

Customer Logo Upload Specifications

Optimal Image Resolution

Recommended Dimensions

- **Height:** 192 pixels
- **Width:** 400-600 pixels (depending on your logo's aspect ratio)
- **Aspect Ratio:** 2:1 to 4:1 (landscape format)

Why These Dimensions?

1. **Display Size:** Your logo is displayed at 64px height on the main search page
2. **Retina/High-DPI Support:** 192px provides 3x resolution for crisp display on high-DPI screens
3. **Admin Preview:** The admin panel preview shows logos at 192px height, so your logo will look exactly as intended
4. **Quality:** This resolution ensures sharp, professional appearance across all devices

Format Recommendations

Best Options (in order of preference):

1. **PNG (Recommended for most logos)**
 - Use for logos with transparency
 - Use for logos with solid colors and gradients
 - Supports transparency (important for logos without backgrounds)
 - File size: Typically 50-500KB with optimization
2. **SVG (Best for simple logos)**
 - Perfect for simple, vector-based logos
 - Infinitely scalable without quality loss
 - Smallest file size
 - Not supported by current upload system - convert to PNG first
3. **JPG/JPEG (Only for photo-based logos)**
 - Use only if your logo is a photograph or has complex imagery
 - Cannot have transparent background
 - Slightly smaller file size than PNG

Aspect Ratio Examples

Aspect Ratio	Width (px)	Height (px)	Best For
2:1	384	192	Standard company logos
3:1	576	192	Wide horizontal logos
4:1	768	192	Very wide banner-style logos
1:1	192	192	Square logos or icons

File Size Limits

- **Maximum file size:** 5 MB
- **Recommended file size:** 100-500 KB (use compression tools)
- **Allowed formats:** .jpg, .jpeg, .png, .gif, .bmp

Quality Checklist

Before uploading your logo, ensure:

- ☐ Image height is 192px (or at least 128px for 2x support)
- ☐ Image width is between 200-800px (depending on aspect ratio)
- ☐ File size is under 500KB (preferably under 200KB)
- ☐ Format is PNG (if logo needs transparency) or JPG (if not)
- ☐ Image has transparent background (PNG) or white background
- ☐ Logo is clearly visible and not pixelated
- ☐ Colors are accurate and match your brand

Optimization Tips

1. Use compression tools:

- TinyPNG (<https://tinypng.com>) - Reduces PNG file size without quality loss
- Squoosh (<https://squoosh.app>) - Advanced image optimization
- ImageOptim (Mac) or RIOT (Windows) - Desktop tools

2. Export settings:

- PNG: 24-bit color depth with alpha channel (transparency)
- JPG: Quality 85-90% is usually sufficient
- Remove metadata to reduce file size

3. Design considerations:

- Ensure logo works on both light and dark backgrounds
- Test logo at small sizes (64px height) to ensure readability
- Avoid very thin lines or small text (may not be visible at 64px)

Display Behavior

Your logo will be displayed:

- **On main search page:** Centered, 64px height, width auto-adjusted to maintain aspect ratio
- **In admin preview:** Centered, 192px height (maximum), width auto-adjusted
- **Responsive:** Logo will scale down on mobile devices while maintaining aspect ratio

Step-by-Step Upload Guide

1. Prepare your logo:

- Export at 192px height
- Choose appropriate width based on aspect ratio
- Save as PNG (with transparency) or JPG
- Optimize file size to under 500KB

2. Upload in Admin Dashboard:

- Go to Admin Dashboard → Customers tab
- Click “Logo” button for the customer
- Click “Choose File” and select your logo
- Preview the logo to ensure it looks correct
- Click “Upload Logo”

3. Verify display:

- Log in as a customer admin or user
- Check that logo appears correctly on search page
- Test on mobile device if possible

Troubleshooting

Logo looks blurry/pixelated

-  **Solution:** Use higher resolution (192px height minimum)

Logo is too large or cut off

-  **Solution:** Check aspect ratio - use 2:1 to 4:1 landscape format


Upload fails: “File too large”

-  **Solution:** Compress image using TinyPNG or similar tool

Upload fails: “Invalid file type”

-  **Solution:** Ensure file extension is .png, .jpg, .jpeg, .gif, or .bmp

Logo doesn't appear after upload

-  **Solution:** Refresh the page, check browser console for errors

Logo has incorrect colors

-  **Solution:** Use sRGB color profile when exporting

Need Help?

If you encounter issues with logo upload or display, please contact your system administrator with:

- Screenshot of the issue
 - Logo file specifications (dimensions, format, file size)
 - Browser and device information
-

Last Updated: October 2025

Version: 1.0