File Type	JPG (JPEG)	GIF	PNG	SVG
Good to use:	 The most common web image format Best for Photographs Supports millions of colors Online images Printed photos artwork *Good to send and share images via email or web 	 Small file sizes, Only 256 unique colors Small graphics on a web page. Small animated images. Loads quickly on a webpage 	 Replaces GIF Great for colorful illustrations and graphics Small file sizes Images that have transparent areas Can create animations (GIF better) 	 Great for illustrations like icons and logos Great for resizing an image
Not good for:	Images with text, large blocks of solid colors, or simple shapes	Photos, images with gradient colors (will pixelate the image)	Photos, or on older cell phones	

^{***}Note: Phones often save files using a High-Efficiency Image Container (HEIC) format that can be converted to JPEG images.

^{*}PDF (Portable Document Format) files, developed by Adobe, can be opened on almost any device, and they can be compressed to smaller file sizes without reducing the quality.