HELP

Image guide

Every image you can upload to NOLAtheatre: where it shows up, the best size and shape, and the limits. Bigger is better: the site resizes for phones automatically.

At a glance

Image	Shape	Best (pixels)	Smallest accepted
Show poster	2:3 tall	1600 × 2400	800 × 1000
Show wide image	3:2 wide	2400 × 1600	1000 × 800
Company logo	Square or wide	800 × 800	200 × 200
Company photos	Any shape	2000 on the long side	800 wide
Headshot	4:5 portrait	1600 × 2000	400 × 400
Photos and design work	3:2 wide	2400 × 1600	None
Article main image	3:2 wide	2400 × 1600	1000 × 800

All uploads take JPG, PNG, or WebP. Use JPG for photos and PNG for logos. Résumés are a PDF up to 5 MB. Company videos and professional reels are YouTube or Vimeo links, not uploads.

ANYONE LISTING A SHOW

Show poster (vertical artwork)

WHERE IT SHOWS	• Calendar listings • The home page: the rotating banner, Tonight on Stage, Just Added, Opening Soon, Critics' Picks, and Member spotlight • The show's own page • The preview image when someone shares the show's link
SHAPE	Tall, 2:3 (like a theatre poster)
BEST SIZE	1600 × 2400 pixels
SMALLEST	800 pixels on the short side and 1000 on the long side. Under 1800 on the long side looks soft on large screens.
FILES	JPG, PNG, or WebP. Files up to 40 MB are accepted and automatically resized; the result must be under 10 MB.
TIPS	• Keep the title and faces away from the edges. • Other shapes are shown whole on a soft background, never cropped, but a 2:3 poster looks strongest.

ANYONE LISTING A SHOW (OPTIONAL)

Show wide image (horizontal artwork)

WHERE IT SHOWS	• The top of the show's page, when you provide one • If you only upload one image, it's used everywhere
SHAPE	Wide, 3:2
BEST SIZE	2400 × 1600 pixels
SMALLEST	800 pixels on the short side and 1000 on the long side.
FILES	JPG, PNG, or WebP. Up to 40 MB accepted, resized automatically; under 10 MB after resizing.
TIPS	• A strong production photo works well here. • Add the photographer in the credit field.

COMPANY TEAMS

Company logo

WHERE IT SHOWS	• The top of your company page
SHAPE	Square or wide
BEST SIZE	800 × 800 pixels (square) or 1200 × 400 (wide)
SMALLEST	200 pixels on each side.
FILES	PNG, JPG, or WebP, up to 10 MB.
TIPS	• A PNG with a transparent background looks best on the dark site. • Use the version of your logo that reads well on dark backgrounds.

COMPANY TEAMS (COMPANY MEMBERSHIP)

Company production photos

WHERE IT SHOWS	• The Photos gallery on your company page
SHAPE	Any: tall, wide, or square. Each photo keeps its own shape; nothing is cropped.
BEST SIZE	2000 pixels on the long side
SMALLEST	800 pixels wide.
FILES	JPG, PNG, or WebP, up to 10 MB each. Up to 8 photos.
TIPS	• Add a caption with the show, the year, and the photographer, e.g. “Macbeth, 2026 · Photo by Jane Doe.” • Only use photos you have permission to share.

PROFESSIONALS (DIRECTORY PROFILE)

Headshots

WHERE IT SHOWS	• Directory search results (your main headshot) • Your directory profile • Companies' casting shortlists • Private: only members with directory access see them, never the public
SHAPE	Portrait, 4:5
BEST SIZE	1600 × 2000 pixels
SMALLEST	400 pixels on each side.
FILES	JPG, PNG, or WebP, up to 10 MB. Up to 3 headshots; each new one is checked by an editor.
TIPS	• A clear, recent photo of you, face near the center. • Choose your main headshot with "Make main."

PROFESSIONALS (DIRECTORY PROFILE)

Photos and design work

WHERE IT SHOWS	• The Photos and design work section of your directory profile (private, like headshots)
SHAPE	Wide, 3:2. Other shapes are trimmed to fit this frame.
BEST SIZE	2400 × 1600 pixels
SMALLEST	No minimum, but under 1200 pixels wide looks soft.
FILES	JPG, PNG, or WebP, up to 10 MB each. Up to 8.
TIPS	• Production stills, renderings, drawings, or photos of your work. • Add a caption: the show, the year, and the photographer.

WRITERS AND EDITORS

Article main image

WHERE IT SHOWS	• The top of the review, news story, or feature • The preview image when the article is shared
SHAPE	Wide, 3:2
BEST SIZE	2400 × 1600 pixels
SMALLEST	800 pixels on the short side and 1000 on the long side.
FILES	JPG, PNG, or WebP. Up to 40 MB accepted, resized automatically; under 10 MB after resizing.
TIPS	• Credit the photographer.

Every image is described automatically for screen-reader users, so you don't need to write descriptions. A good caption still helps. Questions? info@nolatheatre.com. Ready to list a show? Submit a listing.