

Safe zone cheat sheet



KEEP CLEAR

TOP	14%	Y 0 - 269	Profile picture, account name, sound
BOTTOM	35%	Y 1248 - 1920	Caption, primary text, CTA button
SIDES	6%	X 0-65 / 1015-1080	Device edge crop varies by handset
SAFE	51%	X 65-1015 Y 269-1248	950 × 979 px

FOR VIDEO

Same band, every frame — not just the opening shot.

STATIC SPECS

ASPECT RATIO	9:16 vertical, fullscreen
RESOLUTION	1080 × 1920 px (min width 1080)
FILE TYPE	JPG or PNG · 30 MB max
PRIMARY TEXT	40 characters
HEADLINE	55 characters
PLACEMENT	One 9:16 asset covers Reels and Stories

DO

- Set guides at the safe box before you design anything else.
- Let the background fill the full frame — only the message is constrained.
- One message, big type, high contrast.
- Check every frame of a video, not just the opening shot.

DON'T

- Don't put your own CTA near Meta's button. It competes and loses.
- Don't repurpose a 1:1 square and hope the crop is kind.
- Don't run pale or busy artwork behind Meta's white interface.
- Don't let end cards or subtitles drift into the bottom third.

BEFORE YOU LAUNCH

- Preview on the Reels placement in Ads Manager, not just the desktop thumbnail
- Scrub the whole video, not the first frame
- 2-3 variants per ad set
- Judge after 3-5 days

OTHER RESOLUTIONS: TOP = 0.14 × HEIGHT · BOTTOM = 0.35 × HEIGHT · SIDES = 0.06 × WIDTH