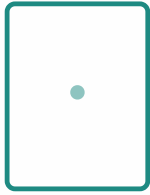


# Instagram Image Sizes & Crop Cheat Sheet

Posts, Stories, Carousels, Reel Covers, Profile Grid & Export Settings

Last verified: September 2026



IF YOU REMEMBER ONE INSTAGRAM FEED SIZE

## 1080 × 1440 px

3:4

Best current starting point for a portrait Instagram Feed image.

*Instagram natively supports 3:4 photos, and the ratio aligns naturally with the current taller profile grid.*

## Instagram Image Sizes at a Glance

Start with the format your image will appear in, then design at the recommended dimensions below.



FEED PORTRAIT · RECOMMENDED

### 1080 × 1440 px

3:4

Native portrait format and strongest starting point when profile-grid presentation matters.



CLASSIC PORTRAIT

### 1080 × 1350 px

4:5

Still fully supported and useful for existing portrait creative.



SQUARE POST

### 1080 × 1080 px

1:1

Supported, but the current profile grid uses a taller preview.



LANDSCAPE POST

### 1080 × 566 px

1.91:1

Use when the composition genuinely depends on horizontal space.



STORY IMAGE

### 1080 × 1920 px

9:16

Full-screen vertical Story canvas.



REEL COVER · IMH WORKING MASTER

### 1080 × 1920 px

9:16

*Instagram-published cover recommendation: 420 × 654 px*



PROFILE PICTURE

### 320 × 320 px

1:1

Uploaded square, displayed as a circle.

## INSTAGRAM FEED PHOTO RANGE

1.91:1

→

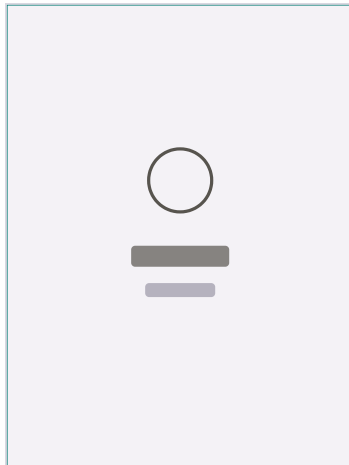
3:4

At the recommended 1080 px width: approximately 1080 × 566 → 1080 × 1440

*Design rule: choose the ratio first. Do not rely on Instagram to fix the composition after upload.*

# How Instagram Feed Images Appear on Your Profile Grid

Instagram's profile grid uses a taller 3:4 preview. Images created at other ratios can therefore appear differently on your profile than they do in the Feed.



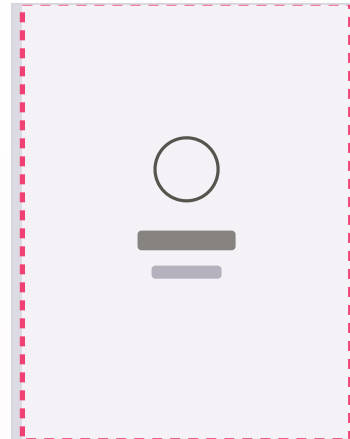
## 3:4 FEED POST

**1080 × 1440**

**3:4**

### BEST MATCH

The uploaded image and current profile-grid shape align naturally.



## 4:5 FEED POST

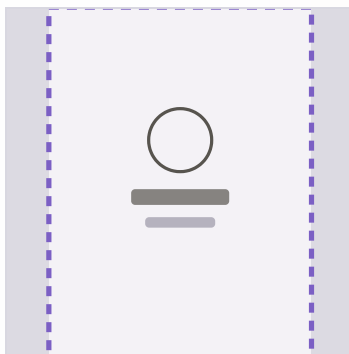
**1080 × 1350**

**4:5**

A centered 3:4 preview uses approximately 1013 px of the 1080 px width.

**≈ 34 px per side outside the central crop**

*IMH calculated crop guide*



## SQUARE POST

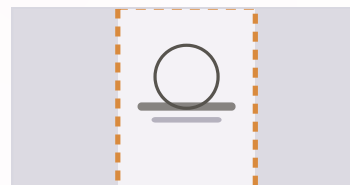
**1080 × 1080**

**1:1**

A centered 3:4 preview at this height is approximately 810 px wide.

**≈ 135 px per side outside the central crop**

*IMH calculated crop guide*



## LANDSCAPE POST

**1080 × 566**

**1.91:1**

Landscape images depend heavily on width, so profile-grid presentation can differ substantially from the full Feed composition.

**Keep the focal point near the center.**

## KEEP THESE CENTER-SAFE

- Face / subject
- Product
- Headline
- Logo
- Price / offer
- CTA text

*If cropping it would change the meaning of the post, keep it toward the center.*

## Design for Both Feed and Grid

**1**

Choose the upload ratio

**2**

Position the focal point

**3**

Preview a 3:4 grid crop

**4**

Move critical content inward

**5**

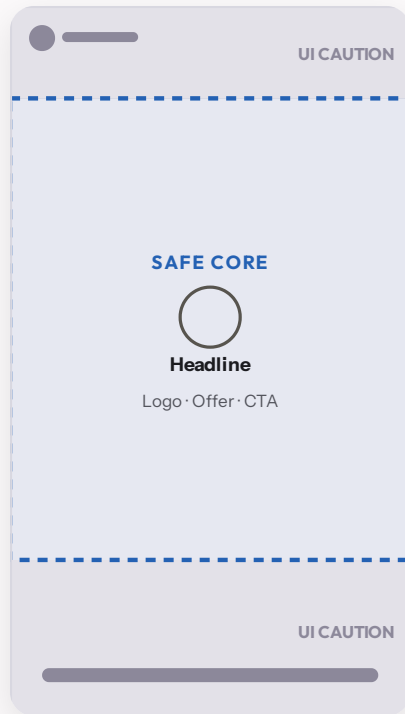
Check the live Instagram preview

# Stories & Reel Cover Crop Guide

## INSTAGRAM STORY

# 1080 × 1920 px

9:16



### IMH PRACTICAL SAFE-ZONE GUIDE

Instagram's interface can cover content near the top and bottom. Keep essential information comfortably inside the frame and confirm placement in the final Story preview.

*≈ 250 px top/bottom can be used as a practical working margin. Practical guide, not an Instagram-published requirement.*

#### Keep center-safe:

- ✓ Headline
- ✓ Face
- ✓ Offer
- ✓ Product
- ✓ Logo
- ✓ CTA

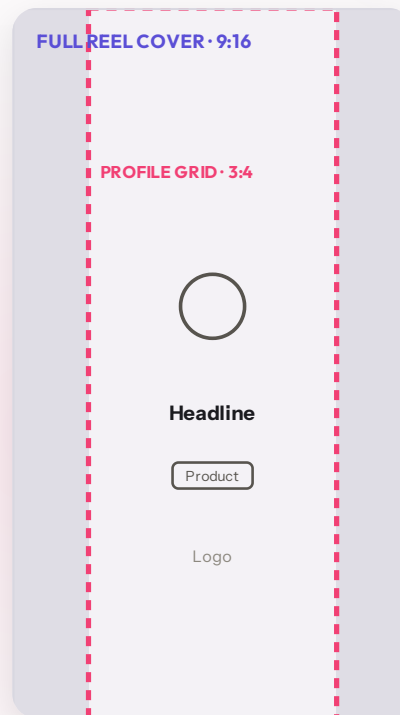
Background imagery and decorative elements can extend toward the edges.

## REEL COVER · IMH WORKING MASTER

# 1080 × 1920 px

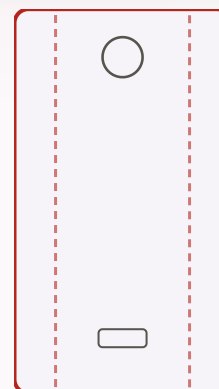
9:16

Instagram-published cover recommendation: 420 × 654 px



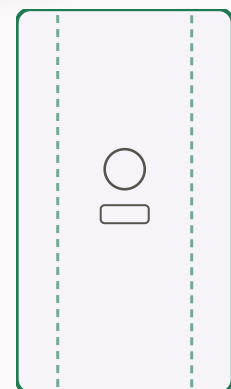
**Design for 9:16.**  
**Compose for 3:4.**

Use the full vertical canvas for the cover, but keep the headline, subject, product, and branding positioned for the tighter profile-grid preview.



**Poor**

Looks fine full-screen.  
Breaks in the grid.



**Better**

Survives both views.

**Same dimensions do not mean same interface.** Stories and Reel covers both use tall vertical canvases, but their overlays and crops are different. Preview each placement separately.

1

Design the full 9:16 canvas

2

Check the 3:4 grid or cover crop

3

Keep essentials in the center

4

Preview before publishing

# Carousels, Export Settings & Pre-Publish Checklist

## Instagram Carousel Image Sizes



**RECOMMENDED  
PORTRAIT**

**1080 × 1440**

**3:4**

Up to 20 items natively



**CLASSIC PORTRAIT**

**1080 × 1350**

**4:5**



**SQUARE**

**1080 × 1080**

**1:1**



**LANDSCAPE**

**1080 × 566**

**1.91:1**

### Choose the carousel ratio before designing the sequence.

A consistent intended canvas makes headlines, spacing, graphics, and swipe transitions easier to control.

*Native Instagram can support up to 20 items. API and scheduling-tool limits may differ.*

## Instagram Image Export Settings

|                               |                                            |
|-------------------------------|--------------------------------------------|
| Feed width                    | <b>1080 px</b>                             |
| Photos                        | <b>High-quality JPG</b>                    |
| Graphics / text-heavy designs | <b>PNG where supported</b>                 |
| Color space                   | <b>sRGB</b>                                |
| Editing source                | <b>Keep the highest-quality original</b>   |
| Final output                  | <b>Export once for the intended canvas</b> |

*Don't chase file size for its own sake. Correct dimensions, clean source imagery, sensible compression, and one strong final export matter more than creating the largest possible file.*

### JPG

Best for:

- Photography
- Lifestyle imagery
- Complex gradients

### PNG

Useful for:

- Designed graphics
- Sharp text
- Flat illustrations

*Publishing APIs and scheduling platforms can impose their own file-format requirements.*

## Instagram Image Pre-Publish Checklist

### SIZE

- ☐ Correct format selected
- ☐ Canvas dimensions confirmed
- ☐ Aspect ratio checked

### CAROUSELS

- ☐ Intended ratio consistent
- ☐ All cards reviewed together
- ☐ Item count works with publishing method

### CROP

- ☐ Feed composition checked
- ☐ 3:4 profile-grid preview reviewed
- ☐ Essential content remains center-safe

### EXPORT

- ☐ Source image is high quality
- ☐ Correct JPG/PNG choice
- ☐ sRGB used
- ☐ No unnecessary re-exporting
- ☐ Final mobile preview checked

### STORIES & REEL COVERS

- ☐ Story UI areas checked
- ☐ Reel cover profile crop checked
- ☐ Headline, face, logo, product remain visible

### Keep This Guide With Your Instagram Workflow

Use it whenever you're designing Feed posts, Stories, carousels, Reel covers, or profile assets.