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)
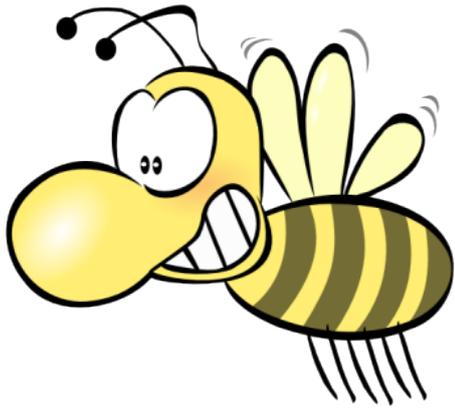
or be defined in the "images" dictionary, which can be referenced by name:
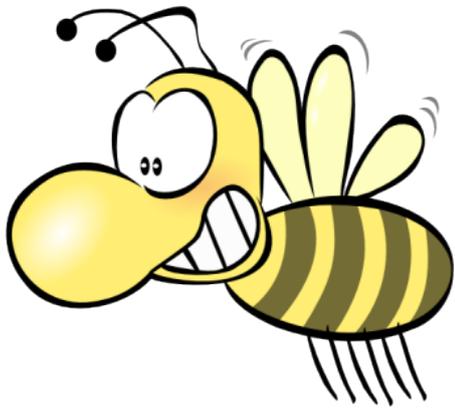
and opacity is supported: