

pdfmake (since it's based on pdfkit) supports JPEG and PNG format  
If no width/height/fit is provided, image original size will be used



If you specify width, image will scale proportionally



If you specify both width and height - image will be stretched



You can also fit the image inside a rectangle



Images can be also provided in dataURL format  
(the one below was taken from <http://www.clipartbest.com/clipart-dT7zx5rT9>)



or be defined in the "images" dictionary, which can be referenced by name:

