

SOLO *Shannon*

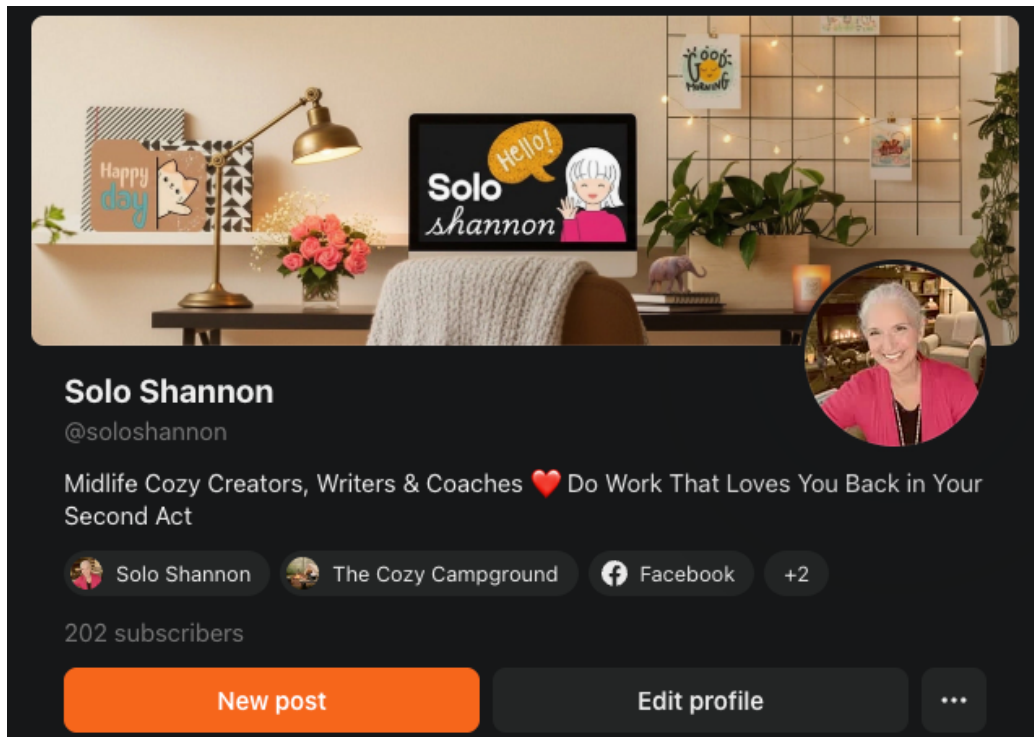
Welcome to Your Substack Style Guide ✨

Your Substack should feel like *you* – warm, inviting, and a place where readers love to return. This guide is here to help you make it gorgeous without the overwhelm.

Inside, I'll walk you through:

- **Brand Graphics** – the exact image sizes you'll need and step-by-step directions for uploading them in your settings. Plus, if you purchased the Branding Kit, I've included a graphics pack with samples and blanks so you can make every corner of your Substack shine.
- **Fonts & Layout** – cozy font pairings and simple homepage layouts that make your space easy to read and beautiful to browse.
- **Mobile Ready** – everything here is optimized for phones, since most readers will be curling up with your words on a little screen.

By the time we're finished, you'll have a Substack that not only looks polished but also feels like a true extension of your cozy creative world.



Your Substack Profile 👁

Above is what a profile page looks like. The URL is always `substack.com/followed by your @ username`. Mine is `substack.com/@soloshannon`.

There are two graphics needed for your profile: bio and cover.

Your Bio Image 📸

Edit Profile

Done



Name

Solo Shannon

Handle

@soloshannon

Edit

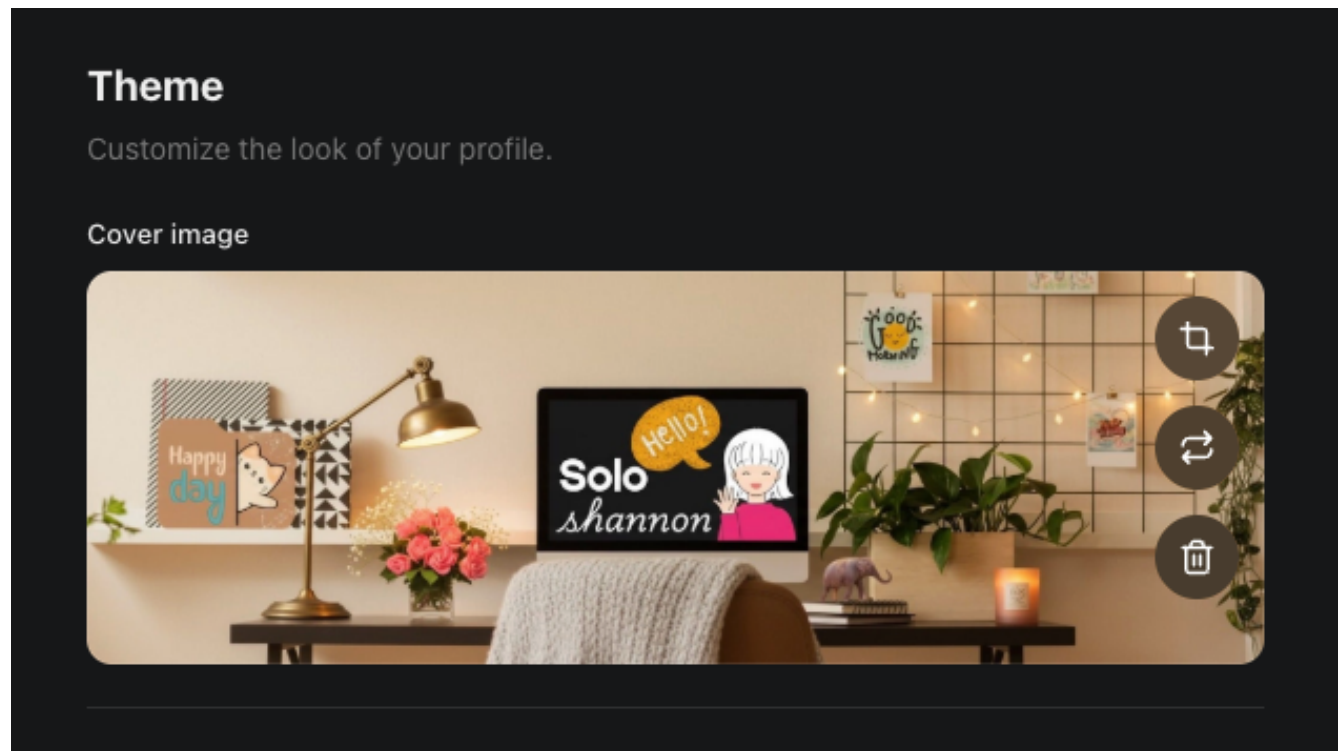
Bio

Midlife Cozy Creators, Writers & Coaches ❤️ Do Work That Loves You Back in Your Second Act

Click on the edit profile button on your profile page to access your profile settings.

The image you use for your bio will be cropped into a circle by the app. Use an image that is sized 600x600 px or larger for best results.

Your Cover Image

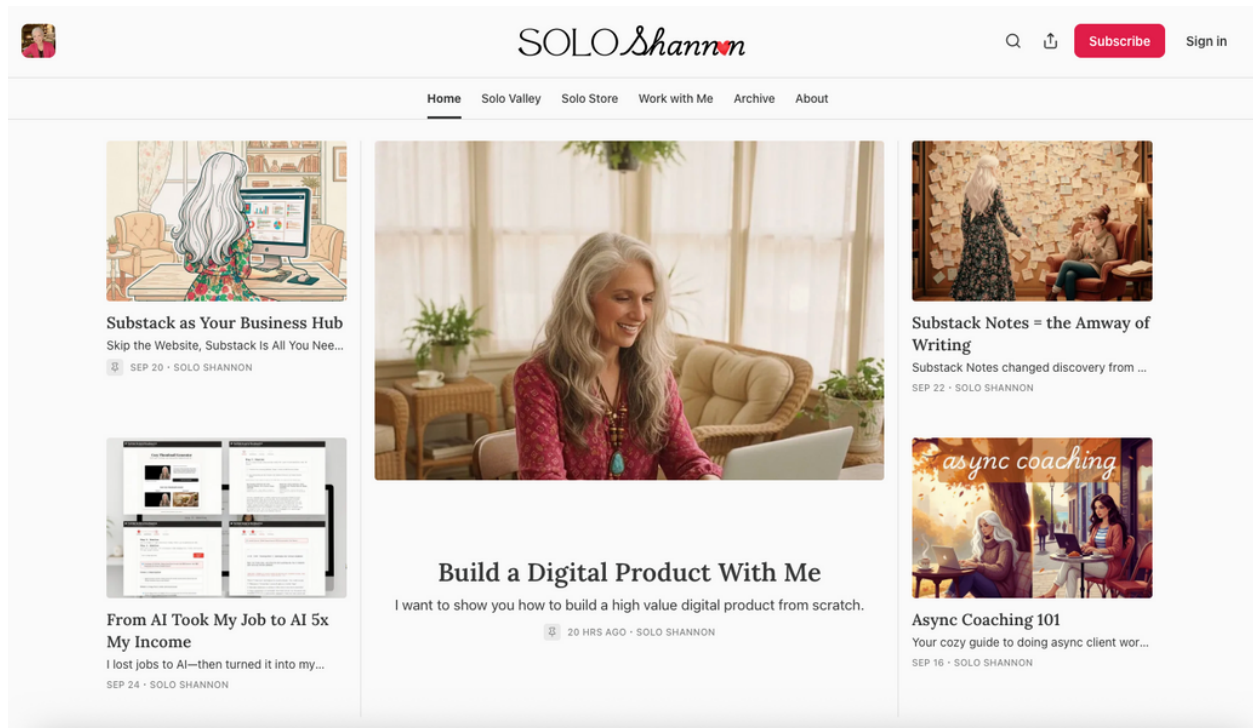


Keep scrolling down the edit profile page and find the section labeled "Theme."

Your cover image is best sized to 1200 px wide x 400 px tall or a 3:1 ratio if you go larger.

Notice that the color tone of both images is the same. Choose complimentary color schemes between the two images to prevent a contrast or go the other way with opposing colors. Either looks great, what doesn't look good is the muddy middle. Make it flow or pop.

Your Substack Publication

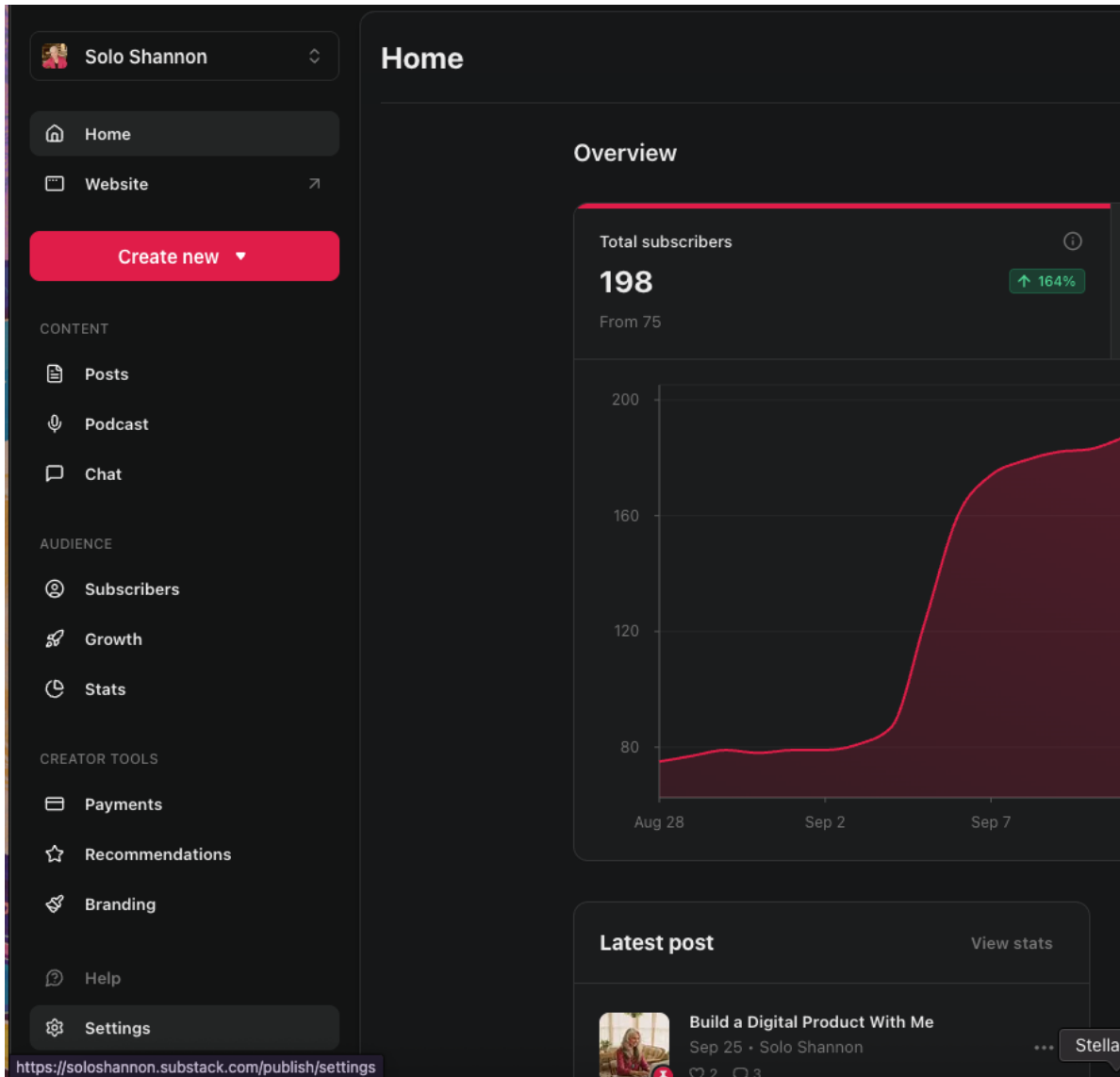


This is the homepage of my publication. There are two static images: the publication logo in the upper left and the publication wordmark (logo) at the center top.

The other images that appear on your homepage are the post thumbnails. These will update and change each time you publish a new post.

Publication Settings

The publication settings can be found on the left navigation menu of the publication dashboard.



Click on Settings to upload your branding graphics.

Publication Logo

The publication logo is the small square graphic that appears in the upper left above the navigation menu. The optimal size is 1:1 square that is at least 600x600 pixels.

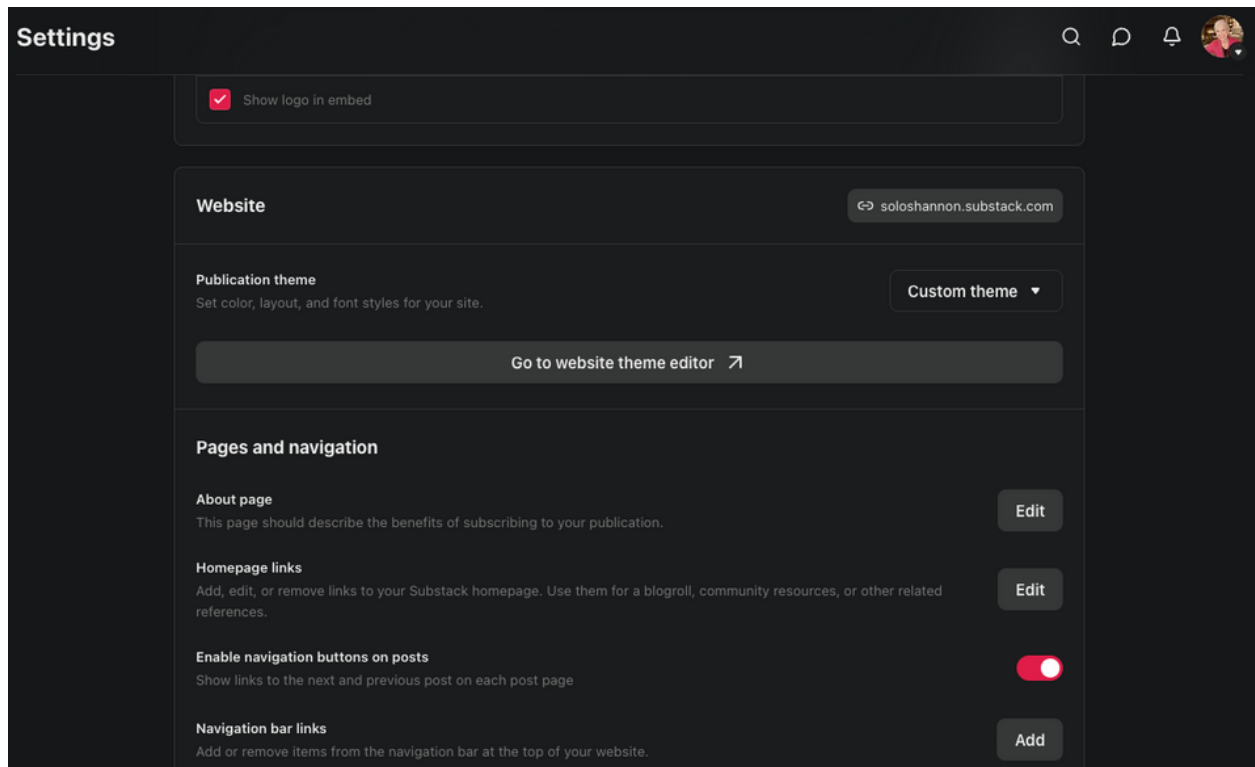
Basics

Publication name

Publication short description
Add a single sentence that succinctly explains what your publication is about.

Publication logo
Square image at least 256x256 pixels

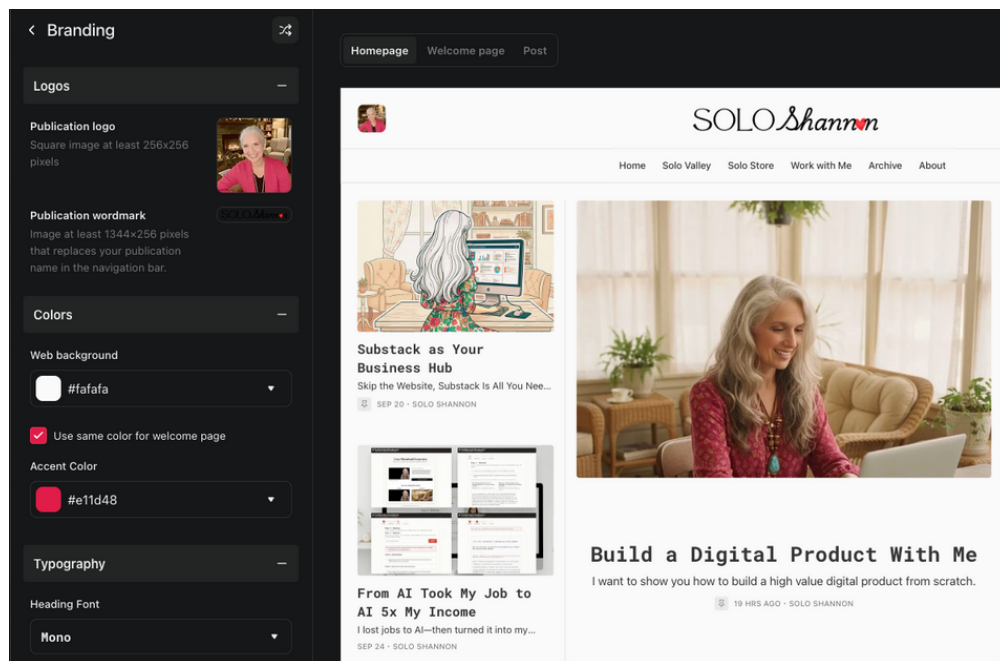

Website Theme Editor



Choose “custom theme” and click on “Go to website theme editor”

This is where you can change the layout of your publication, set your font and color choices, as well as add your logo to the header.

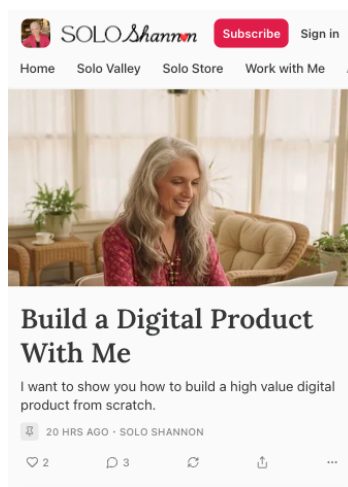
Branding



Click on the Branding option. This opens up the design sidebar.

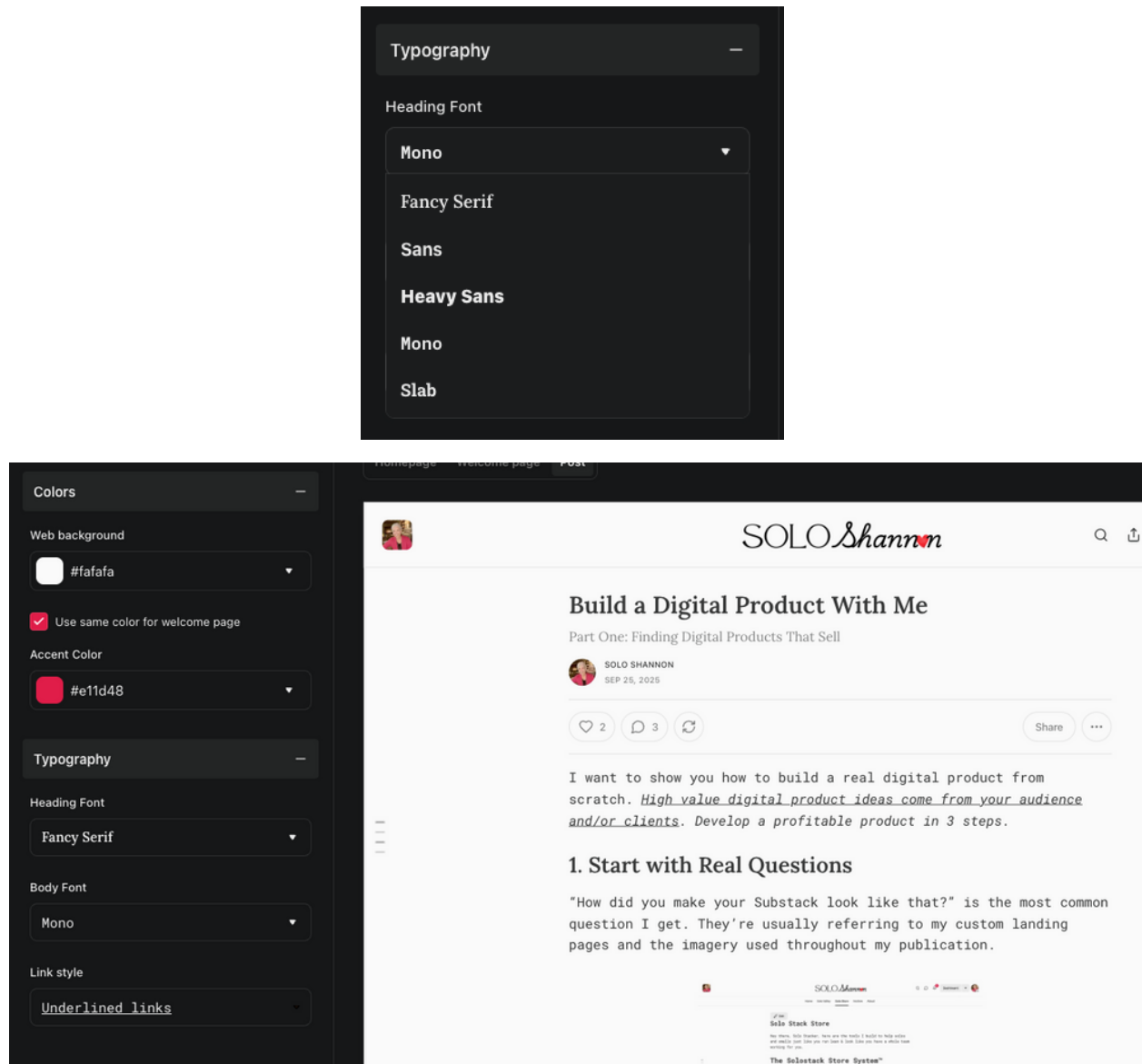
Publication Wordmark

This is just a fancy way to say “your logo.” This needs to be a transparent background PNG image and the optimal size for text clarity is 2688x512px.



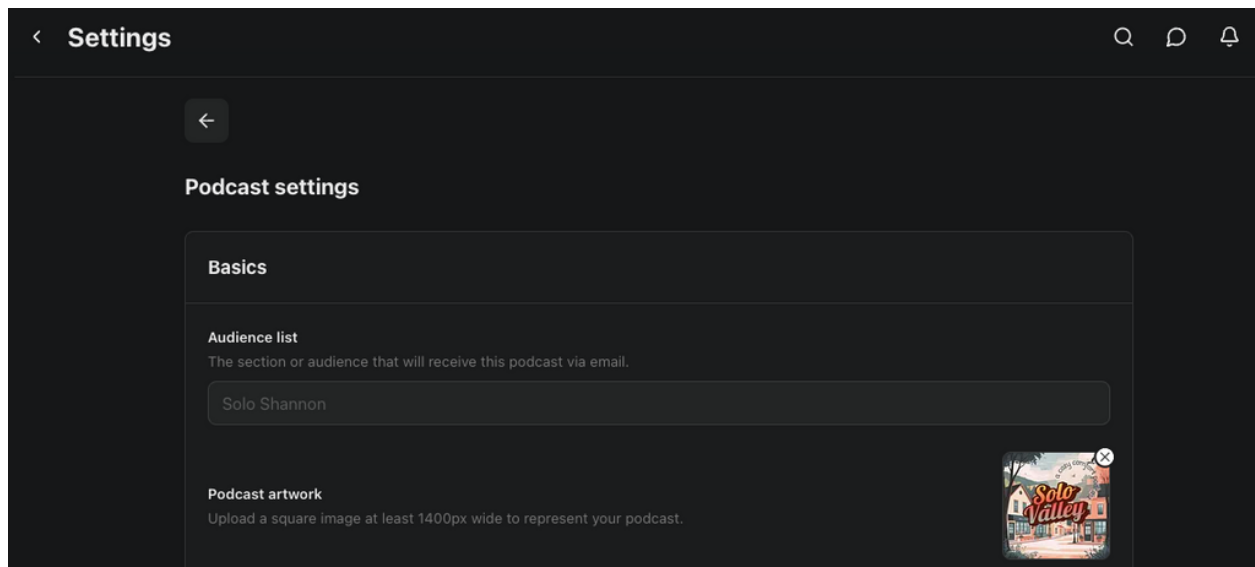
Fonts & Colors

We can choose the fonts and colors we want to use. I use Fancy Serif for Headers & Mono for text.



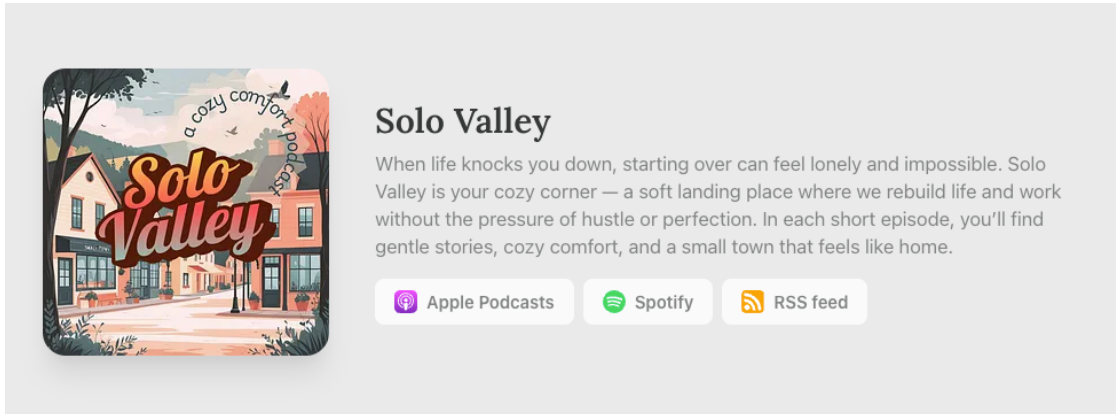
You can switch up the fonts to see how they look together. They all pair well and have been selected for readability.

Podcast Covers

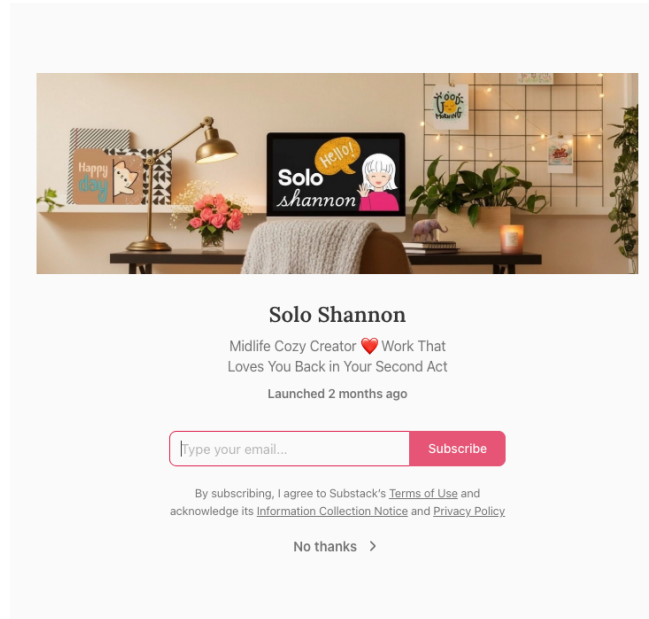


If you plan on having a podcast, it will need graphics too.

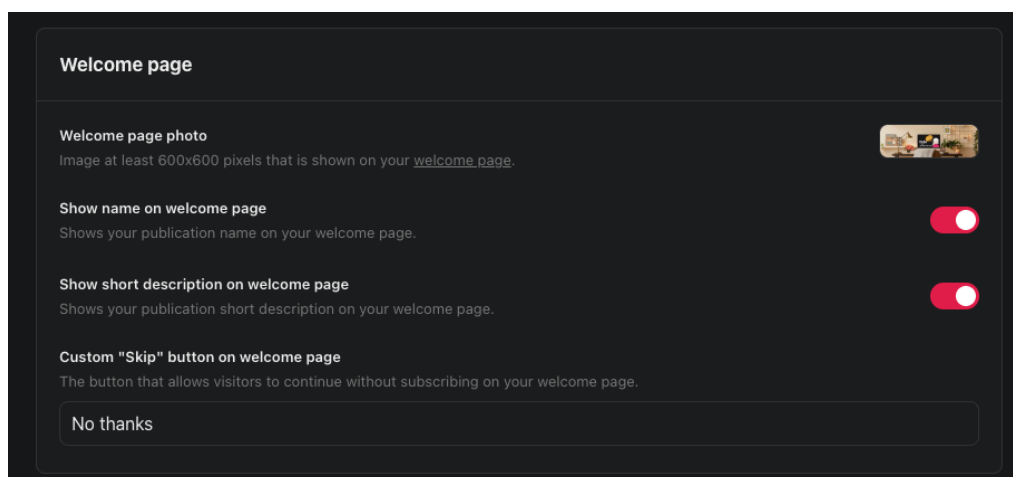
The optimal size is 1:1 ratio, 1400x1400 pixels.



Welcome Page 🖐️

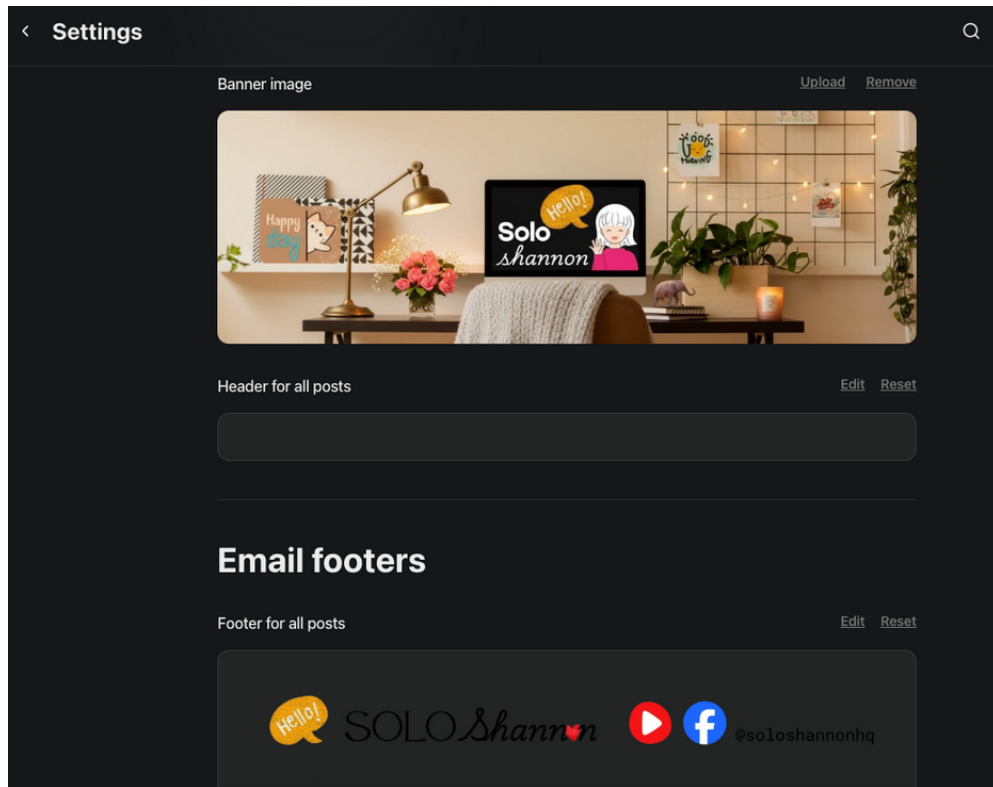


This is a welcome page, or a subscribe landing page. The graphic here can be any size you like. Ratios that work well are 1:1 and 3:1. Make sure to use a minimum size of 600px on the shortest side. Mine is 1200x400px.



Access this area in the Settings under Welcome Page.

Email Header & Footer ✨



Access this area in the publication settings.

Email headers go at the top of every email you send to your subscribers. I matched mine to my profile cover for instant recognition that the email is from me. This image works best with a 3:1 ratio, mine is 1200x400px.

Email footers go at the bottom of every email. Mine contains links to my YouTube channel and my Facebook page. You can put anything you want here. Links to your books, LinkedIn, anything you want your readers to have easy access to every time you email them.

Post Images 📺

Post images are best in a 1:1 or 4:3 ratio. Think of these like Facebook posts, square or slightly wider rectangle. I use a 4:3 graphic on all my posts. The app will crop to a 1:1 thumbnail where needed and it only trims off the edges. 940x788 pixels is perfect.

These images will make or break your homepage vibe. The look and feel of these graphics will guide the first impression a visitor has of your publication.

Video Thumbnails 🎥

Set thumbnails for your video posts on your publication and in Notes.

Vertical video thumbnails should be 1080x1920 px.

Landscape video thumbnails are the opposite, 1920x1080px.

Notes Images 🖼️

You can use any size image for Notes, but if you want it to fit without cropping or to make a carousel, use a 4:5 ratio.