

website images, explained

this guide will help you provide the best image types to your designer or developer when building or updating your site

	PNG	JPG	SVG	WEBP
usage examples	logos, cutouts	photographs	logos, illustrations, graphs, charts	any images on a site (transparent or full)
file size	typically bigger than comparable JPGs	typically smaller than comparable PNGs	typically smaller than comparable PNGs	typically smaller than comparable JPGs, PNGs
quality	good (raster-based)	good (raster-based)	great (vector-based)	great (raster-based)
compression	lossless	lossy	lossless	lossy or lossless
transparency	yes	no	yes	yes

raster vs vector



Raster images are made of little dots (pixels) that can become visible when zoomed in / stretched. Photos are raster images.



Vector images are composed from a formula that determine the paths, so there is no pixelization when stretched. Illustrations (in their original format) are typically vector images.

lossy vs lossless



Lossy compression reduces the file size by removing some of the original data, which could result in some degradation in photos (but not always).



Lossless compression only removes unnecessary metadata to reduce the file size (which is why lossless compressed files are larger)



We have an awesome tool that allows you to see and test the differences in different image formats. Check it out on our website!