YouTube channel branding with a cartoon avatar: the complete kit

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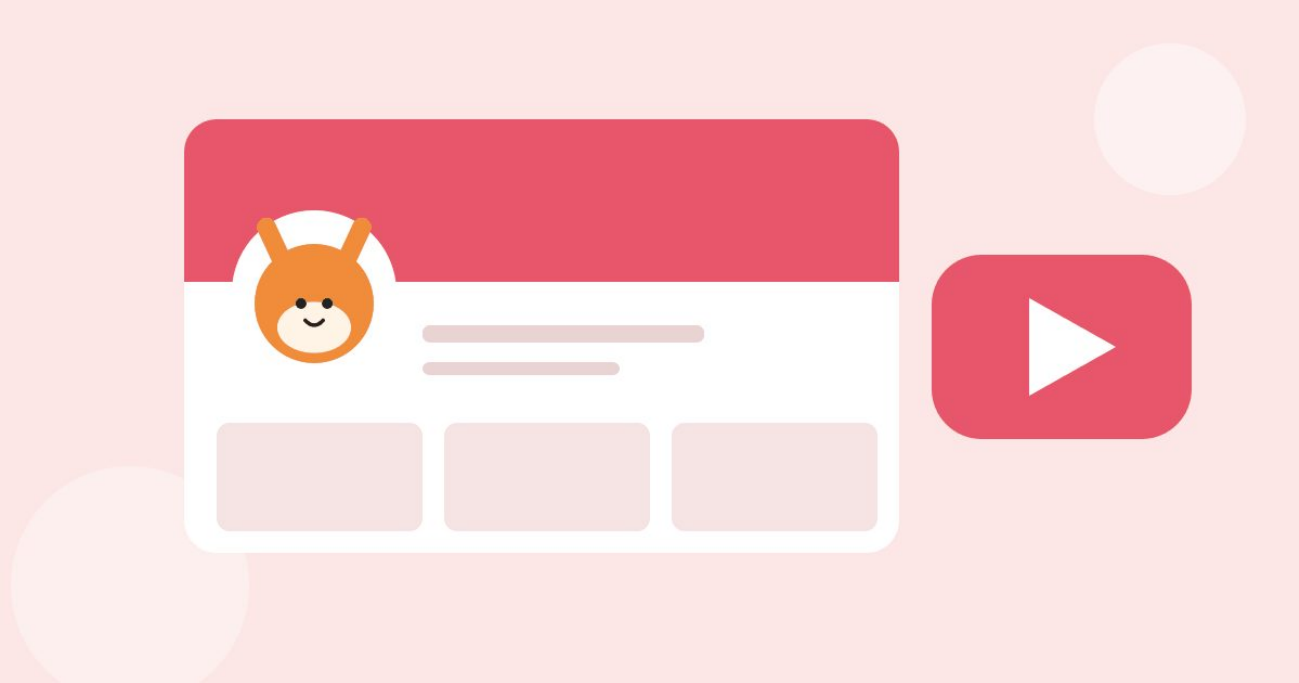

> Profile picture, banner, thumbnails, intro and end screen — how a cartoon avatar ties your channel together and helps viewers remember you.

Viewers decide in a second whether to click. A consistent look across your profile picture, banner and thumbnails makes your videos recognisable in a crowded feed — and a cartoon avatar is one of the easiest ways to get there, especially if you prefer not to show your face.

The channel branding kit

- Profile picture: 800×800 px, shown as a circle; keep the face centred and large.
- Banner: 2560×1440 px with the important part in the 1546×423 px safe area.
- Thumbnail template: 1280×720 px; your avatar reacting on one side and big text on the other.
- Watermark: a small square version (150×150 px) for the subscribe button on videos.
- Intro / outro: a short animated loop of the avatar waving.
- End screen: layout with space for two videos and a subscribe element.

Why a cartoon avatar works

- Faceless channels get a face and personality.
- Expressions can be exaggerated for thumbnails — shocked, excited, confused.

- The same character works on merch, stickers and memberships emoji.

Thumbnail tips

- Three elements maximum: face, object, 2–4 words.
- High contrast and a colour that stands out from YouTube's white and dark themes.
- Test at mobile size — most views come from phones.

Order tip

Ask for an avatar with 6–10 expressions on transparent background. You will reuse them in every thumbnail for years.