litCommerce

Better Image Sizing, Better Store Design

Grab Your FREE Cheat Sheet

Welcome

Shopify is a flexible and user-friendly platform trusted by millions of sellers worldwide. Whether you're just setting up your store or giving it a fresh look, using the right image sizes is key to a clean, professional design and fast performance.

This cheat sheet covers everything you need, ideal image dimensions, aspect ratios, format guidelines, and theme-specific tips to help your store shine.

Use it as a quick reference to speed up your workflow, avoid design issues, and keep your storefront looking sharp on any device.

What's inside

- Recommended image sizes for every Shopify section (desktop & mobile)

- Aspect ratio tips to keep your images clean and uncropped

- Format guide: when to use JPEG, PNG, GIF, WebP, and more

- Shopify's image rules and built-in optimization explained

- Theme-specific image tips & recommendations

- Top apps to resize, compress, and boost image SEO

Plus, expert tips to keep your store looking professional without slowing it down!

Shopify Image Size Cheat Sheet

Background image

Desktop	2560 x 1400 px
Mobile	2560 x 1400 px
Aspect ratio	16:9

Hero image

Desktop	1280 x 720 px
Mobile	360 x 640 px
Aspect ratio	16:9

Website banner

Desktop	1200 x 400 px
Mobile	360 x 120 px
Aspect ratio	3:1

Blog image

Desktop	1200 x 800 px
Mobile	360 x 240 px
Aspect ratio	3:2

Logo (rectangle)
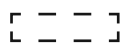
Desktop	400 x 100 px
Mobile	160 x 40 px
Aspect ratio	4:1

Logo (square)

Desktop	100 x 100 px
Mobile	60 x 60 px
Aspect ratio	1:1

Favicon (browser icon)

Desktop	16 x 16 px
Mobile	16 x 16 px
Aspect ratio	1:1

Product image

Desktop	2048 x 2048 px
Mobile	320 x 320 px
Aspect ratio	1:1

Lightbox images (full screen)

Desktop	1920 x 1080 px
Mobile	360 x 200 px
Aspect ratio	16:9

Thumbnail image

Desktop	300 x 300 px
Mobile	90 x 90 px
Aspect ratio	1:1

Mega menu

Desktop	510 x 234 px
Mobile	255 x 117 px
Aspect ratio	17:8

Slideshow image

Desktop	1920 x 1080 px
Mobile	320 x 180 px
Aspect ratio	16:9

Shopify collection image

Desktop	800 x 800 px
Mobile	240 x 240 px
Aspect ratio	1:1

Video placeholder image
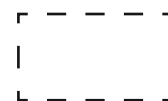
Desktop	1600 x 900 px
Mobile	320 x 180 px
Aspect ratio	16:9

Shopify Image Requirements | Basics

SUPPORTED FORMAT

- JPEG
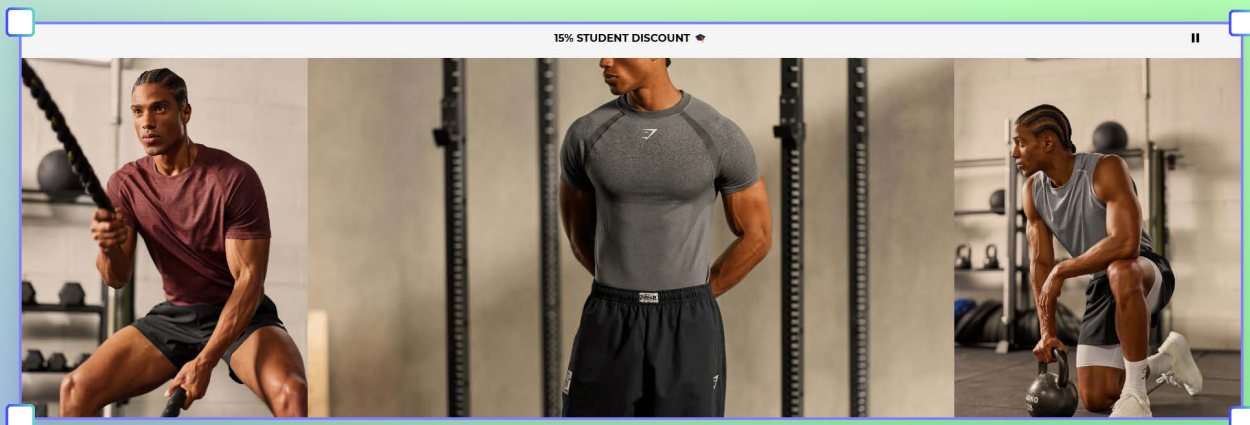- Progressive JPEG
- PNG
- GIF
- HEIC
- WebP

📝 NOTE

Shopify automatically detects your customer's browser support and serves images in the best possible format, including modern types like **WebP** or **AVIF**, for faster loading without sacrificing quality.

RECOMMENDED IMAGE SIZES

- **Max file size:** 20MB
- **Max resolution:** 4472 x 4472 pixels

WHEN TO USE EACH FORMAT

JPEG (.jpg)

Best for: product photos, banners, slideshows, blog images

- Great for photos with many colors
- Small file size thanks to lossy compression
- Ideal for fast page loading

PNG (.png)

Best for: logos, icons, graphics with text or transparency

- Supports transparency
- Keeps sharp lines and text clear
- Larger file size than JPEG, but better for flat designs

GIF (.gif)

- Used for simple animations
- Automatically converted to **animated WebP** for better performance

WebP / AVIF

- Modern, lightweight formats
- Delivered automatically if the customer's browser supports them
- Smaller file size, faster load times

HEIC

- High-efficiency format from Apple devices
- Accepted on upload and auto-converted for compatibility

SVG

- Supported with limitations
- Cannot be resized or cropped by Shopify's transformation tools
- Not ideal for dynamic image elements

## HOW SHOPIFY OPTIMIZES YOUR IMAGES

Shopify helps you deliver fast-loading images without extra effort:

- Your uploaded images **aren't compressed** right away, keeping them high-quality.

- When shown on your site, Shopify may **compress** or **resize** images to improve speed.

- Shopify automatically picks the **best format** (like WebP or AVIF) based on the visitor's browser.

- Animated GIFs are auto-converted to **animated WebP** for better speed.
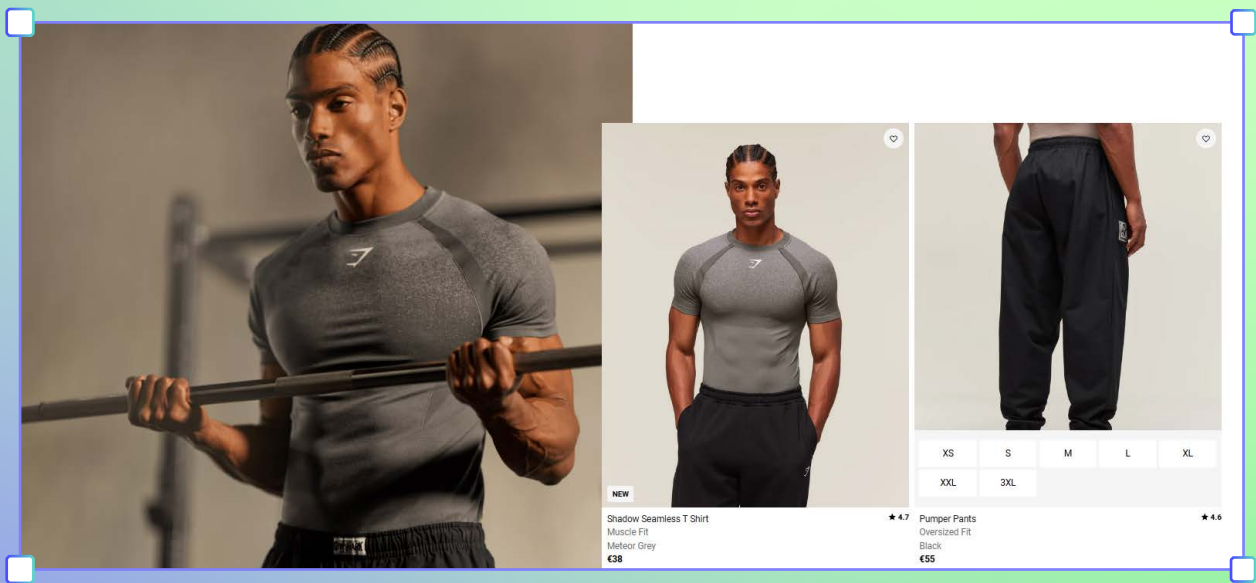
Shopify Theme-Specific Image Recommendations

While Shopify offers general image guidelines, each theme handles images a bit differently, especially when it comes to layout, cropping, and responsiveness.
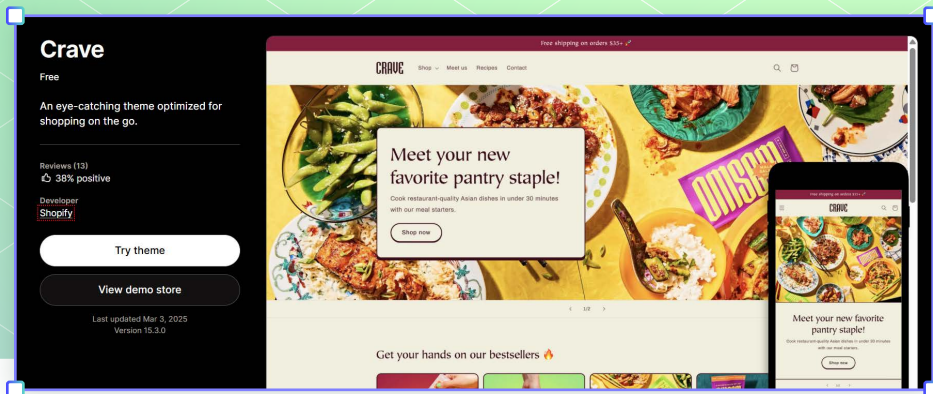
CRAVE

Best for: Mobile-first stores and bold visuals

- Slideshow & hero images: 1600 x 1050 px (landscape)

- Product images: 2048 x 2048 px (square recommended)

- Logo: Max height 100–120 px for mobile clarity

Tips:

- Crave is highly responsive and optimized for mobile, avoid placing important elements near image edges, as they may get cropped on smaller screens.

- Stick to bold, high-contrast visuals to match the theme's playful style.

DAWN

Best for: Modern stores with flexible layout blocks

- Banner images: 1800 x 1000 px (1.8:1 ratio)

- Product images: 2048 x 2048 px (square)

- Collection images: 1024 x 1024 px

Tips:

- Dawn supports full-width and variable-height sections, so aspect ratio matters more than specific pixel sizes.

- Keep product images square to avoid awkward cropping.

- Use consistent padding or negative space in images for a clean look.

DEBUT

Best for: Simpler stores and fast setup

- Slideshow images: 1200 x 600 px

- Product images: 1024 x 1024 px minimum

- Logo: Around 250 x 100 px

Tips:

- Debut tends to crop slideshow images vertically, use centered visuals with safe margins.

- Ensure product images are high-quality but compressed, as Debut loads them with minimal transformation.

BROOKLYN

Best for: Apparel and lifestyle stores

- Slideshow: 1200 x 800 px (landscape)
- Product images: 2048 x 2048 px
- Logo: Max height 100 px

Tips:

- Brooklyn uses dynamic product grids and hover-zoom effects, maintain consistent lighting and spacing in product photos.
- Use square images for uniform display on collection pages.
- Avoid overlay text in slideshows, as layout shifts may affect readability.

NARRATIVE

Best for: Story-driven product pages and long-scroll layouts

- Hero image (full screen): 1800 x 1200 px
- Product images: 1400 x 1400 px or larger
- Logo: 100 x 40 px for optimal placement

Tips:

- Narrative showcases large, cinematic visuals, use high-res, wide-angle shots.
- Avoid tall portrait images, which may not display well in the story sections.
- Keep background and tone consistent across long-scroll elements.

Best Shopify Image Resizing Apps

While Shopify offers general image guidelines, each theme handles images a bit differently, especially when it comes to layout, cropping, and responsiveness.

VF IMAGE RESIZER+

VF Image Resizer+ is an AI-powered bulk image editor designed to turn messy product photos into a clean, professional storefront. It offers resizing, compression, watermarking, and SEO optimization.

- One-click bulk resize, crop, scale, and watermark for all image types (JPG, PNG, GIF, WebP, HEIC).

- Smart compression for faster page loads without sacrificing quality.

- Automatic image SEO: optimize alt text and file names for better search traffic.

PIXC: PHOTO RESIZE

Pixc makes resizing and optimizing your product photos simple and efficient. This app auto-resizes and crops your images to maintain a polished, uniform look across your store with no manual work.

- Automatically resize, crop, and frame images in bulk to match your theme.

- Optimize for speed and SEO while maintaining image clarity.

- Fully automated, no need to reopen the app once set up.

TINY SEO SPEED IMAGE OPTIMIZER

TinyIMG is more than just an image tool, it's a full SEO and speed optimization suite. It boosts rankings and performance with smart automation for image compression, broken link fixes, structured data, and more.

- Resize, compress, and SEO-optimize images with one click (ALT text, file names).

- Improve load time with lazy loading and minified JS/CSS for higher page speed scores.

- Full SEO toolkit: fix 404s, manage redirects, generate metadata, control sitemap, and more.

Turn Images into Impact!

Getting your image sizes right is one of the easiest ways to improve how your Shopify store looks and performs. Clean, optimized visuals help build trust, boost conversions, and keep your site running smoothly on all devices.

Use this cheat sheet as your go-to guide whenever you upload new images. Stick to the recommended sizes, compress where needed, and let Shopify's built-in tools and helpful apps do the rest.

A polished storefront starts with sharp, well-sized images, and now, you're ready to make it happen.

Kevin Nguyen
CEO of LitCommerce

Thanks for Reading!