



The image formats guide 2026

FREE GUIDE · 2026 EDITION

Every size, ratio and file format you need for your website, social media and online store, on four pages.

Which file format, and why

The format matters as much as the size. The wrong one can make a page three times heavier or turn a sharp logo blurry.

WEBP

Website photos

25 to 35% lighter than JPEG at the same visual quality. Works in every modern browser. Your default for any photo on a website.

AVIF

Website photos, extra light

Often 20 to 30% lighter than WebP. Slower to create. Use it inside a <picture> tag with WebP as the fallback.

JPEG

Social media and email

Platforms re-compress everything you upload. A high-quality JPEG at the exact size gives them the cleanest start. Also the safest choice for newsletters.

PNG / SVG

Logos, icons, screenshots

PNG keeps text and flat colours crisp and supports transparency. SVG is best for logos and icons: one file, sharp at any size.

Website sizes and weight targets

USE	WIDTH	TARGET WEIGHT
Full-width banner, Retina screens	2400 px	≤ 380 KB
Full-width banner	1920 px	≤ 250 KB
Large image in a page	1200 px	≤ 150 KB
Image in an article or text	800 px	≤ 90 KB
Thumbnail, card	400 px	≤ 35 KB

Rule of thumb: a photo should never be wider than the largest space it fills on screen. A 4000 px photo shown at 800 px makes visitors download five times too many pixels.

Exact sizes for every platform

Upload at the exact frame each platform expects. They crop what doesn't fit and re-compress the rest, so the closer you are, the sharper your post.

PLATFORM AND USE	SIZE (PX)	RATIO
Instagram feed post Best reach	1080 × 1350	4:5
Instagram post that fills the profile grid	1080 × 1440	3:4
Instagram / Facebook square post	1080 × 1080	1:1
Stories, Reels, TikTok (cover or image)	1080 × 1920	9:16
LinkedIn / Facebook link preview	1200 × 627	1.91:1
X post image	1600 × 900	16:9
YouTube thumbnail	1280 × 720	16:9
Pinterest pin	1000 × 1500	2:3

Before you post

- ✓ Use the 4:5 portrait for feed posts: it takes up the most space on a phone screen.
- ✓ Stories and Reels: keep text and logos away from the top and bottom edges (roughly the top 250 px and bottom 340 px), where the app places its buttons.
- ✓ Export in sRGB colour. Other colour profiles can look dull once the platform converts them.
- ✓ Keep each social image under about 1 MB. Bigger files don't look sharper; they just get compressed harder.

Store, listing and email sizes

Product photos sell when they are sharp, consistent and fully visible. These are the sizes the main platforms recommend.

PLATFORM AND USE	SIZE (PX)	NOTE
Shopify product photo	2048 × 2048	Square, product kept whole
Shopify homepage banner	1920 × 1080	16:9
Amazon main image	2000 × 2000	Pure white background required
Etsy listing photo	3000 × 2250	4:3
Google Business Profile post	1200 × 900	4:3
Open Graph (link shared on social)	1200 × 630	1.91:1
Email newsletter	1200 wide	JPEG, shown at 600 px

Checklist for a fast, well-ranked site

- ✓ Add **width** and **height** to every image tag so the page doesn't jump while it loads.
- ✓ Add **loading="lazy"** to images further down the page, never to the first big image.
- ✓ Name files with words, not camera numbers: **red-leather-chair.webp** beats IMG_4821.jpg for Google Images.
- ✓ Write a short alt text that describes the image. It helps accessibility and search.
- ✓ Remove location (GPS) data from photos before publishing them. CrispSize does it automatically.

SAVE HOURS EVERY WEEK

Do all of this in one drop

CrispSize creates every size in this guide from your photos, in one ZIP, for free. Nothing is uploaded: it all happens in your browser.

- ✓ WebP and AVIF for your website, with ready-to-paste code
- ✓ Exact frames for Instagram, Stories, LinkedIn, X, YouTube, Pinterest
- ✓ Shopify, Amazon, Etsy and Google Business sizes
- ✓ Smart cropping, watermark and batch renaming

crispsize.com →

Is your website as fast as your images?

RelMedia checks your whole site and tells you what slows it down, in a free 15-minute speed audit.

Write to support@crispsize.com

Sizes checked against platform guidelines in 2026. Platforms change their specs often: CrispSize is updated when they do.