TRADES BRAND KIT · CHEAT SHEET

# Social profile and cover sizes

The size to export your logo and cover at for each platform, drawn to scale, with the spots that get covered up. Shown with an example brand.

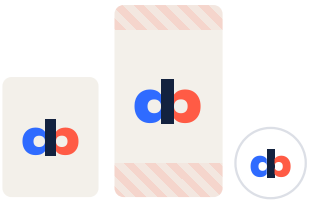
**November 2026**
Checked against two independent 2026 guides. Platforms change sizes: check before a big redesign.




## Facebook Page

| | |
|---|---|
| Profile picture | 320 × 320 |
| Cover | 851 × 315 |
| Cover, 2× upload | 1702 × 630 |

Phones trim the cover's sides: keep the logo inside the dashed middle.



## Instagram

| | |
|---|---|
| Profile picture | 320 × 320 |
| Post 4:5 | 1080 × 1350 |
| Story, Reel 9:16 | 1080 × 1920 |

The profile grid previews posts at 3:4, so keep words away from the top and bottom edges. In Stories, keep roughly the top 250 px and bottom 340 px clear.




## LinkedIn

| | |
|---|---|
| Company logo | 400 × 400 |
| Company cover | 1128 × 191 |
| Personal banner | 1584 × 396 |

The logo box sits over the cover's bottom left. Put your logo right of centre on the cover.




## X (Twitter)

| | |
|---|---|
| Profile picture | 400 × 400 |
| Header | 1500 × 500 |

The profile picture covers the header's bottom left. Keep that corner free of text.




## YouTube

| | |
|---|---|
| Profile picture | 800 × 800 |
| Channel banner | 2560 × 1440 |
| Safe area | 1546 × 423 |

Only the dashed middle strip shows on every device. Put the logo and any words there.



## TikTok

| | |
|---|---|
| Profile, minimum | 200 × 200 |
| Video 9:16 | 1080 × 1920 |

Buttons and captions sit over the right side and the bottom of every video.




## Google Business Profile

| | |
|---|---|
| Logo | 720 × 720 |
| Cover photo* | 1024 × 576 |

*Google recommends 720 × 720 for photos, the logo included, but publishes no cover size. 1024 × 576 is the common target, and Google may crop it.



## Pinterest

| | |
|---|---|
| Pin, 2:3 | 1000 × 1500 |
| Square pin | 1000 × 1000 |

Tall pins take more of the feed. Put the logo small at the top or bottom.

Safe area: always visible · Covered by buttons or captions · All sizes in pixels, width × height.

**Profile pictures are circles**
Use your icon, not the full logo, with some space round it so the circle does not clip it.

**PNG for logos, JPG for photos**
PNG keeps letters crisp. Save photos as JPG to keep files small.

**One look everywhere**
Same icon, same colours on every platform, so people know it is you at a glance.


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