

# Image Formats In Mailchimp Forms - FAQ's

In Mailchimp Forms, we accept the following file formats: JPG, PNG, WEBP, SVG, AVIF, and GIF.

Each file type has a particular use and benefit. It's important to select an image file type that fits your size, quality, formatting, and modifying needs.

While some image files take up significant space and cannot be reduced in size, you can compress others easily. Other factors to consider are animation capabilities, color limits, and transparency features.

## Quick Rundown on Images in Mailchimp Forms 🙌

	JPG/JPEG	PNG	WEBP	SVG	AVIF	GIF
Square Photographs	✓	✓	✓		✓	
Transparent Images		✓	✓		✓	
Vector Illustrations		✓		✓		
Raster Logos		✓	✓		✓	
Animation						✓

## Detailed Explanation of Image Formats

Before making a decision on a file format, it's crucial to grasp the distinctions among various image file types. These distinctions typically fall into several categories:

### Vector image files

\* Mailchimp Forms only supports SVG files for vector images

- SVG - These formats excel in resizing capabilities, being infinitely scalable. They leverage line art equations to adjust image proportions automatically, enabling easy modifications without compromising file size or image clarity. SVGs support:
  - Vector brand logos

- Vector patterns/line art
- Vector iconography

## Raster image files

Raster formats, unlike vector files, depend on pixels rather than algorithms. Image resolution is dictated by the pixel count and the pixels per inch (PPI) or dots per inch (DPI). Resizing raster images can pose challenges without compromising image quality.

- **JPG** - These are lossy image files, meaning its quality decreases with the file size. It's the best choice for nearly all online images that are square/rectangular (no cutout background). JPGs support:
  - Square photography (lifestyle imagery, model shots, etc)
- **PNG** - These are lossless image files that supports transparency and millions of colors. PNGs are ideal for colorful illustrations and graphics. PNGs support:
  - Transparent images
  - Product cutouts
  - Raster-based icons/illustrations
- **WebP** - Imagine WebP files to be the fancier PNG- they supports transparency in images while typically providing 3× smaller file sizes compared to PNGs! Supports:
  - Transparent images
  - Product cutouts
  - Raster-based icons/illustrations
- **AVIF** - These files use both lossless and lossy compression, being a great choice for replacing both JPGs and PNGs to improve file size. Supports:
  - Transparent images
  - Square photography
  - Logos
  - Patterns
- **GIF** - GIF is a raster file format intended for relatively simple images predominantly found on the internet. Each file can accommodate up to 8 bits per pixel and can encompass a palette of 256 indexed colors. Additionally, GIF files permit the combination of images or frames, enabling the creation of basic animations. Supports:
  - Simple animations