

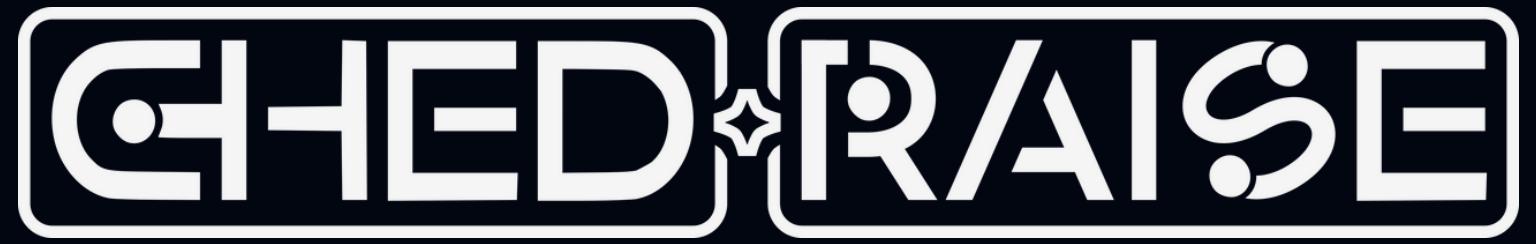
## BRAND OVERVIEW

---

2026 CHED  
RAISE

Brand Document

mjsolidarios@wvsu.edu.ph



Raising AI Education. Empowering Society





# Table of Contents

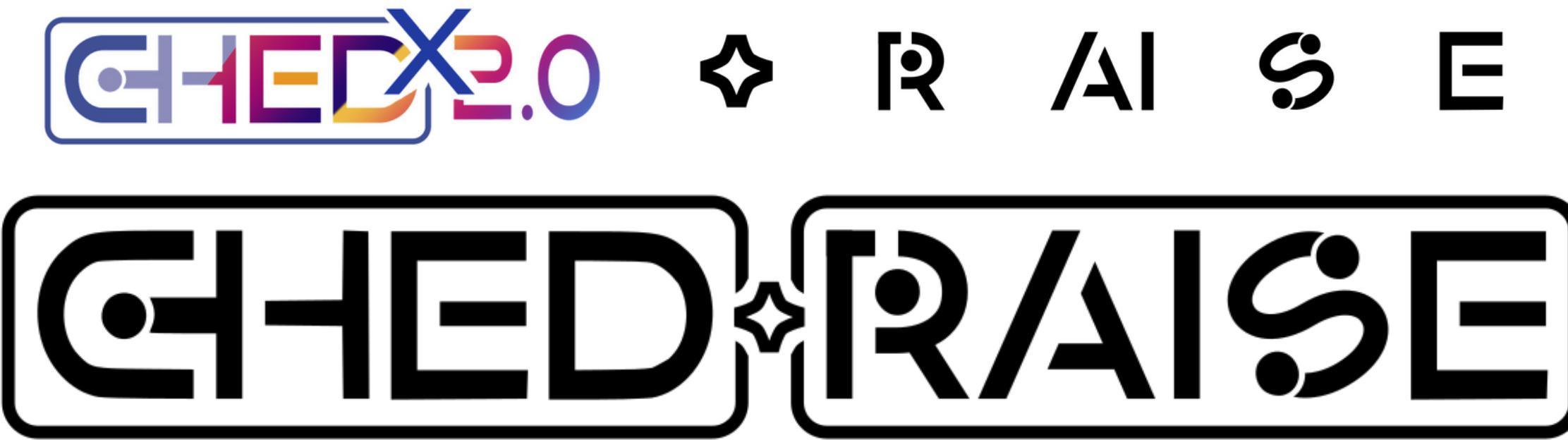
## Topics Covered

Logo Story  
About the Logo  
Logo Symbols  
Color Palette  
Logo Space  
Logo Variation  
Positioning  
Application  
Reminders  
About Us  
Download Resources



# Logo Story

R



## 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.



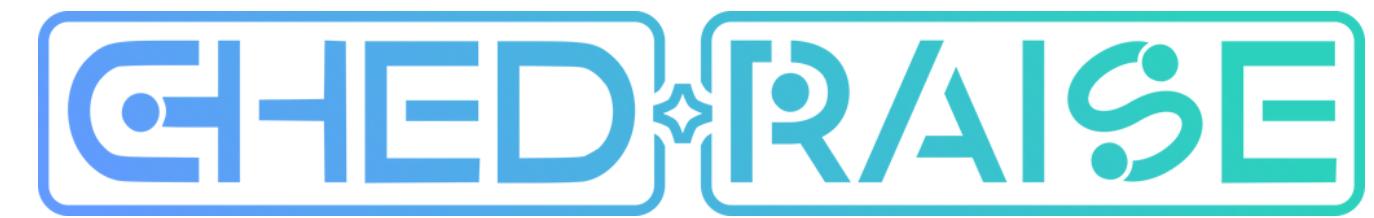


**Neural Current**  
#5a9cf1

**Logic Bedrock**  
#1a3b52

**Deep Mind Trench**  
#020611

**Fluid Insight**  
#2fd2c4



# Colors

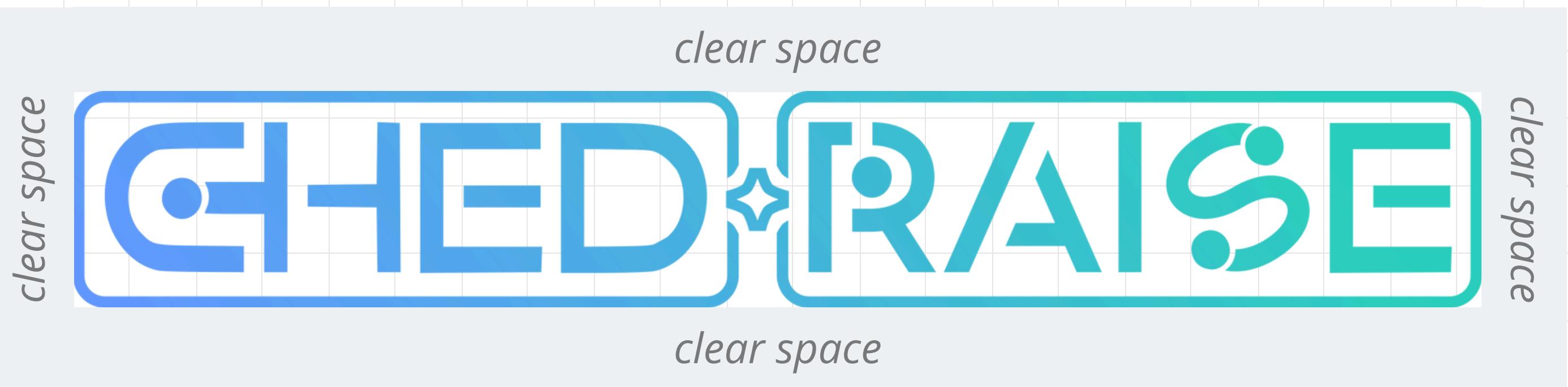
Our color palette for  
logo usage

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

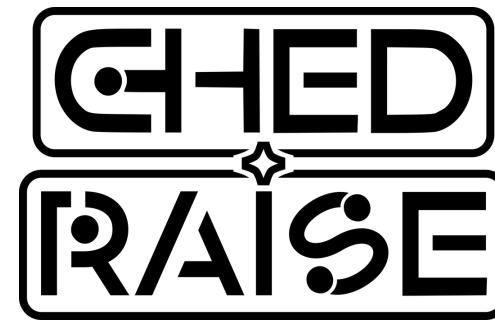


# Exclusion Zones

R



# Logo Variations



Vertical



Horizontal



Icon





The screenshot shows the official website for the CHED-RAISE Conference. At the top left is the RAISE logo. The top navigation bar includes links for About, Objectives, Program, Venue, Media, and a blue 'Sign In / Register' button. Below the navigation is a banner for the 'NATIONAL INDUSTRY-ACADEME COLLABORATIVE CONFERENCE'. The main title 'CHED-RAISE' is prominently displayed in a large, stylized font. Below the title is the tagline 'Building a Future-Ready Region'. A date and location box indicates the event is on 'January 28-30, 2026' at the 'Iloilo Convention Center, Iloilo City'. A countdown timer at the bottom shows '32 DAYS', '11 HOURS', '35 MINS', and '26 SECS'. The footer features the RAISE logo again.

# Logo Application

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

The CHED-RAISE Logo applied on the official website

