

ILLUMINATE THE WORLD

In all of Illuminate's events, the spotlight is on the students. Our goal is to enable and foster the growth and self-development of high school students, allowing their unique talents, traits, and visions to shine. That's why we're giving you the opportunity to promote Illuminate using your ideas and style by creating your own promotional video!

Here are some parameters for the video:

- Must be 30 to 60 seconds in length
- Must be in landscape orientation
- Must be at least 720p, higher resolution is preferred
- Must promote Illuminate Leadership Academy
- Should adhere reasonably to [Illuminate's design/brand guidelines](#)
- No profanity or offensive language of any kind
- No mention of political or controversial events or ideas

We encourage you to explore the Illuminate Leadership Academy website to gather information and resources for your promotional video.

If you have any questions regarding the Illuminate The World pathway or the Illuminate Challenge, please email challenge@illuminateuniverse.com.

Good luck in the Illuminate Challenge!

