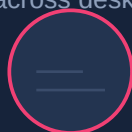


## QUICK REFERENCE + PRODUCTION CHECKLIST

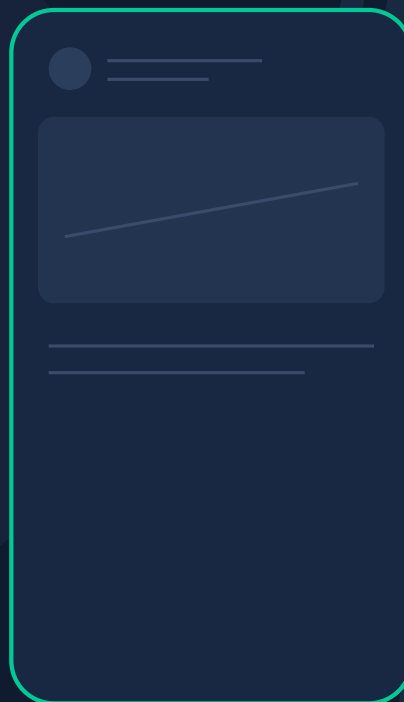
# The X Image Optimization Checklist

Dimensions, safe zones, export settings, and pre-publishing checks for every X image format

Use this checklist to prepare profile images, headers, posts, Cards, and ads that remain clear, properly cropped, and readable across desktop and mobile.



Profile



Header



Square Post



Vertical Post

## QUICK REFERENCE

# Master X Image Size Reference

| X ASSET                                                                                                     | DIMENSIONS / RATIO        | RATIO                | BEST USED FOR                               |
|-------------------------------------------------------------------------------------------------------------|---------------------------|----------------------|---------------------------------------------|
|  <b>Profile image</b>      | 400 × 400 px              | <b>1:1</b>           | Brand logo or headshot                      |
|  <b>Header image</b>       | 1500 × 500 px             | <b>3:1</b>           | Profile branding and campaign messaging     |
|  <b>Landscape post</b>     | 1200 × 675 px             | <b>16:9</b>          | Links, screenshots, and wide graphics       |
|  <b>Square post</b>        | 1080 × 1080 px            | <b>1:1</b>           | Cross-platform graphics and product content |
|  <b>Vertical post</b>      | 1080 × 1350 px            | <b>4:5</b>           | Mobile-first campaigns and storytelling     |
|  <b>Summary Card</b>       | At least 144 × 144 px     | <b>1:1</b>           | Compact link previews                       |
|  <b>Large-image Card</b> | 1200 × 628 px             | <b>1.91:1</b>        | Articles, landing pages, and campaigns      |
|  <b>Player Card</b>      | 1200 × 675 px             | <b>16:9</b>          | Video and audio previews                    |
|  <b>Website Card</b>     | 800 × 418 or 800 × 800 px | <b>1.91:1 or 1:1</b> | Traffic and conversion ads                  |

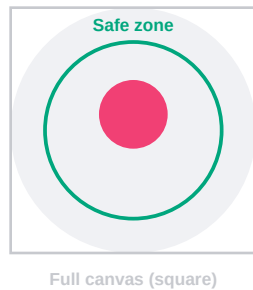
### KEY PRINCIPLE

Start with the intended placement. Do not design one master image and assume it will display correctly across every X format.

# Profile and Header Checklist

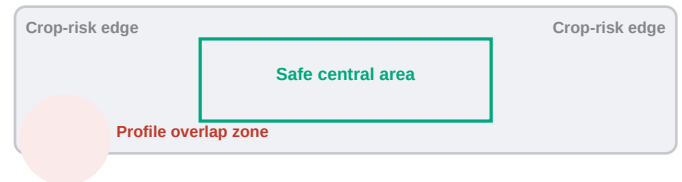
## PROFILE IMAGE

- Canvas is 400 × 400 px
- Logo, icon, or face remains centered
- Essential elements fit inside the circular crop
- Small text has been removed
- The design remains recognizable at approximately 40–50 px
- PNG is used for logos or typography
- JPG is used for photographic headshots where appropriate
- File size remains within the upload limit



## HEADER IMAGE

- Canvas is 1500 × 500 px
- Main message remains inside the central safe area
- Important content avoids the lower-left profile-image overlap
- Text remains readable on mobile
- Outer edges contain only expendable background detail
- Visual hierarchy still works when the banner crops slightly
- Desktop and mobile previews have both been checked



# Post and Multi-Image Checklist

## SINGLE-IMAGE POSTS

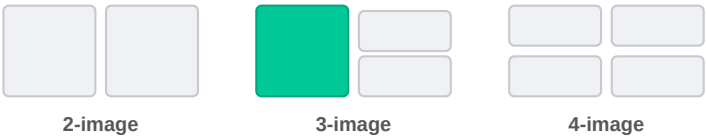
- The aspect ratio matches the content objective
- Landscape is used when width or link compatibility matters
- Square is used when cross-platform reuse matters
- Vertical 4:5 is considered for stronger mobile presence
- The focal point remains centered
- Text remains readable without expanding the image
- Logos and CTAs stay away from outer edges
- The image has not been enlarged from a smaller source

## FORMAT SELECTOR

| OBJECTIVE                                | USEFUL STARTING FORM |
|------------------------------------------|----------------------|
| Wide scene, link graphic, or screenshot  | 16:9 landscape       |
| Flexible cross-platform asset            | 1:1 square           |
| Mobile attention and visual storytelling | 4:5 vertical         |

## MULTI-IMAGE POSTS

- Every image follows a consistent visual system
- The strongest image is placed in the lead position
- Text and focal points remain near the center
- Two-image posts have been checked for side-by-side cropping
- Three-image posts use the larger position intentionally
- Four-image posts work as a balanced 2x2 grid
- The final layout has been previewed on mobile



# Cards and Ads Checklist

X CARDS

- The Card type matches the page or media being shared
- The correct image ratio has been used
- The image remains meaningful without small text
- The focal point is immediately clear
- The image, page title, and description work together
- Card metadata has been checked
- The final preview has been tested before publishing

COMPACT REFERENCE

|                  |        |
|------------------|--------|
| Summary Card     | 1:1    |
| Large-image Card | 1.91:1 |
| Player Card      | 16:9   |

X IMAGE ADS

- The format matches the campaign objective
- Square, landscape, portrait, and vertical variants have been considered
- The main message is understandable at feed speed
- Typography is large enough for mobile
- Branding and CTA remain inside the safe zone
- Carousel slides use consistent dimensions
- Paid versions avoid unsupported or restricted audio
- Each creative has a clear testing variable

CAMPAIGN-FORMAT MATRIX

| CAMPAIGN NEED            | USEFUL FORMAT TO TEST            |
|--------------------------|----------------------------------|
| Website traffic          | Landscape or square Website Card |
| Mobile visibility        | 4:5 or 9:16                      |
| Product showcase         | Square or carousel               |
| Story sequence           | Carousel                         |
| Cross-device consistency | Square                           |

# Export and Image Quality Checklist

---

## CHOOSE THE FILE TYPE

- Use PNG for logos, text, infographics, and screenshots
- Use JPG for photography and image-heavy creative
- Avoid repeatedly resaving compressed screenshots
- Export from the original design file whenever possible

## PROTECT IMAGE QUALITY

- Start with the recommended dimensions
- Maintain the correct aspect ratio
- Never enlarge a low-resolution image
- Export at high quality
- Avoid unnecessary compression before uploading
- Check that fine text and sharp edges remain clear

## DESIGN FOR MOBILE

- Preview at actual feed size
- Use large, readable typography
- Keep the composition simple
- Maintain strong contrast
- Keep the focal point and key message near the center
- Confirm that the image works without zooming

## CHECK THE SAFE ZONE

- Headline is away from the outer edges
- Logo is fully visible
- CTA remains readable
- Product is not obscured
- Header overlap has been considered
- Multi-image cropping has been considered

# Accessibility and Final Publishing Checklist

## ACCESSIBILITY

- The visual uses sufficient contrast
- Text is large enough to read on mobile
- Color is not the only way information is communicated
- Decorative clutter has been removed
- Alt text describes the important visual information
- Alt text does not simply repeat the caption
- Text embedded in the image is reflected in the description when necessary

## FINAL 60-SECOND REVIEW

Before publishing, confirm:

- Correct X placement selected
- Correct dimensions used
- Aspect ratio confirmed
- Safe zones checked
- Mobile preview checked
- File type selected correctly
- Image remains sharp after export
- Links, tags, and Card previews tested
- Disclosure included where relevant
- Alt text added
- Desktop preview checked
- Final mobile preview checked

**Ready to publish?**

Yes

Needs revision

Reviewed by:

Date:

# Production Record

Use this page for every publishing cycle — fill it in per asset, save a copy per campaign.

| ASSET         | DIMENSIONS | FILE TYPE | MOBILE | SAFE ZONE | ALT TEXT | APPROVED |
|---------------|------------|-----------|--------|-----------|----------|----------|
| Profile image |            |           |        |           |          |          |
| Header        |            |           |        |           |          |          |
| Organic post  |            |           |        |           |          |          |
| Card image    |            |           |        |           |          |          |
| Ad creative   |            |           |        |           |          |          |
|               |            |           |        |           |          |          |
|               |            |           |        |           |          |          |
|               |            |           |        |           |          |          |
|               |            |           |        |           |          |          |
|               |            |           |        |           |          |          |