

Indie Game Size Guide

Version 1.0 - August 5, 2018

Includes Steam Store Page, Steam Community Hub, Steam Developer Page, Twitter, Facebook, YouTube, Reddit, Discord, LinkedIn, Instagram, Pinterest, PressKit() and Google AdWords ads.

☐ Steam Store Page

Accepted formats: PNG, JPG

- ☐ header capsule image: 460 x 215 px
- ☐ small capsule image: 231 x 87 px
- ☐ large capsule image: 467 x 181 px
- ☐ main capsule image: 616 x 353 px
- ☐ page background (optional): 1438 x 810 px
- ☐ steam broadcast: 155 x 337 px
- ☐ screenshots (minimum 5) 1280 x 720 px OR 1920 x 1080 px
- ☐ the elusive banners in the ABOUT section 616 x (your choice) px (many devs use a sleek version of 616 x 57 px)

☐ Steam Community Hub

Accepted formats; mostly .JPG

- ☐ capsules: 184 x 69 px
- ☐ community icon: 32 x 32 px
- ☐ community group header image: 444 x 208 px
- ☐ community avatars (optional): 184 x 184 px

☐ Steam Developer Pages

Accepted formats: JPG, PNG

- ☐ developer logo: 184 x 184 px
- ☐ background image: 1500 x 220 px

☐ Twitter

Accepted formats: PNG and JPEG

- ☐ header: 1500 x 500 px
- ☐ profile photo: 400 x 400 px
- ☐ image website card: 800 x 418 px for 1.91:1 aspect ration
- ☐ image website card: 800 x 800 px for 1:1 aspect ration

☐ Facebook

Accepted formats: JPG, GIF, PNG

- ☐ cover: 828 x 315 px (visible 563 px centred)
- ☐ profile: 180 x 180 px minimum
- ☐

- ☐ shared image: 1200 x 900 px
- ☐ app/ app thumbnail: 111 x 74 px

☐ YouTube

Accepted formats: JPG, GIF, BMP, PNG

- ☐ channel icon: 800 x 800 px
- ☐ channel icon: square or round image that renders at 98 x 98 px
- ☐ channel art: 2560 x 1440 px (TV)
- ☐ channel art safe area for text and logos: 1546 x 423 px

☐ Reddit

Accepted formats: PNG, JPG

- ☐ icon image: 256 x 256 px
- ☐ header image: min 640 x 192 px, max 1280 x 384 px

☐ Discord

Accepted formats: .PNG, .JPG

- ☐ server image 512 x 512 px
- ☐ app icon 1024 x 1024 px
- ☐ rich presence assets (max 150) 1024 x 1024 px, min 512 x 512px

☐ LinkedIn

Accepted formats: PNG, JPG

- ☐ banner image: 1850 x 200
- ☐ profile image: 400 x 400
- ☐ cover image: 1536 x 768
- ☐ shared image: 350 pixels wide
- ☐ shared link preview: 180 x 110
- ☐ logo image: 400 x 400

☐ Instagram

Accepted formats: JPG, PNG

- ☐ profile image: 110 x 110 px
- ☐ image thumbnail: 161 x 161 px
- ☐ shared images: 1080 x 1080 px
- ☐ shared videos: 1080 pixels wide

☐ Pinterest

Accepted formats: JPG, PNG, GIF

- ☐ profile image: 180 x 180
- ☐ board cover image: 214 x 100
- ☐ pin preview: 238 pixels wide

☐ **PressKit()**

Just one asset is mandatory, which is the header. It must be named and uploaded as header.png

- ☐ header: 1200 X 240 px

☐ **Google AdWords ads**

Accepted formats: GIF, JPG, PNG

- ☐ image landscape: 1200 x 628 (min 600 x 314 px)
- ☐ image square: 1200 x 1200 px (min 300 x 300 px)
- ☐ logo landscape: 1200 x 300 px (min 512 x 128 px)
- ☐ logo square: 1200 x 1200 px (min 128 x 128 px)