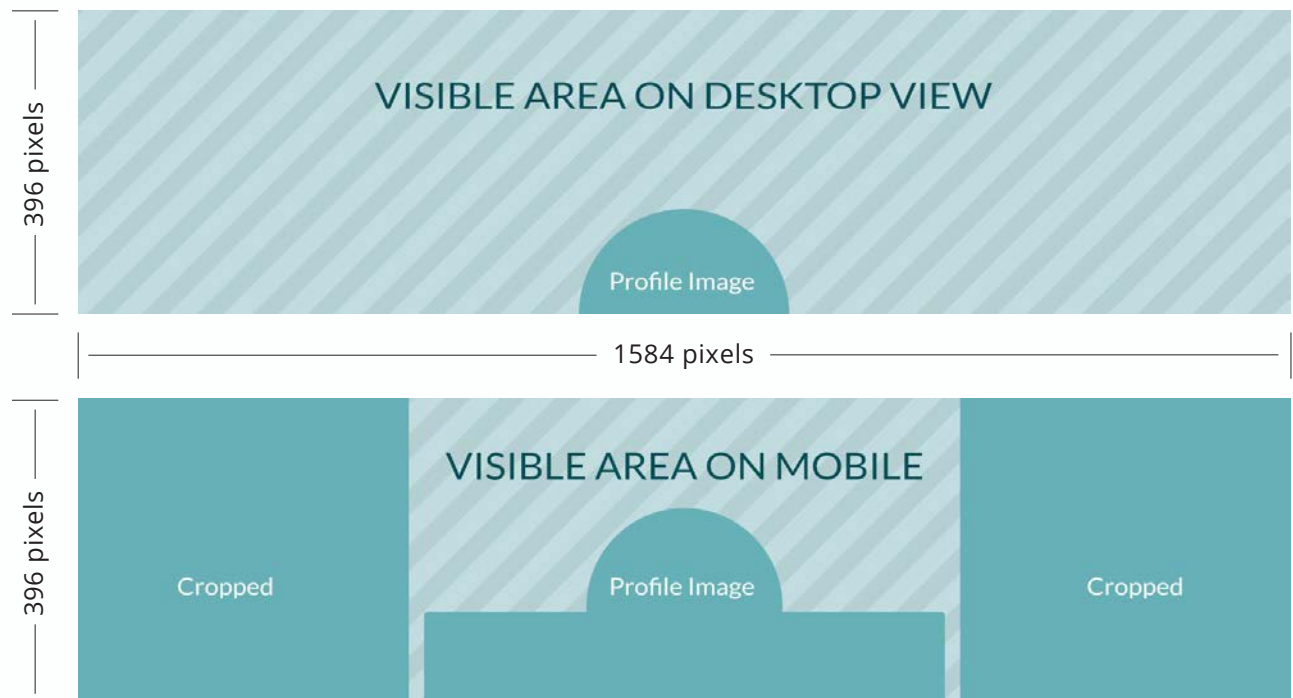JUNE 14, 2017

How To Create Your Own Custom LinkedIn Background Image

LinkedIn has released a new platform update and the size and placement for background images has also been updated. The new background image specification is 1584 x 396 pixels. The new boxed layout for desktop views has very little cropping (shown below) and it eliminates problems that were obvious with the previous full-width style. Mobile app views are still heavily cropped on the smallest screen sizes (template shown below), but medium and larger screens also benefit from this new and improved style.

You can use any image editing application to design a custom image for your LinkedIn background image. Create a new document in the required size of 1584 x 396 pixels, add your design elements (images, logo, and text) and save it in one of the recommended formats of JPG, GIF, or PNG. If you do not have an image editing application, you can use free online tools like **Fotor** and **PicMonkey** to create custom images.

Tips for a great design: Use short, effective copy. This isn't the place to explain everything about your business. Keep the text short and the images eye-catching so visitors will be drawn to read your full profile. Use high contrast to keep it readable. LinkedIn adds a gradient layer over your image. If the image appears flat or hard to read after uploading, try increasing the contrast and use pure black or pure white text.

LinkedIn Background Templates - desktop and mobile templates to illustrate the visible areas

396 pixels

VISIBLE AREA ON DESKTOP VIEW

Profile Image

1584 pixels

396 pixels

VISIBLE AREA ON MOBILE

Cropped

Profile Image

Cropped

Questions? Need Help With Your Custom Background?

I can answer all of your questions and design a custom background image for you. You can find out more about my social media branding services at the following location on my website:

www.thedigitalbob.com/design-services/social-media-branding/

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