

Why Does My Logo Look Distorted or Fuzzy?

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A logo that looks stretched or grainy almost always comes down to its shape — Pipeline resizes every logo to fit a wide space, and images far from that shape don't survive the resize cleanly.

Your Logo Looks Stretched or Squished

Pipeline resizes your logo to fit 195 pixels wide by 85 pixels tall — a wide, banner-like shape. A tall, square, or narrow logo gets stretched to fill that space, which distorts it.

To fix it:

- Adjust your source image to roughly the same wide proportions before uploading — about 2.3 times as wide as it is tall.
- Add padding on the sides or trim empty space so the logo's shape is closer to that wide space.
- Re-upload the reshaped file and check it on the Home page.

Your Logo Looks Fuzzy or Grainy

When a logo is shrunk to fit, fine lines and thin lettering can lose sharpness — especially with a lot of small detail.

To make it read clearly:

- Use a heavier font weight in the logo so the text stays legible at a small size.
- Start from a high-resolution version of the logo, already in the wide shape described above.
- View Pipeline at 100% zoom when you check the result — zooming in or out in your browser can make a fine logo look fuzzy even when it uploaded correctly.

Some residual softness can remain on very detailed logos even after these steps, since the automatic resize has its limits.

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Still Have Questions?

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