

Guidelines to using content from the Discover Iveragh Asset Bank

The Discover Iveragh Asset Bank contains a collection of free resources, content, and materials for you to use to promote the Iveragh peninsula.

These resources, which include images, graphics, itineraries, videos, maps, guides, and more, are all freely available for you to use as part of your marketing strategy, tourism business, or education activities. They come with a non-commercial creative licensing, which means you are free to adapt and use to promote your business and Iveragh.

You can use the resources, such as adding your own branding and text to images to use on social media, embed videos on your website, print the itineraries for visitors to read while in your accommodation or café. There are many ways you can adapt these resources to suit your business needs.

Please do not edit the text of the educational resources or guides.

Please read about [Creative Commons Licensing](#) before downloading and using any of the resources from this drive. While it is not necessarily to credit the photographer or content creator, please do so if you can. The name of the creator is in the name of the image file.

In this document you will find:

1. Type of files in the Asset Bank
2. List of resources and suggestion for how to use them
3. Directions on how to use the Asset Bank, such as opening files to view and download the contents.

1. File Types

The content in this Asset Bank may come in different and multiple file formats. The three main file types are PNGs, JPEGs, and PDFs, and they are used in different ways. It's important to make sure you download the correct version.

- a. **PNG:** these are usually a smaller size file and are suitable for online media only e.g., social media platforms, websites
- b. **JPEG:** these can vary in size and are suitable for online media and for printed materials, (some websites and social media platforms have a limit on the resolution, high resolution images are better for printing)
- c. **PDFs:** these files retain the quality of images and are generally for printing or sharing.
- d. **Gaeilge:** several the resources are available as Gaeilge.

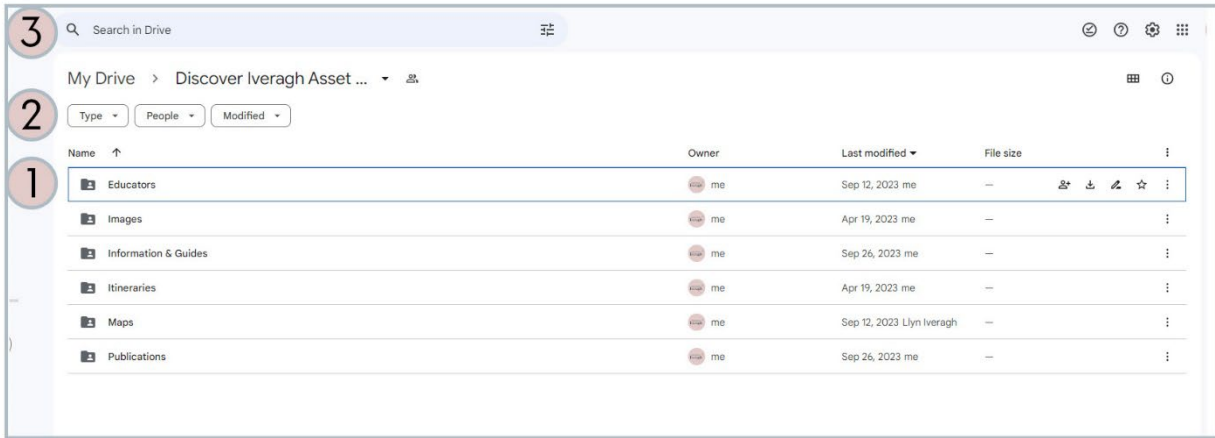
2. Resources

List of the resources in the Discover Iveragh Asset bank and suggestions for usage:

Folder	Contents	Uses
Educators	Collection of resources for educators on wildlife of the Iveragh peninsula.	These resources can be used in the indoor or outdoor classroom, with small, large groups of children. They contain information about species, habitats, and activity sheets that you can photocopy and share.
Images	Collection of images from the Iveragh peninsula that include people, activities, towns, places, wildlife, and landscapes.	These high-resolution images can be downloaded and used online on social media platforms, websites or in printed marketing materials publications.
Information & Guides	A selection of informative guides to sustainable tourism activities on the Iveragh peninsula.	There are multiple copies of the resources in this file, suitable for social media and websites (pngs, jpegs) and print quality (pdfs).
Maps	Collection of illustrated maps	These illustrative maps can be used online and in printed materials. Make sure to download the right file so it is fit for purpose.
Publications	Collection of reports and publications about the Iveragh peninsula	A collection of reports and publications relating to different aspects, research and activities carried out on the Iveragh peninsula.

3. How to use this Google Drive Asset Bank

General Overview of Google Drive

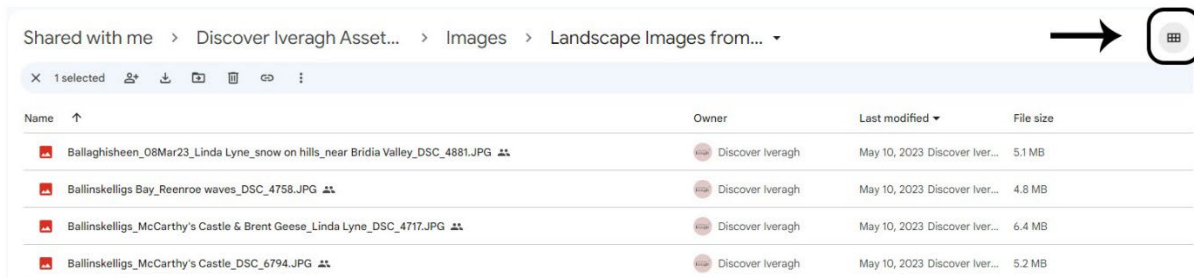


1. These are the folders containing the resources. When you first open Google Drive these may be in folders or in a list like the image above. It varies depending on what browser and operating system you use (E.g., Chrome, Safari, Mac, PC). You can toggle this on your screen, depending on your preference.
2. You can search for file types, e.g., PDF, Photos, and Images.
3. You can search by location, name, or activity e.g., Ballinskelligs, butterfly, surfing.

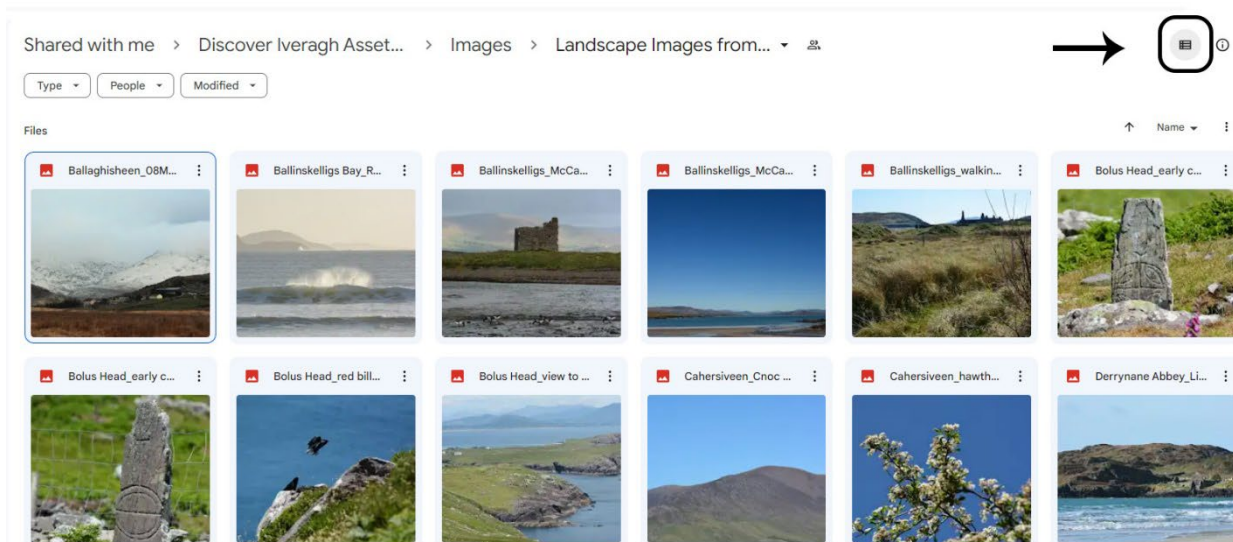
Toggle/Change View

You can toggle change the view of the Drive from a *List* to a *Grid* which shows a list of the items with details or the folders and/or thumbnails. This may help particularly if you are looking at images. Simply click on the toggle button to change.

List Layout

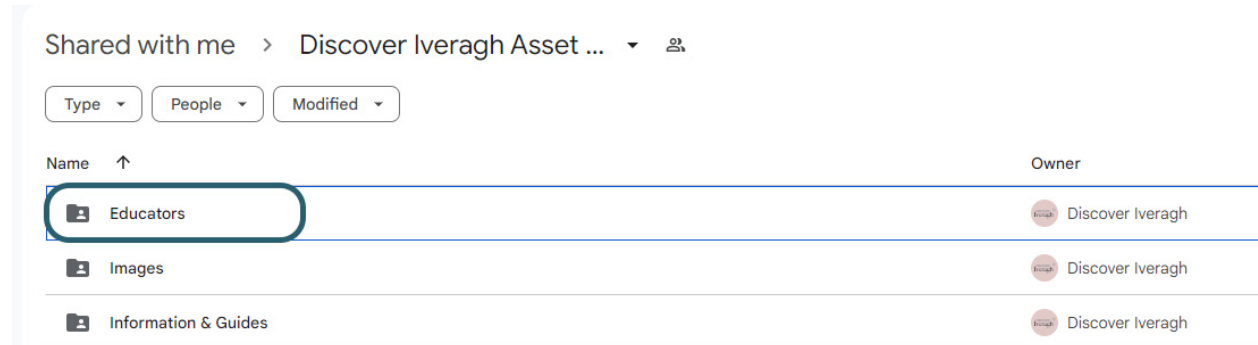


Grid Layout



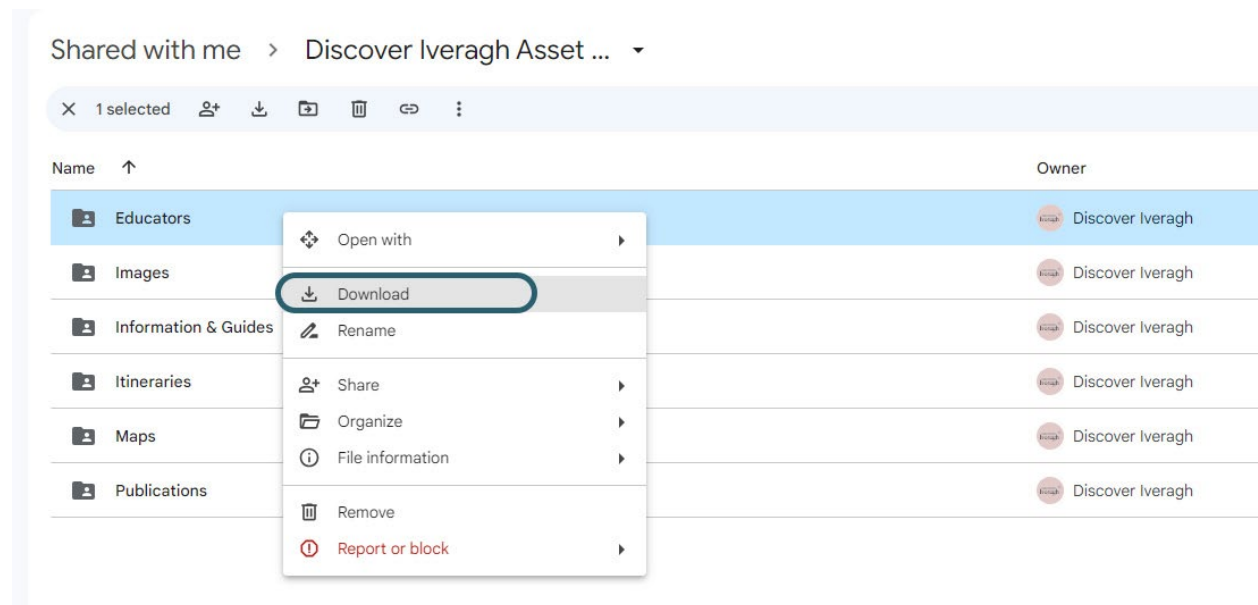
How to open a folder:

1. Double click or tap on a folder to open it.



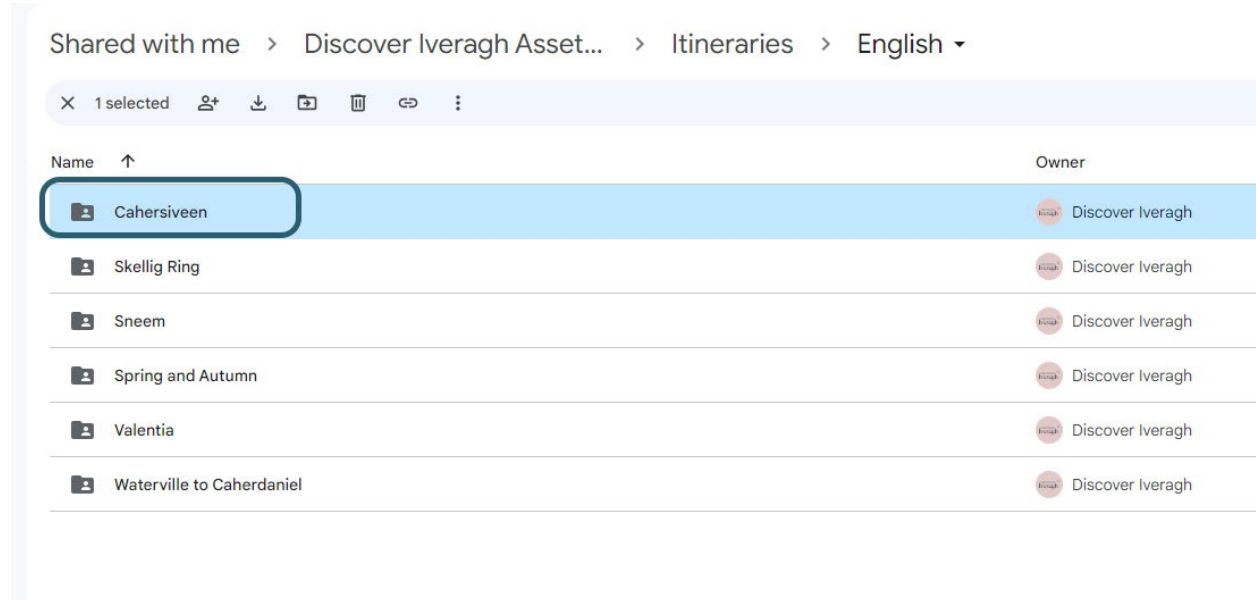
How to download a folder:

1. Right click or tap on the folder to show options menu
2. Click or tap on the download button



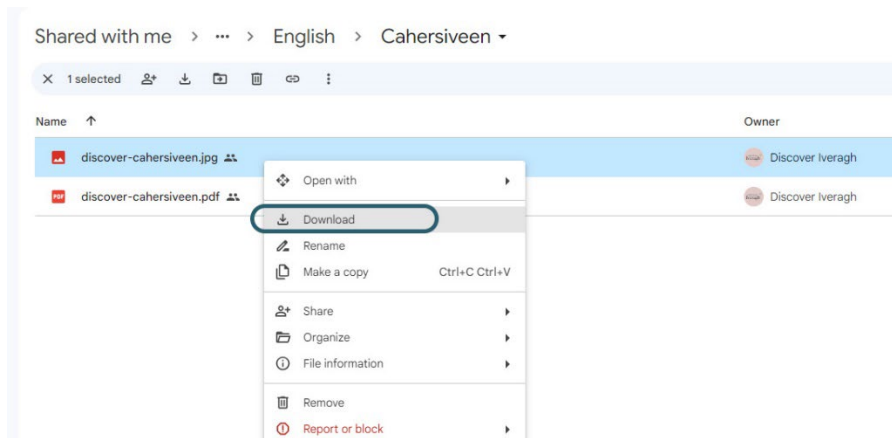
How to open a file in a folder:

1. The same as opening a folder, you can double click or tap on a file to open it.




How to download a file in a folder:

1. You can directly download a file the same way you download a folder (right click to bring up menu, and click download)



Download an image

If you have an image open and you want to download it follow these steps:

1. To open an image, click or tap on it.
2. In the right corner you will see three dots , click or tap on these to bring up the options menu
3. Click or tap on the download button.

