

# LinkedIn Company Page

## Deliverables

- ✓ **Profile image** (400 x 400px)
- ✓ **Cover image** (1536 x 768px)

Keep the 'safe zone' in mind when creating the cover image. Designing within this 'safe zone' makes sure that the design will be visible on desktop and mobile devices.

## File formats



Save the ready to use LinkedIn company page profile and cover image (preferably .jpg) using the "Save for Web" function and ensure the color profile is RGB and has 72 DPI. The profile image (and preferably the cover image as well) (.jpg) file should be less than 2 MB.

\* If applicable

Create a clean file. When images/pictures, illustrations, and/or icons are used in the design, make sure to upload these files separately as well. Ensure that the images/pictures (.jpg or .png files) have the right resolution and color profile.

Please ensure that the files you are sending in are clean, clear, and relevant.

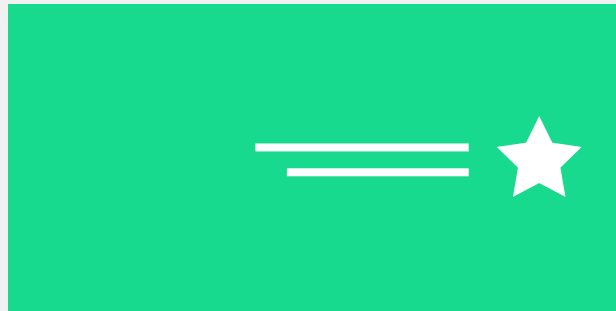
## Illustrator file

EXAMPLE PROFILE IMAGE



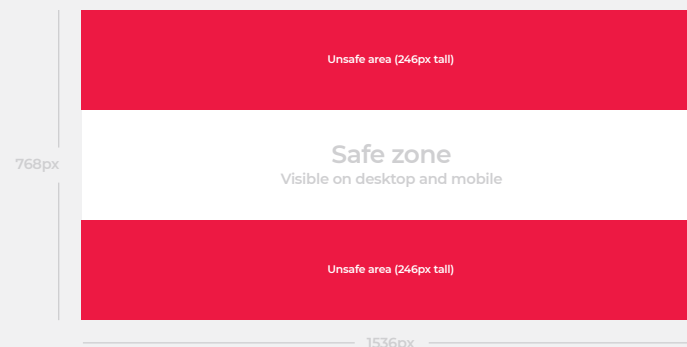
## Photoshop file

EXAMPLE COVER IMAGE



## Safe zone

COVER IMAGE



**Important:** DesignBro expects you to deliver 1 profile image design and 1 cover image design. Therefore, if the client were to ask you for variations or extra designs, please contact the DesignBro team. More designs will likely lead to a higher price for the client, which also means a greater pay-out for you.

**“Good design is good business.”**

- Thomas Watson Jr.

Whenever (paid) stock photos are being used in the design, be sure to supply the client with a link to the image they have to purchase. **(Note: you should never purchase the image yourself)**

## Folder structure

EXAMPLE

```

BrandName-LinkedInProfileImage.ai
BrandName-LinkedInProfileImage.eps
BrandName-LinkedInProfileImage.jpg
BrandName-LinkedInCoverImage.psd
BrandName-LinkedInCoverImage.jpg
Image Links ▼
  brandname_backgroundimage.psd
  brandname_backgroundimage.jpg
  
```