

X (formerly Twitter) image size guide

This guide gives the lowdown on the best image sizes for X (Twitter). This guide was last updated in May 2024.

Profile Images

- The profile image can consist of a JPG, PNG or GIF.
- The image will be compressed upon upload to 400 x 400 px when displayed on the Profile page – but for best results upload a larger, sharper original image (we use 800 x 800 px).
- The profile image will crop to a circle – so it's important to consider how it will appear. Avoid placing important visual information in the corners, and if your design is circular (e.g. a circular logo) – make sure its edges sit on or within Twitter's circular crop.
- When in the feed, the profile image appears even smaller at just 40 x 40 px, so consider legibility especially on small screens. If your image or logo is quite detailed or busy – it might be worth considering a "simplified" or icon version of the logo for your profile image.

Banner (header) Images

- The profile cover image is displayed at 1500 x 500 px.
- The profile image will cover part of the bottom-left side of the image (mostly on desktop, but also on smaller screens). Avoid placing important text or visual information here.
- It can be tempting to use this large image as a billboard and place lots of text and detail there – but keep in mind this horizontal image scales down quite small on phones and may become unreadable.



Image posts

- PNG, JPG and GIF can all be used as image posts.
- Twitter crops all images to 16:9 ratio rectangle in the feed (e.g. an uploaded square image will have the top and bottom cropped to fit a rectangle shape).
- Users **can** click the image to view it in full, however it's best to use a rectangle shape and ensure all visual information can be absorbed without the user clicking.
- We recommend rectangle images, at a 1600 x 900 px size for the 16:9 ratio.



Video posts

- As the majority of users use Twitter on the mobile app, we recommend using portrait (720 x 1280 px) or square (720 x 720 px) videos.
- If using landscape video is unavoidable, use 1280 x 720 px.
- Use .MP4 or .MOV files for upload.
- Maximum duration allowed is 140 seconds, so keep it brief!