

# Image Specifications for Pixalink Artwork

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## What This Is

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A designer's reference for every image you upload to Pixalink. Use this guide when preparing tier cards, newsfeed thumbnails, reward thumbnails, logos, portal backgrounds, and any other artwork your customers will see. All sizes come from the upload settings in the Admin Panel — designs that match these specs will display correctly and avoid unexpected cropping.

## Real-Life Example

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Aishah leads marketing for a coffee chain in Petaling Jaya. The team is launching a Bronze, Silver, and Gold loyalty programme and needs three tier cards for the customer portal. Without a spec sheet, her designer mocks up cards at 1200×600. When uploading, every card gets cropped — the Gold ribbon at the top of the artwork is sliced off. After referring to this guide, Aishah's designer rebuilds the cards at 860×380 with logos kept inside a safe zone of 10%, exports as `.webp`, and the cards display perfectly. The launch goes live the same afternoon.

## Quick Reference Table

Image Type	Where It's Used	Recommended Size (px)	Aspect Ratio	Max File Size	Accepted Formats
Tier card background	Customer portal — tier programme card	860 × 380	860:380	—	PNG, JPG, WebP
Newsfeed thumbnail	Customer portal — newsfeed item	720 × 405	16:9	—	PNG, JPG, WebP
Reward custom cover	Customer portal — reward card	512 × 512	1:1	No enforced limit	PNG, JPG, WebP
Paid membership cover	Customer portal — membership card	1280 × 720 (16:9)	16:9	—	PNG, JPG, WebP
QR Reward featured image	QR scan & share page	1280 × 720 (16:9)	16:9	10 MB	PNG, JPG, WebP
Customer portal logo	Top bar across the portal	300 × 150	2:1	—	PNG, JPG, WebP
Favicon	Browser tab icon	150 × 150	1:1	1 MB	PNG, JPG, ICO, SVG
Desktop backdrop	Portal desktop background	1920 × 1080	16:9	—	PNG, JPG, WebP
Cover background	Portal hero / cover area	860 × 380	860:380	—	PNG, JPG, WebP
Hero image	Portal style hero panel	860 × 768	860:768	—	PNG, JPG, WebP
Referral cover	Referral programme banner	860 × 380	860:380	—	PNG, JPG, WebP
Custom button image	Portal custom action button	480 × 270	16:9	—	PNG, JPG, WebP
Outlet preview	Outlet listing card	400 × 225	16:9	10 MB	PNG, JPG
Outlet gallery	Outlet detail gallery	1920 × 1080	16:9	10 MB each (up to 100 images)	PNG, JPG
Outlet logo	Outlet branding	Square (any size)	1:1	5 MB	PNG, JPG

Image Type	Where It's Used	Recommended Size (px)	Aspect Ratio	Max File Size	Accepted Formats
Outlet featured image	Outlet share preview	Any	Free	10 MB	PNG, JPG
Announcement images	Portal announcement pop-up	Any	Free (up to 5 images)	5 MB each	JPG, PNG, GIF, WebP
Announcement video	Portal announcement pop-up	480p or lower, ≤10 seconds	Free	5 MB	MP4, WebM
WhatsApp attachment (rewards)	WhatsApp message attached to reward notification	Any	Free	2 MB	Any image format (PNG, JPG, WebP, etc.)

## Per-Image-Type Details

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### Tier Card Background

Used as the background for each loyalty tier card on the customer portal. The card label, tier name, and points sit on top of this image, so the artwork must work as a background, not a hero.

- **Size:** 860 × 380 px
- **Aspect ratio:** 860:380 (very close to 2.26:1)
- **Tip:** Leave a 10% safe zone on all four sides — the tier name and points overlay sit in the centre and corners.
- **Tip:** Avoid dense detail in the middle vertical band. Use gradients or subtle texture. Bold imagery works best at the edges where text is unlikely to overlap.

### Newsfeed Thumbnail

Used for each item in the customer-portal newsfeed. Think of this as a banner that previews the news item.

- **Size:** 720 × 405 px
- **Aspect ratio:** 16:9
- **Tip:** Keep core text or product imagery centred — some devices crop slightly off the edges.

### Reward Custom Cover

Used when you choose to upload your own cover for a reward instead of one of the built-in cover styles.

- **Size:** 512 × 512 px
- **Aspect ratio:** 1:1 (square)

- **Max file size:** No enforced limit — keep files reasonable (under a few MB) so the portal loads quickly.
- **Tip:** A square crop is shown on the customer portal reward grid. Keep the focal point centred — corners may be rounded by the portal's card style.

## Paid Membership Cover

Used as the cover image for paid membership types in the customer portal.

- **Size:** 1280 × 720 px (any 16:9 size works)
- **Aspect ratio:** 16:9

## QR Reward Featured Image

Used on the QR scan-and-share page that customers see after scanning a QR poster.

- **Size:** 1280 × 720 px (any 16:9 size works)
- **Aspect ratio:** 16:9
- **Max file size:** 10 MB

## Customer Portal Logo

The brand logo shown at the top of the customer portal.

- **Size:** 300 × 150 px
- **Aspect ratio:** 2:1
- **Note:** The logo is not auto-cropped — export at 2:1 yourself, or it may letterbox in the portal.
- **Tip:** Use a transparent PNG so the logo blends with light and dark portal themes. If your logo is square, add transparent padding on the left and right to fit the 2:1 frame.

## Favicon

The icon shown in the browser tab when a customer opens the portal.

- **Size:** 150 × 150 px
- **Aspect ratio:** 1:1
- **Max file size:** 1 MB
- **Tip:** Simplify the artwork — fine details disappear at favicon size. Use a high-contrast version of your logo mark.

## Desktop Backdrop

Full-screen background used on the desktop view of the customer portal.

- **Size:** 1920 × 1080 px
- **Aspect ratio:** 16:9

- **Tip:** Avoid critical detail near the edges — different screen sizes will crop slightly. Subtle, low-contrast imagery works best so the portal cards remain easy to read on top.

## Cover Background

Background used on the cover/hero area of the portal.

- **Size:** 860 × 380 px
- **Aspect ratio:** 860:380

## Hero Image

The hero panel artwork on the portal style settings.

- **Size:** 860 × 768 px
- **Aspect ratio:** 860:768
- **Tip:** Choose between three display modes — auto, cover, and contain — depending on whether you want the image to fill the panel, cover it edge-to-edge, or sit centred without cropping.

## Referral Cover

Banner shown on the referral programme page in the customer portal.

- **Size:** 860 × 380 px
- **Aspect ratio:** 860:380
- **Tip:** This frame is wider than it is tall. Place referral incentives ("RM10 off") in the centre — corners may be cropped slightly on small phones.

## Custom Button Image

Image shown on a custom action button in the portal.

- **Size:** 480 × 270 px (or any 16:9 size)
- **Aspect ratio:** 16:9
- **Note:** Uploads are auto-cropped to 16:9, so any 16:9 dimensions will work.

## Outlet Images

Three image fields apply per outlet (also called a Space):

- **Preview** — used in the outlet listing. 400 × 225 px (16:9), max 10 MB
- **Gallery** — shown on the outlet detail page. 1920 × 1080 (16:9) per image, max 10 MB each, up to 100 images
- **Logo** — outlet branding mark. Square 1:1, max 5 MB
- **Featured image** — the picture shown when your outlet page is shared on social media or messaging apps. No fixed size, max 10 MB

## Announcement Media

Used for portal pop-up announcements.

- **Images:** JPG, PNG, GIF, or WebP. Max 5 MB each. Up to 5 images per announcement.
- **Video:** MP4 or WebM. Recommended 480p or lower, ≤10 seconds. Max 5 MB.

## WhatsApp Attachment (Rewards)

When a reward sends a WhatsApp notification with an attached image, the attachment must be:

- **Format:** Any image format (PNG, JPG, WebP, etc.)
- **Max file size:** 2 MB

## Good to Know

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- **Format choice:** WebP gives the smallest file size with no quality loss and is supported by every modern browser. Use WebP unless your design tool only exports PNG or JPG.
- **Auto-cropping:** Most image fields automatically crop to the recommended ratio when you upload. This means an oversized 1200 × 600 tier card will be force-cropped to 860 × 380 — anything outside the safe zone may be cut off.
- **Upload errors:** If your file is rejected, the most common reasons are wrong file format, file size above the maximum, or — for fields that strictly require a ratio — uploading a file that cannot be cropped to the target ratio.
- **Image editor:** Most image fields include a built-in editor. After uploading, you can re-crop, rotate, or zoom the image to fit the recommended frame before saving.
- **Default artwork:** Many portal images (logo, favicon, hero, cover background, tier card, referral cover) come with a default. You can reset to the default at any time from the upload field's "Use default" action.

## Need Help?

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Reach out to our support team — share your artwork or design files and we'll review them against the recommended specs.