

Web Images

As a general rule of thumb, we like our product photos to be a **maximum 80-150 KB**, and for large homepage hero images to be a **maximum of 250-350 KB**.

Image file size is important for site speed's and performance.



JPG

- A compressed image format standardized by the Joint Photographic Experts Group (JPEG).
- It significantly reduces the file size of images
- Good for photographs
- Some information is lost in the process



PNG

- Image file stored in the Portable Network Graphic (PNG) format
- Commonly used to store web graphics, digital photographs.
- Support Transparency
- Does not degrade the image quality
- Bigger image size than jpg



SVG

- SVG stands for Scalable Vector Graphics
- Used to define vector-based graphics for the Web
- Images are scalable
- Graphics do NOT lose any quality if they are zoomed or resized



GIF

- GIF Stands for Graphics Interchange Format
- Does not degrade the image quality
- Can include a maximum of 256 colors
- Better suited for buttons and banners that do not require a lot of colors.