# Canvas Creation Tool - Tips & Specifications

The Canvas creation tool offers six components to visually tell a story. In order to develop the highest quality Canvas experience for users, Facebook recommends the following tips and specifications:

- ☐ Before using Canvas, it's best practice to have thought through what sort of experience you want to create for people, and to have your creative assets ready ahead of time.

- ☐ If you only want people with a certain type of device or operating system to be able to see your Canvas, you can adjust the targeting options while creating the ad you add your Canvas to.

- ☐ Throughout Canvas creation, use the preview on the right side of the Canvas Editor to make sure you're satisfied with how everything looks.

- ☐ You can't add an unfinished Canvas to an ad, so make sure you've clicked Finish Canvas (not just Save Draft) on the Canvas you want to use.

- ☐ If you finish a Canvas and then decide you still want to edit it, your best option is to create a duplicate of the finished Canvas in draft form and edit that.

- ☐ For additional help on Canvas click here

## Ad Unit Specs

**Image Size**: 1,200 x 629 pixels

**Image Ratio**: 1.9:1

**Post Text**: 90 characters

**Headline**: 45 characters

**"Tap to Open" CTA**: Added by system, non-customizable

## Photos

**Full Width**: 1080 pixels @3x

**Full Height**: 1920 pixels @3x

**Sizing Options**: 'Fit to width' or Fit to height'

**File Types**: .PNG or .JPG are supported

## Tilt-to-pan

**Enable**: Select 'Fit to height' in photo component

**Full Scale**: 5400 pixels

**Recommended Scale**: 3240 pixels; max usability

**Image Notes**: Starts centered at 1920px

## Video

**Full Screen**: 720p min; 750 x 1334 pixels

**Full Screen Ratio**: 1.78:1

**Format Types**: .MP4 or .MOV are supported

**Duration**: 2 minutes or less

## Carousel

**# of Images**: 10 or less

**Image Size**: See Photos Specs

**Dimensions**: Must be same size image to image

**H-Scroll Text**: Render type in image

## Text

**Font Face**: Serif, sans serif

**Size/Color**: 6 – 72 pt; #rrggbb

**Alignment**: Left, center, right

**Style**: Bold, italic, underline, applies to all text

## Buttons

**Size**: 48 pixels high

**Text**: 30 characters or less

**Padding**: 48 pixels top and bottom

**Font Face**: Serif, sans serif; fill or outline color

*Source: Facebook internal data, Sept 2015*