

commandN152 techTIPS: Web Graphic Formats

Format	Compression / Size	Max Colors	Transparency	Primary Usage	Notes
JPEG	Lossy ~10:1 - 100:1	24-bit	No	Photos (gradients, textures, soft edges)	Generational quality loss on re-saves
GIF	Lossless ~4:1 - 10:1	8-bit (256 colors)	Yes (binary on/off)	Graphics (flat colors, text, hard edges)	Can animate images
PNG	Lossless 10-30% < than GIFs	64-bit	Yes (alpha channel)	Graphics / Photos (but bigger than JPEG for Photos)	Good for storing images; Sharper than JPEG for text, etc.
TIFF	Lossless	32-bit	Yes (little alpha support)	Print / Scanning (little web support - Safari, Omniweb)	Good for storing images; Flexible/ adaptable format