

Guidelines for Image Size and Format for Websites

Image Format:

JPEG for photos (smaller file size with good quality).

PNG for images requiring transparency.

SVG for icons and logos (scalable without loss of quality)

Image Use	Optimal Dimensions (px)	Notes
Hero/Banner Images	1920 x 1080	High-quality background images for large screens. Keep file size optimised.
Full-Width Backgrounds	1920 x 1280	Ensure responsive scaling on mobile devices.
Page Headers	1600 x 600	Wide aspect ratio works well for headers.
Blog Post Feature Image	1200 x 630	Matches social sharing previews (e.g., Facebook, LinkedIn).
Thumbnails	150 x 150	Standard size for small preview images.
Portfolio/Gallery Images	800 x 600 or 1200 x 800	Use the aspect ratio that fits the design.
Logos	250 x 100 (max)	SVG preferred. Provide a transparent PNG fallback for compatibility.
Icons	32 x 32 or 64 x 64	SVG preferred for sharpness and scalability.
E-commerce Product Images	1000 x 1000	Square aspect ratio works well for most online stores.
Profile Pictures	400 x 400	Square format to avoid cropping issues on different platforms.
Infographics	Max width: 800-1200	Ensure readability while maintaining responsive design.