

Instagram Size Cheat Sheet

Purpose: a one to two page reference for the image and video sizes, ratios and safe zones to use when designing Instagram content. Check the preview in the app before posting, as Instagram changes things often.

Feed posts

Format	Ratio	Pixels	Use it for
Portrait	4:5	1080 x 1350	Graphics designed from scratch (our default)
Tall photo	3:4	1080 x 1440	Phone photos you do not want cropped
Square	1:1	1080 x 1080	Logos, neat product shots
Landscape	1.91:1	1080 x 566	Occasional wide images (small on phones)

Other formats

Format	Ratio	Pixels	Notes
Reels	9:16	1080 x 1920	Choose a cover with the subject in the middle
Stories	9:16	1080 x 1920	Keep text clear of top, bottom and sides
Carousel slides	Same on every slide	1080 x 1350 or 1080 x 1440	The first slide sets the shape
Profile photo	1:1 (shown as a circle)	320 x 320 minimum, 1000 x 1000 ideal	Keep the subject central
Highlight cover	Shown as a circle	Design on 1080 x 1920	Icon in the middle

Note: Instagram says photos are uploaded at the best quality possible, up to 1080 pixels wide. Reel, Story and Highlight figures come from third-party guides, not an Instagram page.

Safe zones

- Keep faces, headlines and logos out of the top and bottom 10 per cent of feed images.
- Stories and Reels: leave about 150 px clear at the top and 250 px at the bottom, plus a margin on the right of Reels.
- Profile grid tiles are now a taller 3:4 shape. Keep key content in the middle so it survives any crop.

Before you post checklist

- ☐ Image is about 1080 px wide (not tiny, not huge)
- ☐ Original file used, not a screenshot or a re-saved copy
- ☐ JPG exported at around 80 to 90 per cent quality (PNG for sharp graphics)
- ☐ Same ratio on every carousel slide

- ☐ Key content sits in the middle, away from the edges
- ☐ Text is bold, large and has strong contrast
- ☐ Checked the grid preview, and used Adjust Preview (Fit or Fill) if needed
- ☐ Reel cover checked in the 3:4 grid crop
- ☐ Alt text written (one or two plain sentences, include any text in the image)
- ☐ Viewed it as a thumbnail on a second phone

If your upload looks blurry

1. Check the image is at least 1080 px wide.
2. Resize it yourself to 1080 px wide rather than letting Instagram shrink a huge file.
3. Upload the original, not a file passed through messaging apps.
4. Replace thin fonts and fine lines with bold, larger type.
5. Re-export video at 1080 x 1920 in the highest quality your editor allows.

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Want a hand putting this into practice?

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