



HEY!

THANK YOU FOR DOWNLOADING
OUR GUIDE FOR
LINKEDIN IMAGE SIZES!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

LinkedIn image sizes

Personal profile

profile picture: 1:1

- Recommended size: 400 x 400 px
- Displayed size: ca. 152 x 152 px
- Recommended minimum size: 200 x 200 px
- File size: max. 3 MB
- The image is automatically cropped into a circle.



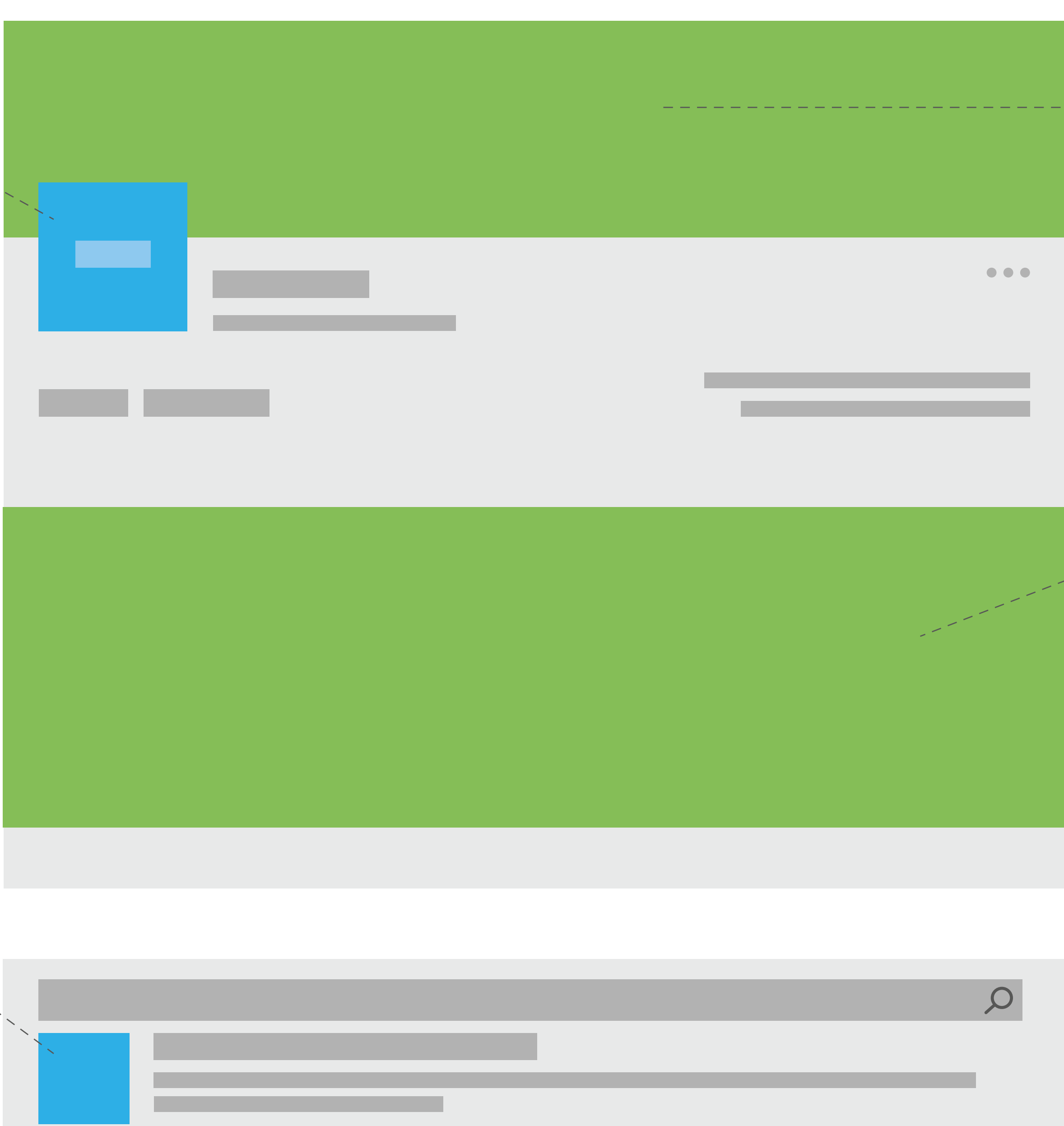
cover photo: 4:1

- Recommended size: 1584 x 396 px
- File size: max. 8 MB
- File formats: JPEG, JPG, PNG und WEBP
- When choosing a motif, please note that the profile picture protrudes into the cover photo from the bottom left.

company profile

profile picture: 1:1

- Recommended size: 400 x 400 px
- Recommended minimum size: 300 x 300 px
- Displayed size: ca. 112 x 112 px
- File size: max. 3 MB
- The image is displayed in square format



cover photo: 2:1

- Recommended size: 1920 x 1080 px
- Displayed width: ca. 1400 px

LinkedIn Hero Image: 3:1

- Recommended size: 1128 x 376 px
- File size: max. 3 MB
- The image is displayed in square format
- Detailed insight into the everyday life of your company's employees
- usually larger than other LinkedIn images

Square logo

- appears in search results
- Displayed size: 60 x 60 px
- File size: max. 2 MB

Event profile

profile picture: 1:1

- Recommended size: 400 x 400 px
- Displayed size: ca. 112 x 112 px
- File size: max. 4 MB
- The image is displayed in square format



cover photo: 4:1

- Recommended size: 1920 x 1080 px
- File size: max. 3 MB
- When choosing a motif, please note that the profile picture extends into the cover photo from the bottom left.

Status Updates & Articles

Images for status updates

- Recommended size: 1200 x 627 px
- File size: max. 5 MB
- Displayed width ca. 552 px
- Portrait-format images may be cropped if necessary.

Images for blog articles

- Recommended size: 2000 x 600 px
- File size: max. 10 MB
- File formats: JPG, PNG and Static GIF
- Recommended: 8 Images
- Omit videos

blog headlines

- Use between 40 and 49 characters (6 words recommended)
- More verbs, fewer nouns

A little tip:

If in doubt, upload images on a trial basis and adjust the format accordingly!

www.dreikon.de/en/