

Email signature image size cheat sheet

The numbers to export at, the formats to use, and the checks before you paste.

1. The numbers

What	Display size	Export the file at
Wide logo	70–100 px high, 300–400 px wide at most (Google's recommendation)	about double
Square logo	110–140 px wide (the generator's templates)	about double
Round photo	48–84 px across (the generator's templates)	about double, square crop
Gmail's largest	100 px high, 1,000 px wide	

2. My logo

Display width × height

Export width × height (double)

Format

☐ PNG ☐ JPG

File size

https address

3. Formats

Format	Use it?	Why
PNG	Yes, for logos	Supported in Gmail, Outlook and Apple Mail; keeps sharp edges
JPG	Yes, for photos	Small files for photographs
SVG	No	Not shown by older Outlook for Windows; Gmail converts it
WebP	No	Not shown by Outlook for Windows 2007–2019

4. Before you paste

- ☐ The https address opens just the picture in a private window
- ☐ A dark logo has a light background, so it doesn't vanish on dark backgrounds
- ☐ Round photo cropped round in the file, if it must be round in Outlook
- ☐ No contact details inside the image

The full guide: fynl.io/blog/email-signature-logo-size/

Free email signature generator: fynl.io/email-signature-generator