



# Social Media Design Guide



# 01.

# Dimension Guidelines

				
Profile Photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover Photo	N/A	851 x 315	1200 x 500	1128 x 191



# 02.

## Post Design Guidelines



## Meetup Posts and Ads

These post designs showcase our team members as they participate in events, interviews, and talks. Use these templates to promote our involvement, share key insights, and emphasize our role in industry conversations.



## Informational Posts

These post designs are tailored for sharing key updates, insights, and other essential information. Simple and clean, they focus on delivering clear, concise messages to our audience. Use these templates to introduce company news, share industry tips, or provide educational content.





## Partnership Announcements

These designs are crafted to highlight our collaborations, featuring our logo alongside a partner's logo. The layout emphasizes the equal significance of both brands, celebrating the partnership and the shared goals. Use these templates to announce new partnerships, joint ventures, or collaborative projects.





## Event Announcements

These designs are specifically created to announce our participation in tradeshow, events, or conferences. The layout often includes the event's logo, and may incorporate branding elements from both the event and our company, creating a cohesive and visually appealing blend. Some variations of these posts also feature headshot profiles of our team members who will be attending.

Use these templates to inform our audience of our presence at key industry events, building anticipation and encouraging engagement with our brand at the event.

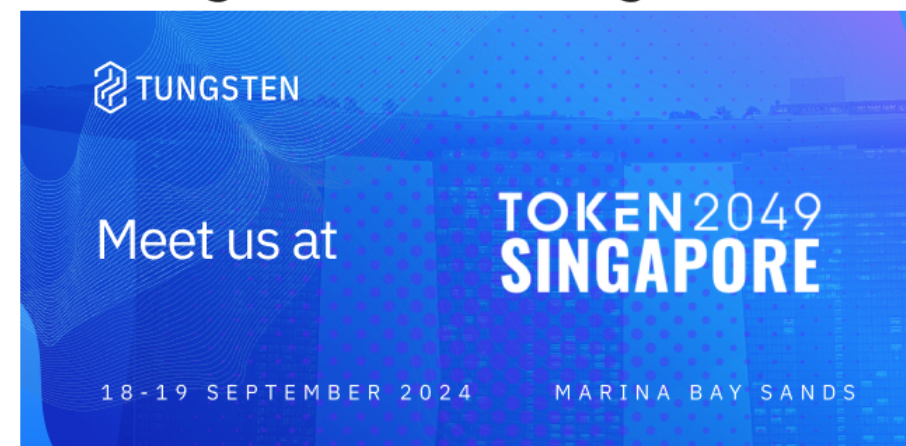
### Hybrid Company/Event Branding



### Company Branding



### Utilizing Event Branding



### Vertical Banners

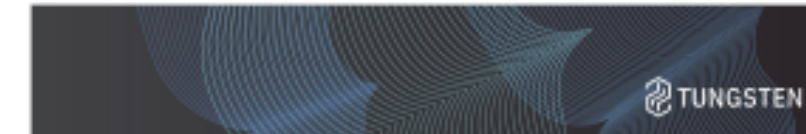




# 03.

## Platform Guidelines



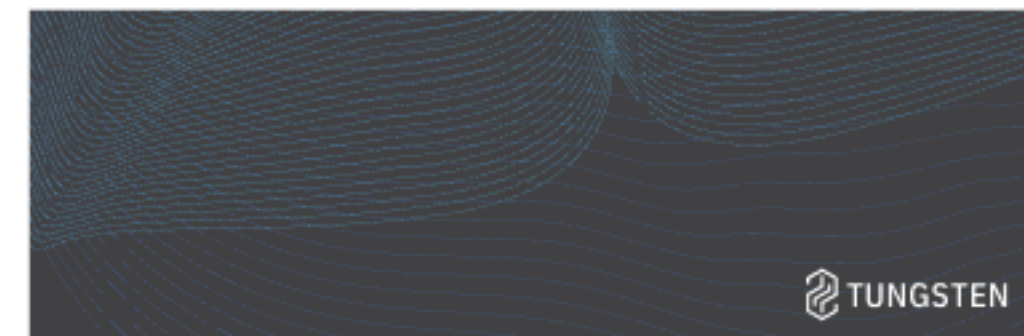
**Landscape** 1200 x 627**Cover Photo (Company)** 1128 x 191**Carousel** 1080 x 1080**Portrait** 1200 x 627

## LinkedIn

- 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 627 pixels.

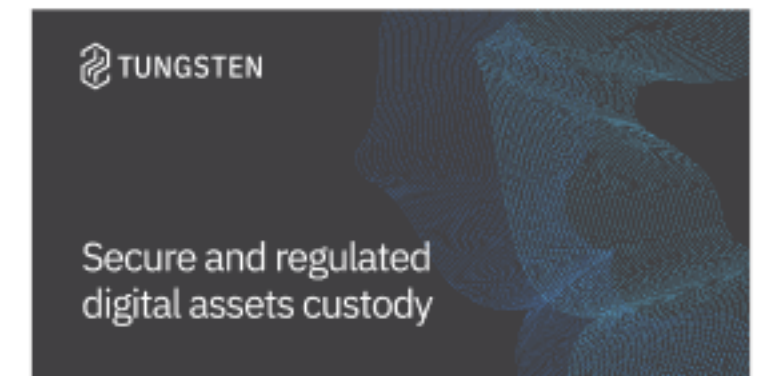
**Profile Picture** 400 x 400



**Square** 1080 x 1080**Portrait Posts** 1080 x 1350**Landscape Posts** 1600 x 900**Cover Photo** 1200 x 500**Profile Picture** 400 x 400

## X (Twitter)

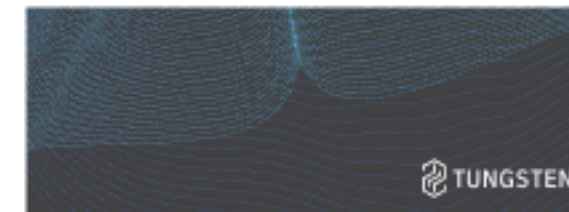
- Minimum size: 600 by 335 pixels
- Recommended aspect ratio: any aspect between 2:1 and 1:1 on desktop; 2:1, 3:4 and 16:9 on mobile
- Supported formats: GIF, JPG and PNG
- Maximum file size: Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.

**Profile Picture** 320 x 320**Square** 1080 x 1080**Portrait Posts** 1080 x 1350**Landscape Posts** 1080 x 566**Stories** 1080 x 1920

## Instagram

- Upload images that are 1080 pixels wide for the best quality on Instagram.
- If your image is wider than 1080 pixels, Instagram will resize it down to 1080 pixels.
- Images with a resolution lower than 320 pixels will be resized up to 320 pixels by Instagram.
- For images between 320 and 1080 pixels wide, Instagram keeps the original resolution if the aspect ratio is between 1.91:1 and 4:5 (height between 566 and 1350 pixels with a width of 1080 pixels).



**Profile** 170 x 170**Square** 1080 x 1080**Portrait** 630 x 1200**Landscape Post** 1200 x 630**Stories** 1080 x 1920**Cover Photo** 851 x 315

## f Facebook

- Upload JPG or PNG files to avoid compression or distortion.
- Follow recommended pixel sizes for faster load times.
- Facebook resizes timeline photos to 500 pixels wide and fits them to a 1.91:1 aspect ratio.
- Since Facebook frequently updates design and image dimensions, always upload the highest-quality images and use recommended file formats to future-proof your content.





Discover the power of Tungsten in  
securing your assets and propelling  
your business to new heights.

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