

Facebook Cover Photo

Full size 820x360px - with 24px top/bottom and 90px right/left bleed - responsive design to account for mobile/desktop cropping



Desktop - cropped to 820x312px



Mobile - cropped to 640x360px



**Note: graphics are enlarged to scale (not shown at pixel dimensions noted) for ease of viewing.

Twitter Banner

Full size 1500x500px - core design elements arranged to leave 430x172px in bottom left corner to account for profile picture overlap



Mockup - with profile picture



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Social Posts and Newsletter

1200x630 - Newsletter or social use with emphasis on an image (Facebook posting best practices call for images to be within 1200x628px so these dimensions would be the best fit for a landscape social graphic)



1200x675 - Newsletter focus with emphasis on text



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Social Posts and Newsletter (Cont'd)

1200x1200 - design process: focused on social media as intended use for an image of these dimensions. Featuring a picture was a priority as viewers bond better to faces than text heavy images. Iterations 1 (upper right, below) and 2 (lower right, below) were a little too "busy" with the color blocking. Final design (left, below) gave the eye a clear path while still making the photo a focal point



News Item

410x305 - actual size to the right. Assumed based on dimensions that this is an icon of some sort (ex. preview image for newsletter link). Text focus and paired down design to ensure legibility at small size



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