

2026 Digital Creative Size & Safe Zone Cheat Sheet

Social media, digital ads, video, streaming TV and adaptive-screen production reference. Last verified September 2026.

THE FOUR-MASTER CREATIVE SYSTEM

Master	Ratio	Working size	Use
Landscape	16:9 or 1.91:1	1920 x 1080 video / 1200 x 628 image	Web, YouTube, CTV, streaming, display, horizontal ads
Square	1:1	1200 x 1200	Feeds, Google assets, LinkedIn, flexible social distribution
Portrait	4:5	1080 x 1350 or platform equivalent	Mobile feeds and vertical placements without full-screen framing
Full-screen vertical	9:16	1080 x 1920	Reels, Stories, TikTok, Shorts and vertical video

Core rule: Build four deliberate compositions. Do not stretch one design into every shape.

Safe-zone rule: Keep critical content away from edges and placement UI. For Google image assets, keep important content in the center 80 percent.

Google Ads Asset Reference

Current Google Search image and Performance Max image guidance.

Placement	Ratio	Recommended	Minimum	Note
Search image assets	1:1	1200 x 1200	300 x 300	Square required
Search image assets	1.91:1	1200 x 628	600 x 314	Landscape recommended
Performance Max	1:1	1200 x 1200	300 x 300	Required
Performance Max	1.91:1	1200 x 628	600 x 314	Required
Performance Max	4:5	960 x 1200	480 x 600	Recommended
Performance Max square logo	1:1	1200 x 1200	128 x 128	Required
Performance Max horizontal logo	4:1	1200 x 300	512 x 128	Recommended

Performance Max: up to 20 images. Google recommends multiple unique landscape, square and portrait assets. JPG/PNG. Maximum image file size generally 5 MB. Verify current campaign-specific requirements before upload.

LinkedIn & X Creative Reference

LinkedIn Single Image Ads

Format	Ratio	Recommended	Delivery
Single image	1.91:1	1200 x 628	Desktop + mobile
Single image	1:1	1200 x 1200	Desktop + mobile
Single image	4:5	720 x 900	Recommended vertical mobile composition
Single image	2:3	600 x 900	Supported vertical
Single image	1:1.91	628 x 1200	Supported vertical

X Ads

Format	Ratio	Recommended
Standalone image	1:1	1200 x 1200
Standalone image	1.91:1	1200 x 628
Expanded	4:5	1440 x 1800
Expanded	2:3	1080 x 1620
Expanded	16:9	1920 x 1080
Expanded	9:16	1080 x 1920
Standalone video	1:1	1200 x 1200
Standalone video	16:9	1920 x 1080

Streaming TV / CTV Reference

Do not treat a vertical social video as a television commercial.

Platform / format	Ratio	Current size	Key note
Disney / Hulu video commercial	16:9	1920 x 1080 preferred; 1280 x 720 accepted	1:1 and 9:16 rejected for this format
Amazon Streaming TV / Prime Video	16:9	1920 x 1080 minimum	Full-screen streaming TV
Prime Video Pause Ad background	16:9	1920 x 1080 minimum; 3840 x 2160 recommended	UI-aware composition required

CTV review: Watch from television distance. Check text size, contrast, safe zones, audio, frame rate and placement-specific UI overlays.

Safe Zones & Adaptive Screens

Center the critical message

Keep the face, product, price, logo and CTA inside a conservative central area unless a placement template says otherwise.

Expect interface overlays

Captions, profile elements, buttons, countdowns, ad labels and navigation controls can cover edges.

Design for foldables and responsive layouts

New devices such as iPhone Duo reinforce the need for adaptive creative. Do not design around one physical screen size.

Review at real viewing distance

Mobile creative should be checked at phone size. CTV should be checked from across a room.

Keep clean source assets

Maintain versions without baked-in text so automated ad systems have flexible source material.

Image & Video Export Checklist

Area	Before upload
IMAGE	Use the correct ratio; export high-quality JPG/PNG for ad platforms; keep WebP for web delivery where appropriate; preserve editable masters; check file-size limits.
VIDEO	Keep a high-quality master; export destination-specific files; preserve native frame rate; confirm codec, bitrate and audio requirements; add captions where appropriate.
TEXT	Check mobile readability; avoid edge placement; verify contrast; do not assume text baked into an image will remain visible after cropping.
BRAND	Keep square and horizontal logos ready; maintain clean product/lifestyle images; keep CTA language and disclosures consistent.
TRACKING	Use consistent file names, campaign naming, UTMs and landing pages so creative performance can be analyzed.

2026 Master Working Sizes

Need	Start with	Why
Horizontal video / CTV	1920 x 1080, 16:9	Strong HD video and streaming master
Horizontal ad image	1200 x 628, 1.91:1	Common Google and LinkedIn landscape asset
Square	1200 x 1200, 1:1	Flexible feed and ad asset
Portrait feed	1080 x 1350, 4:5	More mobile screen space
Full-screen vertical	1080 x 1920, 9:16	Short-form and story placements
Google PMax portrait	960 x 1200, 4:5	Google recommended portrait size
CTV commercial	1920 x 1080, 16:9	Current baseline for major streaming products

These are working masters, not universal trafficking specifications. Verify the exact product immediately before launch.

Build an Asset System, Not a Folder of Resizes

1. Brand foundations

Square logo, horizontal logo, colors, typography, CTA language, disclosures.

2. Image families

Product, lifestyle, people, environment, detail, background and clean no-text versions.

3. Video families

16:9, portrait/feed and 9:16 masters with captions and platform-safe variants.

4. Copy modules

Short and long headlines, descriptions, offers and CTA options.

5. Measurement

Consistent naming, campaign IDs, UTMs and landing pages.

Need help building the system? releasedsolutions.net/contact-us/

Primary references: Google Ads Help, LinkedIn Ads, X Ads, Disney Advertising, Amazon Ads and Apple. Platform specifications change. Reverify before trafficking.