

# Optimal Image Specs

By Axios Solutions • Jul 20, 2022  
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Adding your own images is a great way to bring your brand and personality into your newsletters.

- Of course, you always have the Axios Visuals library and Unsplash Stock Photo library at your disposal, but here are our optimal import specs for your banners, logos, and image uploads.

## 1. Wide Logo



Wide logos look great at the top of your newsletter

We recommend a 4:1 ratio for all wide logo uploads. These are added on the Settings tab for each newsletter series in the Newsletter Design section.

### Optimal Specs:

- 800×200 px
- 72 ppi
- PNG file type
- Less than 1 MB

### Acceptable Specs:

- 400×100 px — a smaller file size and lower quality when zoomed in
- 1600×400 px — a larger file size and higher quality when zoomed in
- JPG file type

## 2. Square Logo



Feel free to upload square logos as well

We recommend a 1:1 ratio for all square logo uploads. These are added on the Settings tab for each newsletter series in the Newsletter Design section.

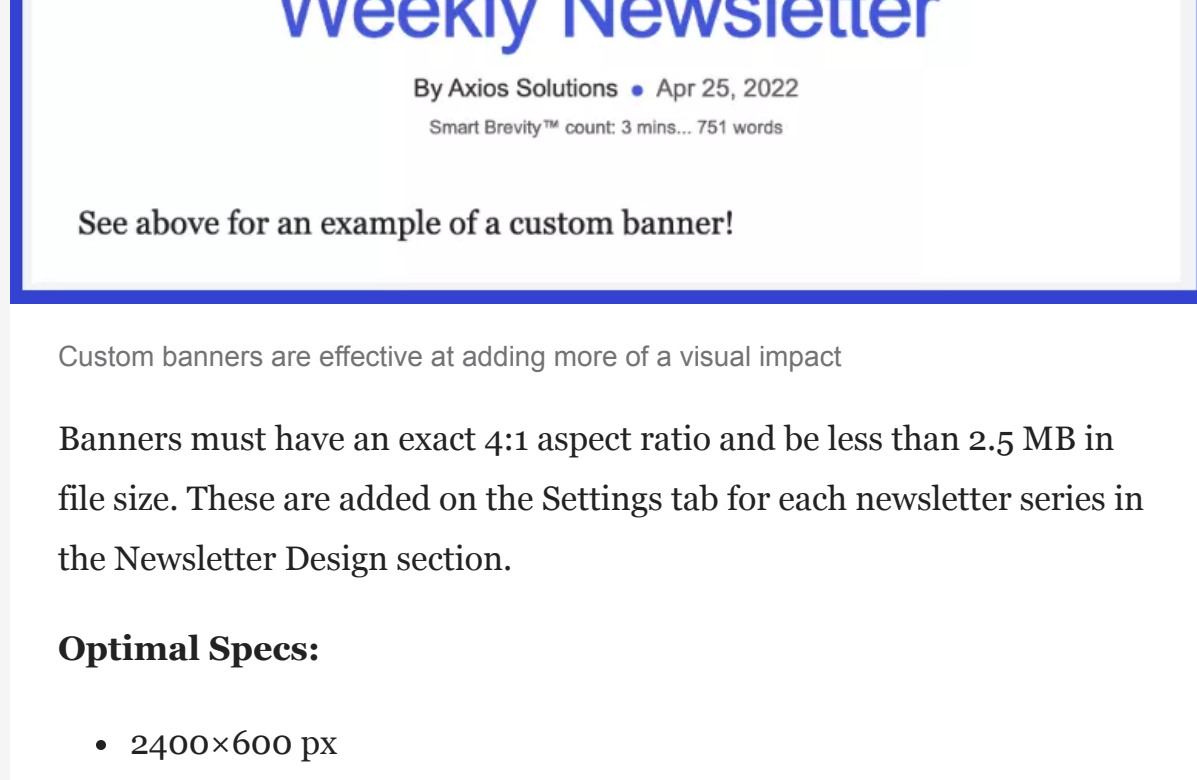
### Optimal Specs:

- 800×800 px
- 72 ppi
- PNG file type
- Less than 1 MB

### Acceptable Specs:

- 400×400 px — a smaller file size and lower quality when zoomed in
- 1600×1600 px — a larger file size and higher quality when zoomed in
- JPG file type

## 3. Banner



Custom banners are effective at adding more of a visual impact

Banners must have an exact 4:1 aspect ratio and be less than 2.5 MB in file size. These are added on the Settings tab for each newsletter series in the Newsletter Design section.

### Optimal Specs:

- 2400×600 px
- 72 ppi
- PNG file type

### Acceptable Specs:

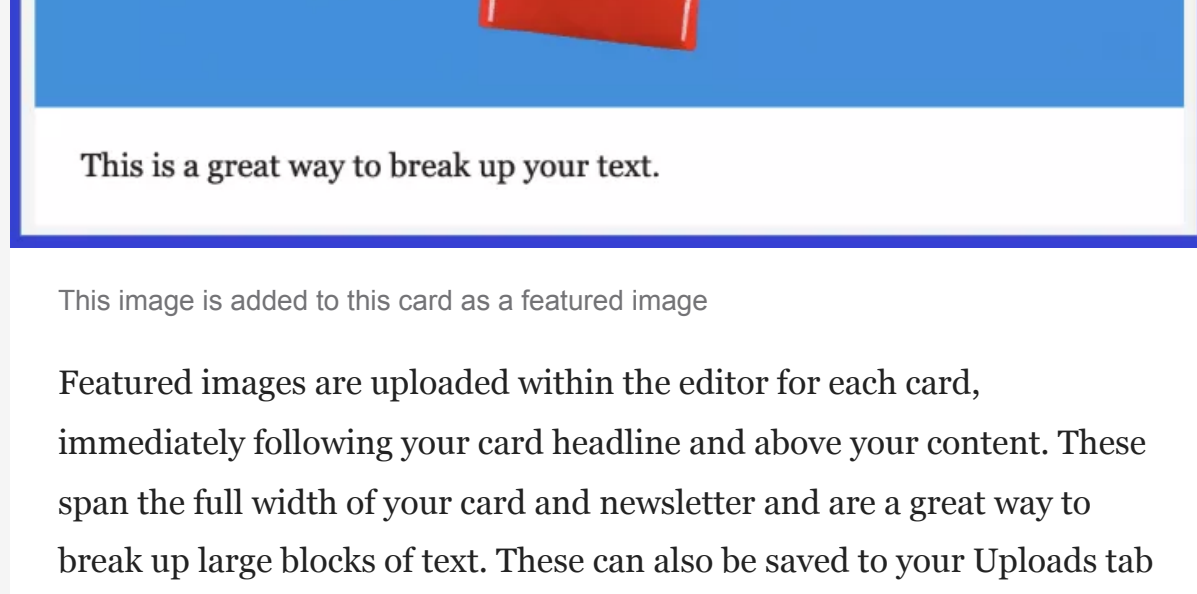
- 1600×400 px
- 800×200 px — a smaller file size and lower quality when zoomed in
- JPG file type

**Troubleshooting:** If you receive an error indicating the size of your banner is incorrect, double check the dimensions of your saved image by opening it in your computer (separate from HQ) and looking at the properties.

- On a Mac, click the Inspector button on the toolbar to pull up General Info and find the Image Size.
- On a PC, right click your image and select Properties. In the window that opens, navigate to the Details tab to find the Dimensions.

**Occasionally**, an image will save one pixel over or under the necessary spec. This can be fixed by adjusting your image settings when saving the image, or compensating for the discrepancy by intentionally adding or removing a pixel at the time of the save!

## 4. Featured Image



This image is added to this card as a featured image

Featured images are uploaded within the editor for each card, immediately following your card headline and above your content. These span the full width of your card and newsletter and are a great way to break up large blocks of text. These can also be saved to your Uploads tab to be accessed again later by checking the “Save to Uploads” box on your upload screen.

We recommend a 5:3 aspect ratio for featured images. For a thinner, banner-like image, we recommend using an 8:1 aspect ratio.

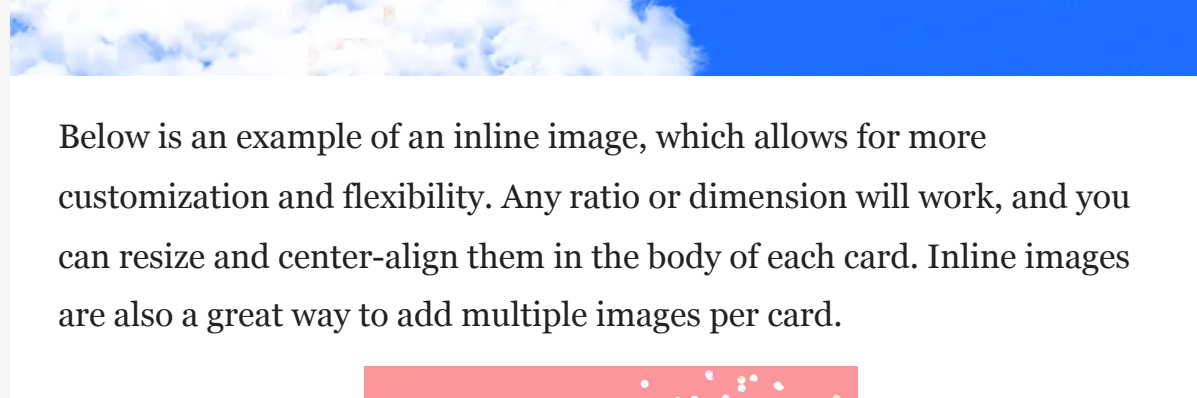
### Optimal Specs:

- 1000×600 px
- 72 ppi
- PNG file type
- Less than 1 MB

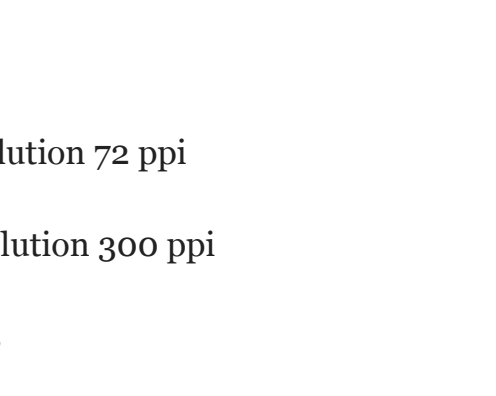
GIF and JPG file types will also work. For every featured image, keep in mind the following resolution guidelines:

- Minimum 72 ppi
- Maximum 300 ppi

## 5. Inline Image



Below is an example of an inline image, which allows for more customization and flexibility. Any ratio or dimension will work, and you can resize and center-align them in the body of each card. Inline images are also a great way to add multiple images per card.



This is an example of an inline image

### Optimal Specs:

- PNG file type
- Minimum resolution 72 ppi
- Maximum resolution 300 ppi
- Less than 1 MB

GIF and JPG file types will also work.

## 6. Resizing Images

Resizing images to the right dimensions is easy:

- Mac – open in Preview and select “Adjust size” from the Tools menu
- Windows – open in Photos and select “Resize” from the three-dots drop-down menu in the upper right corner, then choose “Define custom dimensions”

**Any other questions?** Reach out to [help@axioshq.com](mailto:help@axioshq.com) or email your Account Manager for assistance.

*Axios HQ partners with hundreds of clients, Fortune 500 companies, and small nonprofits alike. We have a dedicated security specialist on staff and have completed a SOC2 Type 1 audit.*