

# Nova Story Asset Specifications

## 1 Brand Logo

**File type:** jpg or png  
**Recommended image ratio:** square (1:1)  
**Min:** Width 100px x Height 100px  
**Max:** Width 300px x Height 300px  
**Max file size:** 1 MB

## 2 Brand Name Text

**Brand name:** 30 characters or less

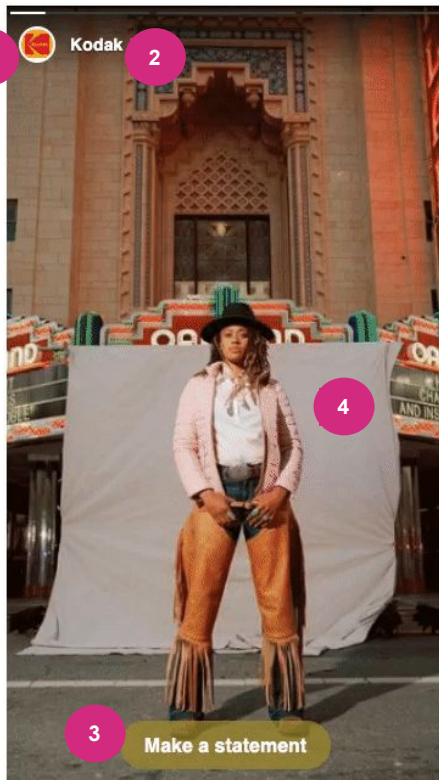
## 3 CTA Button

**CTA Text:** 25 characters until truncation  
**CTA Click URL:** Any landing page URL

**Optional text specs below** (appears as overlay on assets - should be avoided to maintain design integrity)

- **Headline:** max 30 chars until truncation
- **Link Description:** max 100 characters and/or 4 lines until truncation

**Note:** When using Headline and Captions you should only use it on assets that are not very "busy" so that the text does not block any important messaging or subject of the image. Headline and captions appear above the CTA button.



## 4 Media: Photo & Video Specifications

### Photo

**File type:** jpg, png, or gif (static or animated)  
**Min:** Width 500px  
**Max:** Width 1,222px  
**Aspect ratio:** 9:16  
**Max file size per image:** 1 MB

### Video

**Video File type:** mp4 and mov  
**Recommended video ratio:** 9:16  
**Min:** Width 320px  
**Max:** Width 720px  
**Duration:** 15s max per slide (videos with smaller durations can be used)  
**Recommended Max file size:** 2 MB per video

### Other Recommendations:

- Video resolution should be 480p to keep file size low
- Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action.
- It is best to have assets that have actually been used as Story assets on social platforms which typically provide adequate spacing for Call-to-Action buttons at the bottom.
- Keep the number of slides maximum 3 or less for best completion rates and performance