Instagram Reels Specs Reference Guide

1080px

1920px

1080px

220px

1280px

35px

Safe zone for text & important content

1010px

420px

1920px

1080px

1350px

INSTAGRAM REELS
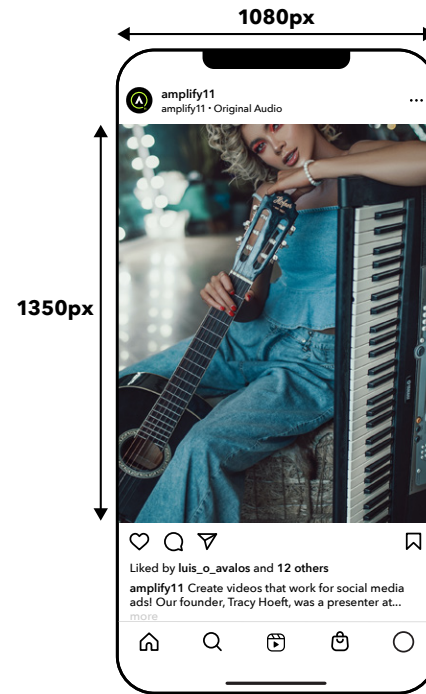OVERALL SPEC:
**1,080 pixels x
1,920 pixels**

ASPECT RATIO
9:16
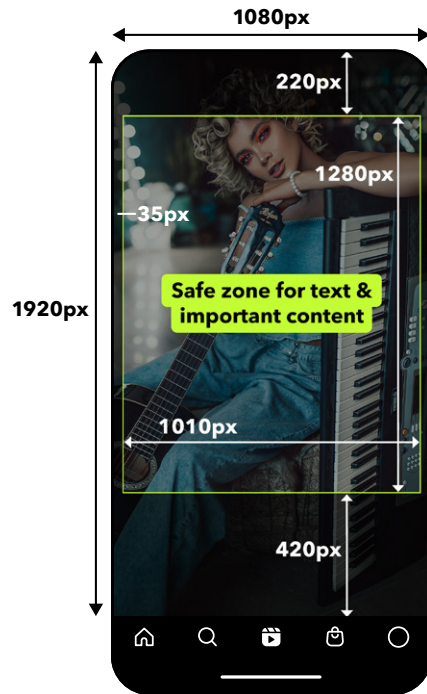
INSTAGRAM REELS
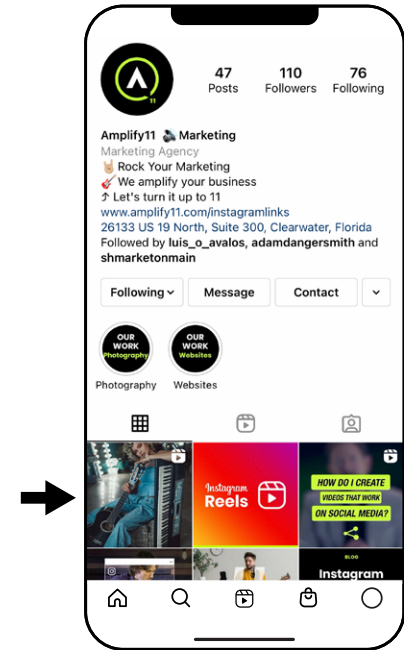TEXT SAFE AREA:
**1,010 pixels x
1,280 pixels**

Avoid placing text in the
upper 220px, lower 420px,
and left/right 35px

ASPECT RATIO
Approx 4:5

INSTAGRAM REELS
FEED VIEW:
**1,080 pixels x
1,350 pixels**

ASPECT RATIO
4:5

INSTAGRAM REELS
PROFILE VIEW:
**1,080 pixels x
1,080 pixels**

ASPECT RATIO
1:1