What Is This?

This is a size guide for the designer who makes your customer portal artwork. For each image it shows three things: where you upload it in the Admin Panel, where your customers see it, and the size to export. Hand this page to your designer before they start, so nothing gets cropped in the wrong place.

Real-Life Example

Farah hires a freelance designer to refresh her seafood restaurant's portal. Last time, the designer sent one tall poster for everything. The hero lost its headline under the Quick Links card, and the logo looked squashed. This time Farah sends this page first. The designer exports each image at the size in the table and keeps text away from the covered edges. Everything fits on the first upload.

Video Walkthrough



Watch the video: https://www.youtube.com/watch?v=uyD9M1QNF8g

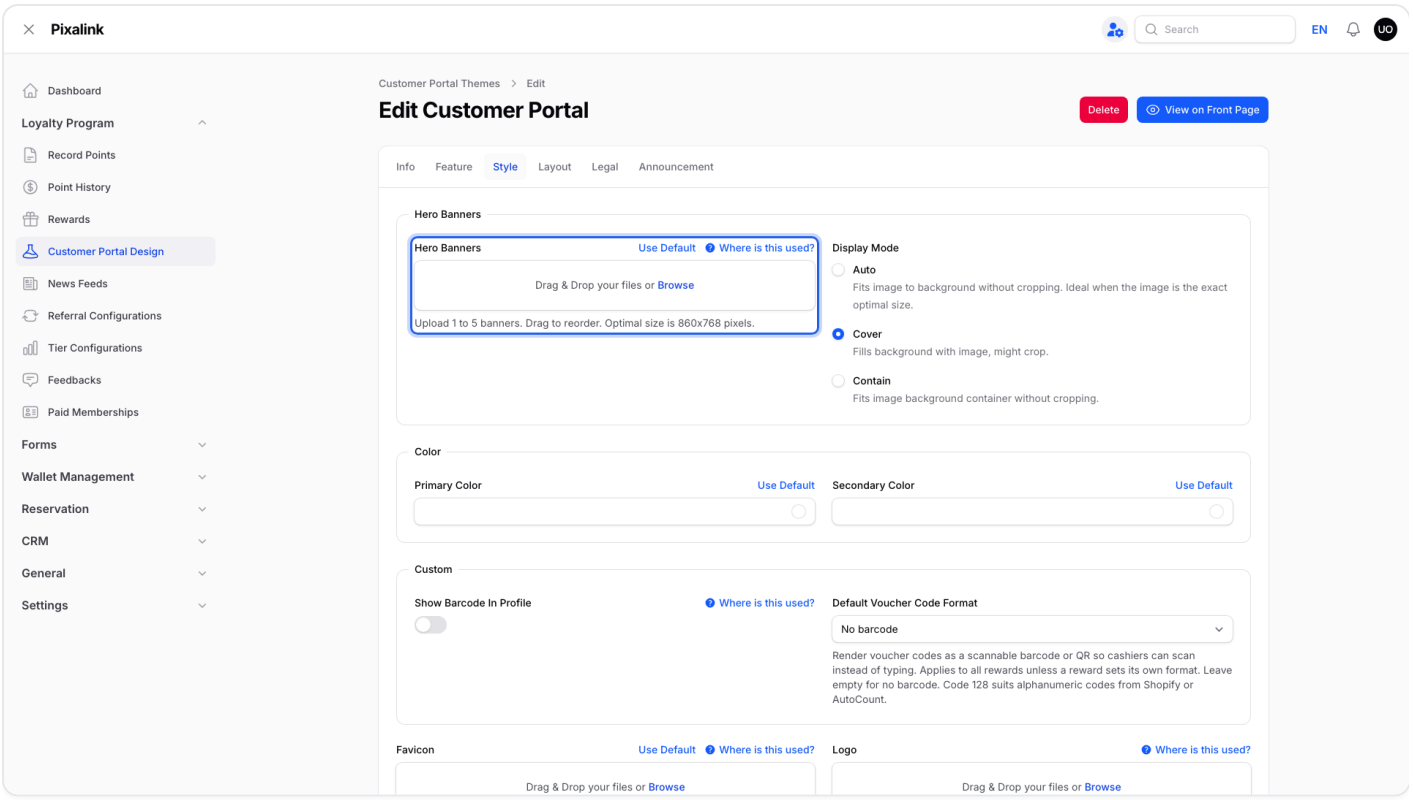
Reference

Image	Where customers see it	Size to export	Upload in
Hero Banners	Top of the home page, 1 to 5 slides	860 x 768	Customer Portal Design → Style
Logo	Login card and page footer	300 x 150 (2:1)	Customer Portal Design → Style
Favicon	Browser tab and home-screen icon	150 x 150 (1:1)	Customer Portal Design → Style
Desktop Backdrop	Behind the portal on computers and on the login screen	1920 x 1080	Customer Portal Design → Style
Cover Background	Header band on Rewards, Profile and other inner pages	860 x 380	Customer Portal Design → Style
Referral Cover	Referral banner on the Profile page and Referral page	860 x 380	Customer Portal Design → Feature
Custom Button Image	Two picture buttons on the Profile page	1280 x 720 (16:9)	Customer Portal Design → Feature
Announcement Image	Pop-up when the portal opens	Any shape, up to 5 MB, up to 5 images	Customer Portal Design → Announcement
News Feed Thumbnail	Banner cards on the home page	720 x 405 (16:9)	News Feeds
Reward Custom Cover	Reward cards in the Rewards Centre	512 x 512 (1:1)	Rewards
Tier Background Image	Tier card on the Profile page	860 x 380	Tier Configurations
Stamp Card image	Top of the stamp card	1280 x 720 (16:9)	Stamp Campaigns
Stamp artwork	Each stamp slot, before and after collection	512 x 512, up to 2 MB	Stamp Campaigns → Stamps
Paid Membership Cover Image	Membership plan card	1280 x 720 (16:9)	Paid Memberships

Most slots crop your upload to the shape above and resize it for you. Keep logos and text away from the edges.

Hero Banners

Upload in **Admin Panel → Loyalty Program → Customer Portal Design → Edit → Style → Hero Banners.**



Upload 1 to 5 banners and drag to reorder. More than one becomes a sliding carousel.

EN

Can put
your own logo

pixalink

Your Customer Portal

Your Own Design

Your Own
Graphics



Quick Links

Order Now
Shop

Rewards
Vouchers

Membership
Points

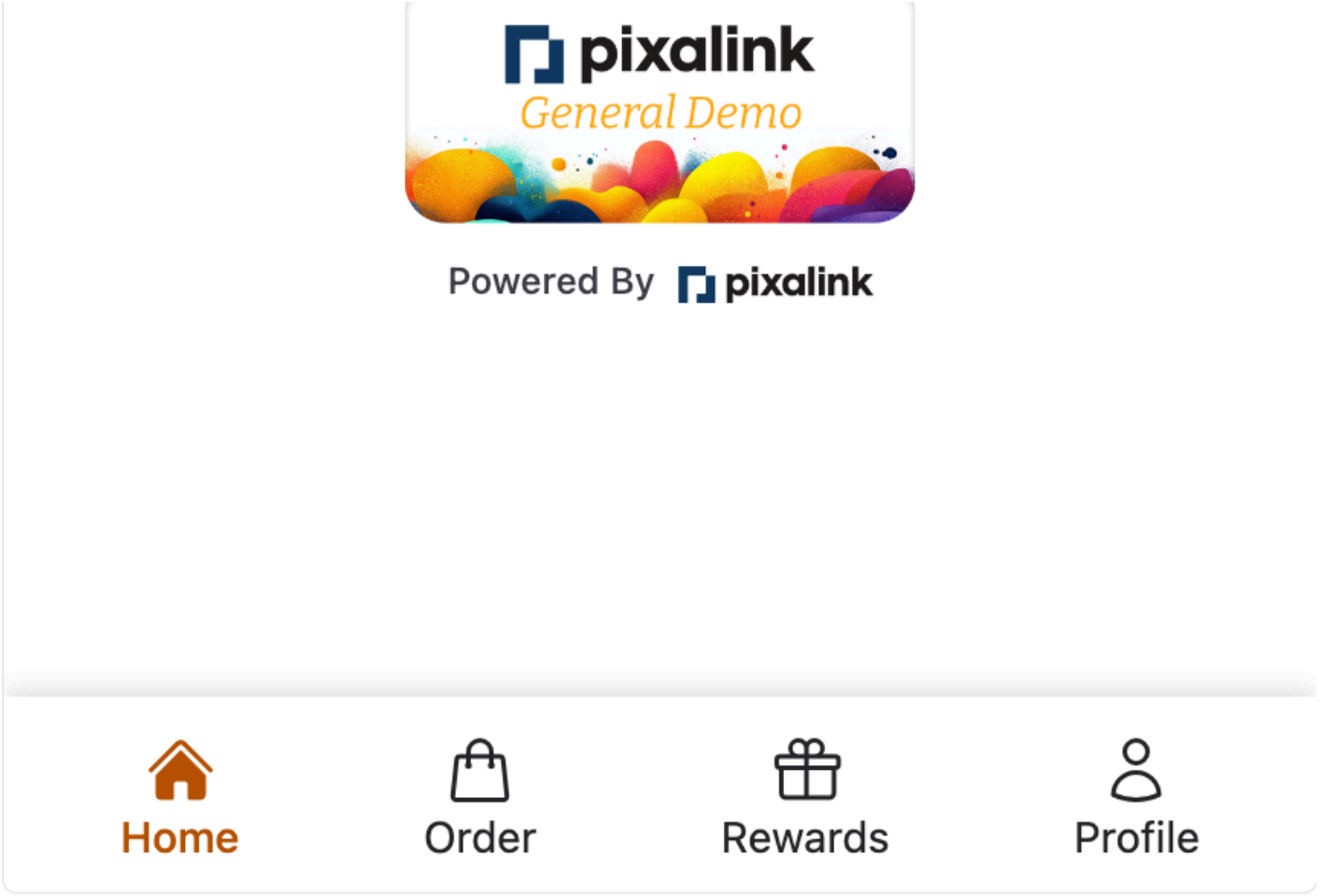
Reservation
Booking



Aisyah Rahman

Normal

0	0	0.00
Rewards	Points	Credits

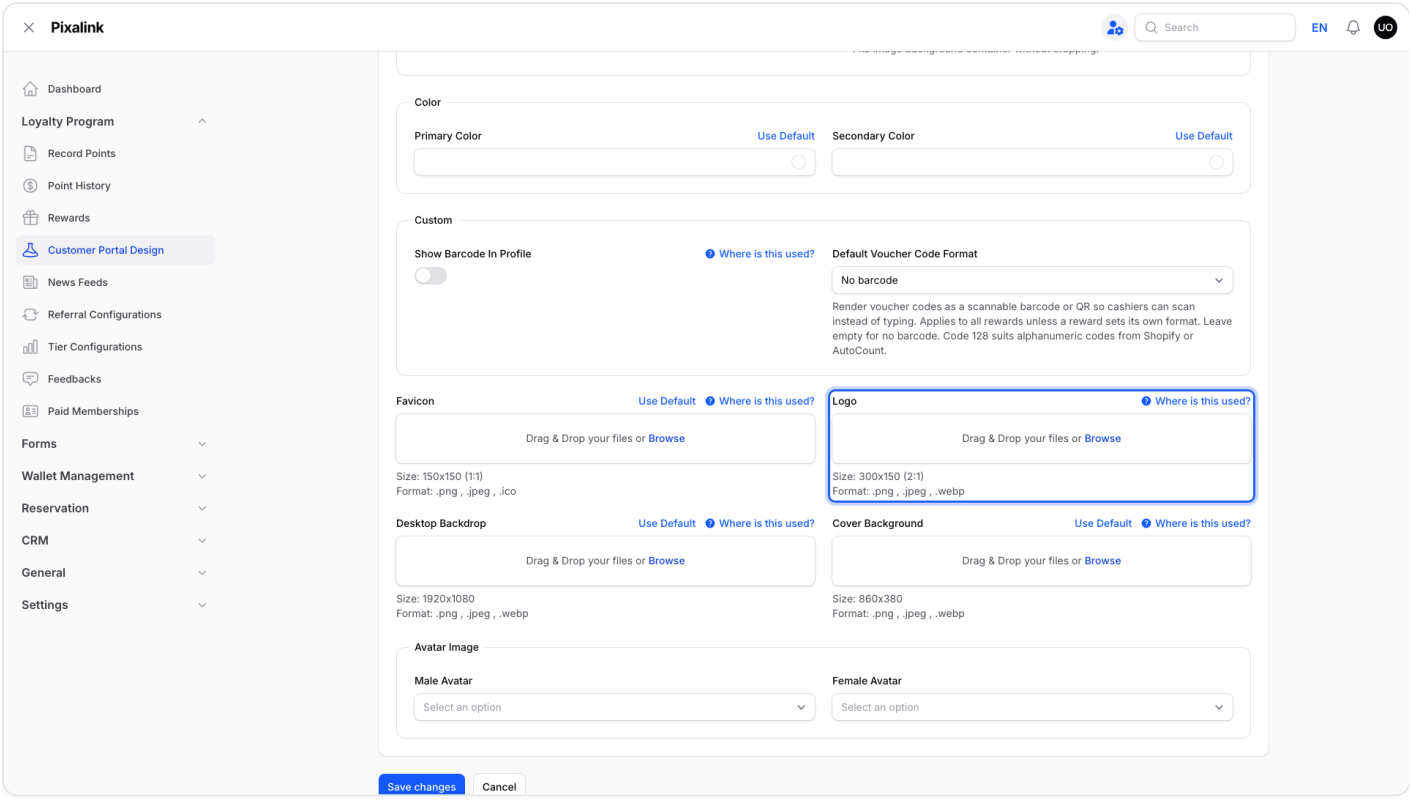


The banner fills the top of the home page. The Quick Links card covers its bottom edge, so keep the bottom fifth free of text.

- **Size:** 860 x 768. Uploads are cropped to this shape.
- **Display Mode:** Cover fills the area and may crop. Auto and Contain show the whole image.
- **If missing:** the area shows a plain navy block. Use **Use Default** to restore the Pixalink banner.

Logo

Upload in **Customer Portal Design → Style → Logo**.



Helper text: Size 300x150 (2:1), PNG, JPEG or WebP.

EN



Login to Pixalink Demo Organization Customer Portal

Login / Sign Up by keying in your WhatsApp number!

Phone Number*

Enter your phone number

Login

By continuing, you agree to the Terms & Conditions and Privacy Policy



The logo sits at the top of the login card.

EN

Can put your own logo

pixalink

Your Customer Portal

Your Own Design

Your Own Graphics



Quick Links

Order Now
Shop

Rewards
Vouchers

Membership
Points

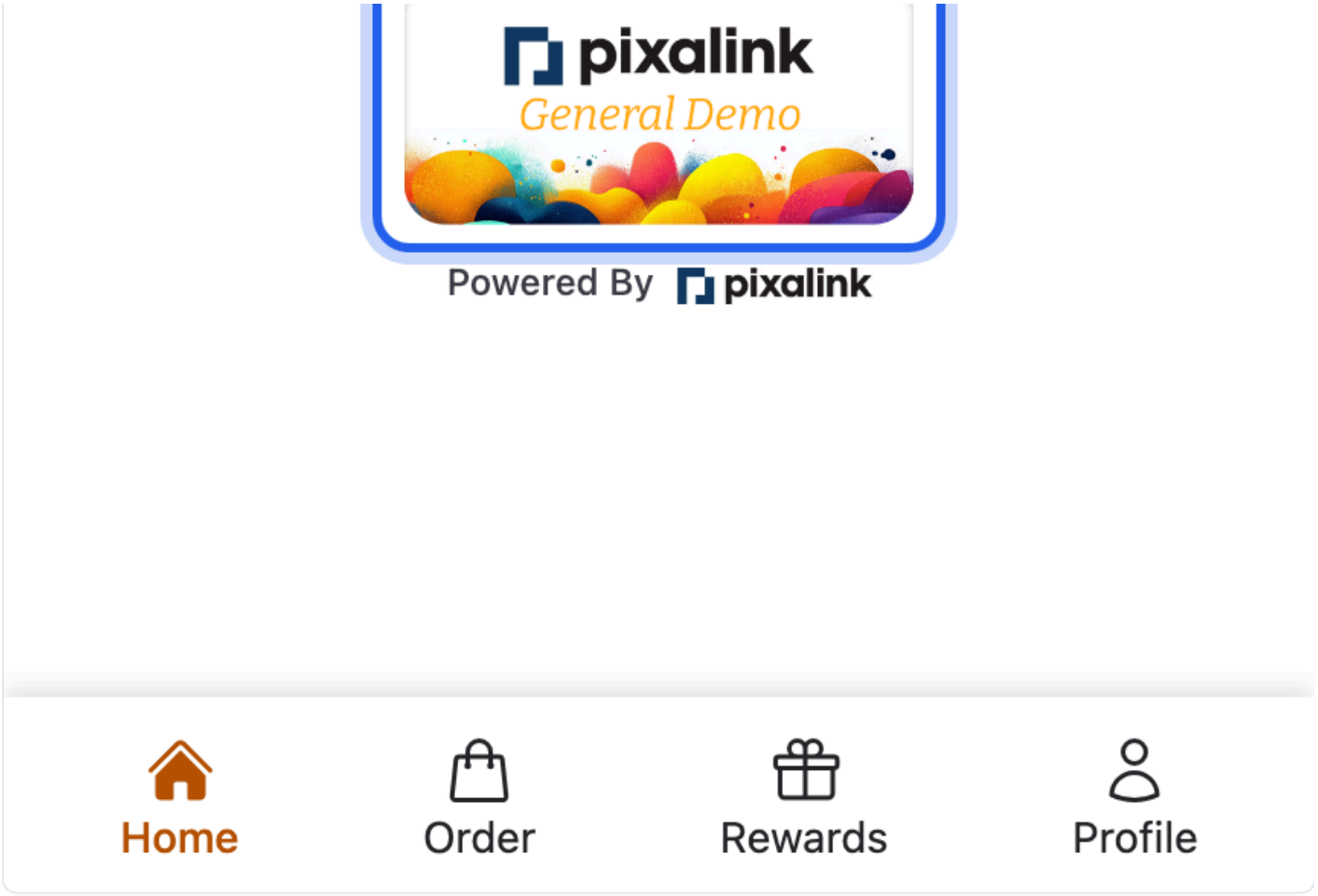
Reservation
Booking



Aisyah Rahman

Normal

0	0	0.00
Rewards	Points	Credits

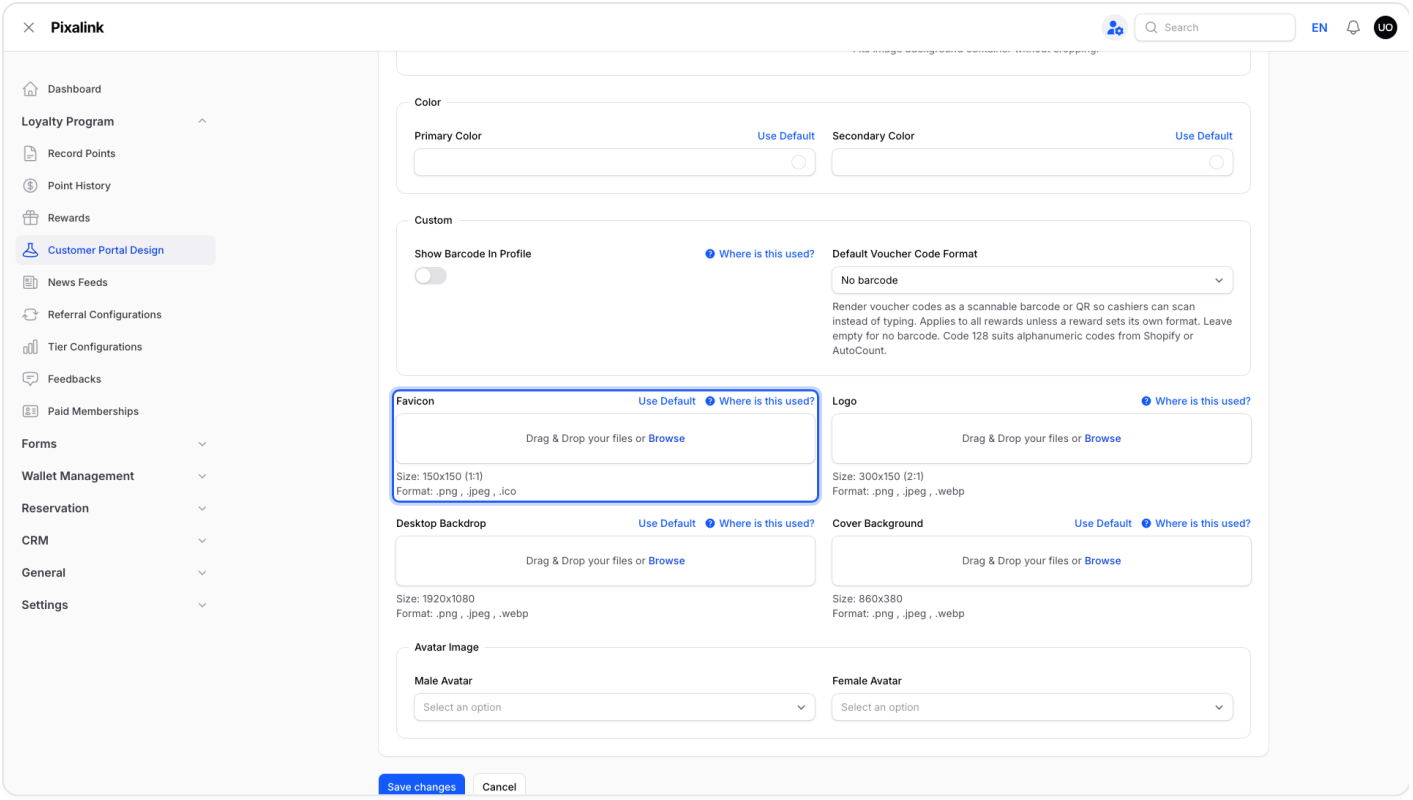


It also shows in the footer of every page, above Powered By.

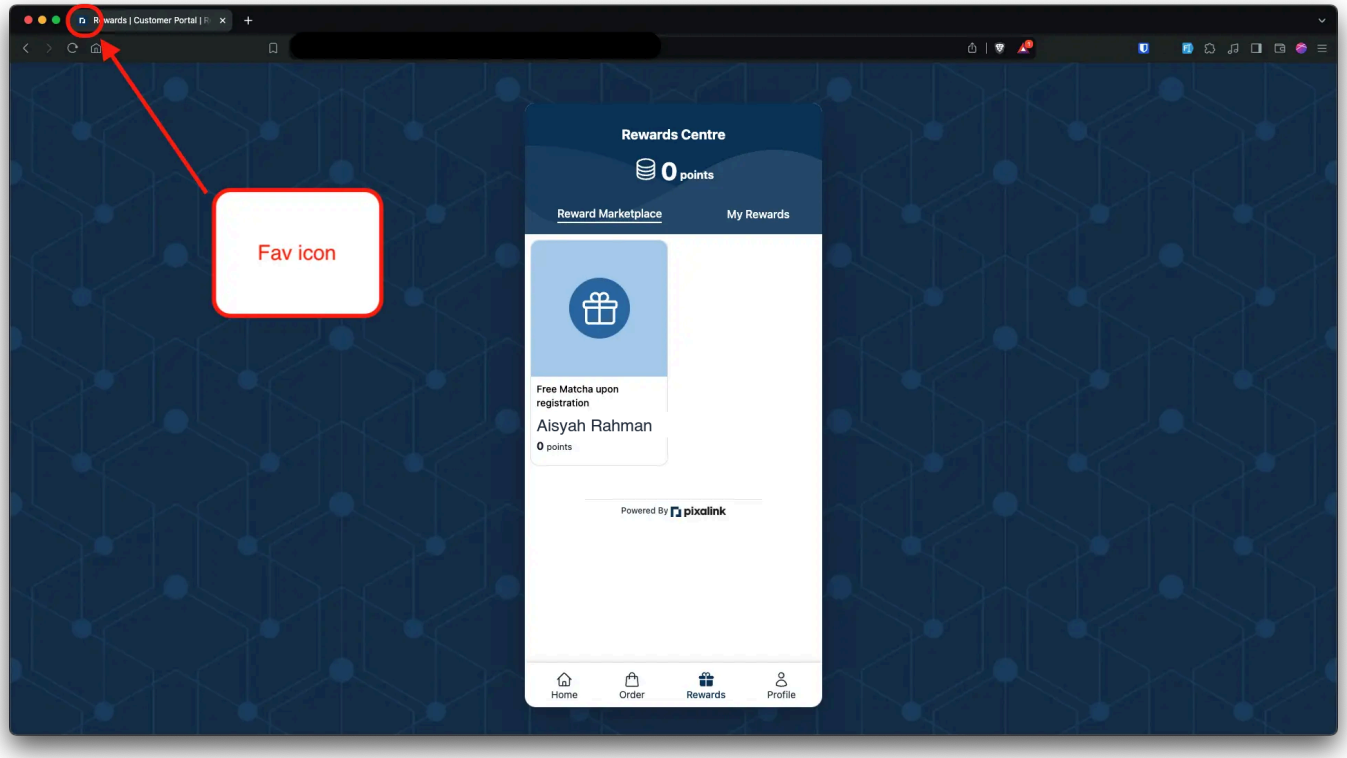
- **Size:** 300 x 150 (2:1). This slot does not crop, so export at 2:1 yourself. A transparent PNG works best.
- **If missing:** no logo shows on the login card or footer.

Favicon

Upload in **Customer Portal Design → Style → Favicon**.



Helper text: Size 150x150 (1:1), PNG, JPEG or ICO.

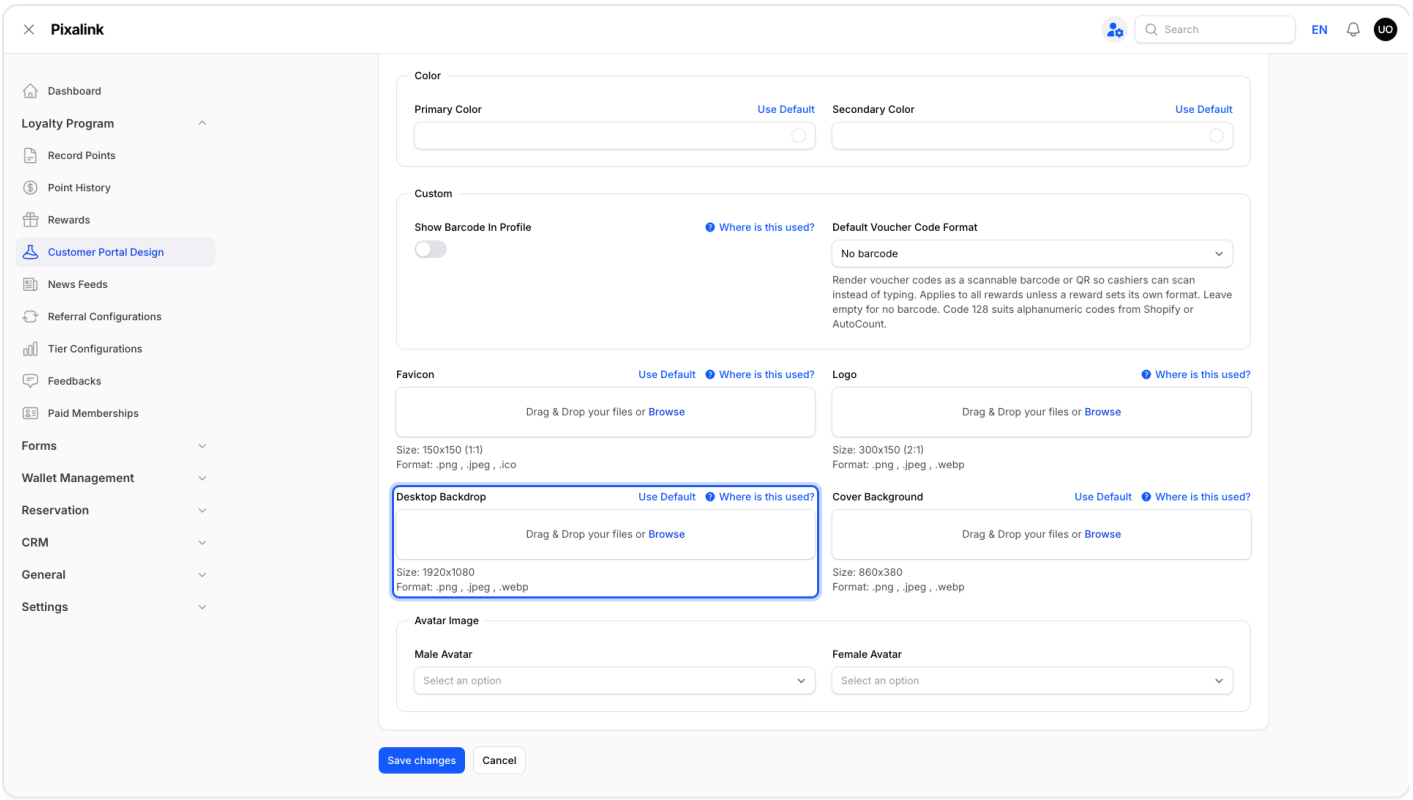


The favicon is the small icon in the browser tab. It is also the icon when a customer adds the portal to their home screen.

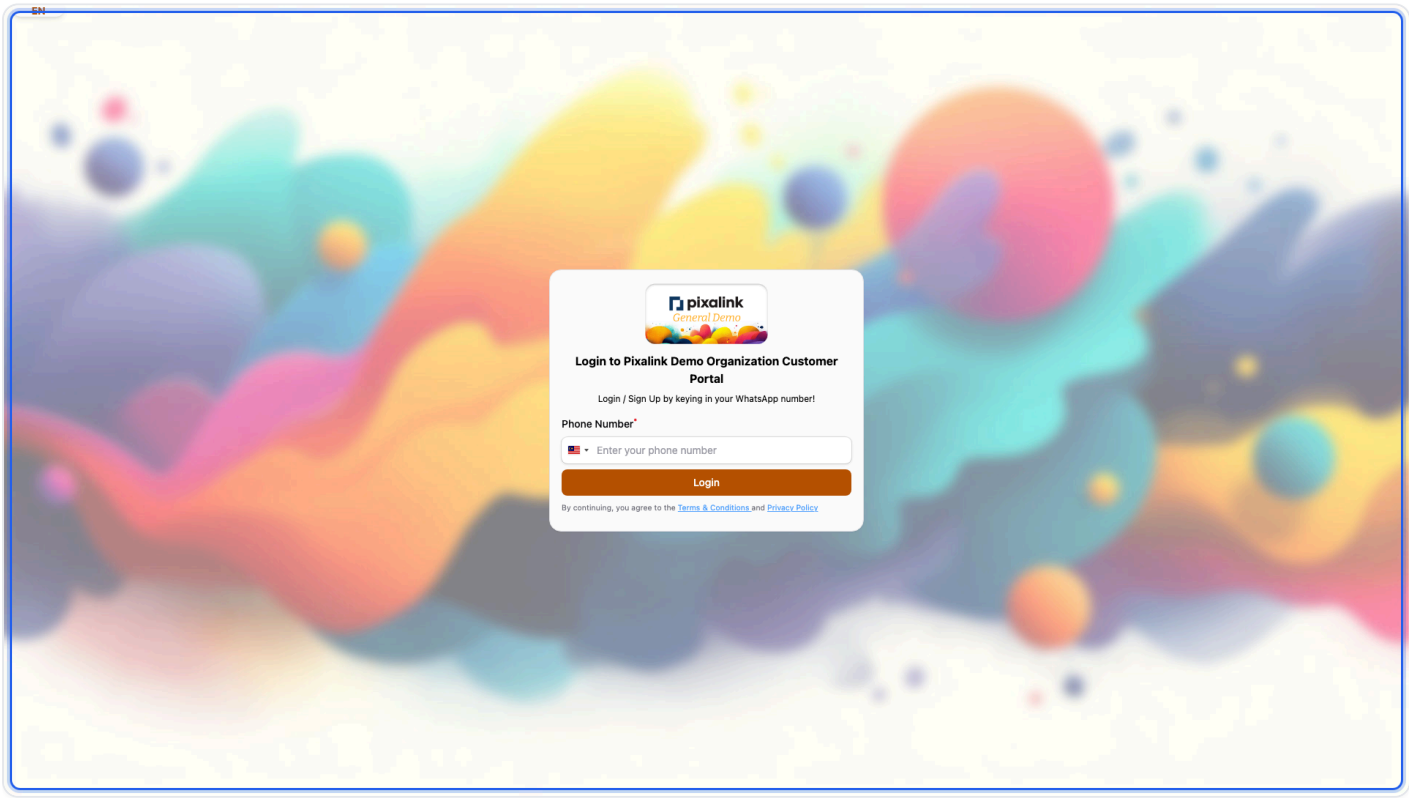
- **Size:** 150 x 150 (1:1). Uploads are cropped square. Use a simple, bold mark, since fine detail disappears at tab size.

Desktop Backdrop

Upload in **Customer Portal Design → Style → Desktop Backdrop.**



Helper text: Size 1920x1080.



On a computer, the portal is a phone-width card in the middle. The backdrop fills the rest of the screen.

EN

pixalink
General Demo

Login to Pixalink Demo Organization Customer Portal

Login / Sign Up by keying in your WhatsApp number!

Phone Number*

Enter your phone number

Login

By continuing, you agree to the Terms & Conditions and Privacy Policy

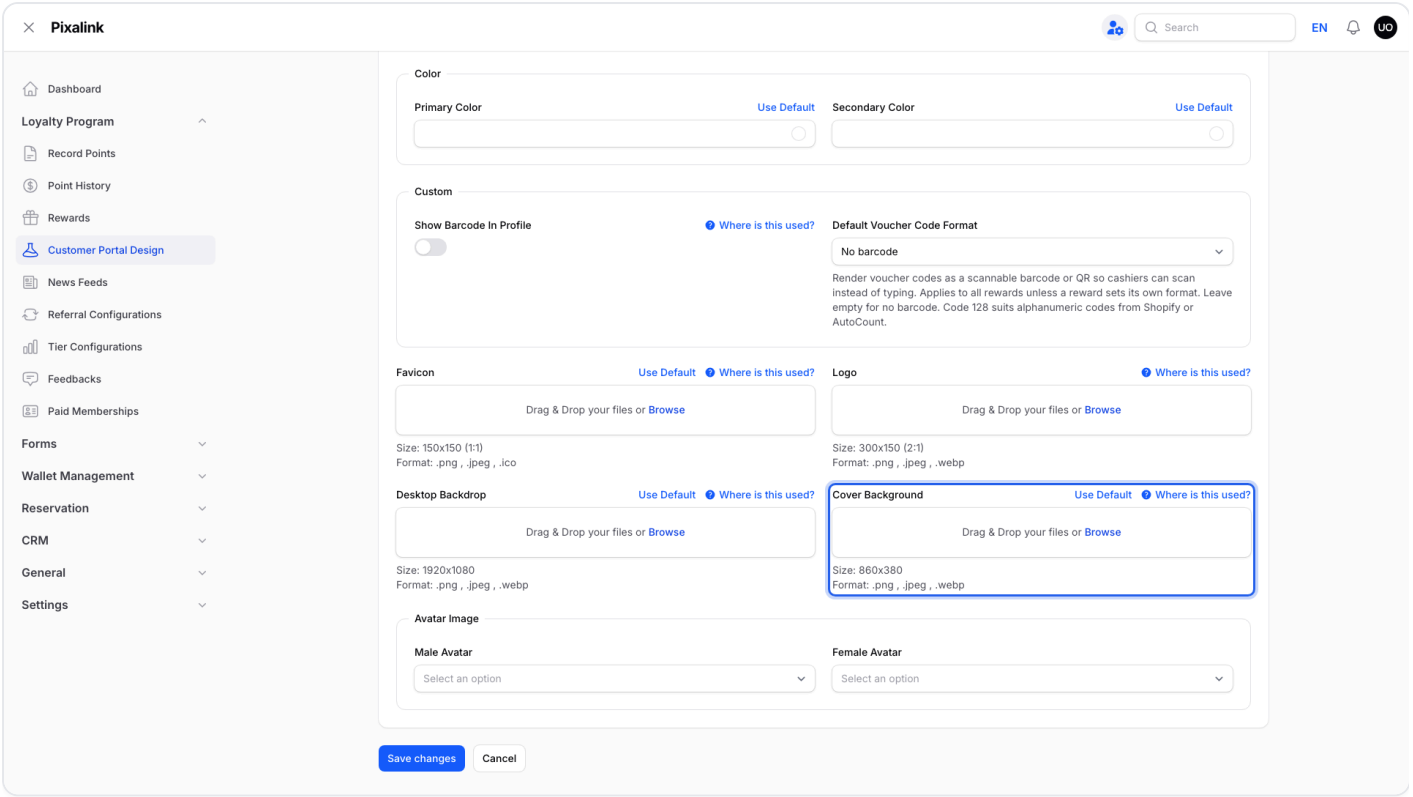


On phones, it only shows on the login screen, behind the login card.

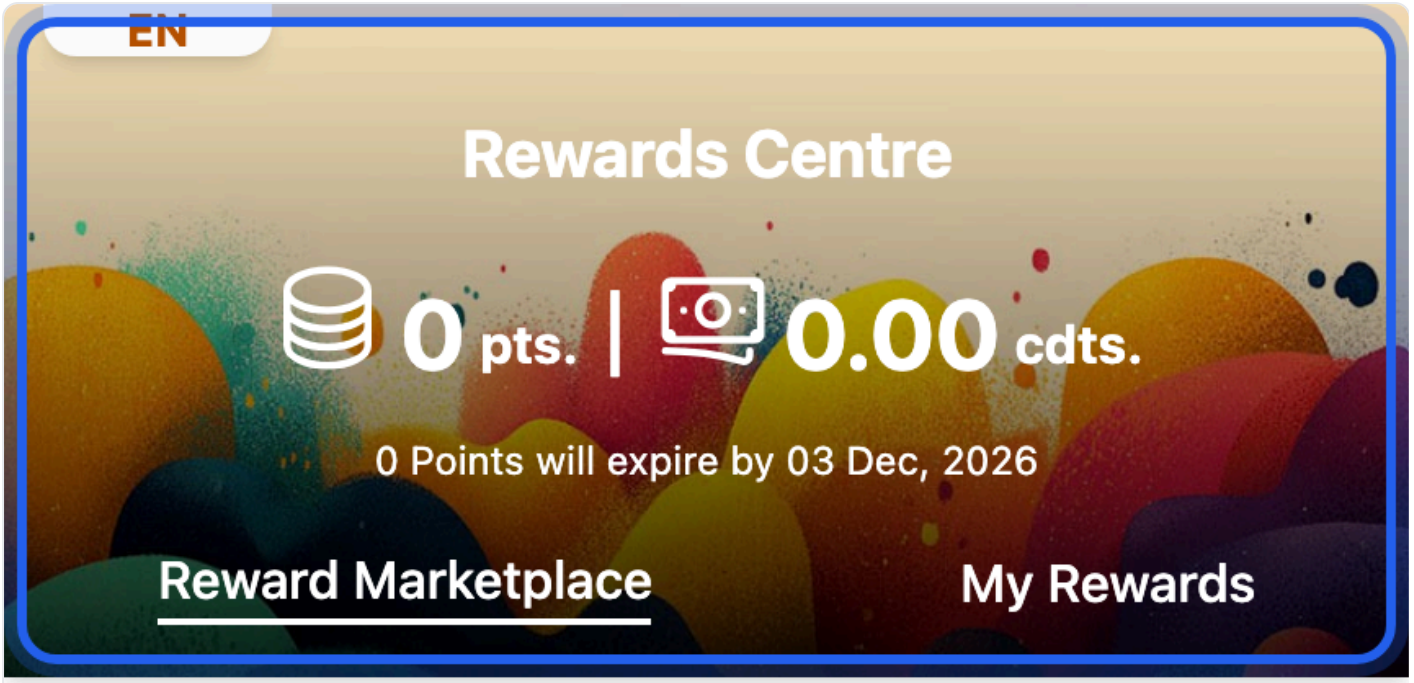
- **Size:** 1920 x 1080. Uploads are cropped to this shape. The middle is covered by the portal, so keep detail at the sides. Soft, low-contrast art reads best.

Cover Background

Upload in **Customer Portal Design → Style → Cover Background**.



Helper text: Size 860x380.

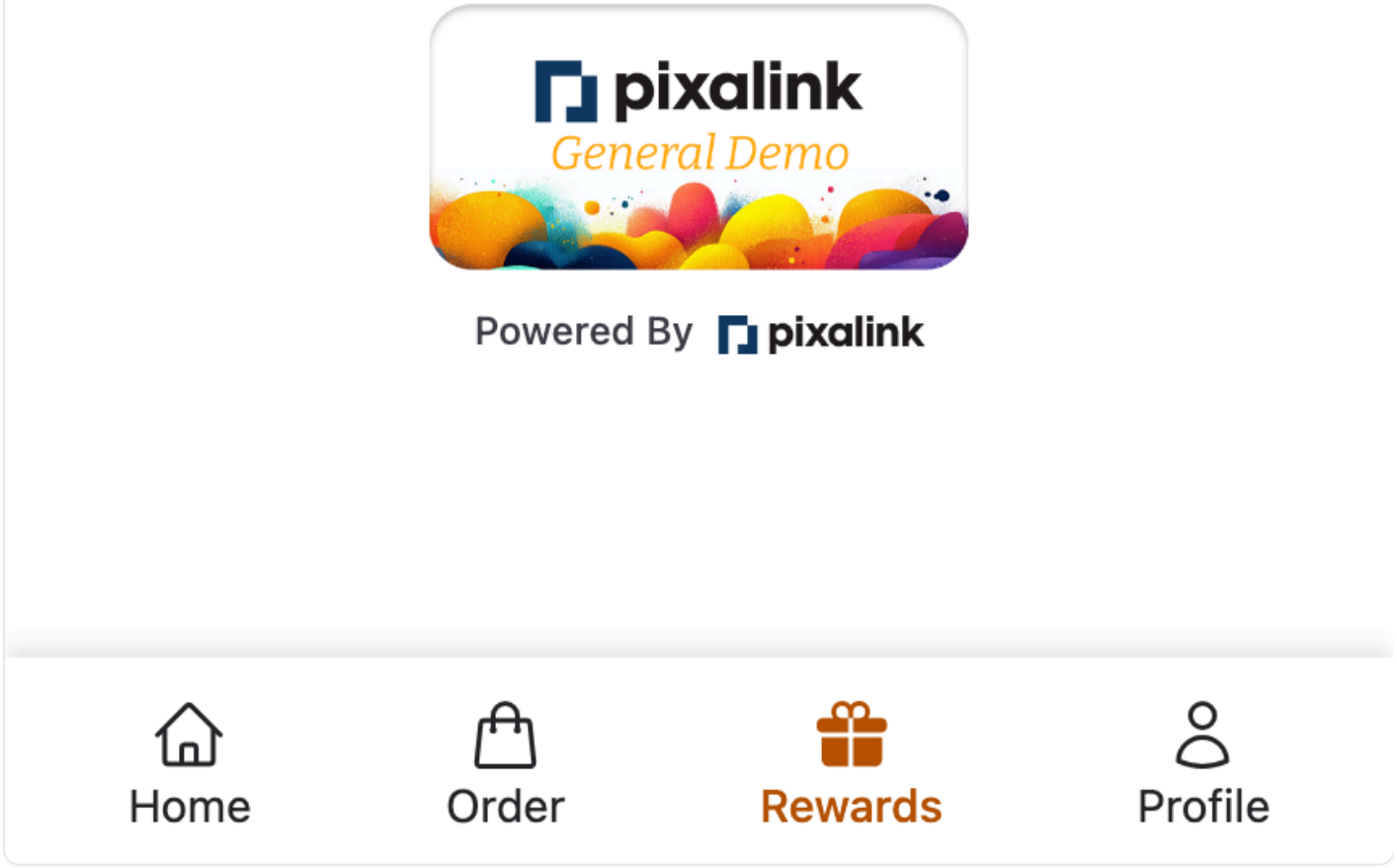


Search rewards

Active Filters: Recommended

No Rewards Available

New rewards are coming soon! Check back later for exciting offers.

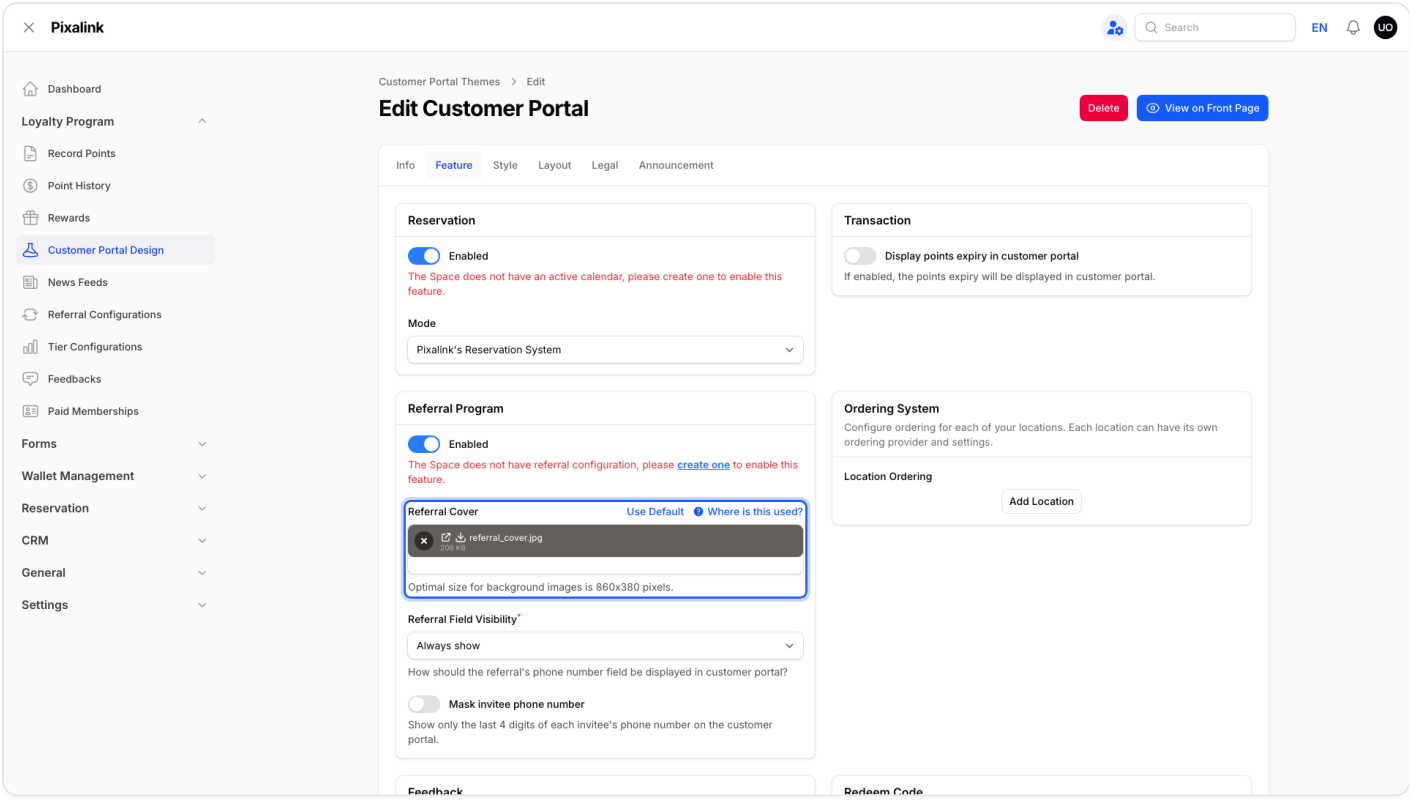


It is the header band on the Rewards Centre, Profile, Reservations and other inner pages.

- **Size:** 860 x 380. White text sits on top, so use darker, calm art.
- **Pinned to the top right:** on taller headers the image is cropped from the left and bottom.
- **If missing:** the header shows a plain navy band.

Referral Cover

Upload in **Customer Portal Design → Feature → Referral Program → Referral Cover**.



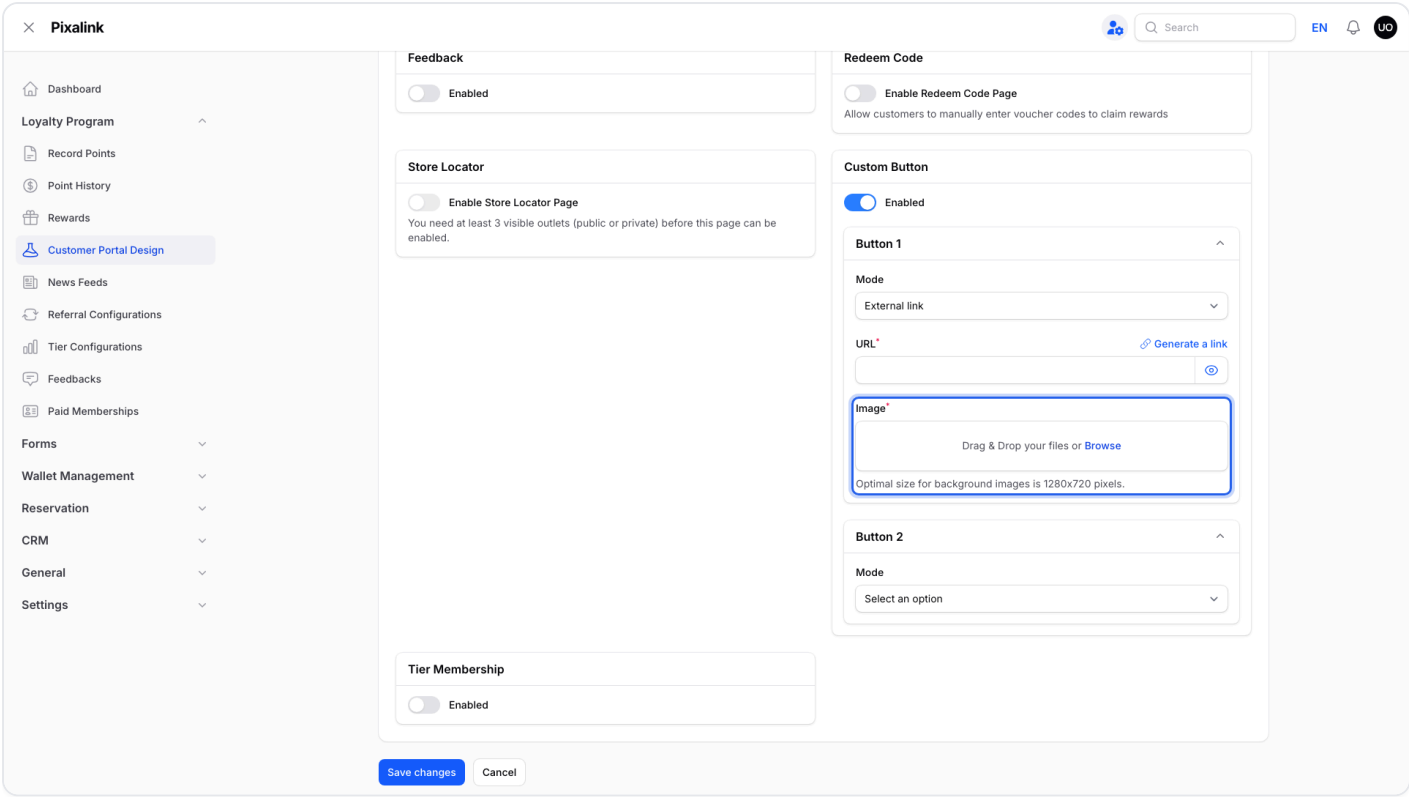
Helper text: Optimal size for background images is 860x380 pixels.

- **Where customers see it:** as a banner under Features on the Profile page, and at the top of the Referral page.
- **Size:** 860 x 380. Put the offer, like "Get RM5", in the centre.
- **If missing:** a default Pixalink referral banner shows.

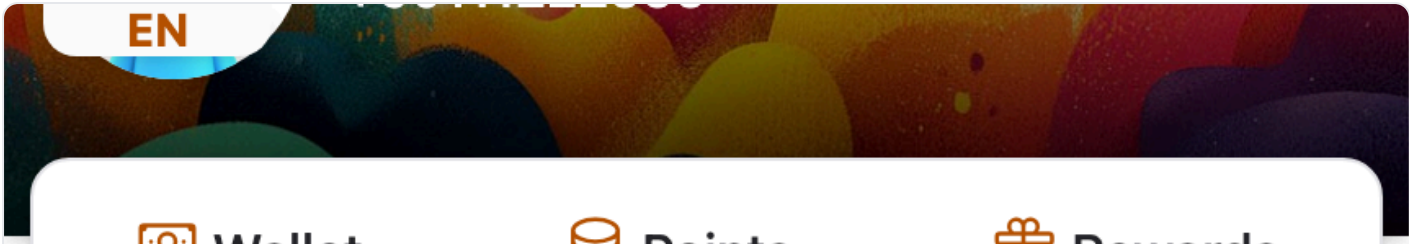
> **Note**
>
> The banner only appears once a referral programme is set up under Referral Configurations. Our demo account has none, so no portal screenshot is shown here.

Custom Button Image

Upload in **Customer Portal Design → Feature → Custom Button → Button 1 / Button 2 → Image**.



Helper text: Optimal size for background images is 1280x720 pixels.



Wallet
0.00 cdts.

Points
0 pts.

Rewards
0 unused

Normal

Aisyah Rahman

View Benefits →

Settings

Account

Reservations

Feedback

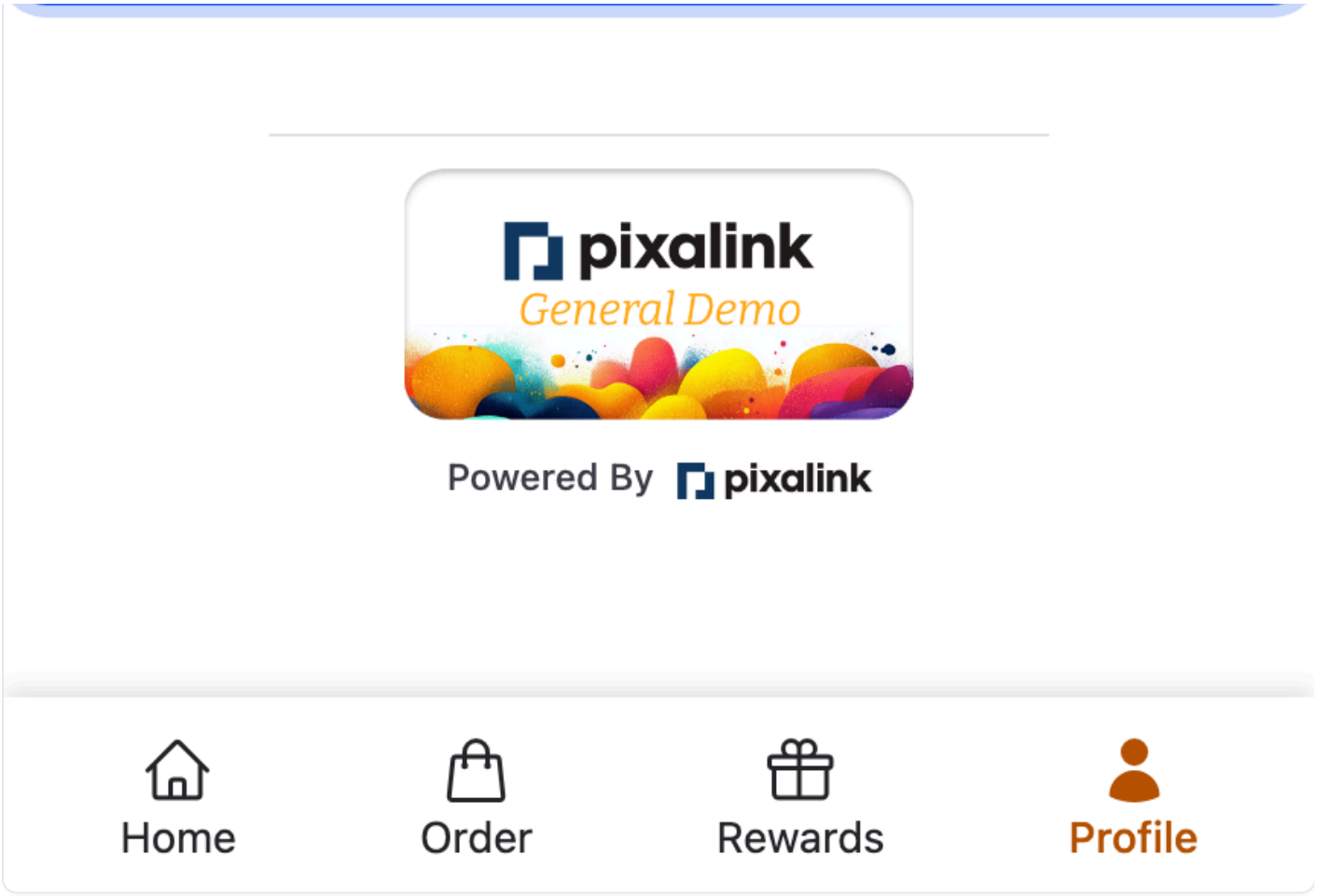
Membership

T&C

Policy

facebook
@pixalink.io

youtube
@pixalink

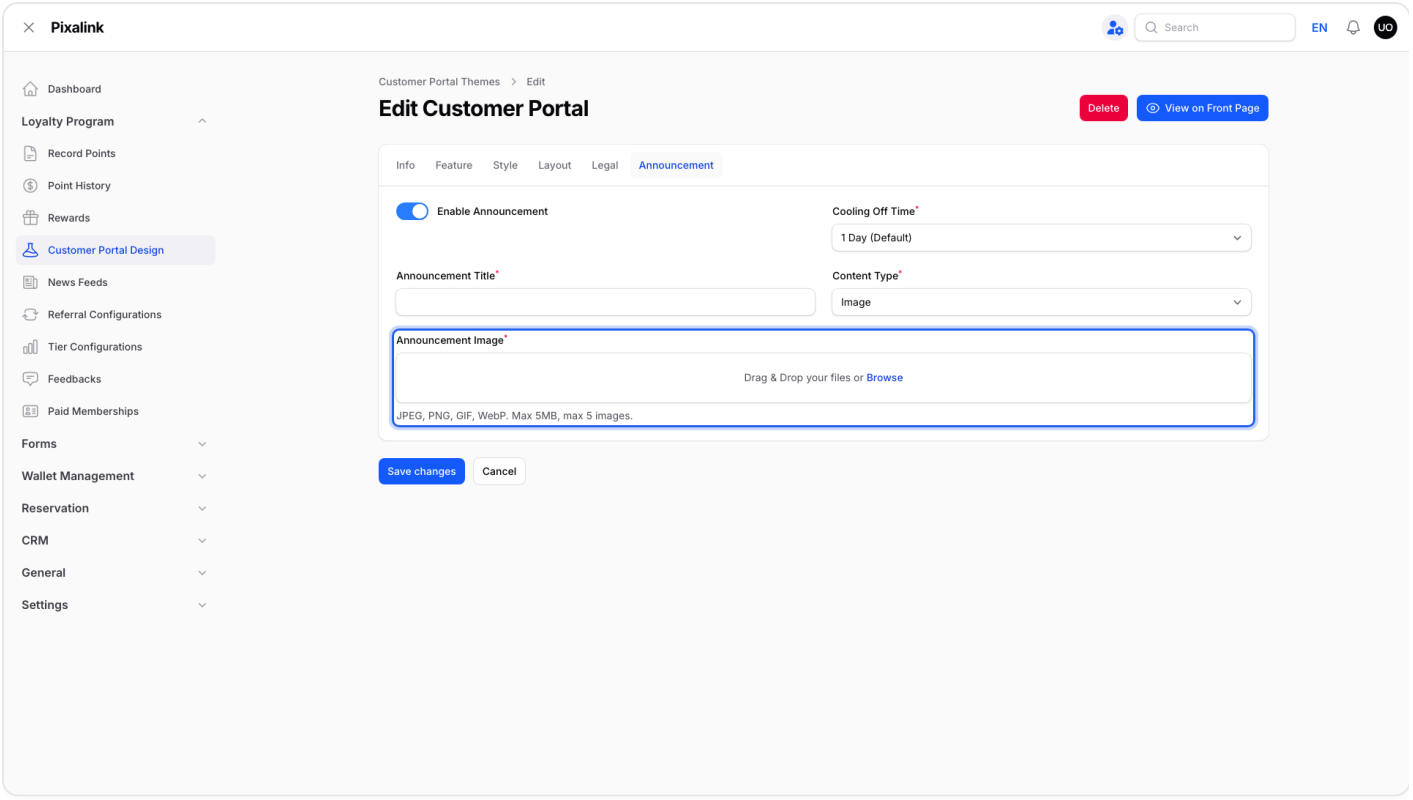


The two buttons sit side by side on the Profile page. The whole image is the button.

- **Size:** 1280 x 720 (16:9). Uploads are cropped to 16:9. Each button shows at under half the screen width, so use big, short text.

Announcement Image

Upload in **Customer Portal Design → Announcement**, with **Content Type** set to **Image**.



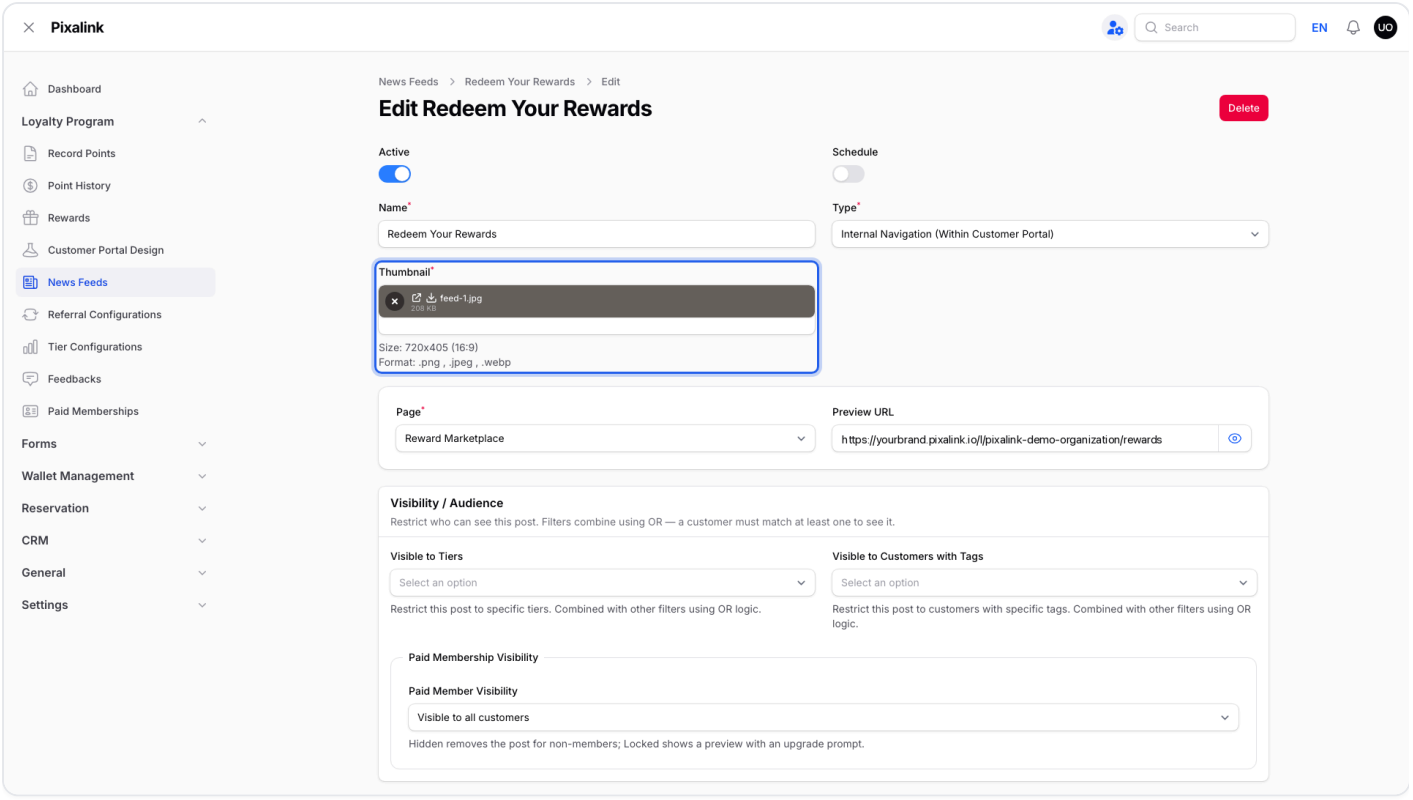
Helper text: JPEG, PNG, GIF, WebP. Max 5MB, max 5 images.

- **Where customers see it:** in a pop-up when they open the portal. See How to Create an Announcement (https://kb.pixalink.io/articles/how-to-create-an-announcement).
- **Size:** no fixed shape and no cropping. The pop-up is phone width, so design for a narrow screen.
- **Video option:** MP4 or WebM, 480p or lower, under 10 seconds, up to 5 MB.

> **Note**
>
> No announcement is turned on in our demo account, so no pop-up screenshot is shown here.

News Feed Thumbnail

Upload in **Admin Panel → Loyalty Program → News Feeds → Edit → Thumbnail**.



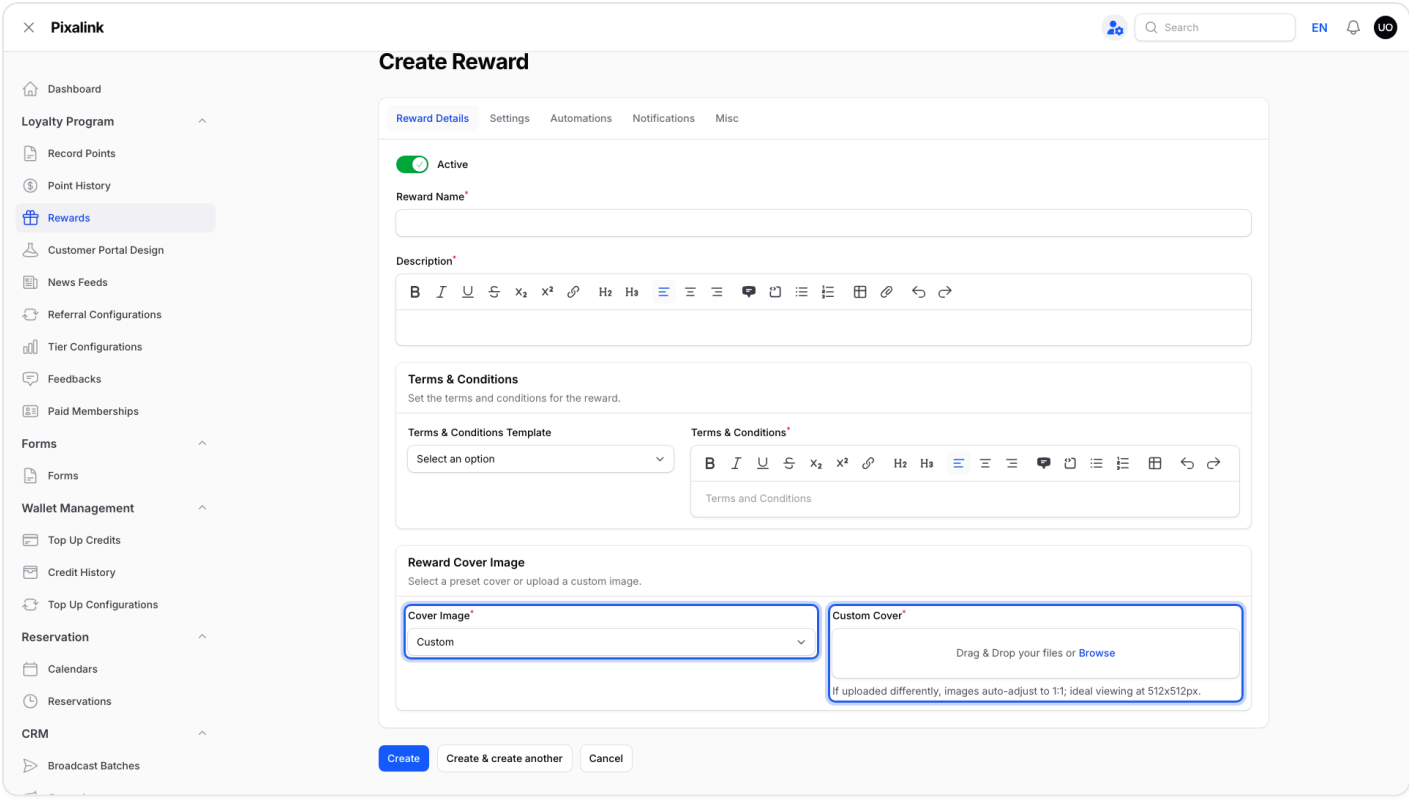
Helper text: Size 720x405 (16:9), PNG, JPEG or WebP.

- **Where customers see it:** as a full-width banner card on the home page, below the member card. See How to Create a News Feed Item (https://kb.pixalink.io/articles/how-to-create-a-news-feed-item).
- **Size:** 720 x 405 (16:9). Uploads are cropped to this shape.

> **Note**
>
> The news feeds in our demo account have ended, so the home page has no card to show here.

Reward Custom Cover

Upload in **Admin Panel → Loyalty Program → Rewards → Edit → Reward Details**. Set **Cover Image** to **Custom**, then use **Custom Cover**.



Helper text: images auto-adjust to 1:1; ideal viewing at 512x512px.

EN

Rewards Centre

0 pts. | 0.00 cdts.

0 Points will expire by 02 Dec, 2026

Reward Marketplace | My Rewards

Search rewards

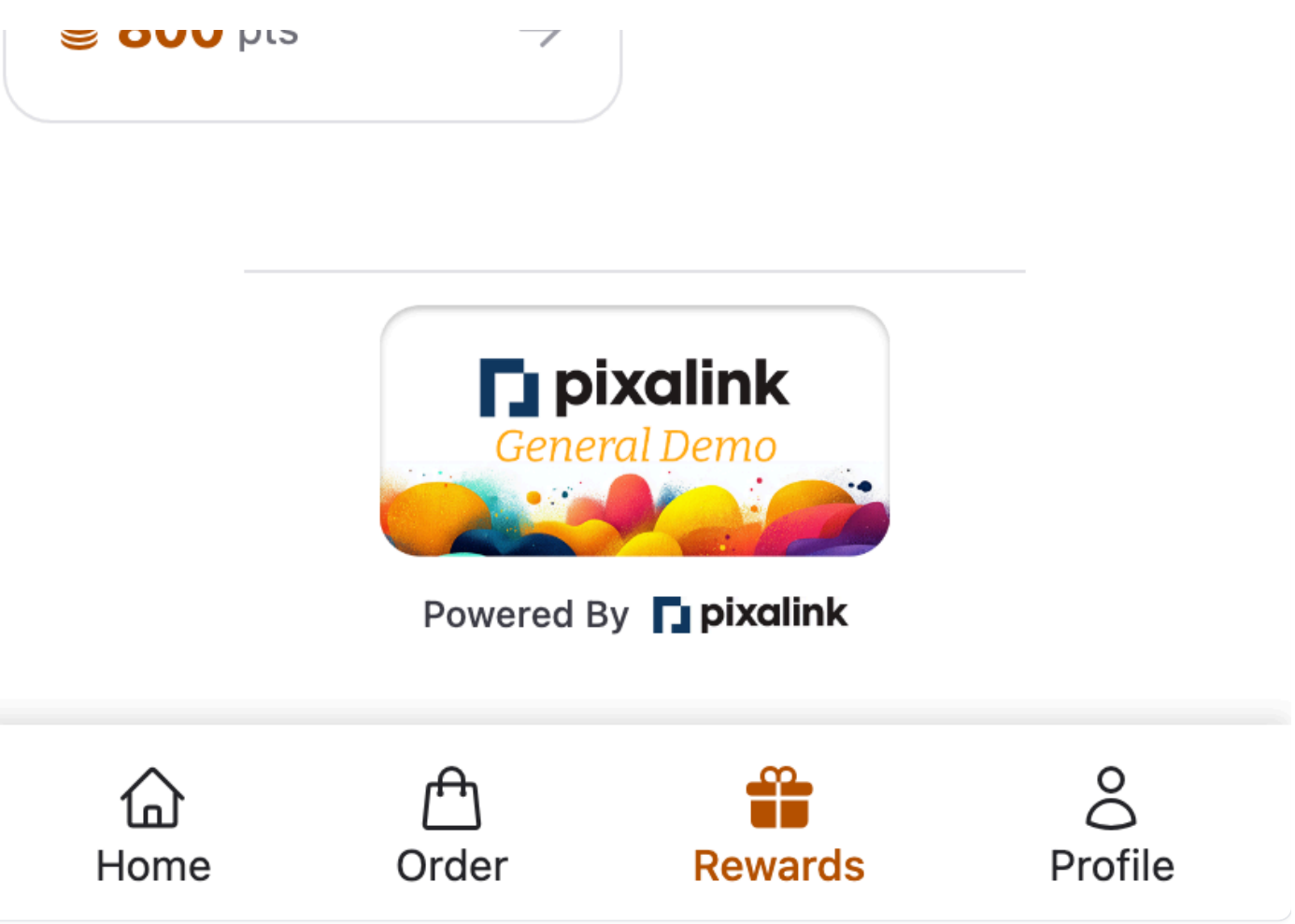
Active Filters: Recommended



Buy 1 Free 1

Redeem your points for a buy-one-free-one treat.

800 pts

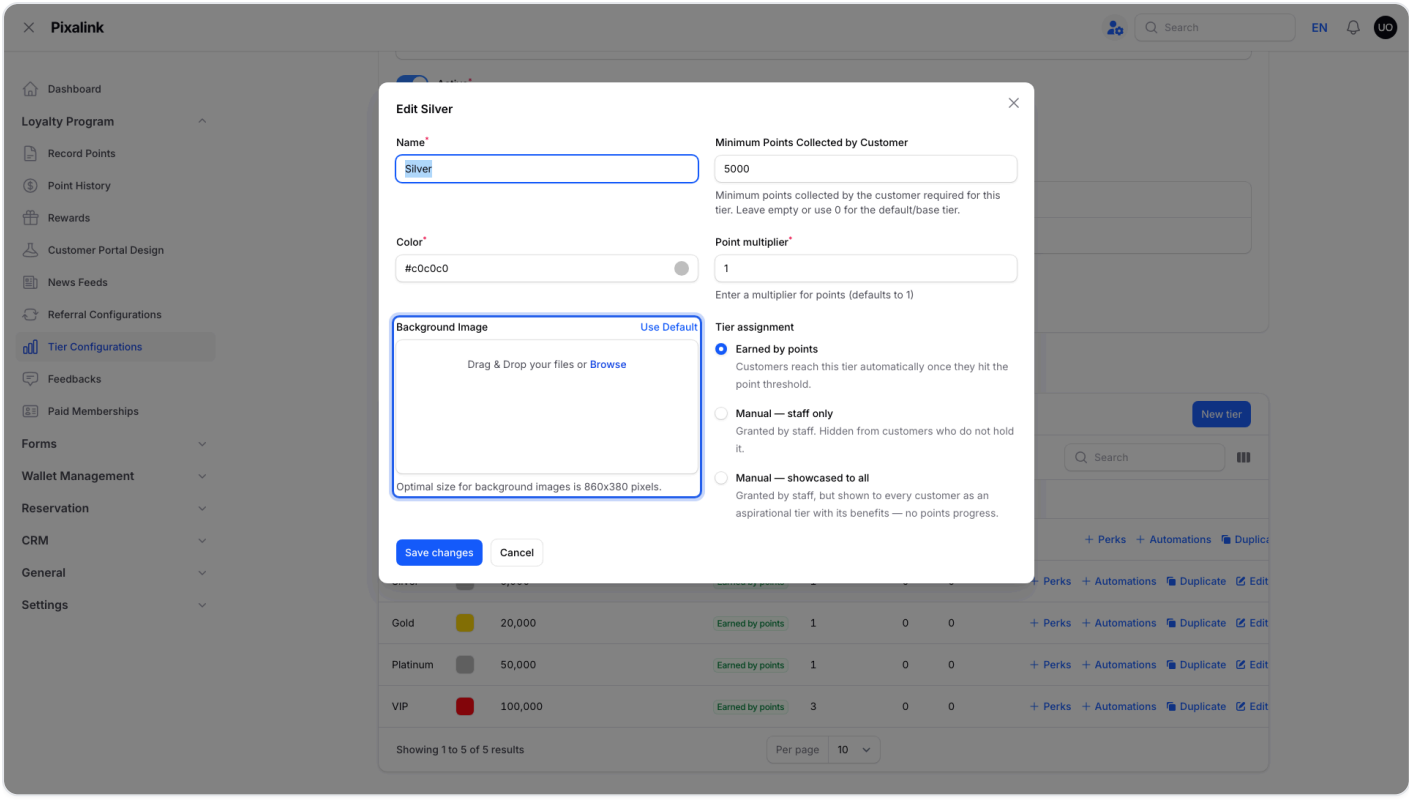


The cover is the square picture at the top of each reward card.

- **Size:** 512 x 512 (1:1). Uploads are cropped square.
- **If you skip it:** pick one of the three ready-made covers in **Cover Image** instead.

Tier Background Image

Upload in **Admin Panel → Loyalty Program → Tier Configurations → Edit → Edit** on a tier row.



Helper text: Optimal size for background images is 860x380 pixels.

EN



Aisyah Rahman
+60111222333

Wallet	Points	Rewards
0.00 cdts.	0 pts.	0 unused

Normal

Aisyah Rahman

View Benefits →

Settings

Account

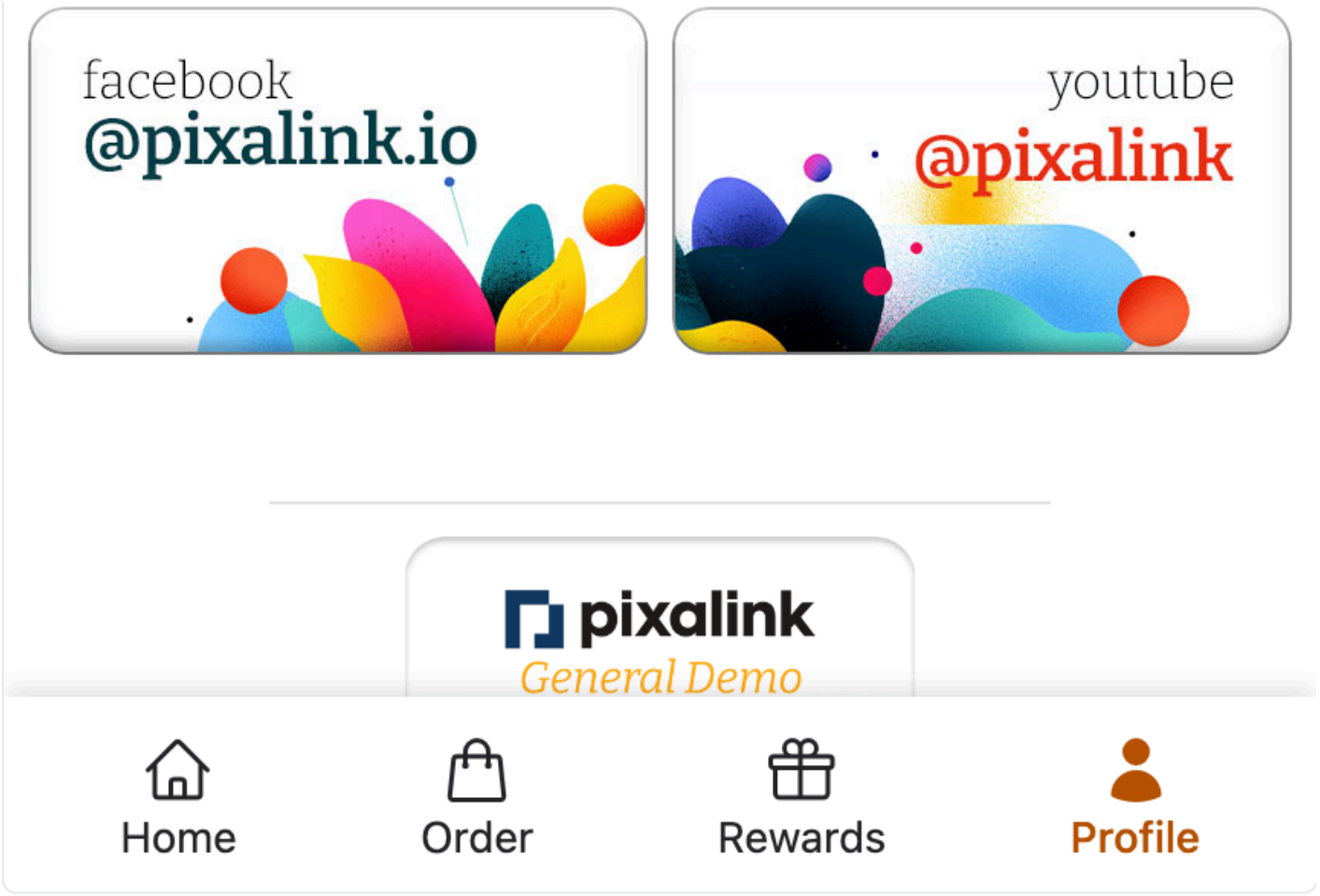
Reservations

Feedback

Membership

T&C

Policy



The tier card on the Profile page. This tier has no image, so its tier colour fills the card.

- **Size:** 860 x 380. Uploads are cropped to this shape. The tier name sits top right and the member name along the bottom, so keep both areas plain.

Stamp Card image and stamp artwork

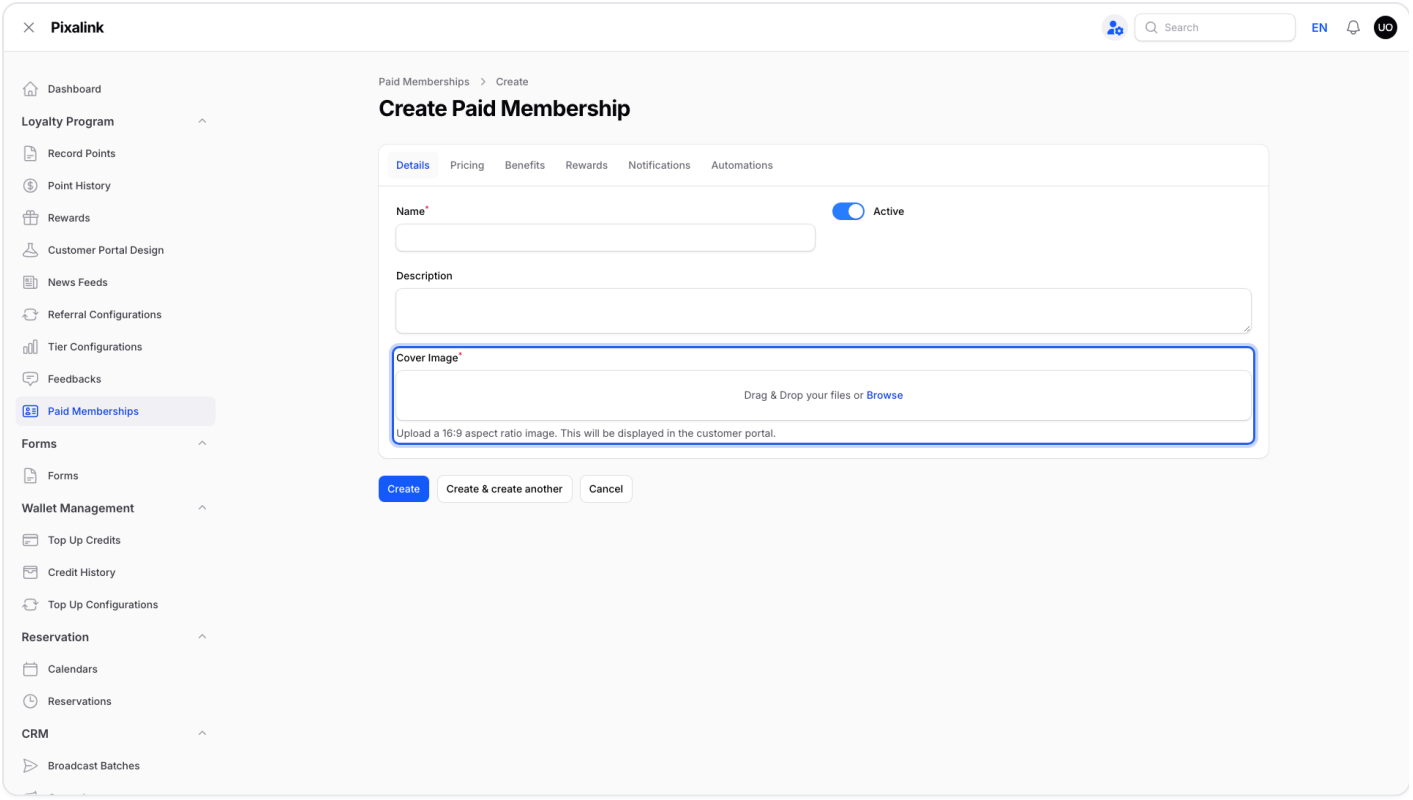
Upload in **Admin Panel → Loyalty Program → Stamp Campaigns**. **Card image** is on the **Details** tab. **Default artwork before collection** and **Default artwork after collection** are on the **Stamps** tab.

- **Card image:** 1280 x 720 (16:9), PNG, JPEG or WebP. It shows above the stamps on the customer's stamp card.
- **Stamp artwork:** square 512 x 512, JPEG, PNG or WebP, up to 2 MB. Leave blank to use the default stamp. You can also set artwork for one stamp position.

> **Note**
>
> Stamp Campaigns is not turned on for our demo account, so no screenshots are shown. See How to Set Up a Stamp Card Campaign (https://kb.pixalink.io/articles/how-to-set-up-a-stamp-card-campaign).

Paid Membership Cover Image

Upload in **Admin Panel → Loyalty Program → Paid Memberships → Create → Details → Cover Image**.



Helper text: Upload a 16:9 aspect ratio image.

- **Where customers see it:** on each plan card on the Membership page.
- **Size:** 1280 x 720 (16:9). Uploads are cropped and resized to this.

> **Note**
>
> Our demo account has no membership plan, so no portal screenshot is shown here.

Good to Know

- Click **Where is this used?** next to a theme upload box to see an example in the Admin Panel.
- **Use Default** puts back the Pixalink image for Hero Banners, Favicon, Desktop Backdrop, Cover Background and Referral Cover.
- Changes to Customer Portal Design take effect after you click **Save changes**. Phones may show the old image until the page is refreshed.
- Outlet photos for your outlet page are a separate set. See How to Add Images to Your Space (https://kb.pixalink.io/articles/how-to-add-images-to-your-space).

Need Help?

Send your artwork to the Pixalink support team and we'll check it against these sizes.

What's Next?

- How to Brand Your Customer Portal (https://kb.pixalink.io/articles/how-to-customise-your-customer-portal-theme)

- How to Create a News Feed Item (https://kb.pixalink.io/articles/how-to-create-a-news-feed-item)
- How to Create an Announcement (https://kb.pixalink.io/articles/how-to-create-an-announcement)

▶ **Video transcript: Customer Portal Image Sizes Explained for Designers**