

Instagram Image & Video Size Cheat-Sheet

Every surface, the exact export size, and what Instagram crops. Design at 1080 px wide.

SURFACE	ASPECT RATIO	EXPORT SIZE (PX)	NOTES
Feed — portrait BEST	4:5	1080 × 1350	Tallest the feed allows; most screen space
Feed — square	1:1	1080 × 1080	Safe everywhere, incl. the profile grid
Feed — landscape	1.91:1	1080 × 566	Widest the feed accepts uncropped
Carousel	4:5 or 1:1	1080 × 1350	Pick one ratio for the whole set
Reels	9:16	1080 × 1920	UI covers top, bottom, right & lower-left
Stories	9:16	1080 × 1920	Keep text in the centre ~1080×1420
Profile picture	1:1 (circle)	320 × 320	Shown as a circle; centre the subject
Highlight cover	9:16 (circle)	1080 × 1920	Only the centre ~1080×1080 shows

THE THREE NUMBERS THAT DECIDE EVERYTHING

- ▶ 1080 px wide — always export at this width; Instagram compresses anything larger.
- ▶ 4:5 — the portrait shape that claims the most feed space (1080×1350).
- ▶ 9:16 — full-screen for Reels & Stories (1080×1920).