



# HEY!

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OUR GUIDE FOR  
LINKEDIN IMAGE SIZES!

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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

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# 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. 20 MB
- The image is automatically cropped into a circle.



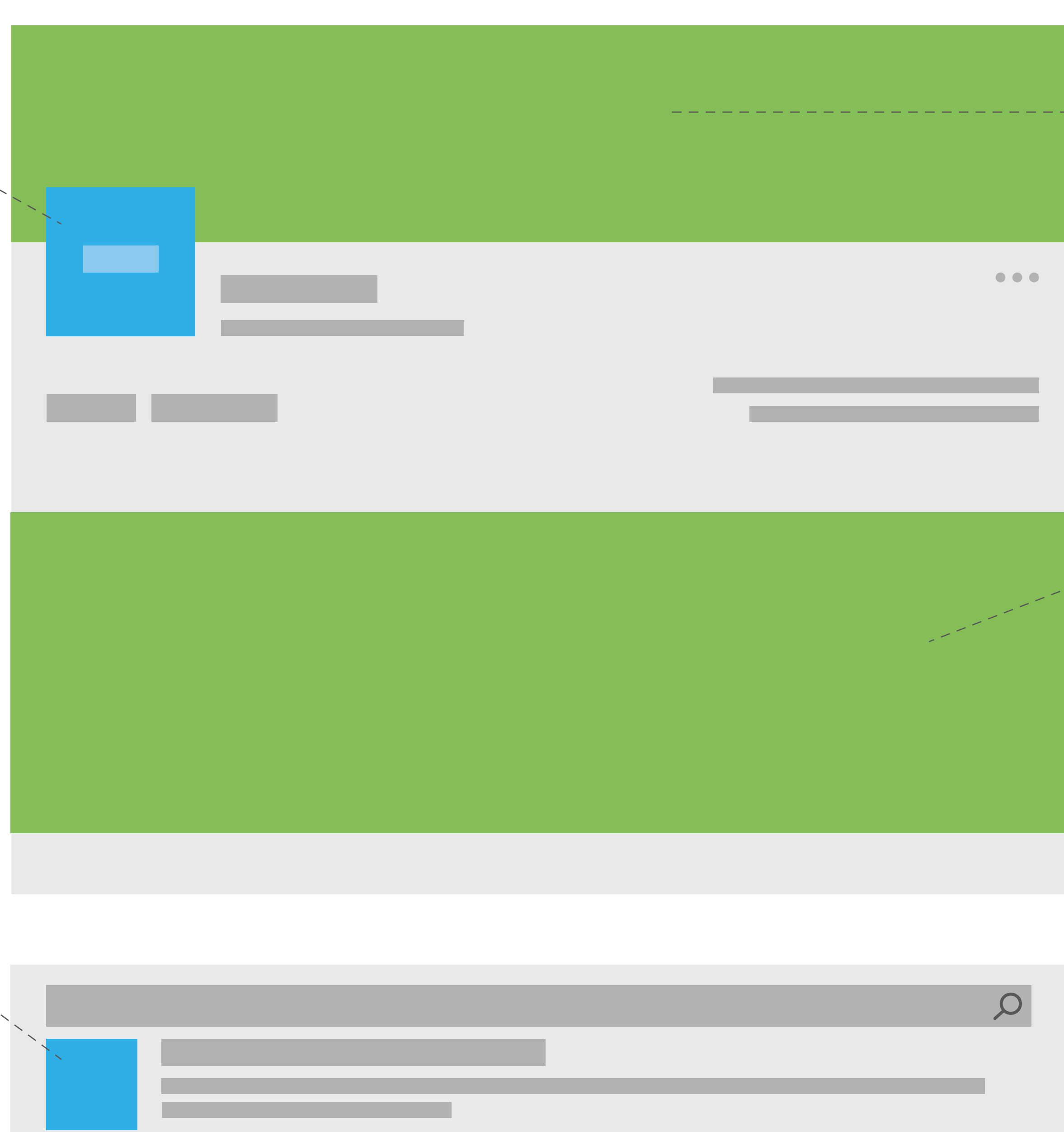
### cover photo: 4:1

- 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: 1:5,91

- Recommended size: 1128 x 191 px
- File size: max 8 MB

### 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

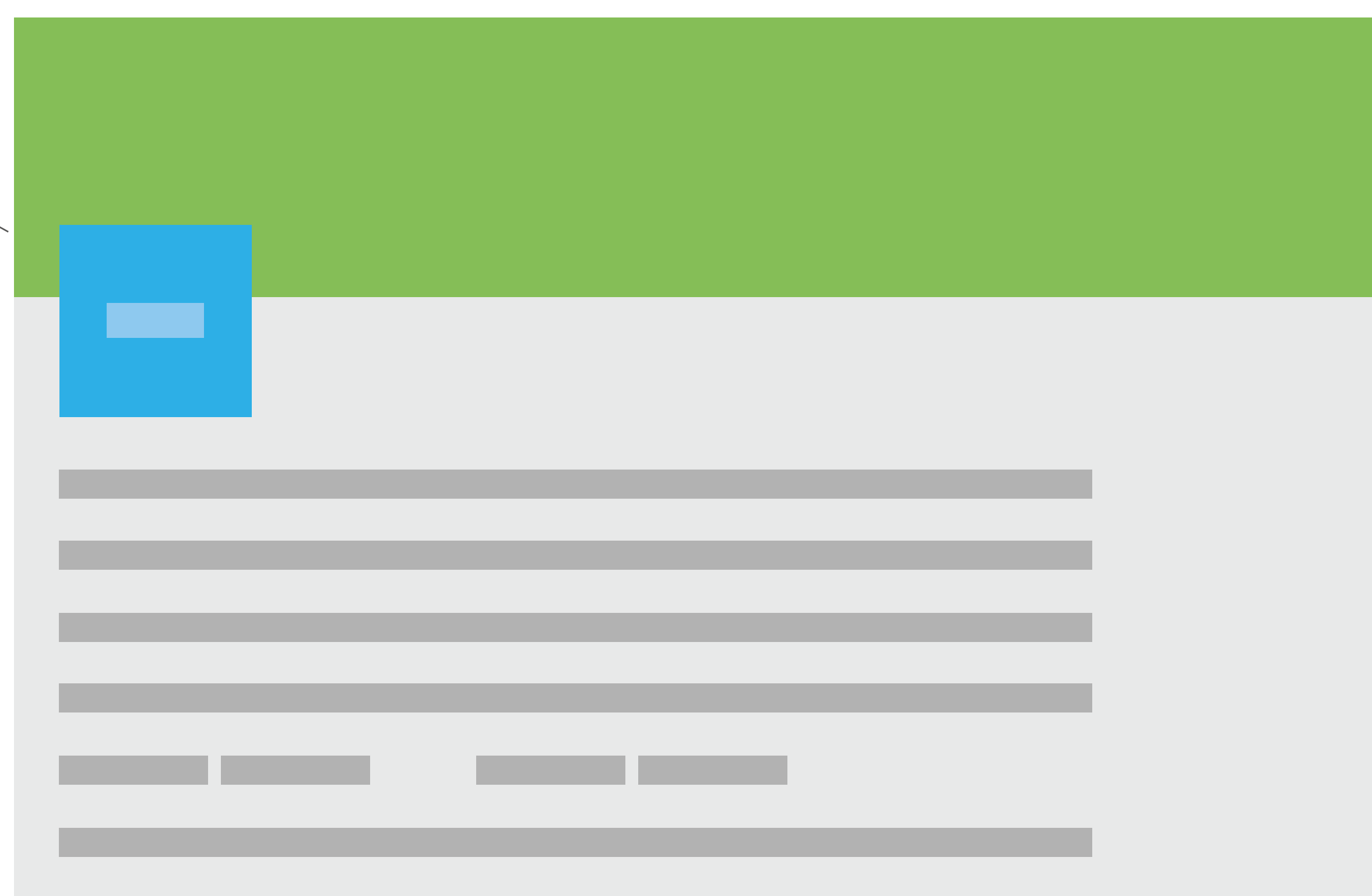
### Square logo

- 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



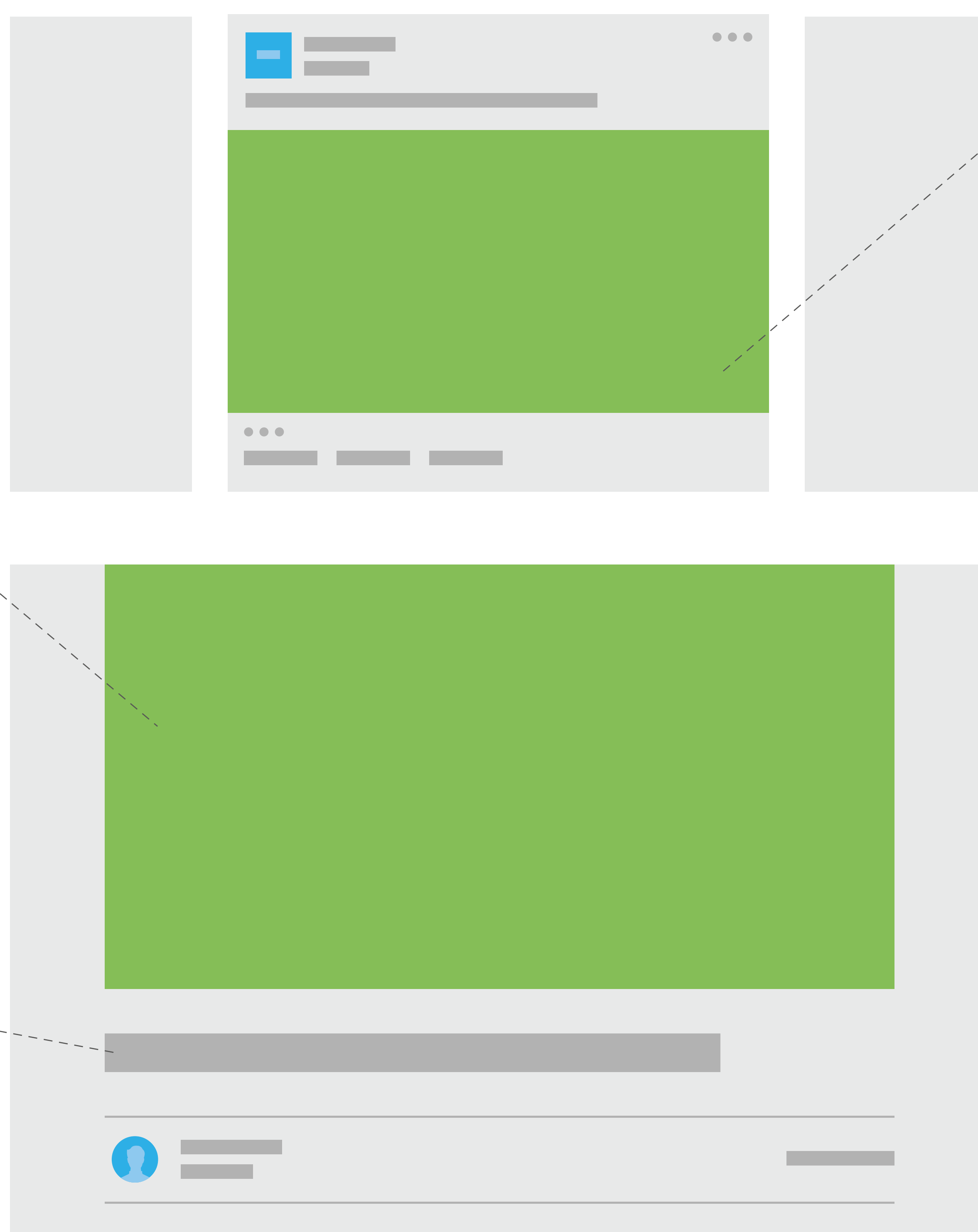
### cover photo: 4:1

- 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 blog articles

- Recommended size: 2000 x 600 px
- File size: The maximum file size should not exceed 10 MB, max. allowed: 20 MB.
- File formats: JPG, PNG and Static GIF
- Recommended: 8 Images
- Omit videos



### 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.
- Since 2026, the following are also supported: 1:1 (1200 x 1200 px), 4:5 (e.g., 1200 x 1500 px)

### 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!