

Your profile photo
isn't viewed at full size.



Focus

Style

Here's how to make it recognizable
everywhere.

Centre the face horizontally.

Place the eyes slightly above the middle, not directly at the centre.



Your face
should fill
about 60% of
the frame in a
profile photo.



Photo Guidelines

*A useful starting
point:*

Capture your best

Profile photo best practices

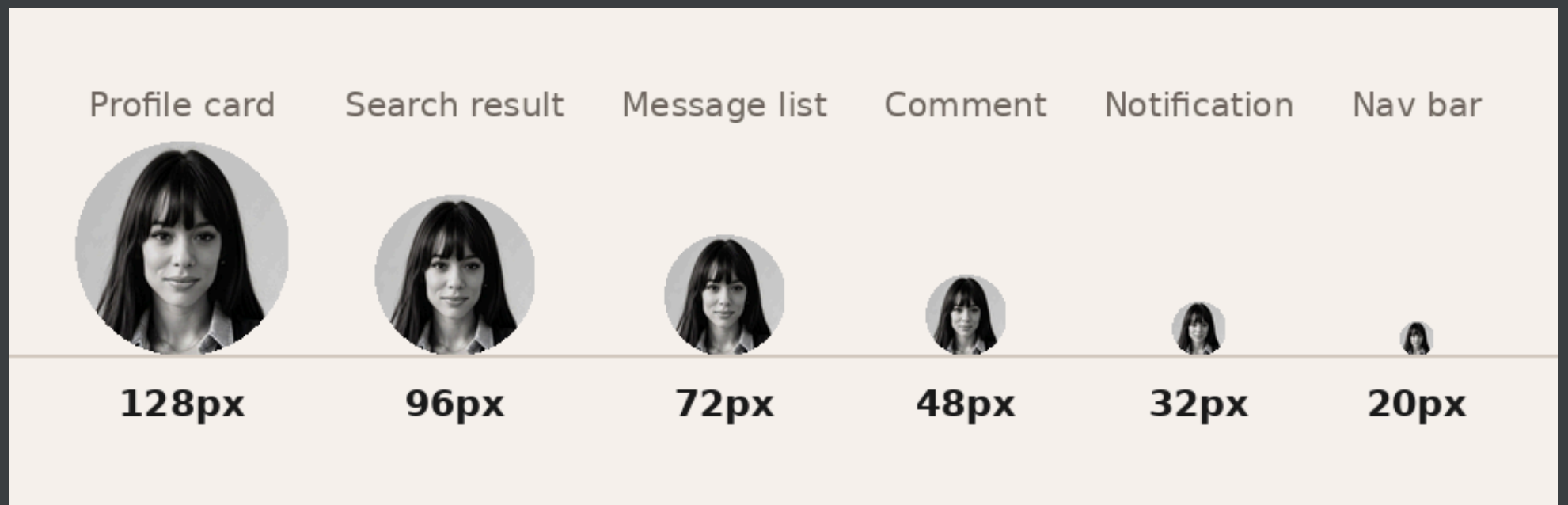
Design for the circle



Keep your face and hair visible

Test it at thumbnail size.

A profile photo has to read beside a comment, a message or a search result



Your silhouette, facial framing and overall expression should remain recognizable.

Use the same portrait and crop consistently

Recognition is built **through repetition** in branding visuals

The same crop, tested across the places your face actually shows up.



Instagram



LinkedIn



TikTok



Google Business



Gmail



Everywhere else

Consistency builds
recognition.

Clarity Before Momentum