

# Image Size Cheat Sheet



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

## POST

1080 x 1080

Used as a post on facebook,  
instagram, and twitter  
(for each event)



- Block I
- event-specific image
- series branding
- event name
- date

## POST series

1080 x 1080

Used as a post on facebook,  
instagram, and twitter



- general series image
- primarily series branding
- no dates

## NEWS

1080 x 1080

Used in newsletters  
and in web content  
(for each event)



- event-specific image
- series branding
- event name
- no dates

## NEWS series

1080 x 1080

Used in newsletters  
and in web content



- general series image
- primarily series branding
- no dates

# Image Size Cheat Sheet

## EVENT

1920 x 1080

Used facebook and website event banner (for each event)



- event-specific image
- series branding
- sides are cropped in various ways across devices, so keep subject centered in frame
- no dates

## SLIDER

600 x 400

Used on website sliders (for each event)



- event-specific image
- series branding
- no dates

## SLIDER series

600 x 400

Used on website sliders



- general series image
- series branding
- no dates

## EMAIL

700 x 150

Used as subheader in targeted newsletters



- general series image
- series branding
- no dates

## FORMS

960 x 400

Used as banner on signup forms in webtools



- wordmark
- general series image
- series branding
- no dates

# Image Size Cheat Sheet

## THUMB

1920 x 1080

Custom video thumbnail  
(for each event)



- Block I
- event-specific image
- series branding
- large event name
- no dates
- can also be used for powerpoint cover

## FLYER

8.5" x 11"

Taped to walls  
and bulletin boards  
NOT for social media



- general event image
- series branding
- event names
- event dates
- optional event descriptions
- required statements
- QR code with university shortlink
- wordmark