

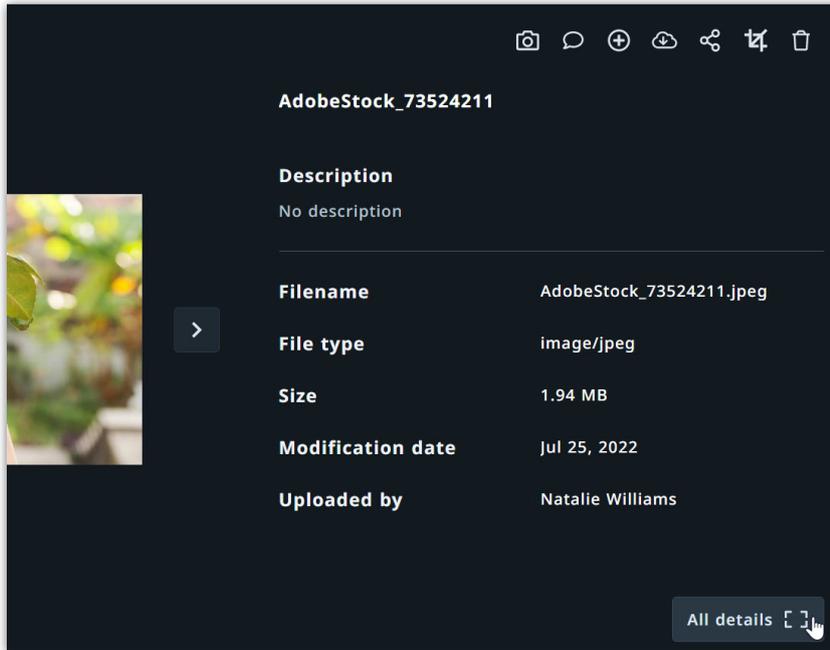
Focal Points

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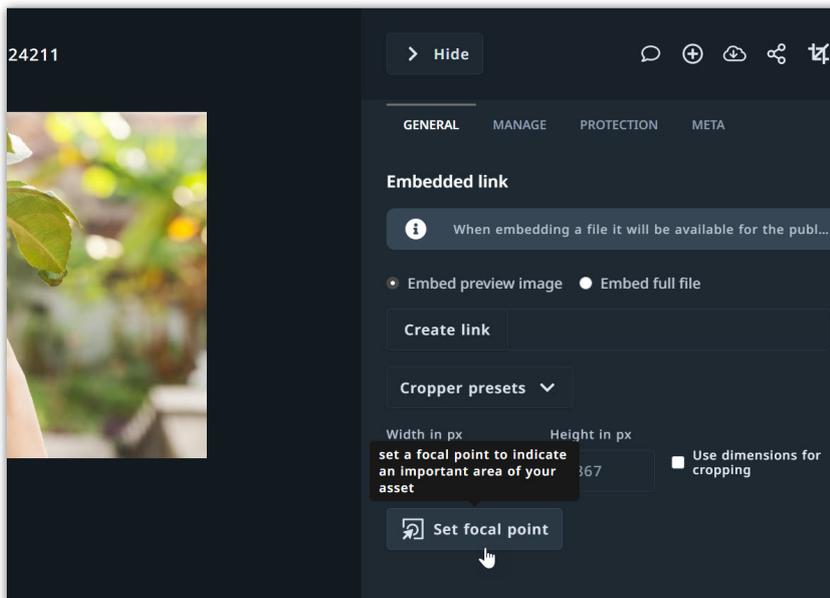
Focal Points in Lytho DAM allow you to designate the center of an image so that you don't have to continuously crop for specific specs throughout the Asset Manager and Brand Center, ensuring the focus stays where you want it.

Setting a Focal Point

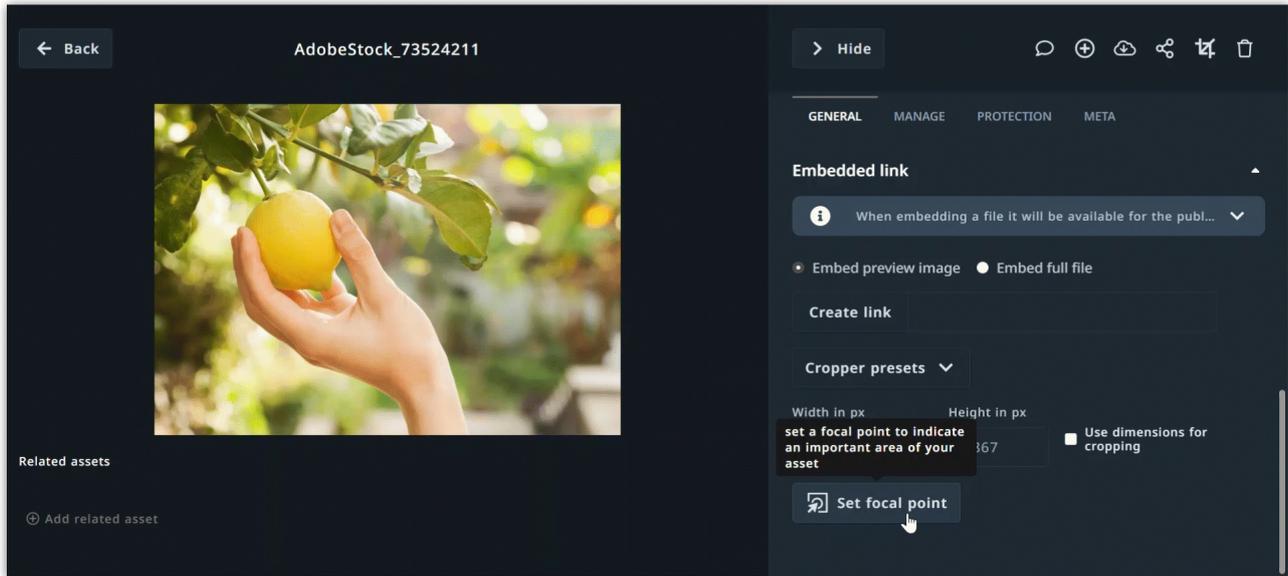
Navigate to the appropriate asset and select **All details** in the bottom right corner.



Within the **GENERAL** tab, scroll to the very bottom and select **Set focal point**.



Click on the image to set the focal point and select **Save** when complete. You can adjust the focal point at any time. If you wish to remove a focal point, adjust the focal point back to the center of the image.



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