Custom Twitch and Discord emotes: a guide for streamers

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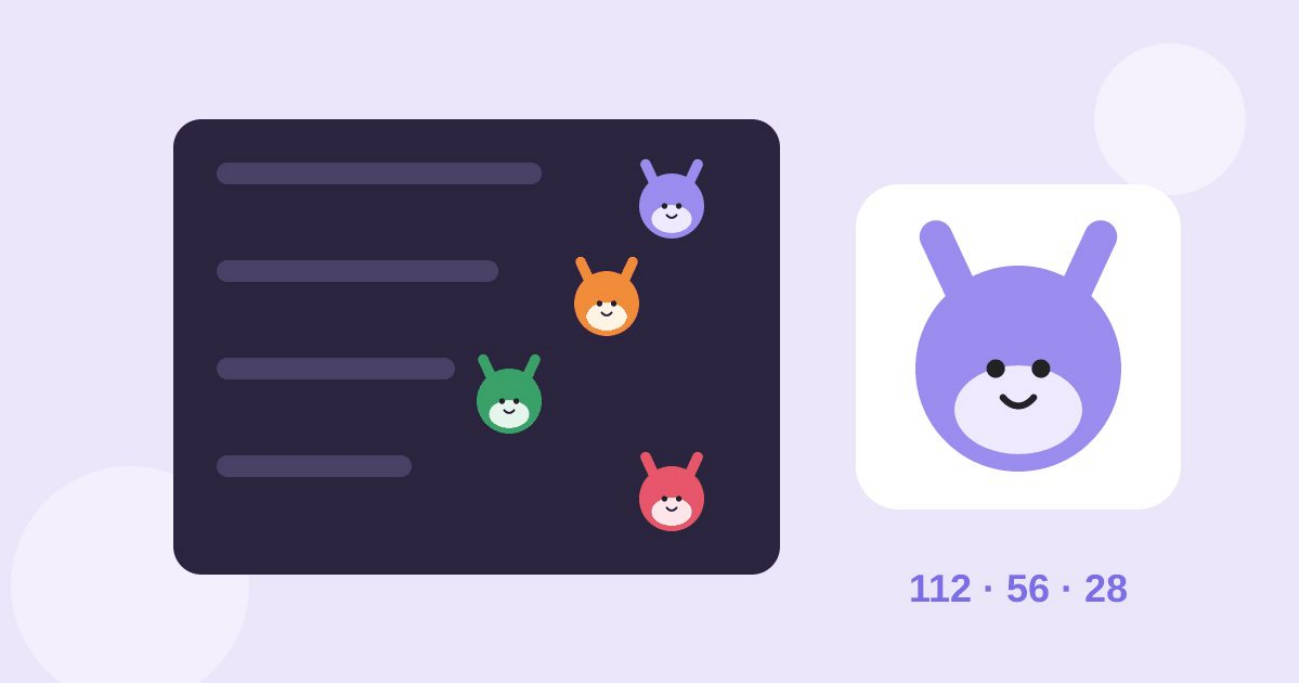

> Emotes make a community feel like a club. Sizes, readability tips and ideas for emotes and sub badges that viewers love to spam.

Emotes are the language of a stream chat. Custom ones give viewers a reason to subscribe and make your channel instantly recognisable when they are used across other chats.

Sizes you need

- Twitch emotes: 112×112, 56×56 and 28×28 px PNG (or upload one large square image and let Twitch resize it). Max 1 MB.
- Twitch sub badges: 72×72, 36×36 and 18×18 px.
- Discord emoji: 128×128 px recommended, under 256 KB; animated GIFs work on boosted servers.
- YouTube channel emoji: square images for members, displayed very small.

Make them readable at 28 pixels

- Big head, simple face, strong outline.
- One clear emotion per emote; exaggerate it.
- Avoid text — or keep it to one short word in bold letters.

- Test on dark and light chat backgrounds.

Emote set ideas

- Hype, love, laugh, rage, sad, “GG”, “lurk”, “pog”-style surprise.
- Your avatar or pet as the base character.
- Inside jokes from your stream — the most loved emotes usually come from the community.

Rules to know

Platforms review emotes. Avoid copyrighted characters, offensive gestures and anything that imitates official platform icons. Original art is the safest choice.

Order tip

Order a matching set (for example 6 emotes + 3 badges) from the same artist, so your channel has one consistent style.