Image Web Compression Guidelines

Start

Is the image the proper native resolution and DPI for the medium?

Is the image animated?

Yes → **GIF**

No

Have control over website and only support modern browsers? → **WebM**

Is the image simple? e.g. vector art, text, or screenshots

Yes

No

Require transparency?

No

PNG

JPG

Does your image have more than about 256 colours?

Export as progressive with lowest quality needed for bandwidth requirements or detail.

Yes → PNG-24. Make sure to enable transparency as required.

No → PNG-8. Enable transparency as required and set number of colours to the lowest amount required.