




Digital Creative Asset Specification Guide

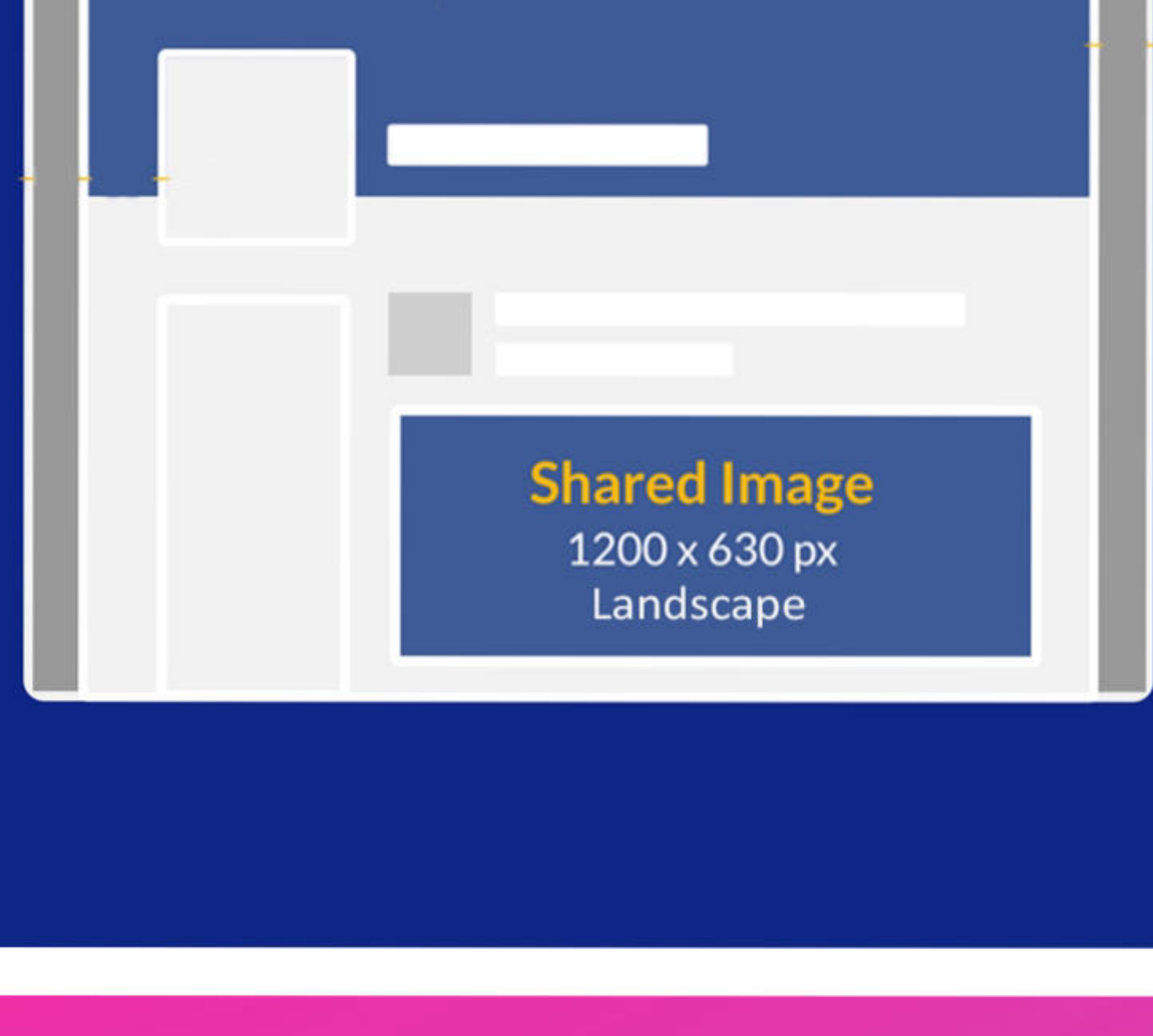
Quick Guide

			
Landscape:	★ 1200 x 630	1080 x 566	★ 1024 x 512
Portrait:	630 x 1200	1080 x 1350	N/A
Square:	1200 x 1200	★ 1080 x 1080	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920

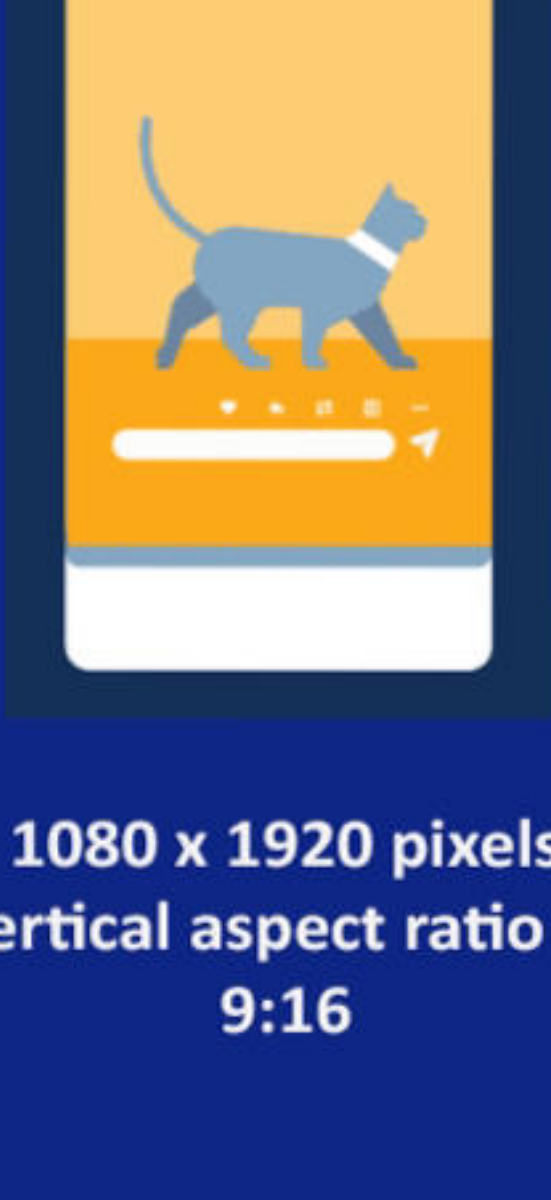
Organic Social Media

facebook

IMAGE SIZES 2021



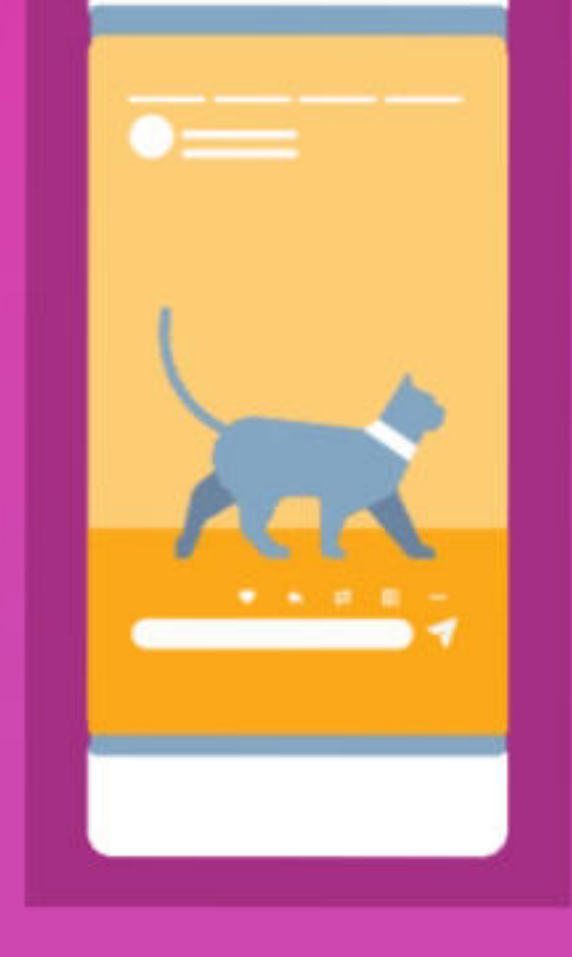
Stories



1080 x 1920 pixels
vertical aspect ratio of
9:16

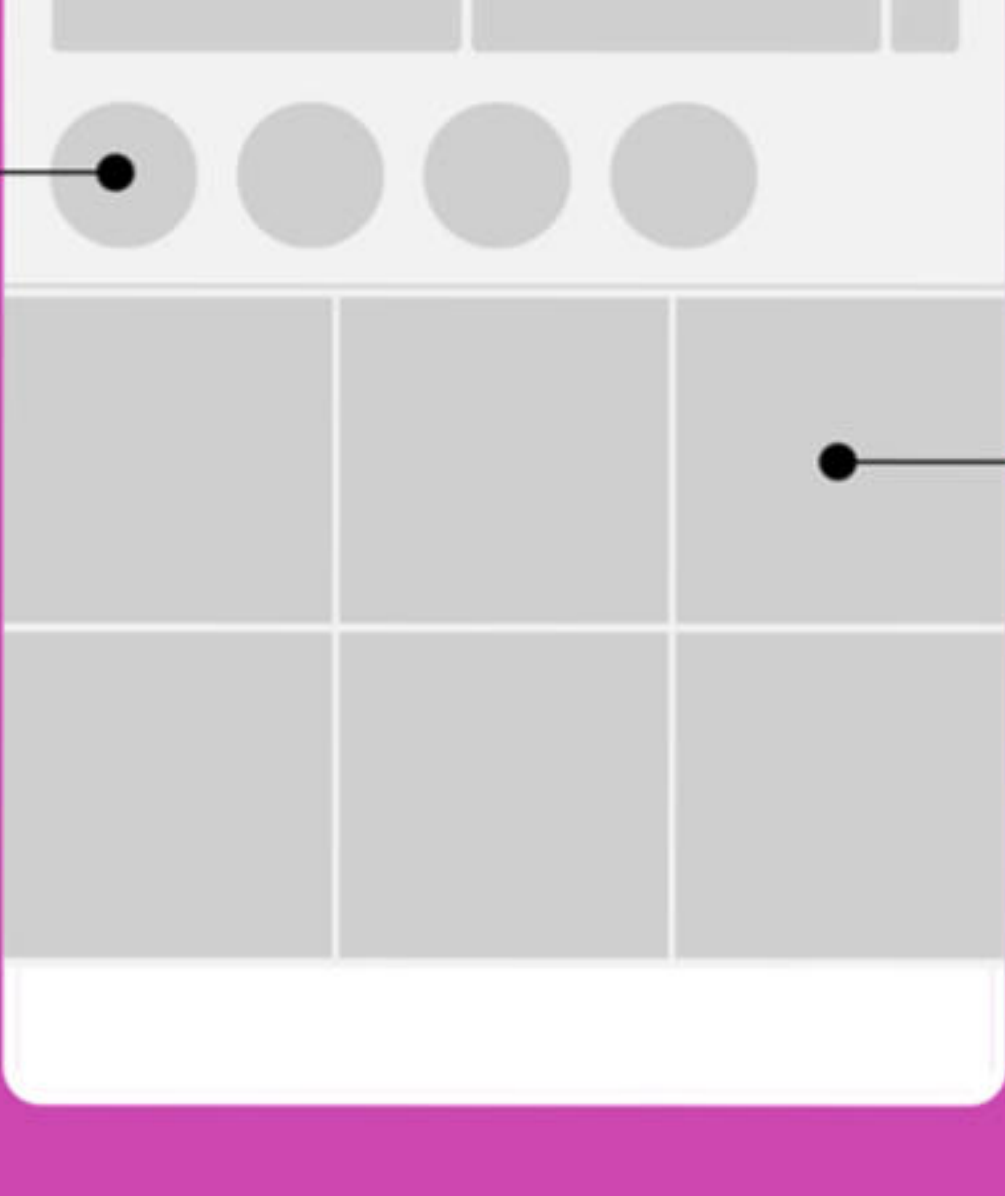
Instagram

IMAGE SIZES 2021



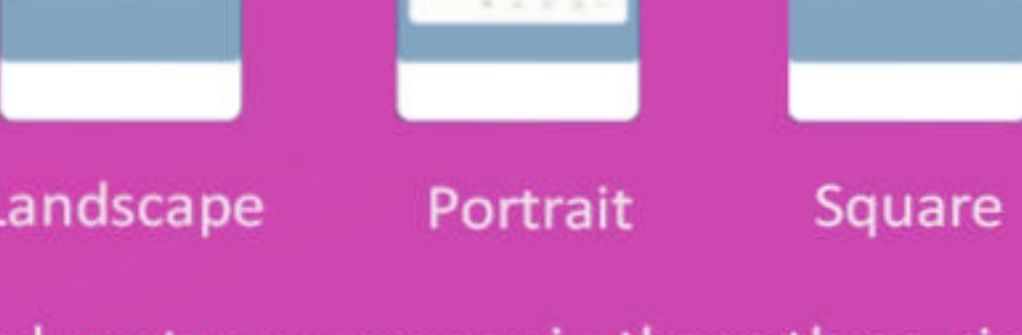
Stories

1080 x 1920 pixels
vertical aspect ratio
9:16



Post Images:

Square: 1080 x 1080px
Landscape: 1080 x 566px
Portrait: 1080 x 1350px

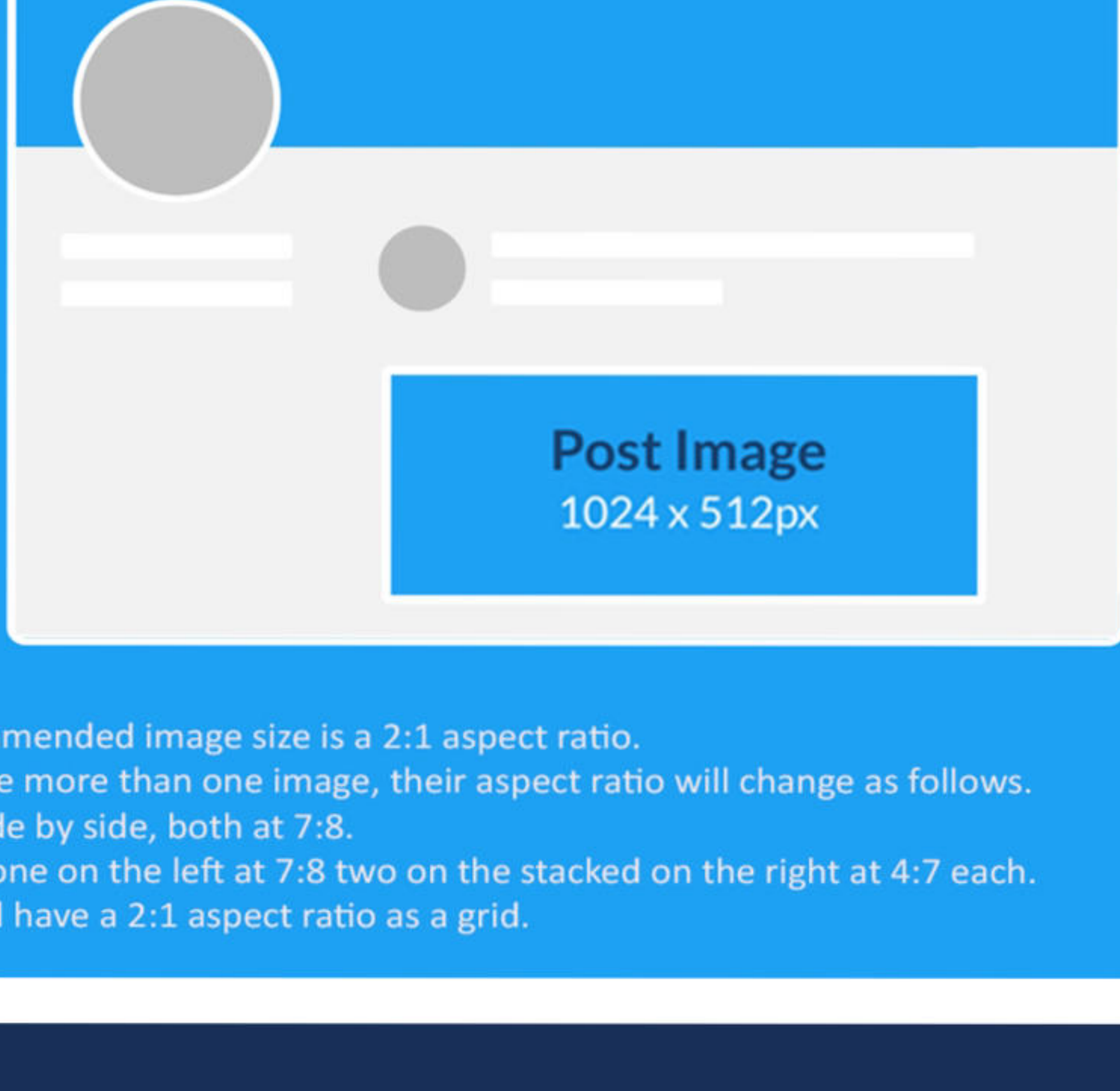


Feed posts can appear in these three sizes. However, keep in mind that all uploads will preview as squares on your profile.

Feed posts are intended for professional-style, beautiful, photography. While other content such as text images, illustrations, vertical videos, etc., should be considered for stories.

twitter

IMAGE SIZES 2021



Twitter's recommended image size is a 2:1 aspect ratio. When you share more than one image, their aspect ratio will change as follows.

Two images; side by side, both at 7:8.

Three images; one on the left at 7:8 two on the stacked on the right at 4:7 each.

Four images; all have a 2:1 aspect ratio as a grid.

Paid Social Media

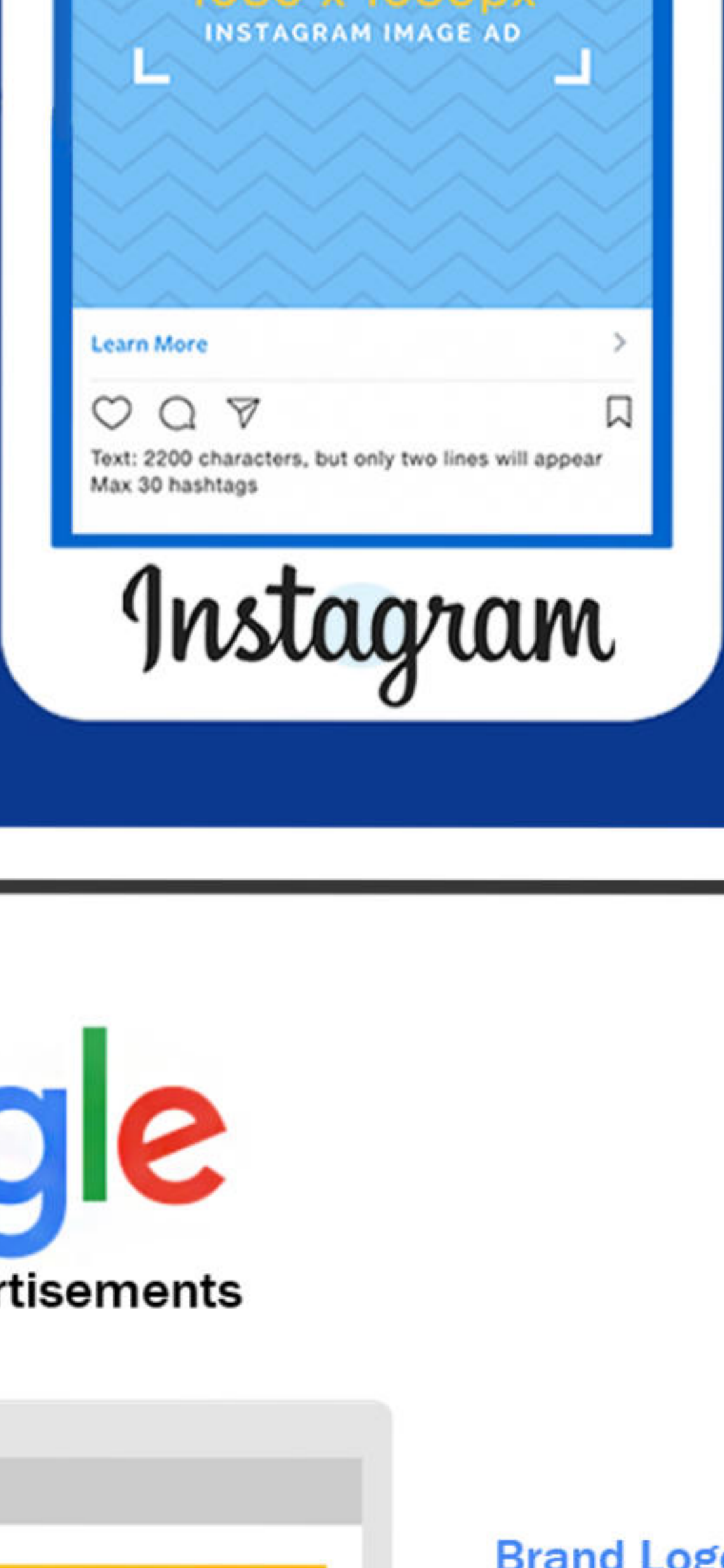
Facebook Ad Creative:

1200 x 630 (<20% text rule)



Instagram Ad Creative:

1080 x 1080



Google

Google Display Advertisements

Campaign Images:

Landscape: 1200 x 628
Square: 1200 x 1200
(desktop & mobile)

Brand Logos:

1200 x 300 [4:1]
or 1200 x 1200 [1:1]



Responsive display ads let you upload images in two aspect ratios: **1.91:1 for landscape** (required for at least one image) and **1:1 for square** that may resize in order to fit particular ad spaces. Images should not exceed 1 MB, RGB preferred