

Artist Press Kit

Image Guidelines

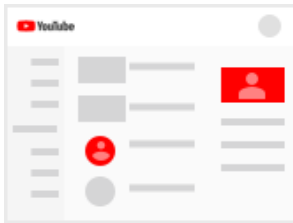
February 2018



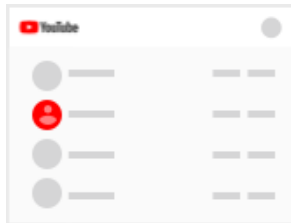
Choose your YouTube artist image

Why a good photo is important

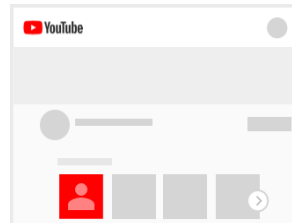
Just like your music and videos, your photos are an extension of your creative expression. We want both potential and existing fans to be able to see who you are when they're engaging with your work across YouTube's ecosystem. Your updated imagery may appear in the locations highlighted below:



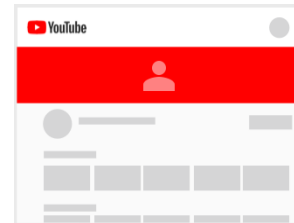
Search



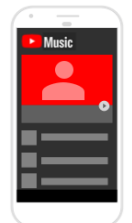
Charts



Playlists



youtube.com/music



Music app

Photo requirements

- Rectangular (in landscape orientation)
- Needs to work when cropped into a circle and a square, so leave space around the edges (see examples below)
- Minimum 5120 x 2880 at 150 dpi in JPG or PNG format
- Show your face (no text or album art)

Artist Press Kit

Image Guidelines

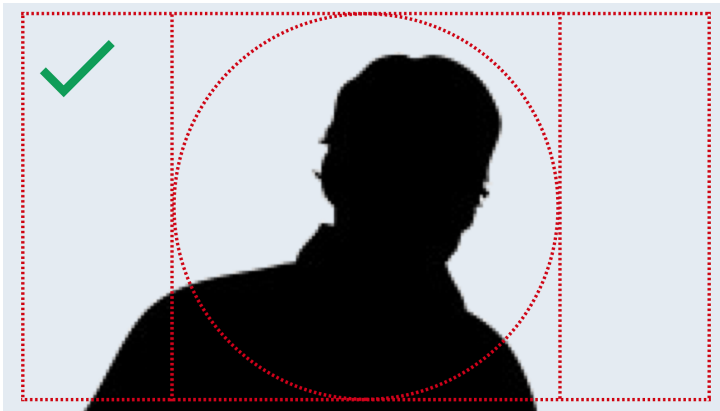
February 2018



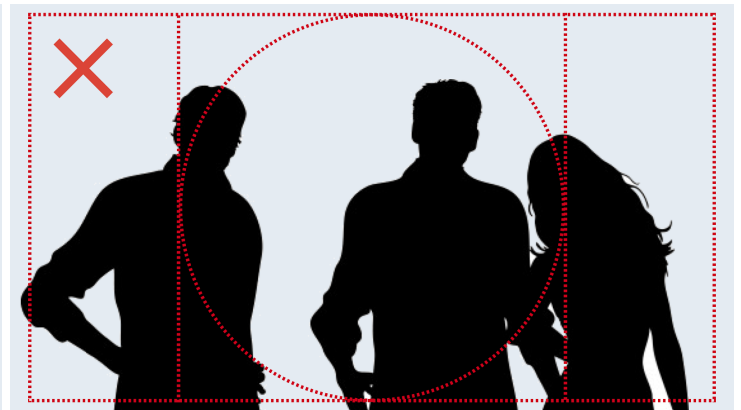
One photo, three ways

Submit one rectangular photo (in landscape orientation) that's at least 5120 x 2880. The photo also needs to work when cropped into a circle and a square, so leave space around the edges. See the dotted lines in the photos below for how a square and circle crop would look.

Solo artists should show their head and shoulders, not the entire body:



Groups need extra space so people don't get auto-cropped:



Artist Press Kit

Image Guidelines

February 2018



High-resolution

At a minimum, make sure your photo is 5120 x 2880 at 150 dpi and in JPG or PNG format.

Show your style

Be creative. Ask yourself: “What does this photo say about me?” or “How do the artists I admire present themselves?”

Keep it professional

- Professional headshots tend to look better than photos from live events
- No text or album art
- Avoid nudity and sexual suggestiveness (see [YouTube’s community guidelines](#))

Get inspired

These expressive images are great examples of what works:

