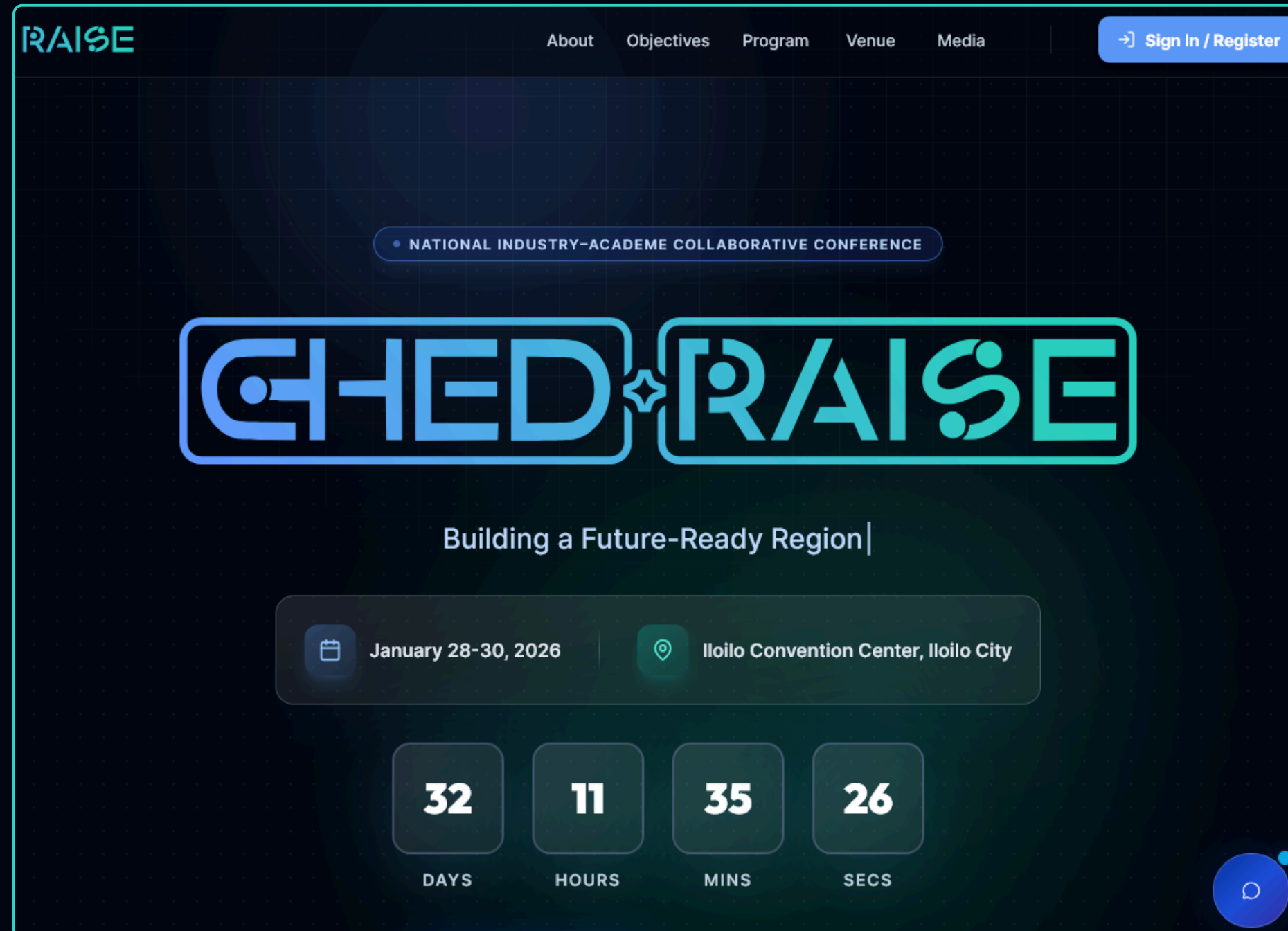


Horizontal



Icon





Logo Application

<https://ched-raise.wvsu.edu.ph>

The CHED-RAISE Logo applied on the official website

