

VESSA STUDIO · FREE CARD

Platform Sizes *and Safe Zones*

Every platform size and shape, where the app covers your picture, and file tips.

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VESSA
STUDIO · ONE OF A KIND

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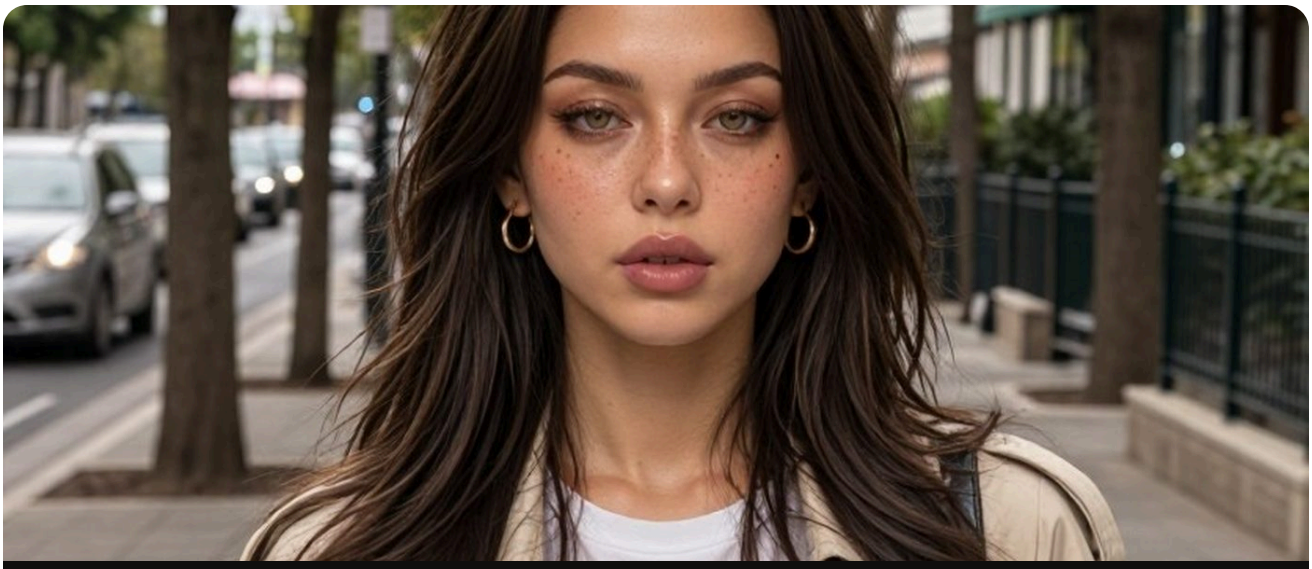
00 Platform Sizes and Safe Zones

One card with every common size and shape, where the app covers your picture, and how to save files that look sharp.

Results vary and nothing in this course is a promise of income, followers or views. Tool names, prices and features change; check each tool's website. This course is general education, not legal, tax or financial advice. Every Vessa influencer is an adult, and Vessa content is never nude or explicit. Always label AI content and paid partnerships.



PART 00

Platform Sizes and Safe Zones

One card with every common size and shape, where the app covers your picture, and how to save files that look sharp.

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00.1 · How to use this card



A cautious safe zone on a 9:16 frame, shown on our house model Rei. Rough guides, not official numbers: always check the app preview.

Make each picture at the shape where people will see it. Cropping later throws away parts of the picture, and a lost forehead or lost feet can't come back without extending the frame.

The sizes below were current at the time of writing (October 2026). Platforms change layouts often. Check each platform's help pages before a big batch.

Shape (aspect ratio) is width to height. 4:5 means 4 wide for every 5 tall. **Size** is the pixel count, such as 1080 × 1350.

00.2 · The size table

Where	Shape	Size in pixels	Notes
Instagram feed post	4:5 tall	1080 × 1350	The standard tall feed shape. Instagram is reported to accept 3:4 (1080 × 1440) too; check the app before relying on it
Instagram profile grid	3:4 preview	(crop of your post)	Since early 2025 the grid previews posts at 3:4, cutting a little off top and bottom
Instagram carousel	4:5 (all slides the same)	1080 × 1350	Up to 20 slides since August 2024
Instagram Stories and Reels	9:16 vertical	1080 × 1920	Text and buttons cover the top, bottom and right
Reel cover	9:16	1080 × 1920	Keep the face in the middle so the grid crop still works
Facebook feed	4:5 tall	1080 × 1350	Same as Instagram
Facebook cover	wide	1640 × 624	Keep words and faces in the centre
TikTok	9:16 vertical	1080 × 1920	Bottom and right are covered
YouTube Shorts	9:16 vertical	1080 × 1920	Same idea

Where	Shape	Size in pixels	Notes
YouTube long video	16:9 wide	1920 × 1080 is common	Check YouTube's help for higher sizes
YouTube thumbnail	16:9	1280 × 720	Shows small on phones; faces must be big
Pinterest pin	2:3 tall	1000 × 1500	Tall pins show well
Profile picture (all apps)	1:1 square	1080 × 1080	Shown as a circle; corners are cut off
X and Threads	varies	4:5 or 16:9 work well	Each app crops previews its own way; check the help centre
Square post	1:1	1080 × 1080	Works almost everywhere

> **Vessa tip:** If you only make one shape, make 4:5 for the feed and 9:16 for everything vertical. Those two cover most posts. In Vessa Studio, pick the shape in the Shape menu before you press Generate.

00.3 · Safe zones for 9:16 vertical

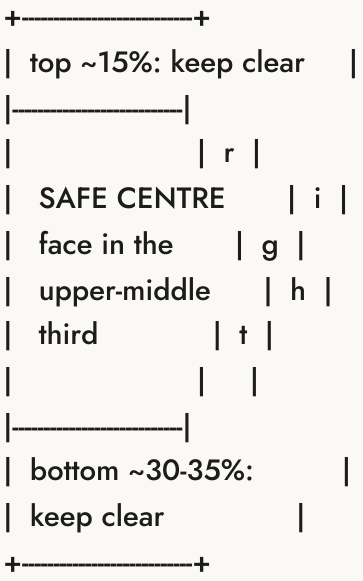
On Reels, Stories, TikTok and Shorts, the app lays its own words and buttons over your picture. There are no official pixel numbers that every app agrees on, and guides give different answers. This cautious rule works for most vertical feeds:

Zone	Keep it clear of	Why
Top, about 15%	Faces and text	Account name, progress bar, close button
Bottom, about 30 to 35%	Faces, text, products	Caption, music line, sound name

Zone	Keep it clear of	Why
Right edge	Faces and text	Like, comment and share buttons
Centre, about 900 × 1400 of a 1080 × 1920 frame	Put the important things here	The part almost always visible

TEMPLATE

SAFE-ZONE SKETCH · 1080 x 1920



- [ ] Face in the upper-middle third, not at the very top
- [ ] On-screen words in the centre band
- [ ] Product held at chest height, not at the bottom of the frame
- [ ] Checked in the app's own preview on a real phone before posting

Watch out: A full-body shot in 9:16 often hides the feet behind the caption and the face behind the account name. For vertical video, a waist-up or knees-up shot with the face in the upper-middle third is usually safer.

00.4 · Safe zones for other shapes

Shape	Where to put the face	What gets cut
4:5 feed post	Upper third	Grid preview trims a little top and bottom
Profile circle	Dead centre, head and shoulders	All four corners
16:9 thumbnail	One side, big, leaving room for a few words	Time stamp sits bottom right
Facebook cover	Centre	Sides and bottom shift on phones
2:3 pin	Centre to upper third	Bottom can be covered by buttons in some views

00.5 · Make it the right shape from the start

- Choose the shape in the tool **before** you generate.
- If a tool makes only one shape, add room in the prompt: "with plenty of space above her head". Space can be cropped; missing space can't be added without extending the picture.
- A tall 2:3 picture crops to 4:5 easily. A square picture doesn't make a good 9:16.

PROMPT

{Her name}, waist-up photo, smiling over her shoulder at a market stall, wearing a cream knit cardigan over a white T-shirt, baskets of oranges behind her, soft morning light from the left, candid phone photo with plenty of space above her head. Real skin texture, natural detail, unedited phone-photo look.

00.6 · File tips

- [ ] **Save at the size in the table.** Bigger files get shrunk by the app anyway, sometimes badly.
- [ ] **JPG for photos, PNG for graphics with text.** PNG keeps letters crisp.
- [ ] **Use sRGB colour.** It is the standard colour space for screens; other spaces can look dull after upload.
- [ ] **Sharpen lightly, once.** Apps compress again; heavy sharpening turns into crunchy edges.
- [ ] **Video: 9:16, 1080 × 1920.** Export in the same shape you filmed or generated. Avoid black bars.
- [ ] **One shape per carousel.** Mixed shapes get cropped to match the first slide.
- [ ] **Name files clearly**: `2026-10-17_rei_cafe_4x5.jpg`. You'll find them fast and post the right shape.
- [ ] **Keep the original.** Post a copy; store the full-size file in your folder.
- [ ] **Never strip or edit file data to hide AI.** Label it instead.

00.7 · Text limits worth knowing

Platform	Limit (at the time of writing)	Note
Instagram caption	2,200 characters	About the first 125 show before "more" (reported; varies by device)
Instagram hashtags	5 per post or Reel	Rolling out since December 2025
Threads post	500 characters	Text attachments up to 10,000 since September 2025
X post	280 characters standard	Longer posts reported for Premium

Platform	Limit (at the time of writing)	Note
TikTok caption	About 4,000 characters in the app (reported)	Schedulers may allow less

Chapter oo checklist

- [ ] I make feed posts at 4:5 (1080 × 1350) and vertical at 9:16 (1080 × 1920)
- [ ] I set the shape before generating
- [ ] Faces sit in the safe centre, away from the top, bottom and right edge
- [ ] I check every vertical post in the app preview on a real phone
- [ ] Files are sRGB, the right size, clearly named, with the original kept
- [ ] I check the help centre when a layout looks different