



Version 1.0 Spring 2017

Digital Brand Style Guide

The **American Chemical Society** Graphics Handbook for Members

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Digital branding helps us make memorable and meaningful connections with our global audience - no matter where or how they're engaging with us.

By consistently following our digital brand guidelines, we ensure that we're positioning and portraying the organization in a unified visual voice across all channels (web, mobile, email, social media and more).

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Section 8

Logos



Master & Enterprise Logos

Master logo



Enterprise logos

Used with “American Chemical Society” spelled out and visible



* The recommendation is to modify the AACT logo to align with ACS brand family fonts and colors.

Program Logos With Taglines Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)



Program Logos Without Taglines Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)



Local Section & Technical Division Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)



Chapter Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)

International



Student



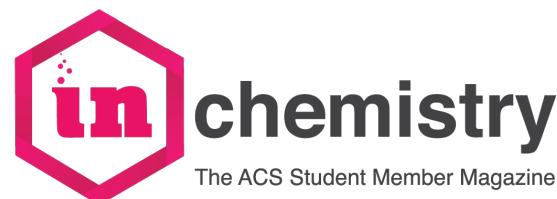
Awards Logos Samples

Used with “American Chemical Society” spelled out and visible. For print and external websites (not on acs.org)



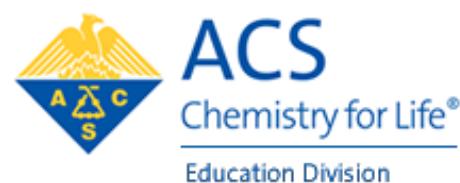
ACS Publication Mastheads

Co-branded with ACS master logo and used with “American Chemical Society” spelled out and visible.



Optional – Society Division & Department Logos

Optional - For print only



Examples of ACS Campaign & Graphic Elements

Graphic elements should not replace an ACS logo and should be used with and subordinate to the ACS logo.



International Activities



The Brand Family

Enterprise Pillars	Publication Mastheads	ACS Chapters	Local Sections and Technical Divisions	ACS Programs with Taglines	ACS Programs without Taglines
 ACS Publications Most Trusted. Most Cited. Most Read.	 C&en CHEMICAL & ENGINEERING NEWS	 ACS Chapter Peru	 ACS Local Section Coastal Georgia	 ACS Reactions Everyday Chemistry	 ACS myACS Chemistry for Life*
 CAS A DIVISION OF THE AMERICAN CHEMICAL SOCIETY	 in chemistry The ACS Student Member Magazine	 ACS Chapter Northeastern University	 ACS Local Section Wakarusa Valley	 ACS Insight Lab You Share. We Learn.	 ACS Inquiry in Action Chemistry for Life*
 AACT American Association of Chemistry Teachers	 ChemMatters Developing Everyday Chemistry	 ACS Chapter Erskine College	 ACS Technical Division Agrochemicals (AGRO)	 ACS Webinars Click. Watch. Learn. Discuss.	 ACS Scholars Chemistry for Life*

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Section 9

Basic Web Elements

Digital Best Practices

We've developed this set of digital best practices that you should follow when creating any form of digital communication for ACS (ACS websites, branded websites, landing pages, blogs, web applications and emails),

Logo & Brand

Prominently display the ACS logo and spell out "American Chemical Society" in the footer.

Standard Footer

Include in the footer: terms of use, copyright, privacy policy security, accessibility, contact and help. Link them to the appropriate pages on ACS.org.

Favicons

Use the ACS Phoenix favicon  on any website.

Metadata

Include, "American Chemical Society" (spelled out) in title tags and meta descriptions. The maximum character limit is 150 characters.

Mobile Friendly

Build all websites and emails to be responsive to ensure an optimal user experience on phones and tablets.

Touchscreen Targets

A touchscreen target is a tap format (buttons, links or form fields). For the best user experience, we recommend a minimum target size of 45 pixels wide by 45 pixels tall, as small or tightly packed links or buttons are difficult for mobile users to accurately press.

ACS Web Colors

Show the ACS brand identity with a strong, distinctive and memorable style.

White backgrounds play a key role in our digital communications. They allow us to showcase the ACS logo, text, imagery and colors, so that they stand out. The ACS logo should always sit on a white background.

Open space gives page elements room to breath while making information easier to digest.

ACS Web Color Palette

Primary Brand Colors

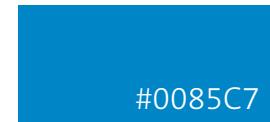


#1654a3



#FBD333

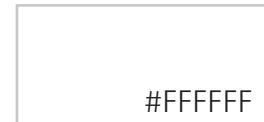
Primary Colors



#0085C7

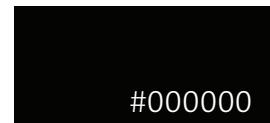


#FFD032

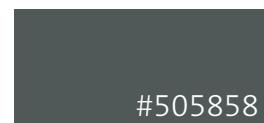


#FFFFFF

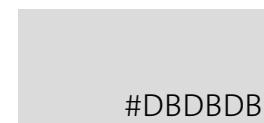
Secondary Colors



#000000



#505858



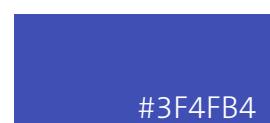
#DBDBDB



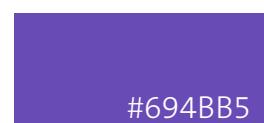
#D4AF37



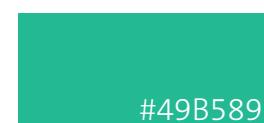
#D12A7F



#3F4FB4



#694BB5



#49B589



#4CB4B1

Accessibility

ACS Accessibility Statement

Consistent with its mission and strategic plan, the American Chemical Society (ACS) strives to increase and disseminate chemical knowledge. As part of this ongoing effort, we are committed to making accessibility a reality for all of our members and other constituents, including those with disabilities. To this end, the ACS endeavors to provide an accessible web experience to all.

Follow these accessibility guidelines to ensure that digital content is easily accessible.

Text and Images

If an image has text, it should be in a legible font size and color.

Alternative Text

Alternative text (alt text) should be added to images. Alt text provides a description of the image to people who are visual impairments.

Provide null alt attributes (alt="") to images don't require alt text because the image is described in the page content.

Font

For easier readability your font size should be 12 pixels minimum, and in a clear, clean typeface that's easy to read. Avoid using image-based text because it's not picked up by screen readers.

For the web, any other specify font sizes other than the base body font should be in relative units (em or %). It is best practice to use relative units to allow the best flexibility when enlarging the font within a browser.

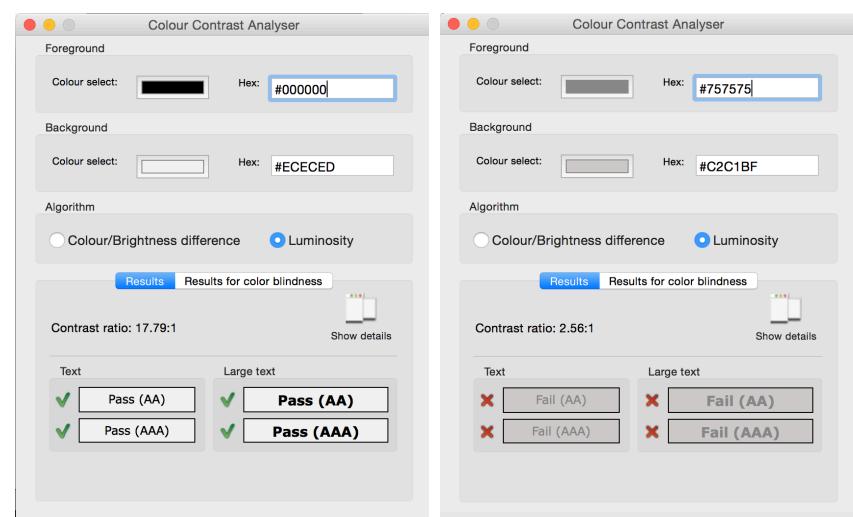
Color Accessibility

All ACS digital experiences should adhere to the Web Content Accessibility Guidelines (WCAG 2.0) Level AA requirement for visual design and presentation. Here are some highlights to keep in mind:

Color Contrast

Readability of text through contrast is an important accessibility criterion to ensure usable experiences for the visually impaired. Foreground text must have sufficient contrast with background colors. This rule also applies to text on images, buttons, background, videos and other design elements. Test the legibility of text and contrast with the Contrast Analyzer:

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



Typeface: OpenSans

We've chosen the Open Sans typeface for web communications. Bold, clear and modern, it is instantly recognizable, easy to read and equally versatile across all media.

*Open Sans is available through an open-source license, free from Google fonts.

If you can't get access to this font, the following fonts are acceptable, and you should use them in this order: Lucida Grande, Arial, Verdana, Helvetica, sans-serif.

Aa

OpenSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans semibold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

OpenSans bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Favicon

A favicon, or “favorite icon,” is small icon used to show your website and reinforce your brand in a browser.

Favicon Size:

16px X 16 px



Favicon Guidelines

Design: Since they are small, favicons must adhere to a clean design style that makes the brand clearly identifiable.

Size: Favicons should be 16x16 pixels. You can design them in larger dimensions as long as they can be exported cleanly to the proper size.

The default shape of a favicon is square, and can be saved in .jpg, .gif, .ico and .png formats. If your favicon isn't square, you'll need save it as a .png to ensure a transparent background (otherwise it will be white).

Section contents

- [**10.1** Website Layout](#)
- [**10.2** Microsite](#)
- [**10.3** Web Applications](#)
- [**10.4** Email Marketing](#)
- [**10.5** Digital Media](#)
- [**10.6** Others](#)
- [**10.x** Website Campaign \(exclude for now\)](#)

Section 10

Digital Channels

ACS Website Design

Follow these guidelines when building a website or page for ACS.org.

Layout

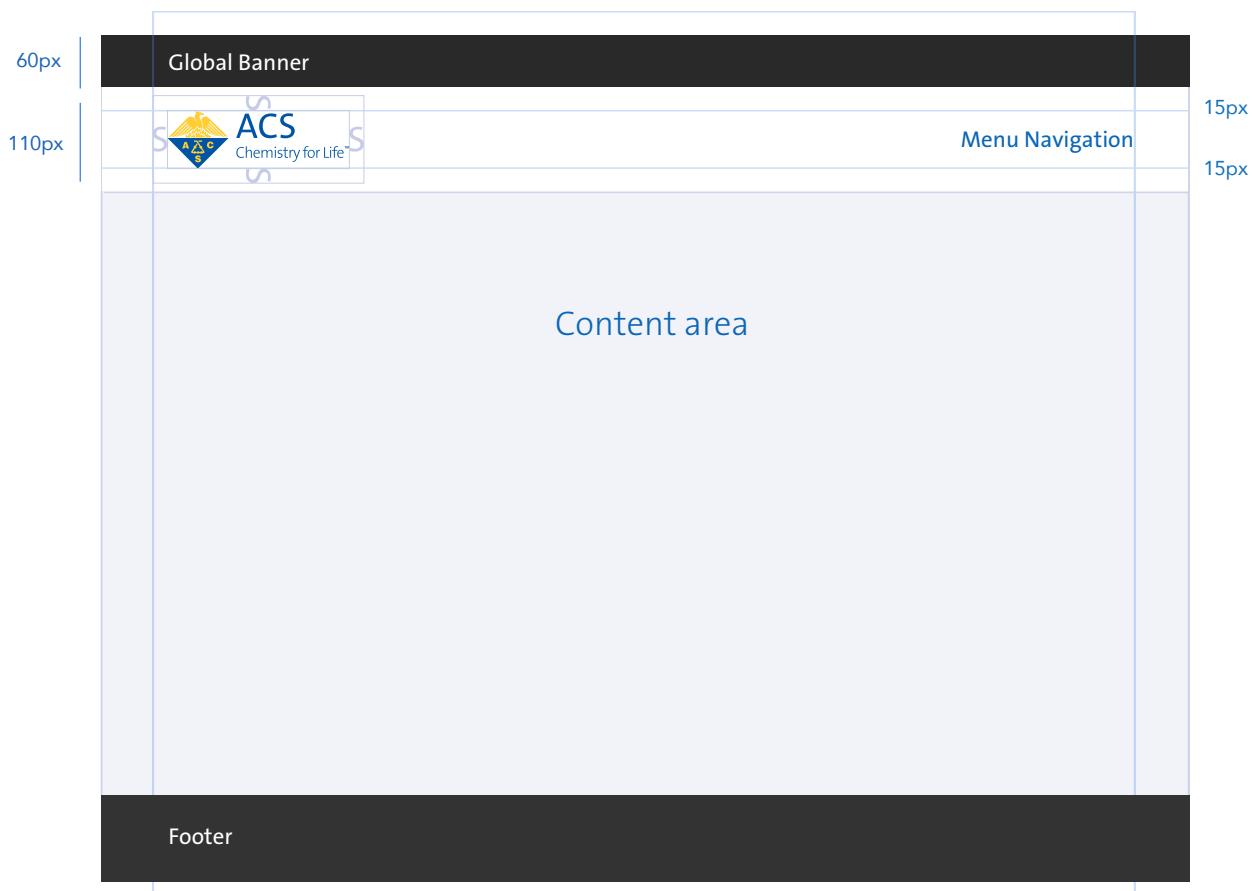
The basic structure of a web page includes: The global banner, the ACS header brand bar (with the ACS logo on a white background), the menu navigation area and the footer.

Depending on product needs, the menu navigation is optional. For those including the navigation, we recommend including no more than six links.

Spell Out “American Chemical Society” In addition to using the ACS logo and tagline, the words, “American Chemical Society” should be somewhere on the page. This reinforces the brand and is also helpful for SEO purposes.

Don’t Forget!

Refer to the “Digital Best Practices” slide for general specs.



Size for desktop is for illustration ratio purpose only

Mobile Web Layout

Follow these guidelines when building a mobile experience for ACS.org.

Layout

Because ACS sites are built responsively, your mobile site should function as expected on your phone or tablet. A mobile site should also always include the ACS logo (on a white background) and the footer. Depending on project requirements, the global banner and hamburger menu are optional.



Global banner



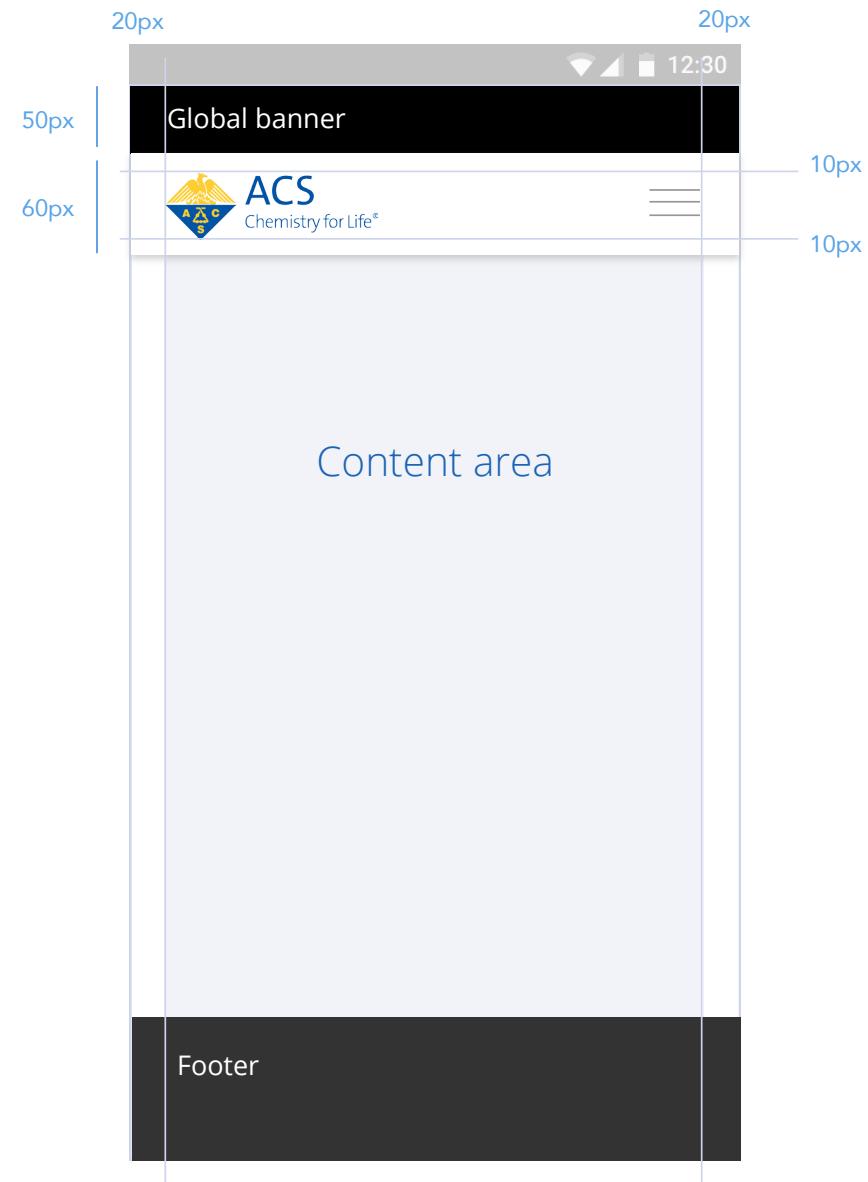
Header bar /Hamburger Menu



Footer

Don't Forget!

Refer to the “Digital Best Practices” slide for general specs.



Size for mobile is for illustration ratio purpose only

Branded Websites

Landing pages, blogs and sites that are related to ACS, but sit outside of the ACS.org domain, are examples of branded websites.

There are two types: co-branded and sub-branded. The chosen branding depends on your organization, product or service. Follow these guidelines for branded sites. They apply to both your desktop and mobile experiences.

Co-Branded Websites

Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the left, and always be slightly larger than the other partner's logo.

Sub-Branded Websites

Use the sub-brand design when your product, service or organization is a part of ACS, but carries its own logo and brand. However, you must include the ACS logo and "American Chemical Society" spelled out in the footer.

Don't Forget!

Refer to the "Digital Best Practices" slide for general specs.

Branded Website Type	Header Layout	Footer Layout
ACS Branded	 Log In / My Account Microsite Title	Footer
Co-brand	 LOGO	Footer
Sub-brand	LOGO	Footer 

Sample ACS Brand Websites

Sample Co-Branded Websites

21st Annual Green Chemistry & Engineering Conference | June 13-15, 2017 | Reston, Virginia

ACS Chemistry for Life® ACS Green Chemistry Institute®

Home Program Register Students Travel/Hotel Sponsors/Exhibitors Media

Call for Papers

Green Chemistry & Engineering Conference | Making Our Way to a Sustainable Tomorrow | June 13-15, 2017

Making Our Way to a Sustainable Tomorrow

LEARN MORE

The overarching theme of the conference in 2017 will be "Making Our Way to a Sustainable Tomorrow." The conference invites scientists and leaders from all sectors to come together to address critical topics such as the design of sustainable chemicals, flexible chemical manufacturing, more efficient processes, green chemistry curricula, circular economy considerations, sustainable materials, academic-industry collaborations, chemicals policy and more.

Making Our Way to a Sustainable Tomorrow

Call for Papers Is Open

Save the Date!

Registration Opens February 15, 2017



American Chemical Society

ACS | Journals | C&EN | CAS

Head of the ACS® | Join ACS

ACS ON CAMPUS

Program Overview | Events | Students | Speakers | Hosts | Resources | Contact Us



UPCOMING EVENTS

Jan 11 - Jan 11, 2017

SABIC 2017 Symposium on Advanced Biological Inorganic Chemistry

Kolkata, India

ACS on Campus is partnering with SABIC for their 5th Symposium on

LOCATIONS



We offer professional development resources and training at universities around the globe. Find us at a campus near you.

Sample Sub-Branded Websites

Share. Connect. Succeed.

Discover how AACT membership can enhance your experience in the chemistry classroom.

Join AACT | Learn more about AACT

High School

Middle School

Elementary School

All High School Topics | All Middle School Topics | All Elementary School Topics

WEBINAR
Enhance Your Chemistry Classroom with Other People's Money

Discover grant opportunities available to high school teachers of chemistry, and the process for writing a fundable proposal.

VIDEO
Niels Bohr Video

Bohr's model of the atom helped to advance understanding of subatomic particles, and holds an important place in the history and development of the atomic theory.

ARTICLE
Essential Questions

In the November 2016 issue of *Chemistry Solutions*, learn how the open-ended nature of essential questions can set the stage for engaging debates in your chemistry classroom.

SIMULATION
Energy Changes in Chemical Reactions

Enter the K12ChemPics Photo Contest! (January 2, 2017)

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ACS Chemistry for Life®

Dow

Stay Connected

Sign up for email updates

View the newsletter archive

Stay in Touch

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inchemistry

TOPICS | ATOMIC NEWS | CAREERS | ACS & YOU | GRAD SCHOOL | STUDENT CHAPTERS | MAGAZINE | MULTIMEDIA | BLOG

FEATURED ARTICLE

Lab that Discovered Human Cause of Ozone Depletion Becomes Historic Landmark

READ MORE

ACS & YOU

CAREERS

ACS & YOU

GRAD SCHOOL

COLLEGE LIFE

ACS & YOU

CAREERS

Why attend the Green Chemistry & Engineering Conference in Reston, VA, June 13-15? Over 40 technical sessions, 150+ presentations. Outstanding keynote speakers. Opportunities to network with 500+ professionals.

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Web Application

A web application is a client–server software application in which the user interface runs in a web browser. Common web applications include webmail, as well as online stores, surveys, forms and community forums. Application templates are typically provided by the development team.

ACS Applications

An ACS-hosted application (both desktop and mobile) should prominently display the ACS logo in the top left on a white background and “American Chemical Society” spelled out in the footer.

Co-Branded Applications

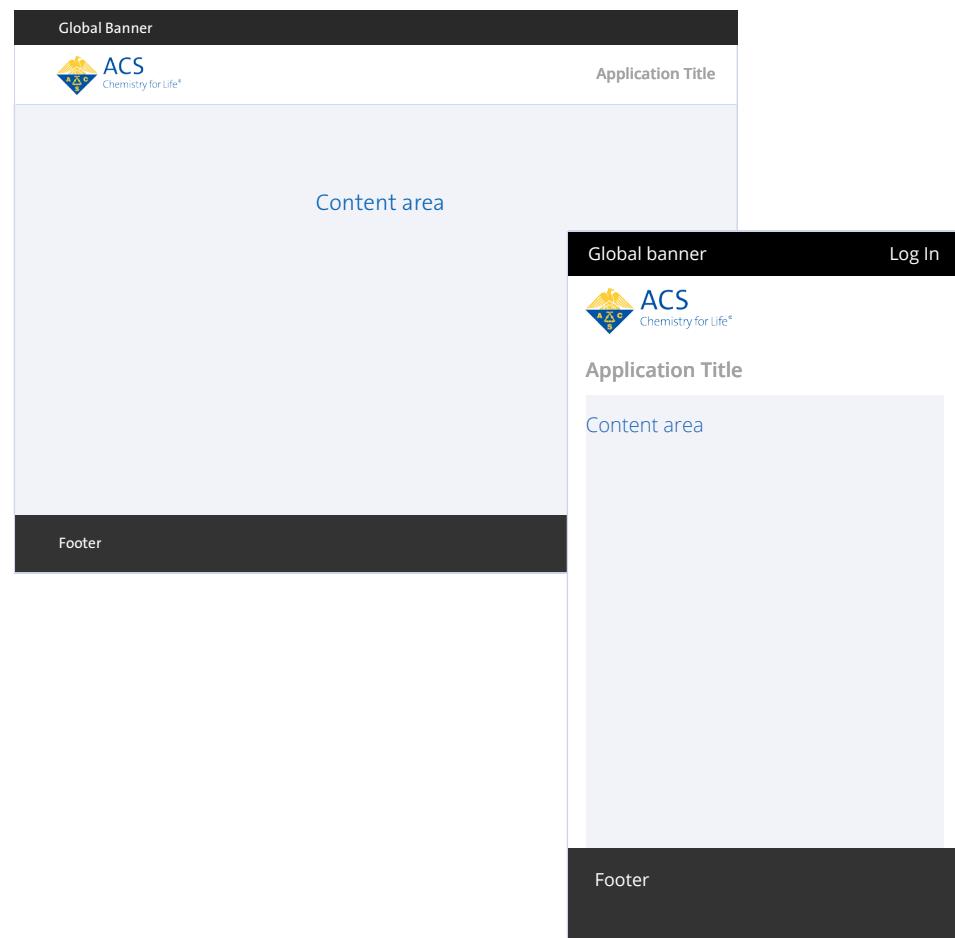
Use the co-brand design when ACS is partnering with an organization. It typically requires two logos that are displayed side-by-side in the header. If ACS is the primary partner organization, then the ACS logo should always sit on the top left on a white background, and be slightly larger than the other partner’s logo.

Log In Buttons

Place any log in buttons on the top right corner in the global banner.

Don’t Forget!

Refer to the “Digital Best Practices” slide for general specs.



Email

Email is an important and cost-effective way to build relationships and maintain regular contact with users. It's an easy-to-manage, reliable and very accessible form of push communication. ACS uses two types of email communications: newsletters and system emails.

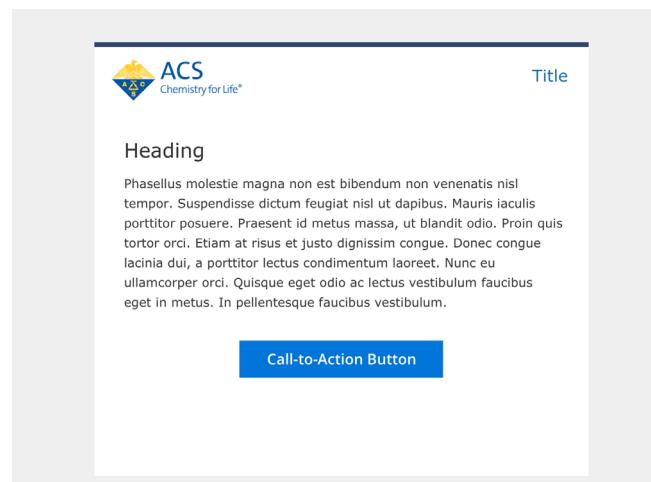
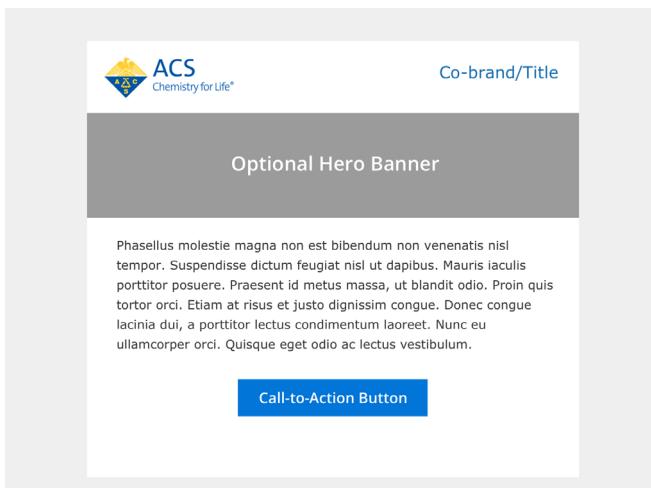
Newsletter

Newsletters are publications that are regularly developed and distributed by divisions within ACS. They should include the *ACS logo, heading title, body content, a call-to-action button and footer*.

Newsletters also allow for some design flexibility. For example, you can add a hero banner and an additional logo if the newsletter is co-branded.

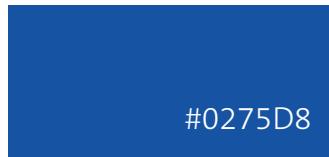
System Emails

System emails are used whenever the site visitor has to perform a system-related action (resetting a password, making a transaction, etc.). They should include the *ACS logo, heading title, body content, a call-to-action button and footer*. Unlike newsletters, designs aren't customizable.

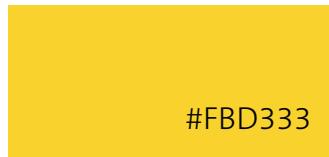


Email Design Specs

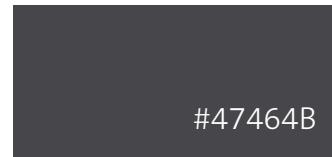
Color Palettes



#0275D8



#FBD333



#47464B



#FFFFFF

Typeface & Font Sizes

- Header Title: 22px bold is standard, but can vary depending on the length of the title
- Body Title: 20px bold
- Body Text: 16px
- Body Text Line-Height: 27px
- Footer Text: 10px

Dimensions

Both newsletters and system emails should be at a maximum 600px wide. Anything larger than that won't display properly to the user.

File Sizes

Email content (not images) should not exceed 102k. Gmail displays the first 102k, and clips off the remainder across devices.

Logo & Brand

In both email templates, the ACS logo should appear in the top left corner. The newsletter allows for a customizable hero image and another logo if it's co-branded. Headline sizes should be equal to or smaller than the ACS logo, and headlines should always be on a white background.

Don't Forget!

Refer to the "Digital Best Practices" slide for general specs.

Email Links & Buttons

In addition to text links, there are three types of email button styles: default, large and small. Here are their specs and guidance on how and when to use them.

Text Link

Text Link Color: #0275D8

Default Buttons



Large Buttons

Use large buttons for main call-to-action because it carries a stronger visual weight.



Small Buttons

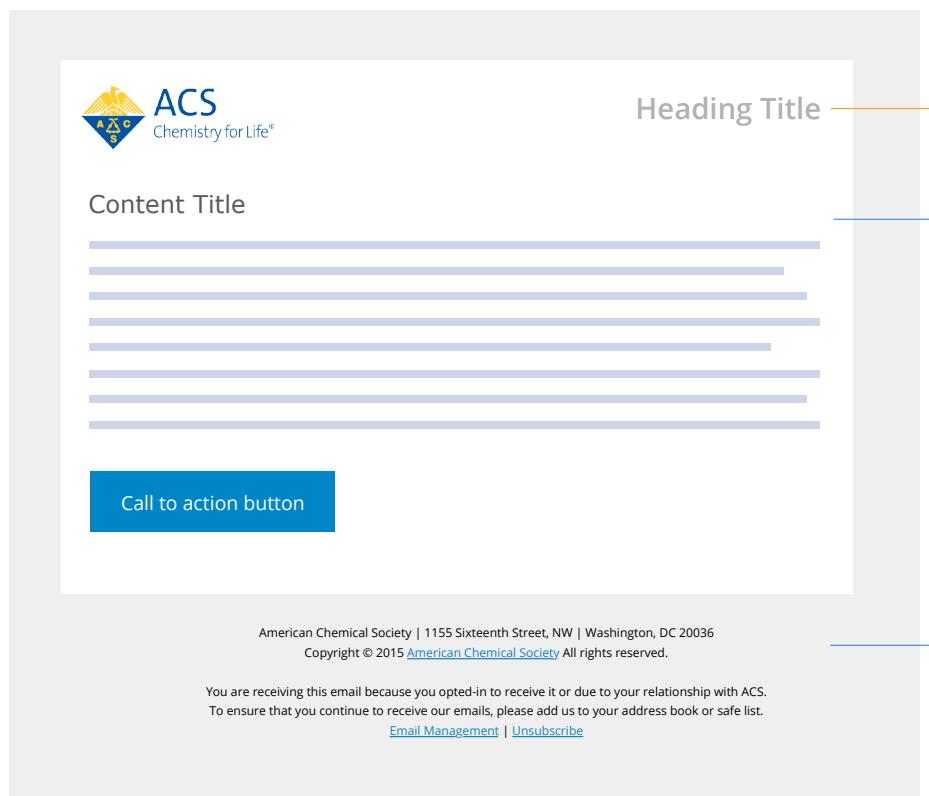
Use this button for a secondary call-to-action.



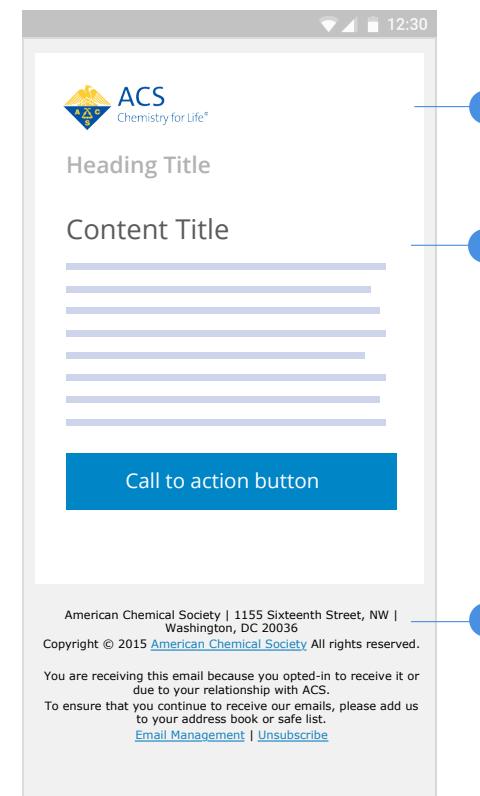
Newsletter Specs

- Desktop/Mobile
- Desktop specific

- 1 Place the ACS logo in the top left corner and position the application header text beneath it. Header text should be on a white background and cannot be larger than the ACS logo.
- 1 Place the ACS logo in the top left corner and position the application header text in the right top corner. Header text should be on a white background and cannot be larger than the ACS logo.



- 2 Position content on the left side of the page, vertically below the logo and header text.
- 3 The footer should include the American Chemical Society spelled out, along with the Society's address, copyright and links to unsubscribe and manage emails.



Newsletter Samples

 **ACS**
Chemistry for Life®

DIVERSITY NEWS

From the ACS department of Diversity Programs
October 2016

LOREM IPSUM DOLOR SIT AMET.

Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros ullamcorper eros molestie quis sagittis ipsum gravida. Cum sociis natque penatibus et magnis dis parturunt montes, nascetur ridiculus mus. Vivamus et ipsum quis mi imperdiet malesuada.

[Read More](#)

Upcoming Deadlines

Sept
15

Title Text Here

Lorem ipsum dolor sit amet

May
15

Title

Lorem ipsum dolor sit amet

Aug
15

Title Text Here

Lorem ipsum dolor sit amet

Aug
15

Title

Lorem ipsum dolor sit amet

Articles of Interest

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros ullamcorper eros molestie quis sagittis ipsum gravida.

150 x 150

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR?

Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis.

[More News and Announcements](#)

150 x 150

TITLE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR?

Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis.

ACS
Chemistry for Life®

ACS Green Chemistry Institute®

**2017 Green Chemistry Challenge
Awards Ceremony and Reception**

 ACS
Chemistry for Life

CHEMUNITY NEWS
a newsletter of the ACS education division

**Lore ipsum dolor sit amet, consectetur adipiscing elit
Morbi facilisis purus augue**

Lore ipsum

Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros enim. Sed tempor massa quis sagittis portas semper. Cum sociis nativo penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus et ipsum quis mi imperdunt maledusa. Sed dapibus volutpat mattis. Nunc sed nisl ipsum. Aliquam odio nibh, molestie vitae molestie sed, blandit ut dui. Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi venenatis interdum etellend click here.

Lore ipsum

Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros enim. Sed tempor massa quis sagittis portas semper. Cum sociis nativo penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus et ipsum quis mi imperdunt maledusa. Sed dapibus volutpat mattis. Nunc sed nisl ipsum. Aliquam odio nibh, molestie vitae molestie sed, blandit ut dui. Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi venenatis interdum etellend click here.

Lore ipsum

Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Morbi venenatis interdum etellend click here.

Morbi facilisis purus augue

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eum ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo."

Vespasian

"Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt."

Thus

"Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem."

Dominian

Callout Box

Join Our Mailing List ▾

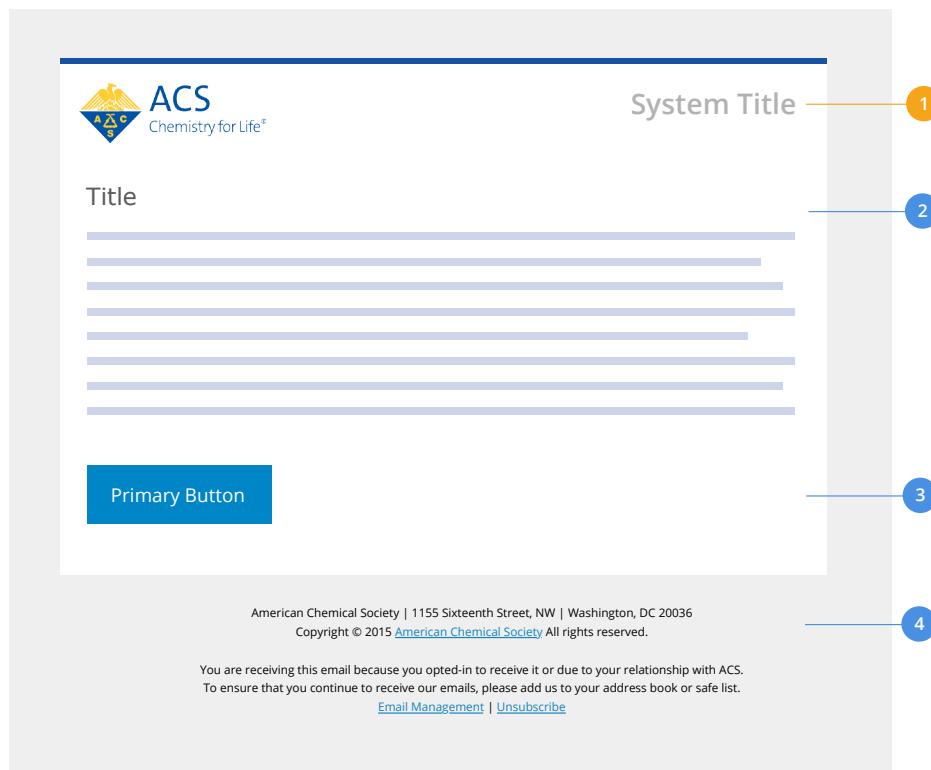
American Chemical Society | 1155 Sixteenth Street, NW | Washington, DC 20036
Copyright © American Chemical Society. All rights reserved.

You are receiving this email because you opted-in to receive it or due to your relationship with ACS.

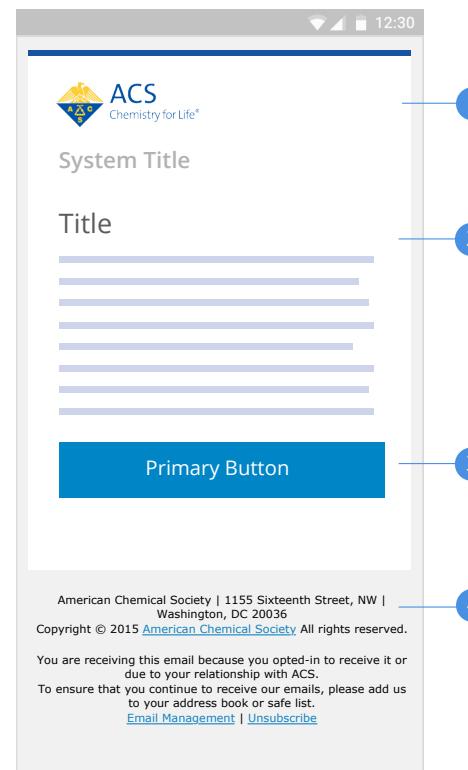
System Email Specs

- Desktop/Mobile
- Desktop specific

- 1 Place the ACS logo in the top left corner and position the application header text beneath it. Header text should be on a white background and cannot be larger than the ACS logo.
- 1 Place the ACS logo in the top left corner and position the application header text in the right top corner. Header text should be on a white background and cannot be larger than the ACS logo.



- 2 Position content on the left side of the page, vertically below the logo and header text.
- 3 The footer should include the “American Chemical Society” spelled out, along with the Society’s address, copyright and links to unsubscribe and manage emails.



System Email Samples

 **ACS**
Chemistry for Life®

Password Updated

Dear Joseph Williams,

We've updated your ACS ID password. To manage your account click <http://id.acs.org>

Your ACS ID password was changed.
If you didn't do this, please contact us at service@acs.org.

For more information, see our frequently asked questions or contact service@acs.org

Thanks,

ACS Customer Support

American Chemical Society | 1155 Sixteenth Street, NW | Washington, DC 20036
Copyright © 2015 [American Chemical Society](#). All rights reserved.

You are receiving this email because you opted-in to receive it or due to your relationship with ACS.
To ensure that you continue to receive our emails, please add us to your address book or safe list.

[Email Management](#) | [Unsubscribe](#)

Videos

Logo & Branding

By branding videos we reinforce and remind viewers that the video is from ACS. ACS videos should always carry the ACS logo in the bottom left corner. Within the video itself, “American Chemical Society” should be spelled out either at the start or end of the video.

YouTube Design Specs

For both YouTube and Vimeo-hosted videos, place the ACS logo in the bottom left corner of the video at all times to ensure consistent branding and to let users know the content is from ACS.

Also make sure to follow YouTube’s guidelines for images, icons and thumbnails:

- Channel cover images: varies by viewing platform (desktop or mobile)
- Channel icon: 800 x 800
- Video thumbnail: 1280 x 720



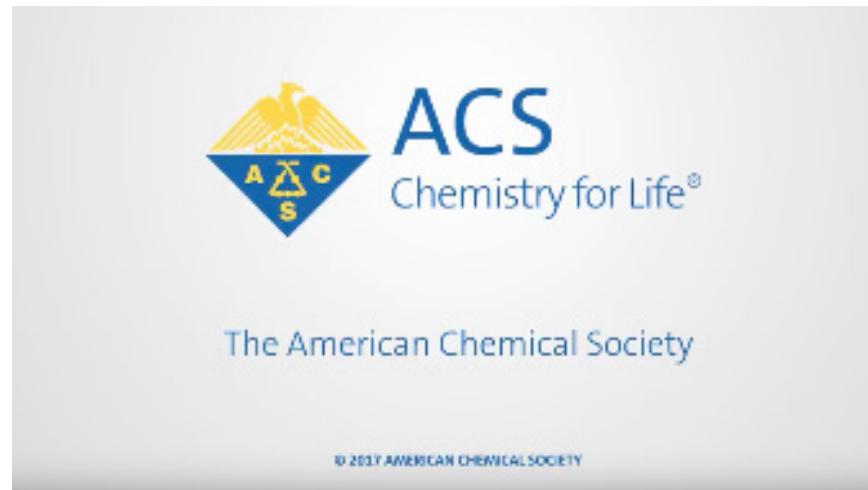
AMERICAN CHEMICAL SOCIETY

Video Content



Videos

ACS Video sample



ACS Social Media Guidelines

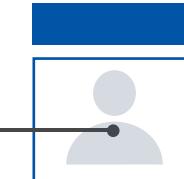
General Guidelines for ACS Staff on Social Media

- Be positive. Avoid complaints, badmouthing, and arguing.
- Be authentic. Don't post anonymous comments or misrepresent your identity to discuss issues related to ACS.
- Be honest and transparent. Only speak on ACS-related topics for which you've been authorized.

Facebook

Profile Picture

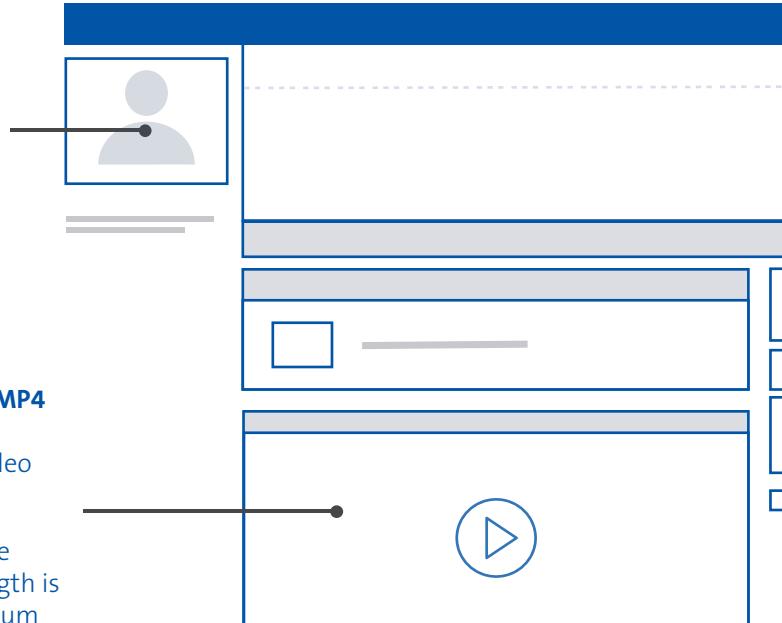
Min. 170px X 170px



Video

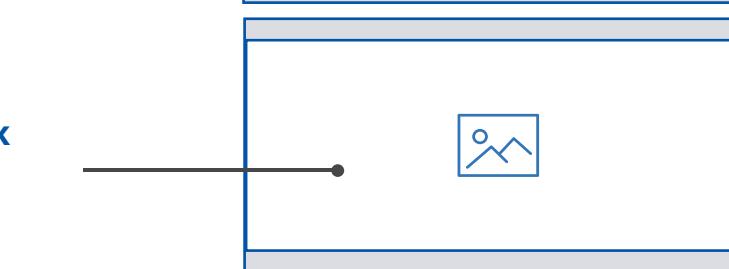
That it's in a supported format. We recommend **MP4** or **MOV**. You can change the format using your video software (ex: iMovie).

The length and size of the video. The maximum length is **120** minutes. The maximum file size is **4.0 GB**.



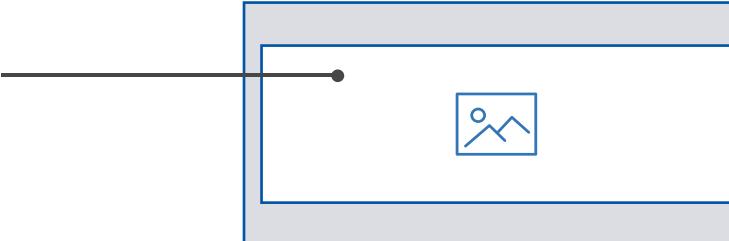
Shared Image Link

1200px X 900px



Shared Link Preview Image

1200px X 628px



Cover Photo

Approx.820 px X 312px

(Must be at least 399px & 150px tall)

Resize your photo to one of the following supported sizes.

To avoid compression when you upload your cover photo, make sure the file size is **less than 100KB**.

Save your image as a **JPEG** with an sRGB color profile.

Twitter

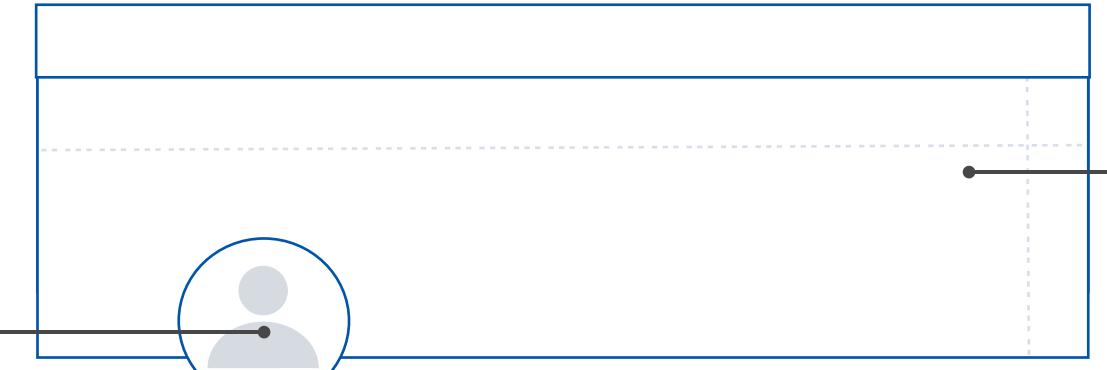
Profile Picture

400px X 400px
(Recommended Dimensions)

Photos can be in any of the following formats: **JPG, GIF, or PNG**. (Twitter does not support animated GIFs for profile or header images).

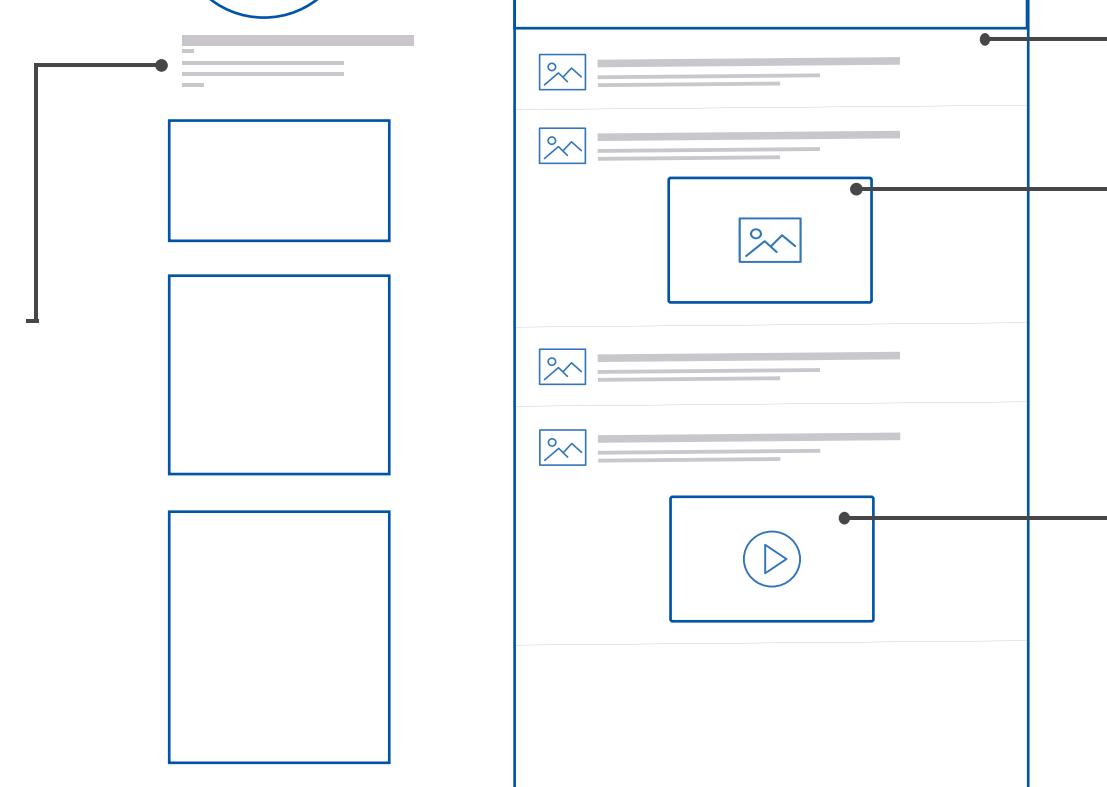
Bio Character Limit

(Maximum 160 characters)



Header Photo

1500px X 500px
(Recommended Dimensions)



Character Limit

(Up to 140 characters)

Photo Size

Est. 440px X 220

Photos can be up to **5MB**; animated GIFs can be up to 5MB on mobile, and up to 15MB on web.

Accepted image format: **GIF, JPEG, and PNG**.

Video Format

We currently support **MP4 & MOV** video formats on mobile apps. On the web, we support the MP4 video format with H264 format with AAC audio.

Minimum of **2 minutes & 20 seconds or less** in length.

YouTube

Profile Picture

800px X 800px

(Recommended)

Square or round image
that renders at 98px X
98px

JPG, GIF, BMP, or PNG file
(no animated GIFs).

Video Resolution

1920px X 1080px

(Minimum Resolution)

Recommend resolution of at
least **1280px X 720px** for video
that has a 16:9 aspect ratio
and a resolution of at least
640px X 480px for video that
has a 4:3 aspect ratio.

Thumbnail Image (Custom)

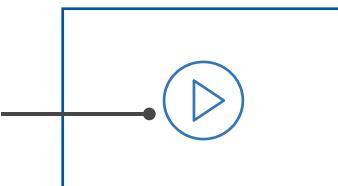
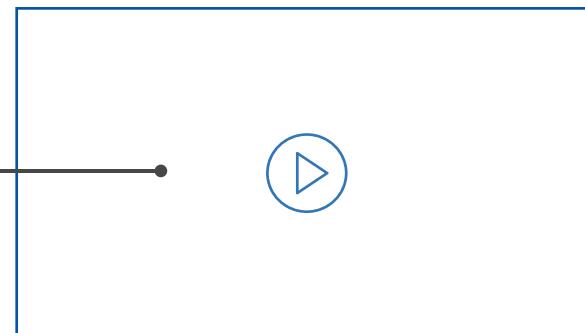
1280px X 720px

(Minimum width of 640px)

Image file size limit under **2 MB**.

If Video larger than **128 GB**.

Illustration Source: [Flaticon](#)



Banner

2560px X 1440px

(Est. Maximum file size of 2MB).

File Format

preferred the original, **1080p HD** broadcast format that you have in your digital content library, as well as DVD-compliant MPEG-2 program streams saved with a .MPG extension. If you cannot submit videos in MPEG-2 format, then MPEG-4 is the preferred format.

If Video larger than 128GB

If your video is larger than **128GB**, try compressing your video in a video editor before uploading it to YouTube. One common way to compress a video for YouTube is to encode it using the H.264 codec.



Audio

MP3 audio in MP3/WAV container.
PCM audio in WAV container.

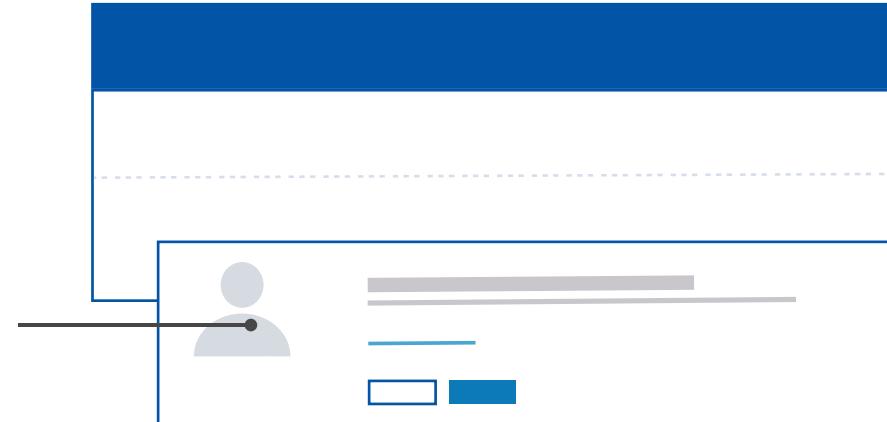
AAC audio in MOV container.
FLAC audio.

LinkedIn

Profile Picture

400px X 400px

Maximum File size is 8MB



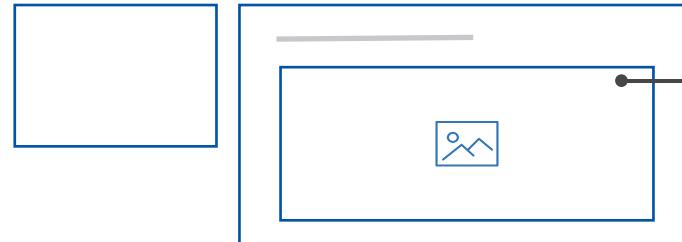
Background Photo

Min. 1584px X 396px

Must be PNG, JPG or GIF.

Logo Image

Approx. 300px X 300px



Shared Image

Min. 350px Wide

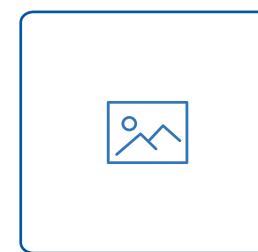
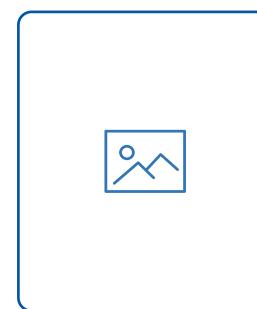
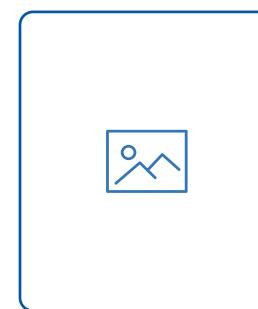
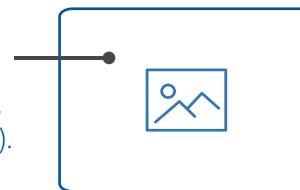
Shared Link Preview

Min. 180px x 110px

Pinterest Board Page



Profile Thumbnails:
Approx. 51px X 51px

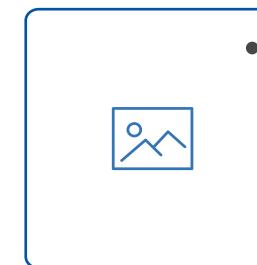
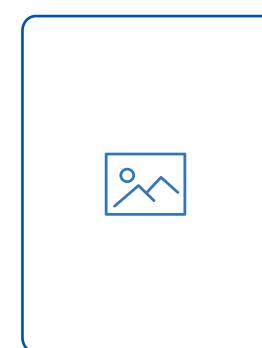
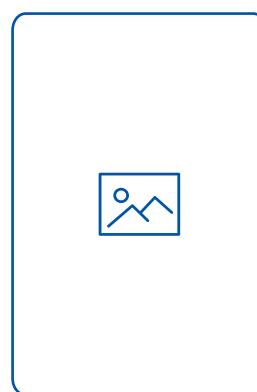


Pins Dimensions

Pins on main page appear as **min. 236px** (Height is scaled).

Pins on a board appear as **min. 236 px** (Height is scaled).

Expanded pins have a minimum width **600px** (Height is scaled).



Profile Picture

Min. 180px X 180px
Support only JPG & PNG.

What are Pins?

Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

Can save **JPG, PNG & GIF** image files, & YouTube, Vimeo & TED videos.

Instagram

