



## Guide: Visual Design Tools and Images Specifications

Prepared by Statistics Canada  
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# Visuals, Infobytes & Infographics Design Tools

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## Royalty Free Images Websites

- Shutterstock <https://www.shutterstock.com>
- Canva <https://www.canva.com/photos/free>
- Pexels <https://www.pexels.com>
- Dreamstime <https://www.dreamstime.com>

## Free Design Tools

- Canva <https://www.canva.com>
- Venngage <https://venngage.com>
- Piktochart <https://piktochart.com>
- PicMonkey <https://www.picmonkey.com>

## Other Development Tools

- InDesign
- PhotoShop
- Adobe Illustrator CC

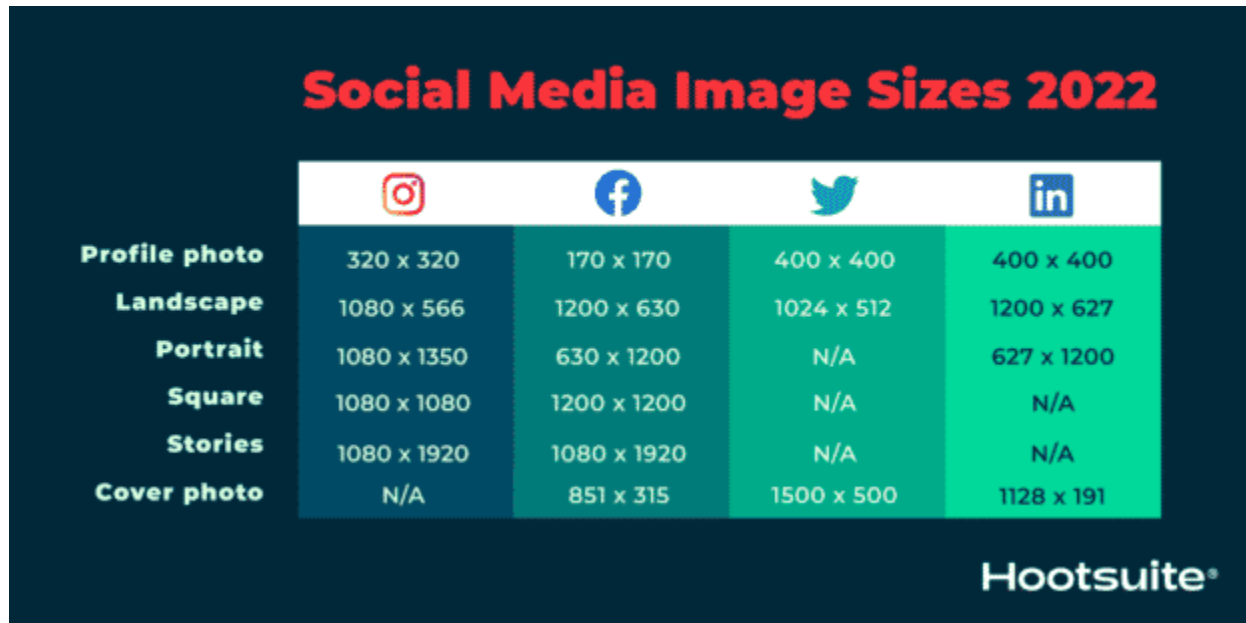
## Testing Colour Contrasts





<https://developer.paciellogroup.com/resources/contrastanalyser/>

## Image Specifications per Platform

(Source: [2023 Social Media Image Sizes for All Networks \[CHEATSHEET\]](#) (hootsuite.com))

**Note that size specifications may change. Therefore, we recommend to conduct an internet search once in a while to verify the most current images specifications.**



				
<b>Profile photo</b>	320 x 320	170 x 170	400 x 400	400 x 400
<b>Landscape</b>	1080 x 566	1200 x 630	1024 x 512	1200 x 627
<b>Portrait</b>	1080 x 1350	630 x 1200	N/A	627 x 1200
<b>Square</b>	1080 x 1080	1200 x 1200	N/A	N/A
<b>Stories</b>	1080 x 1920	1080 x 1920	N/A	N/A
<b>Cover photo</b>	N/A	851 x 315	1500 x 500	1128 x 191

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Detailed images sizes for:

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

# Facebook image sizes

Facebook updates its design and image dimensions constantly. The best strategy to future-proof your brand's content is to always upload the highest-quality image you can. Stick to Facebook's recommended file formats for the best results.

## Facebook profile picture size: 170 x 170 pixels (on most computers)

Your [Facebook profile picture](#) will display at 170 x 170 pixels on desktop. But it will display as 128 x 128 pixels on smartphones.

## Facebook image sizes for cover photos: 851 x 315 pixels (recommended)

- **Display size desktop:** 820 x 312 pixels
- **Display size smartphone:** 640 x 360 pixels
- **Minimum size:** 400 x 150 pixels
- **Ideal file size:** Less than 100KB

### Tips

- To avoid any compression or distortion, upload a JPG or PNG file.
- Use the recommended pixel sizes for the fastest load times.
- Profile pictures and cover photos with logos or text work best when uploaded as a PNG file.
- Don't drag to reposition once you've uploaded your cover photo.

**Resource:** Get more tips on [creating great Facebook cover photos](#).

## Facebook timeline photo and post sizes:

Facebook automatically resizes and formats your photos when they are uploaded for the timeline to be 500 pixels wide and to fit the 1.91:1 aspect ratio.

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## Facebook Image Sizes

- Profile Photos**  
170 X 170 pixels
- Cover Photos**  
851 X 315 pixels (recommended)  
\*Display size desktop: 820 X 312 pixels  
\*Display size smartphone: 640 X 360 pixels  
Minimum size: 400 X 150 pixels
- Posts and Timeline Photos**  
Recommended size: 1200 X 630 pixels  
Minimum size: 600 X 315 pixels
- Cover Photos**  
1200 X 628 pixels (recommended)
- Panorama or 360 photos**  
30,000 pixels in any dimension, and less than 135,000,000 in total size
- Stories**  
1080 X 1920 pixels (recommended)
- Ads**  
Feed ads: 1080 x 1080 pixels. Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1.  
Right Column ads: At least 1080 x 1080 pixels. Minimum size 254 x 133 pixels. Ratio 1:1.  
Instant Articles: At least 1080 x 1080 pixels. Ratio 1.91:1 to 1:1.  
Marketplace ads: At least 1080 x 1080 pixels. Ratio 1:1.  
Search: At least 1080 x 1080 pixels. Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1.  
Sponsored Messages: At least 1080 x 1080 pixels. Ratio 1.91:1 to 1:1.  
Messenger inbox ads: At least 1080 x 1080 pixels. Ratio 1:1. Minimum size 254 x 133 pixels.  
Messenger Stories ads: At least 1080 x 1080 pixels. Ratio 9:16. Minimum width of 500 pixels.

But avoid pixelation or slow load times by remembering these sizes:

- **Recommended size:** 1200 x 630 pixels
- **Minimum size:** 600 x 315 pixels

#### Tips:

- If you are sharing 2-10 images in your brand's Facebook post using the carousel display, images should be 1200 x 1200.
- This is a 1:1 ratio.

### Facebook event cover photo image sizes: 1200 x 628 pixels (recommended)

#### Tips

- This is about a 2:1 ratio.
- The size of your event cover photo can't be edited after it's been added to an event.

### Facebook image sizes for panorama or 360 photos:

- **Minimum image size:** Facebook says that it should be "30,000 pixels in any dimension, and less than 135,000,000 pixels in total size."
- **Aspect ratio:** 2:1

#### Tips

- Facebook automatically recognizes and processes these images based on "camera-specific metadata found in photos taken using 360-ready devices."
- Files for these Facebook images can be up to 45 MB for JPEGs or 60 MB for PNGs.
- Facebook recommends using JPEGs for 360 photos and ensuring files aren't bigger than 30 MB.

### Facebook image sizes for Facebook Stories: 1080 x 1920 pixels (recommended)

#### Tips

- Facebook Stories take up the full screen of a phone. That's an aspect ratio of 9:16.
- Don't choose an image with a width smaller than 500 pixels.
- For Stories with text, consider leaving 14% of the top and bottom text-free. (That's 250 pixels.) That way any call-to-action won't be covered by your brand's profile photo or buttons.

## Facebook image sizes for ads:

- **Sizes for Facebook Feed ads:** At least 1080 x 1080 pixels. Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1. Maximum file size of 30 MB.
- **Sizes for Facebook Right Column ads:** At least 1080 x 1080 pixels. Minimum size 254 x 133 pixels. Ratio 1:1. (Remember: These are a desktop-only ad format.)
- **Facebook image sizes for Instant Articles:** At least 1080 x 1080 pixels. Ratio 1.91:1 to 1:1. Maximum file size of 30 MB.
- **Image sizes for Facebook Marketplace ads:** At least 1080 x 1080 pixels. Ratio 1:1. Maximum file size of 30 MB.
- **Image sizes for Facebook Search:** At least 1080 x 1080 pixels. Minimum size 600 x 600 pixels. Ratio 1.91:1 to 1:1. Maximum file size of 30 MB.
- **Facebook image sizes for Sponsored Messages:** At least 1080 x 1080 pixels. Ratio 1.91:1 to 1:1. Maximum file size of 30 MB.
- **Sizes for Messenger inbox ads:** At least 1080 x 1080 pixels. Ratio 1:1. Minimum size 254 x 133 pixels. Maximum file size of 30 MB.
- **Sizes for Messenger Stories ads:** At least 1080 x 1080 pixels. Ratio 9:16. Minimum width of 500 pixels.

**Resource:** Here's more info on [how to advertise on Facebook](#).

# Instagram image sizes

Instagram supports horizontally and vertically oriented images. It also still supports square images, which was what the platform was known for when it first launched.

This increases your brand's options. But it also makes image dimensions a little trickier to get right. Follow these guidelines to make sure your images end up looking their best.

## Instagram profile picture size: 320 x 320 pixels

Instagram profile photos are displayed at 110 x 100 pixels, but the image files are stored at 320 x 320 pixels, so make sure to upload an image that's least that big.

Even though the dimensions are in a square format, Instagram profile photos are displayed as a circle. Make sure any elements you want to focus on in the photo are centered so they don't get cropped out.

## Instagram post sizes (feed photos):


- **Landscape:** 1080 x 566 pixels
- **Portrait:** 1080 x 1350 pixels
- **Square:** 1080 x 1080 pixels
- **Supported aspect ratios:** Anywhere between 1.91:1 and 4:5
- **Recommended image size:** Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)

### Tips:

- If you want your images to look their best on Instagram, aim to upload an image that is 1080 pixels wide.


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# Instagram Image Sizes



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**Profile Photo**  
320 X 320 pixels



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**Feed Photos**

- Landscape**  
1080 X 566 pixels
- Portrait**  
1080 X 1350 pixels
- Square**  
1080 X 1080 pixels




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**Thumbnails**  
Display size: 161 X 161 pixels  
Recommended upload size: 1080 pixels wide



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**Stories**  
1080 X 1920 pixels



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**Carousels**  
Landscape: 1080 x 566 pixels  
Portrait: 1080 x 1350 pixels  
Square: 1080 x 1080 pixels

**Reels**  
1080 x 1920 pixels aspect ratio of 9:16  
Cover photo: 420 x 654 pixels

**Ads**  
Landscape: 1080 x 566 pixels  
Square: 1080 x 1080 pixels  
Minimum width: 320 pixels  
Maximum width: 1080 pixels

**Stories ads** 1080 x 1920 pixels

- When you share an Instagram image that's sized over 1080 pixels, [Instagram will size it down](#) to 1080 pixels.
- If you share a photo that has a resolution lower than 320 pixels, Instagram will size it up to 320 pixels.
- If your image is between 320 and 1080 pixels wide, Instagram will keep that photo at its original resolution, "[as long as the photo's aspect ratio is between 1.91:1 and 4:5](#) (a height between 566 and 1350 pixels with a width of 1080 pixels)."
- If your uploaded Instagram image is a different ratio, the platform will automatically crop your photo to fit a supported ratio.

**Resource:** Learn how to [edit Instagram photos like a pro](#).

## Instagram photo thumbnail sizes:

- **Display size:** 161 x 161 pixels
- **Recommended upload size:** 1080 pixels wide

### Tips:

- Remember that Instagram stores versions of these thumbnails that are as large as 1080 x 1080.
- To future-proof your Instagram feed and avoid pixelation, upload images that are as large as possible.

## Instagram Stories image size: 1080 x 1920 pixels

### Tips:

- This is an aspect ratio of 9:16.
- Uploading an image with a smaller pixel size (but the same aspect ratio) means the Story will buffer quickly.
- If you don't use this ratio, the Story might show with strange cropping, zooming, or leave large sections of the screen blank.
- Instagram Reels use this same sizing.

**Resource:** Take your Instagram Stories to the next level with [these free templates](#).

## Instagram carousel image sizes:

- **Landscape:** 1080 x 566 pixels
- **Portrait:** 1080 x 1350 pixels
- **Square:** 1080 x 1080 pixels

- **Aspect ratio:** landscape (1.91:1), square (1:1), vertical (4:5)
- **Recommended image size:** Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)

### Instagram Reels sizes:

- 1080 x 1920 pixels
- This is an aspect ratio of 9:16.
- Cover photo: 1080 x 1920 pixels
- Keep in mind that Reels are cropped to a 1:1 image in your profile feed and a 4:5 image in the home feed.

### Instagram ads image sizes:

- **Landscape:** 1080 x 566 pixels
- **Square:** 1080 x 1080 pixels
- **Minimum width:** 320 pixels
- **Maximum width:** 1080 pixels
- **Supported aspect ratios:** Anywhere between 1.91:1 and 4:5

#### Tips:

- Remember: Instagram ads appearing in users' feeds cannot have more than 30 hashtags.
- There are also recommendations for the [number of characters included in an ad's primary text and headline](#).

### Image sizes for Instagram Stories ads: 1080 x 1920 pixels

#### Tips:

- Instagram recommends leaving roughly "[14% \(250 pixels\) of the top and bottom of the image free from text and logos](#)" to prevent them from being covered.
- As of September 2020, Facebook and Instagram ads are no longer penalized if more than 20% of the ad space is text.

# Twitter image sizes

Tweets that include images consistently get more click-throughs, more likes, and more Retweets than non-image Tweets. In fact, Tweets with visual content are three times more likely to get engagement.

So, choosing the right images and creating great visual content for Twitter matters. And, of course, that includes getting Twitter image sizes right.

## Twitter image sizes for profile photos: 400 x 400 (recommended)

- **Minimum image size:** 200 by 200 pixels
- **Maximum file size:** 2MB

## Twitter header photo size: 1500 x 500 pixels (recommended)

### Tips:


- To future-proof the image, it's best to use the maximum size.
- Header images are cropped to an aspect ratio of 3:1.
- Keep in mind that the way header images display changes depending on the monitor and browser being used.

## Twitter images sizes for in-stream photos: 1600 x 900 pixels (recommended)

- **Minimum size:** 600 by 335 pixels

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# Twitter Image Sizes



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**Profile photos**  
**400 X 400 pixels** (recommended)  
Minimum image size: **200 X 200 pixels**

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**Header Photos**  
**1500 X 500 pixels** (recommended)

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**In-stream Photos**  
**1600 X 900 pixels** (recommended)  
Minimum size: 600 X 335 pixels

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**Card Image** **120 X 120 pixels** (minimum)

**Ads**

- Single and multi-image tweets: Minimum 600 x 335 pixels
- Website card image: 800 x 418 pixels for 1.91:1 aspect ratio. 800 x 800 for 1:1 aspect ratio.
- App card image: 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio.
- Carousels: 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio.
- Direct Message card: 800 x 418 pixels for 1.91:1 aspect ratio.
- Conversation card: 800 x 418 pixels for 1.91:1 aspect ratio.

- **Recommended aspect ratio:** any aspect between 2:1 and 1:1 on desktop; 2:1, 3:4 and 16:9 on mobile
- **Supported formats:** GIF, JPG and PNG
- **Maximum file size:** Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.

## Twitter card image size:

Twitter recognizes when a Tweet includes a URL. Twitter then crawls that website, pulling in content, including a Twitter image for the summary card. ([This is how it all works, by the way.](#))

- **Minimum size:** 120 x 120 pixels
- **Supported formats:** GIF, JPG, PNG
- **Maximum file size:** 1MB

### Tips:

- You can test what your Twitter summary card will look like and see a preview using the [card validator](#).
- There is [a range of different Twitter cards](#), so also a range of sizes. As well as the regular summary cards, there are summary cards with large images, app cards and player cards.

## Twitter image sizes for ads:

- **Single and multi-image tweets:** Minimum 600 x 335 pixels, but use larger images for the best results.
- **Website card image:** 800 x 418 pixels for 1.91:1 aspect ratio. 800 x 800 for 1:1 aspect ratio. Max file size of 20MB.
- **App card image:** 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB.
- **Carousels:** 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 20MB for 2-6 image cards.
- **Direct Message card:** 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB.
- **Conversation card:** 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB.

**Resource:** Find more information here on [how to advertise on Twitter](#).

## LinkedIn image sizes

When you [use LinkedIn for business](#) — whether it's via your personal profile or a company page — pairing your LinkedIn updates with images has consistently been shown to increase comments and sharing.

Stick to the recommended sizes below for best results. And always make sure to look at your profile and content on multiple devices before finalizing.

# LinkedIn Image Sizes



## Profile Photos

**400 X 400 pixels**  
(recommended)



## Profile Cover Photos

**1584 X 396 pixels**  
(recommended)

## Blog Post Link Images

**1200 X 627 pixels**  
(recommended)

## Sharing a Link in an Update

**1200 X 627 pixels**  
(recommended)

## Ads

Company logo size for ads: 100 x 100 pixels

Spotlight ads logo: 100 x 100 pixels

Spotlight ads custom background image: 300 x 250 pixels

Sponsored content images: 1200 x 627 pixels (1.91:1 aspect ratio)

Sponsored content carousel images: 1080 x 1080 pixels (1:1 aspect ratio)

## Company Pages

Company logo: 300 x 300 pixels

Page cover: 1128 x 191 pixels

Life tab main image size: 1128 x 376 pixels

Life tab custom modules: 502 x 282 pixels

Life tab company photos: 900 x 600 pixels

Square logo: At least 60 x 60 pixels

## LinkedIn image sizes for profile photos: 400 x 400 pixels or larger (recommended)

### Tips

- LinkedIn can accommodate photos up to 7680 x 4320 pixels.
- And it can handle files up to 8MB, so upload as large as you can to future-proof.

## LinkedIn image sizes for profile cover photos: 1584 x 396 pixels (recommended)

- **Aspect ratio:** 4:1

### Tips

- Make sure your file is smaller than 8MB.
- Cover photos are cropped differently on mobile and desktop. Make sure to view your profile on both kinds of display before finalizing.

## LinkedIn image sizes for company pages:

- **Company logo size:** 300 x 300 pixels
- **Page cover image size:** 1128 x 191 pixels
- **Life tab main image size:** 1128 x 376 pixels
- **Life tab custom modules image size:** 502 x 282 pixels
- **Life tab company photos image sizes:** 900 x 600 pixels
- **Square logo:** At least 60 x 60 pixels

### Tips

- When posting image updates to your company page, make sure to use PNG or JPG images.
- Use an aspect ratio of 1.91:1.
- The recommended LinkedIn post size is 1200 x 628 pixels.
- This LinkedIn image sizing also applies to [LinkedIn Showcase pages](#).

## **LinkedIn image sizes for blog post link images: 1200 x 627 pixels (recommended)**

## **LinkedIn custom image size for sharing a link in an update: 1200 x 627 pixels (recommended)**

When pasting a URL into an update, an auto-generated thumbnail image may appear in the preview if one is available, along with the article or website title.

But, you can customize it by clicking the **Image** icon below the text box and selecting a photo from your computer.

### **Tips:**

- The image should use a 1.91:1 ratio.
- More than the minimum of 200 pixels wide.
- If the image width is less than 200 pixels wide, it will appear as a thumbnail on the left side of the post.

## **LinkedIn image sizes for ads:**

- **Company logo size for ads:** 100 x 100 pixels
- **Spotlight ads logo size:** 100 x 100 pixels
- **Spotlight ads custom background image:** 300 x 250 pixels
- **Sponsored content images:** 1200 x 627 pixels (1.91:1 aspect ratio)
- **Sponsored content carousel images:** 1080 x 1080 pixels (1:1 aspect ratio)

## YouTube image sizes

**YouTube profile photo size: 800 x 800 pixels (recommended)**

### Tips

- Make sure the focus of your photo is centered for best results.
- Files should be JPEG, GIF, BMP or PNG. Animated GIFs won't work.
- Photos will render at 98 x 98 pixels.

**YouTube banner image size: 2048 x 1152 pixels (at minimum)**

- **Aspect ratio:** 16:9
- **Minimum area for text and logos without being cut off:** 1235 x 338 pixels
- **Maximum file size:** 6MB

**Resource:** [How to make the best YouTube channel art](#) (plus 5 free templates).

**YouTube video size: 1280 x 720 pixels (at minimum)**

### Tips

- YouTube recommends that videos intended for sale or rental have a higher pixel count: 1920 x 1080 pixels.
- YouTube requires videos to be 1280 x 720 pixels in order to meet HD standards.
- This is a 16:9 aspect ratio.

**YouTube thumbnail size: 1280 x 720 pixels**

