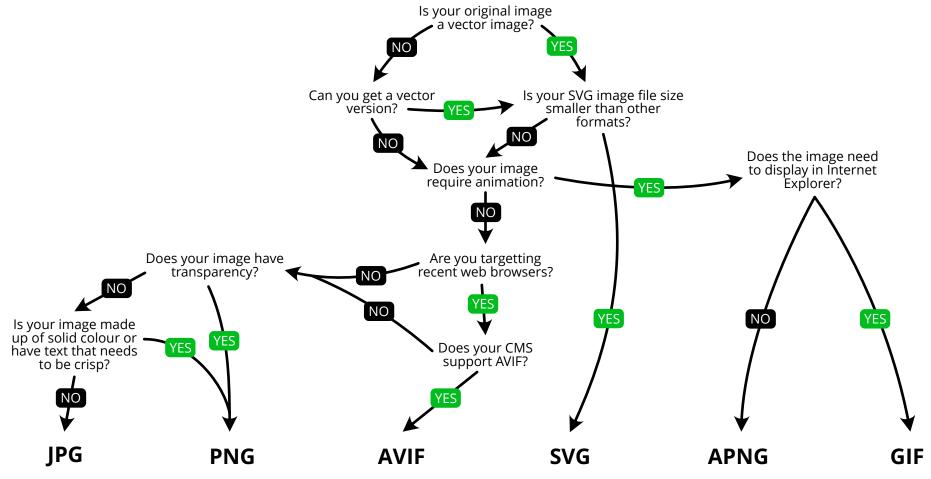
What image format should I use for my website?



Great for photographs and images that have gradients. They are the only format that support progressive download. It is recommend to always turn this on. PNG images can have transparency and work best for images that have solid colour.

AVIF is the new kid on the block and its great. It looks fantastic and has a very small file size. The downside is encoding can take extra time and support in editing software is lacking. Fantasic for logos and solid colour. SVG images can scale to any resolution without pixelation. Very small file size.

All the advantages & disadvantages of PNG but with the addition of animation.

Avoid at all costs.
Only use GIF when
backwards
compatability is
necessary with
animation or you want
a retro look.

