

Adjusting an Image

Adjusting an image properly is a common error made by many people. You want the image to fit in a specific area and you make it fit but many times the image is distorted. Photos of people, places, things etc normally look OK distorted but when you use a company logo there are specific requirements that need to be followed, specifically logos cannot be distorted.

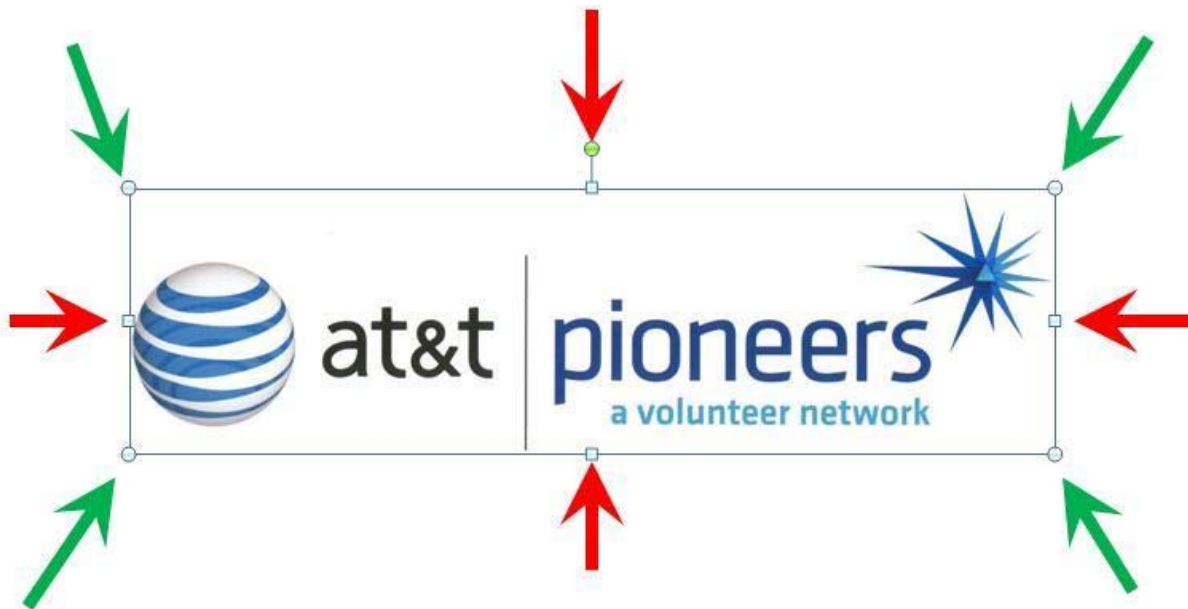
That is the case with AT&T and the Pioneers logos both have guidelines stating the logo cannot be distorted. To achieve the correct adjustment, I use only one of the adjustment points for the logos – the lower right corner adjuster.

What is distortion? Distorting an image means changing the height and with unequally. Here is the AT&T Pioneers logo adjusted equally to fit this space and one that is distorted to fit the same height and longer.



The image below shows the AT&T Pioneers logo and four corner adjusting points and four middle adjusting points. To prevent distortion, never use the middle adjusting points shown with the red arrows.

Using the corner adjusters will prevent distortion of any image – green arrows.



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