

Web Graphic Formats Cheat Sheet

JPEG (JPG)

- Best for: Photographs
- Pros: Small file size, widely supported
- Cons: Lossy compression, no transparency
- Tip: Use for photos, avoid for logos/text

PNG

- Best for: Logos, icons, graphics with transparency
- Pros: Lossless compression, sharp detail, supports transparency
- Cons: Larger file size
- Tip: Use for crisp edges and flat colors

GIF

- Best for: Simple animations
- Pros: Supports animation and transparency
- Cons: 256 colors only, outdated
- Tip: Use for simple animations only

WebP

- Best for: Photos, graphics, animations
- Pros: Smaller than JPEG/PNG, supports transparency & animation
- Cons: Limited support in older browsers
- Tip: Ideal for web optimization

SVG

- Best for: Logos, icons, charts
- Pros: Infinitely scalable, editable with code, supports animation
- Cons: Can get heavy with complex designs
- Tip: Use for crisp, scalable graphics

Quick Decision Guide

Format	Transparency	Animation	Scalability	Best For
JPEG	No	No	No	Photos
PNG	Yes	No	No	Logos, graphics
GIF	Basic	Yes	No	Simple animations
WebP	Yes	Yes	No	Photos, graphics
SVG	Yes	Yes	Yes	Logos, icons