* .PDF (Portable Document Format)
* .SVG (Scalable Vector Graphics)
* .PNG (Portable Network Graphics)
* .JPG or .JPEG (Joint Photographic Experts Group)

**Instagram**

* Profile photo (circular): 110 x 110px
* Best file type: JPG

**Logo sizing tips:**

1. Instagram converts all image files to JPG, so we recommend a JPG file so you can control the quality of the output. If you upload a PNG, Instagram will convert this to a JPG but you may lose some unexpected quality.
2. The profile photo is center cropped to a circle, so make sure that what you want displayed is right in the middle. If it’s a logo, consider using an icon or [monogram of your logo](https://looka.com/blog/monogram-logo-design/).

**Facebook**

* Profile photo (square): 180 х 180
* Cover photo: 820 x 312 pixels
* Best file type: PNG

Your profile photo will display at 176 x 176 pixels on computers and 196 x 196 pixels on smartphones.

**Logo sizing tips:**

1. Much like Instagram, the profile picture will be cropped to a circle so if you think you might lose some important details from your logo, consider a monogram or icon of your logo instead.
2. Facebook says that your profile picture will partially cover the left-hand side of your cover photo. Keep this in mind when designing and sizing your photos. Facebook also recommends PNG files.

**YouTube:**

* Profile photo (circular): 800 x 800 pixels
* Thumbnail photo: 1280 x 720 pixels
* Cover photo: 2560 x 1440 pixels
* Best file type: JPG, PNG, BMP

**Twitter:**

* Profile photo (circular): 400 x 400 pixels
* Cover photo: 1500 х 500 pixels
* Best file type: JPG or PNG
* Max file size: 2MB

**LinkedIn:**

* Profile photo (circular): 400 х 400 pixels
* Cover photo: 1128 x 191 pixels
* Best file type: JPG or PNG
* Max file size: 8MB

**TikTok:**

* Profile photo: 200 x 200 pixels
* Best file type: JPG or PNG

**Pinterest:**

* Profile photo (circular): 165 x 165 pixels
* Best file type: JPG or PNG

**Google My Business:**

* Profile photo (circular): 970 х 530 pixels
* Cover photo: 1024 x 576 pixels
* Best file type: JPG or PNG

When posting on social media, it’s best to use PNG files, as they’re a lossless compressed format. Similar exports like JPG files are “lossy compressed”, meaning the file size may be a bit smaller than a PNG, but the quality also decreases, leaving some logos looking pixelated or “soft.”

**Here are the standard favicon sizes for browsers:**

* 16 x 16 pixels
* 32 x 32 pixels
* 48 x 48 pixels