

Recommended Logo Sizes by Platform

PLATFORM	PROFILE IMAGE SIZE	LOGO TIPS
Instagram	320 x 320 px	Upload PNG; center logo; no tiny text
Facebook	170 x 170 px (Desktop)	Keep it simple; use high contrast
LinkedIn	400 x 400 px	Clean version with space to breathe
Twitter/X	400 x 400 px	PNG preferred, test dark vs. light mode
TikTok	200 x 200 px	Use icon-only version of your logo
YouTube	800 x 800 px	No tagline—too small to read