

Profile Photo and Banner Design Guidelines

A clear and consistent first impression

Use a recognisable photo and a simple cover image that supports your professional direction. LinkedIn requires profile images to reflect your likeness; a logo or landscape alone is not a suitable personal profile image. [1] The design suggestions below help keep the profile readable and consistent with your presentation.

Profile photo

- Use a recent image with your face clearly visible, a simple background and even light.
- Wear clothing appropriate to the professional setting you are presenting. Choose an expression that feels natural.
- Crop around your head and shoulders with room for the circular display. Avoid cutting off your face or placing important details at the edges.
- Use an image that remains sharp at a small size. Check the final crop inside LinkedIn rather than relying on a percentage rule.
- Avoid heavy edits that make you difficult to recognise. You do not need a studio photograph to produce a clear result.
- Smile! Look at other profiles. There are not many if any that are not smiling.
- If possible, have a professional help

Banner technical requirements

LinkedIn recommends 1584 × 396 pixels for the cover image, in JPG or PNG format and under 8 MB. The appearance can change with browser size and screen resolution. [2] A single static image is sufficient for this guide. Check the placement of the profile picture to make sure it aligns well with the banner. Some organizations regularly require members to update their banner.

Banner design choices

- Choose one relevant theme: your field, a project image, or a restrained abstract design.
- If adding text, use a short phrase and clear type. Avoid repeating your entire headline.
- Keep important words and imagery away from the edges and the area overlapped by the profile photo.
- Use restrained colours and strong contrast. Avoid a collage of certificates or many logos.
- Check desktop and mobile after upload; there is no universal safe area that guarantees identical cropping.

Design ideas and final checks

Illustrative banner concepts

Research student A simple chart or notebook image with “Research • Evidence • Clear Writing”.

Engineering graduate An original project photograph with “Design • Testing • Continuous Learning”.

Business graduate A clean abstract design with “Organisation • Analysis • Communication”.

Creative graduate One strong original work sample and your name or portfolio theme.

Use only words that describe your real interests or capabilities. Use imagery you own or have permission to use. An employer or university logo should not imply a relationship or approval you do not have.

Your photo and banner brief

My intended professional impression

Photo location lighting and outfit

Banner theme and short text if needed

Image source and permission

What I will check on mobile

Before saving

- ☐ My photo is recognisable and the crop is clear.
- ☐ My banner meets the current file specifications.
- ☐ Any banner text is readable and visible after cropping.
- ☐ The photo and banner support my profile direction.
- ☐ I have checked image rights and my photo visibility settings.