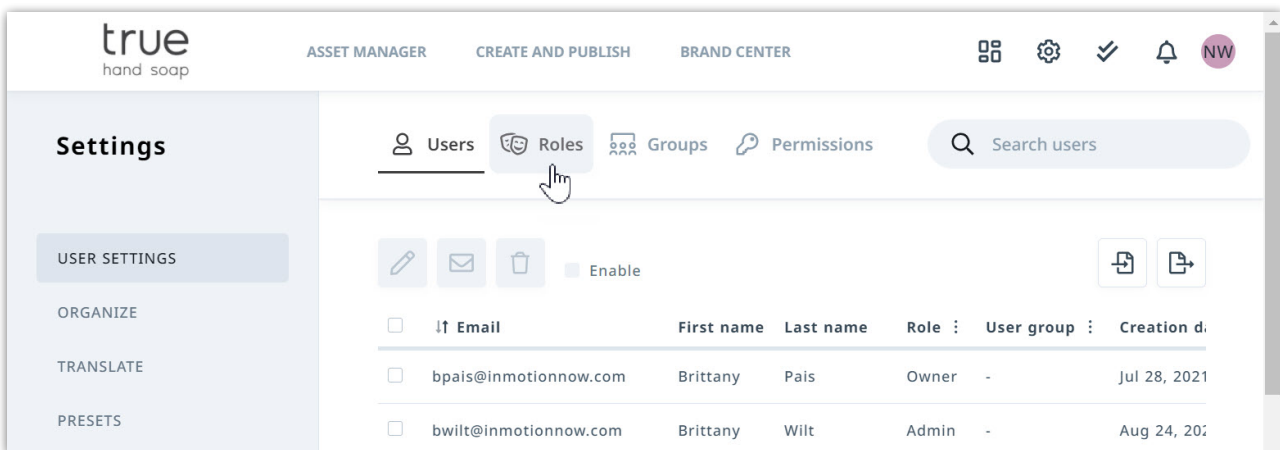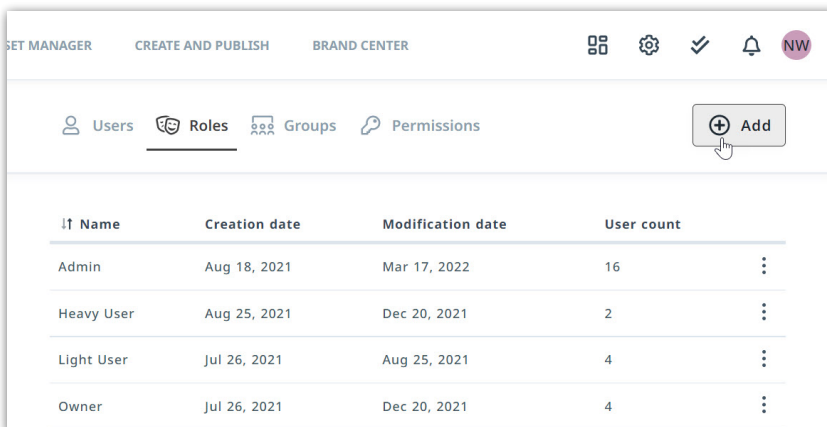# Roles

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Roles within Lytho DAM define what a user can access and what actions they can perform based on the rules assigned. For example, rules can give a user the ability to add and edit assets whereas the lack of a rule could prevent a user from accessing the Asset Manager entirely. Roles are mandatory for every user, and is a required first steps before adding new users.

Creating Roles

Navigate to the **USER SETTINGS** tab from the left navigation menu in Settings and select**Roles** above your user list.
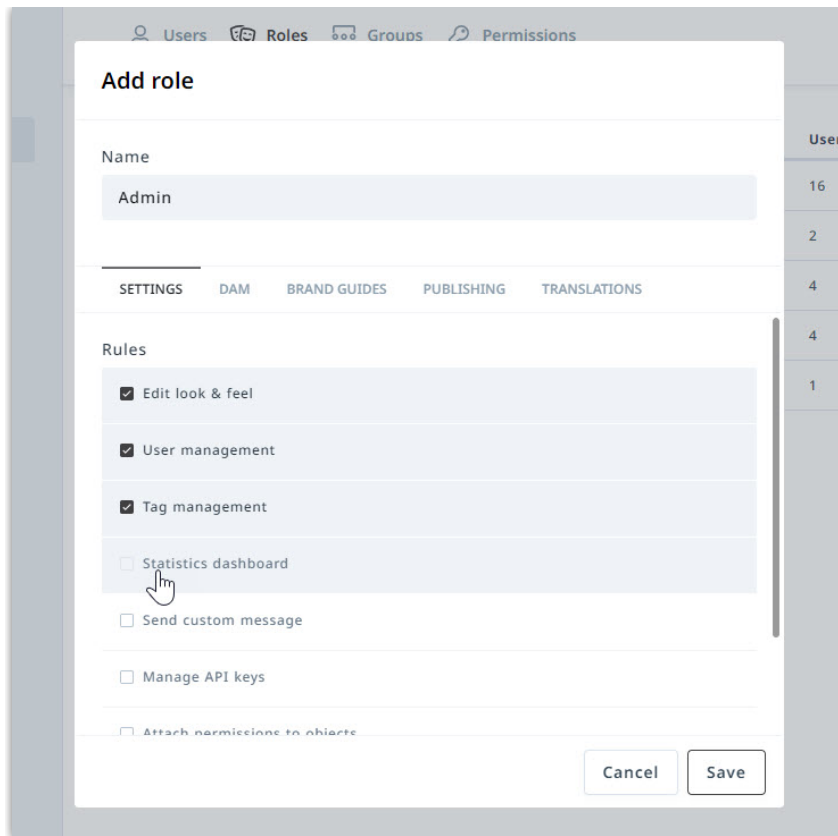

Click the **+ Add** button in the upper right corner to begin creating a new role.
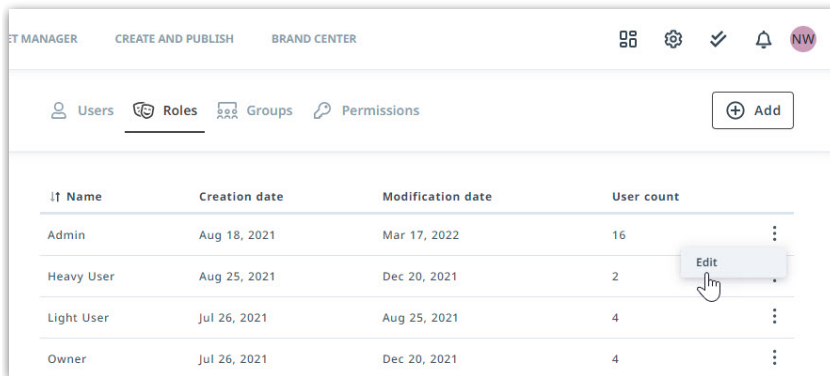

Create a name for your role and select the rules that you want your role to have access to. The rules are divided into the major parts of the platform, so be sure to go through each tab. Select **Save** when complete.

> ⓘ Pro tip: Use Ctrl+A to enable all rules on a tab.

At any time you can edit a role by clicking the ellipses [**..**] menu to the right of the role and selecting **Edit**.

> Lytho ProTip: You can create as many roles as you would like, but remember that too many roles can be difficult to manage. Create new roles to accomodate different *levels of access* rather than a given job title or department.

User Types

When looking at your account's contracted Lytho licenses, you'll see that they are broken down by **Core Users** and **Publisher** depending on what DAM modules you've purchased. Core users, or licensed seats, are based on the rules assigned by the user's role. You may choose to give your team members an "Admin" role where they have every rule provided to them. You may, alternatively, provide them with a General User role that isn't unrestricted, but does provide them with only the access they need.

In the below chart, you'll see that there are four different core role types:

- Admin - Core licensed users that have all available rules.
- User (Team Member) - Core licensed users that can be highly variant in what rules they have.
- Stakeholder - Do not use core licenses. Are limited to the following rules:
  - View assets & collections
  - Download & share assets
  - View brand guides
  - Publishing access
  - Make publications public
- Tempo Designer - Specifically licensed users that are primarily focused on the design and creation of templates for Tempo (https://guide.lytho.com/help/tempo).

> ℹ️ If a Stakeholder role is provided any rules in addition to the above-mentioned, they will be considered a User role.

Rules		Stakeholder	Tempo Designer	User	Admin
SETTINGS	Edit look & feel			✓	✓
	User management				✓
	Tag management				✓
	Statistics dashboard			✓	✓
	Send custom message			✓	✓
	Manage API keys			✓	✓
	Attach permissions to objects			✓	✓
	Manage data fields			✓	✓
DAM	View assets & collections	✓	✓	✓	✓
	Add assets			✓	✓
	Edit assets			✓	✓
	Delete assets			✓	✓
	Download & share assets	✓	✓	✓	✓
	Approve assets			✓	✓
	Create & edit public collections			✓	✓
	Edit visibility of assets			✓	✓
	Edit copyright settings of assets			✓	✓
	Crop images			✓	✓
	Manage embedded links			✓	✓
	Create upload requests			✓	✓
BRAND GUIDES	View brand guides	✓	✓	✓	✓
	Create brand guide			✓	✓
	Delete brand guide			✓	✓
	Share brand guides with others			✓	✓
PUBLISHING	Publishing access	✓	✓	✓	✓
	Template settings			✓	✓
	Upload source files using the template builder			✓	✓
	Make publications public	✓	✓	✓	✓
	Delete templates			✓	✓
	View private publications			✓	✓
	Approve publications			✓	✓
	Send copies of publications to other users	✓		✓	✓
TRANSLATIONS	Manage translations			✓	✓

Legend: restricted | ✓ default | ✓ optional

Rules

Rules define what each role is able to do throughout Lytho DAM. Below is a full breakdown of the rules available in each of the five tabs:

1. **Settings**
   - Edit look & feel – Allows users to edit the Theme Design (https://guide.lytho.com/help/theme-design): DAM logos, brand colors, login page and homepage imagery
   - User management – Allows users to add/edit users (https://guide.lytho.com/help/managing-user-

accounts), roles, groups, and permissions (https://guide.lytho.com/help/permissions-user-groups), create/modify download presets (https://guide.lytho.com/help/download-presets-job-options), import asset details, and view shared links (https://guide.lytho.com/help/shared-links).

- Tag management – Allows users to edit asset tags, tag groups, tag menus (https://guide.lytho.com/help/organizing-tags), and Custom Fields (https://guide.lytho.com/help/organize-custom-fields).

- Statistics dashboard – Gives users access to the Lytho Dashboard (https://guide.lytho.com/help/dashboard).

- Send custom message – Allows users send messages to other Lytho users via notifications, Assets, Brand Guides, and Publications.

- Manage API keys – Allows users to access the API management page and create API integrations.

- Attach permissions to objects – Allows users to add permissions (https://guide.lytho.com/help/permissions-user-groups#what-are-permissions-user-groups-%C2%A0) to Assets, Collections, Brand Guides, and Templates.

- Manage data fields – Allows users to add prefilled fields (https://guide.lytho.com/help/prefilled-fields) under the "Organize" tab.

2. **DAM**

- View assets & collections - Allows users to access the Asset Manager (https://guide.lytho.com/help/navigating-the-asset-manager) and create private collections (https://guide.lytho.com/help/collections).

- Add assets - Allows users to upload assets (https://guide.lytho.com/help/uploading-assets) into the Waiting Room.

- Edit assets - Allows users to add an asset to a collection (https://guide.lytho.com/help/collections), add/edit the general details (https://guide.lytho.com/help/anatomy-of-an-asset) of an asset, and modify Custom Fields.

  - Many rules are tied to this one. If a user doesn't have this rule, any rule designed to make changes to an asset won't work.

- Delete assets - Allows users to delete an asset (https://guide.lytho.com/help/deleted-assets) and access the deleted assets settings page.

- Download & share assets - Allows a user to download an asset or share it both internally and externally.

- Approve assets - Allows a user to move an asset from the Waiting Room into the Asset Manager (https://guide.lytho.com/help/uploading-assets#approving-assets-into-the-asset-manager).

- Create & edit public collections - Allows a user to make collections visible to everyone and edit their description/thumbnail.

- Edit visibility of assets - Allows a user to set a date range where assets are made visible (https://guide.lytho.com/help/anatomy-of-an-asset#protection) to all users in the Asset Manager.

- Users with this rule bypass a set invisibility date
- Assets without a set date will automatically be visible to all users with the permission to see the asset

- Edit copyright settings of assets - Allows a user to set a date range where assets are unable to be downloaded (https://guide.lytho.com/help/request-for-download#requesting-an-asset-download-in-asset-manager) or shared by all users in the Asset Manager. Also allows users to manage quitclaim documents (https://guide.lytho.com/help/quitclaim-documents) on an asset.
  - Users with this rule bypass the download limitation - sharing is still blocked.
  - Assets without a set date will automatically be available for download and sharing to users with the appropriate rule.
- Crop images - Allows a user to crop an image and download the outcome or save it as a separate variant. (https://guide.lytho.com/help/variant-version-and-related-assets)
- Manage embedded links - Allows a user to create/remove a unique URL link (https://guide.lytho.com/help/embedded-links) to an asset.
- Create upload requests - Allows users to send a link/email for internal/external users (https://guide.lytho.com/help/request-for-upload) to upload assets into the DAM.

3. **Brand Guides**
   - View brand guides - Allows users to access the Brand Center (https://guide.lytho.com/help/brand-center-overview).
   - Create brand guide - Allows users to access the Brand Guide Builder (https://guide.lytho.com/help/creating-brand-guides).
   - Delete brand guide - Allows a user to delete a Brand Guide.
   - Share brand guides with others - Allows a user to send a link/email for internal/external users to access a Brand Guide.

4. **Publishing**
   - Publishing access - Allows users to access Create & Publish and Tempo (https://guide.lytho.com/help/tempo).
   - Template settings - Allows users to modify the DAM-side template settings (https://guide.lytho.com/help/editing-templates) for Create & Publish and Tempo.
   - Upload source files using the template builder - Allows Create & Publish users to login to the Lytho Template Builder (https://guide.lytho.com/help/preparing-templates) plugin to Adobe InDesign.
   - Make publications public - Allows users to make private publications (https://guide.lytho.com/help/publications)visible to all users.
     - Private publications that require approval can only be made public *after* approval or by a user with approval capabilities.
   - Delete templates - Allows users to delete DAM-side templates.
   - View private publications - Allows users to see private publications made by other users.

- Approve publications - Allows users to approve of publications created from templates that require approval (https://guide.lytho.com/help/creating-a-template#choose-set-output).
- Send copies of publications to other users - Allows users to share publications with other DAM users via the notifications menu.

5. **Translations**
   - Manage translations - Allows users to access the Translation (https://guide.lytho.com/help/translate) page from the Settings menu.