

# Event Image Guide for Discover Kerry

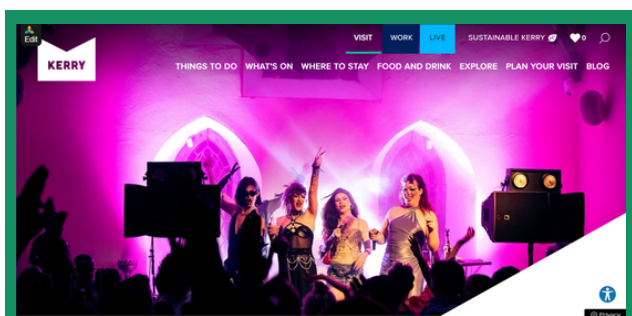
Your main event image will be displayed on the site in 2 ways. First, as a large landscape “hero image” on the events individual page (see Ex. 1). Second, as a smaller square image in our “events carousel” which is present on almost all pages across the site (see Ex. 2).

The same image will be used for both displays, with the large landscape “hero image” being cropped to a square to fit the carousel display. This crop is illustrated in Ex. 3. As the image will be cropped to a square, the subject of the image must be central to avoid bad crops. Images without text are also preferred for this reason. However, if your image does have text, you must ensure it will fit within the central square crop.

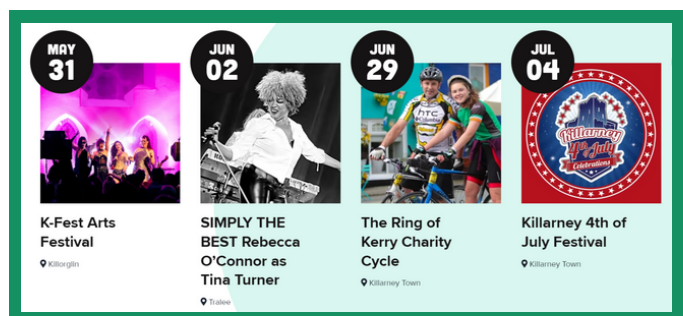
**To Recap: In order for your image to fit the requirements of both frames, there are 3 key components:**

- The image must be high resolution, and not visibly pixelated.
- The image must be a landscape image, size roughly 1748x848 or aspect ratio 2.06:1.
- The image must have its subject be central in the frame (especially any text).

If you're unsure about these requirements, have a look at the images on our currently listed events, or contact us directly at [hello@discoverkerry.com](mailto:hello@discoverkerry.com).



Ex. 1



Ex.2



White Frame - Square  
Carousel Frame

Green Frame -  
Landscape Hero  
Image Frame

Ex. 3