



Brand Identity Guidelines

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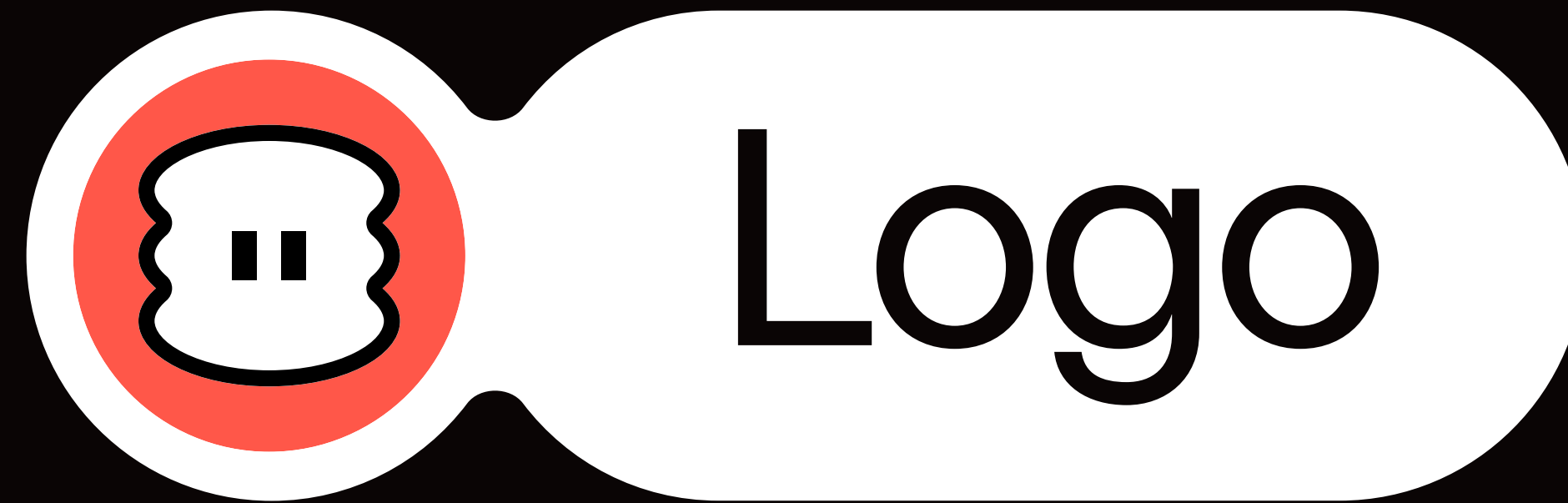
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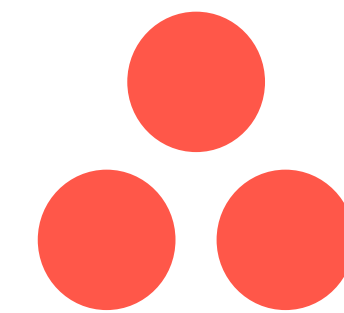


Logo Variations

Combination Logo



Logomark



Color

Use the recommended color combinations below to keep the Asana logo clear, legible, and accessible. These pairings provide strong contrast, helping the logo remain easy to see and recognize across brand communications.

Dark Backgrounds

Use the White version (FFFFFF) on our wordmark and Coral (FF584A) on our logomark on dark backgrounds.



Color Backgrounds

Use the White version (FFFFFF) of the combination logo on dark color backgrounds and the Black version (0B0505) on light.



Black and White

Use the White version (FFFFFF) of the combination logo on black backgrounds and the Black version (0B0505) on white.



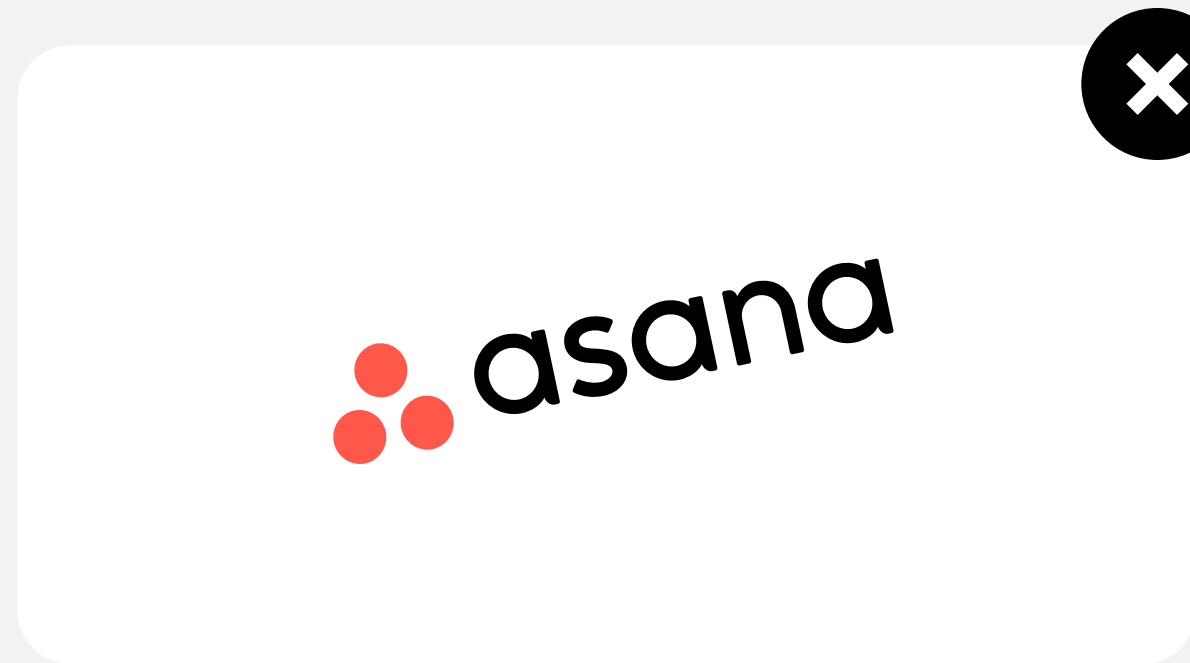
Logo Don'ts

Our logo should always appear clearly and consistently. While the brand can flex across applications, avoid altering the logo in ways that affect recognition, readability, or brand integrity.

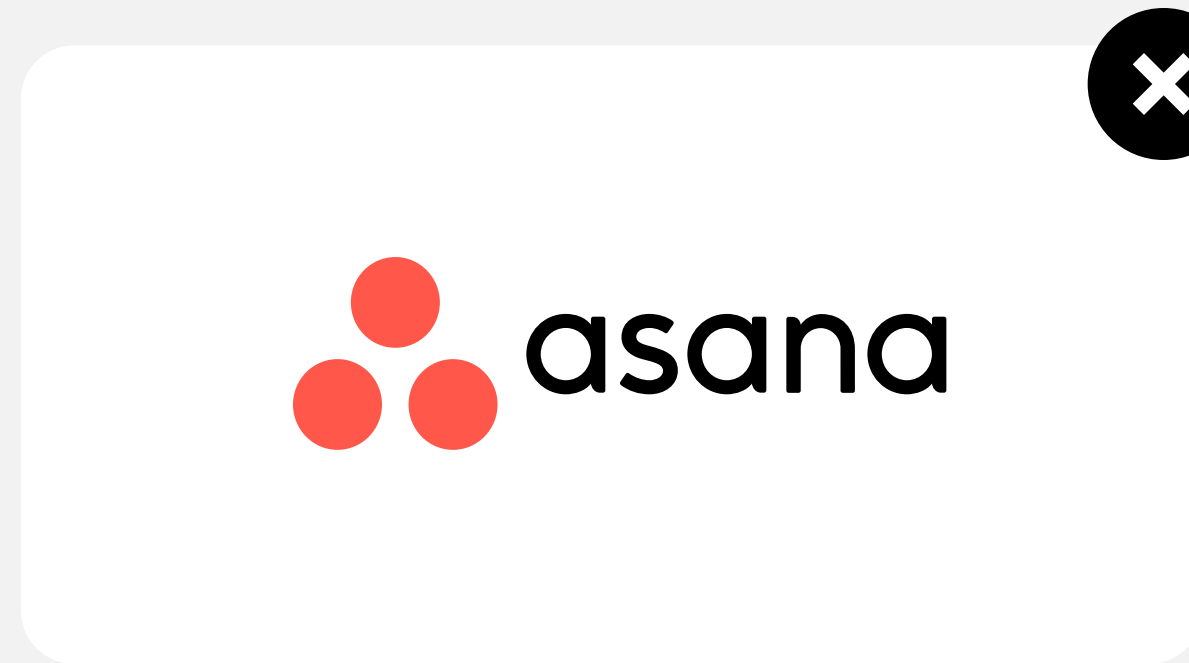
The examples below show common misuses to avoid.



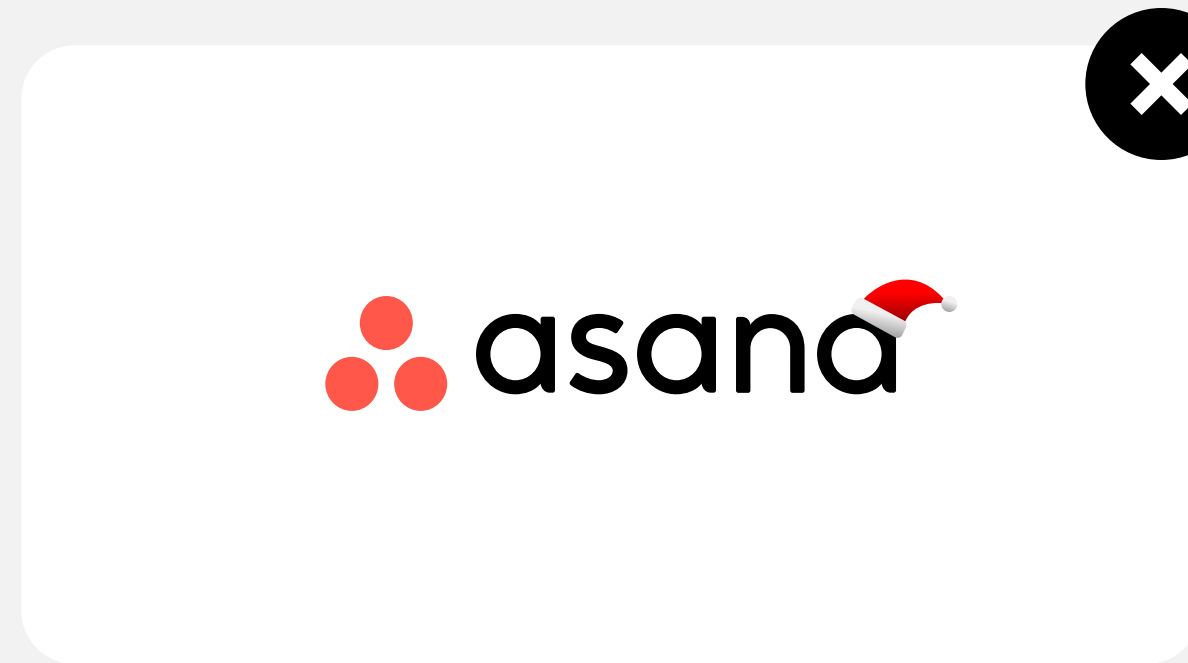
Do not fill the logo with unspecified colors outside of the approved brand colors.



Do not rotate, reflect, or display the logo at any angle other than horizontal.



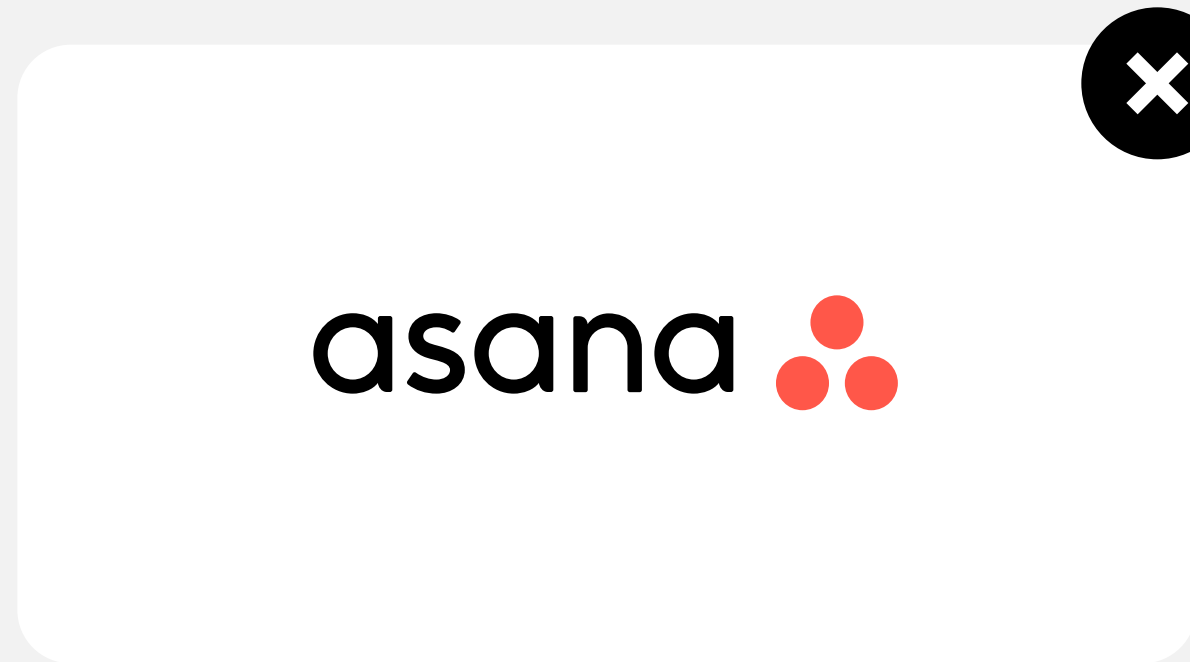
Do not adjust the icon or wordmark scale or remove any part of the logo.



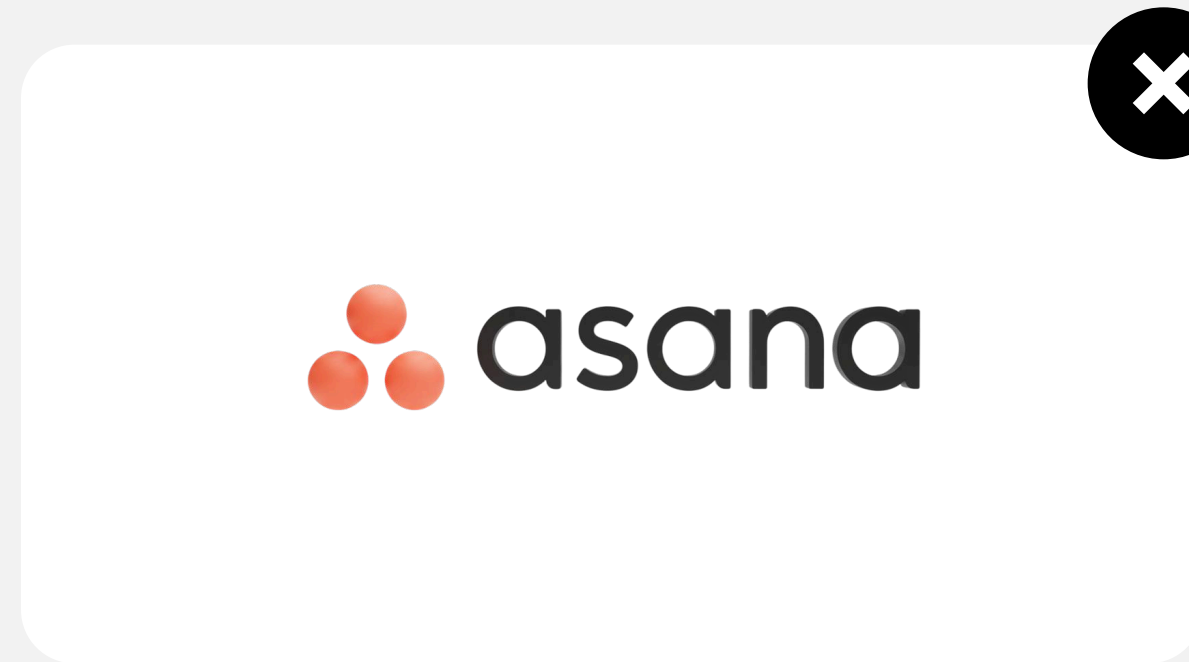
Do not place images or icons behind or in front of the logo.



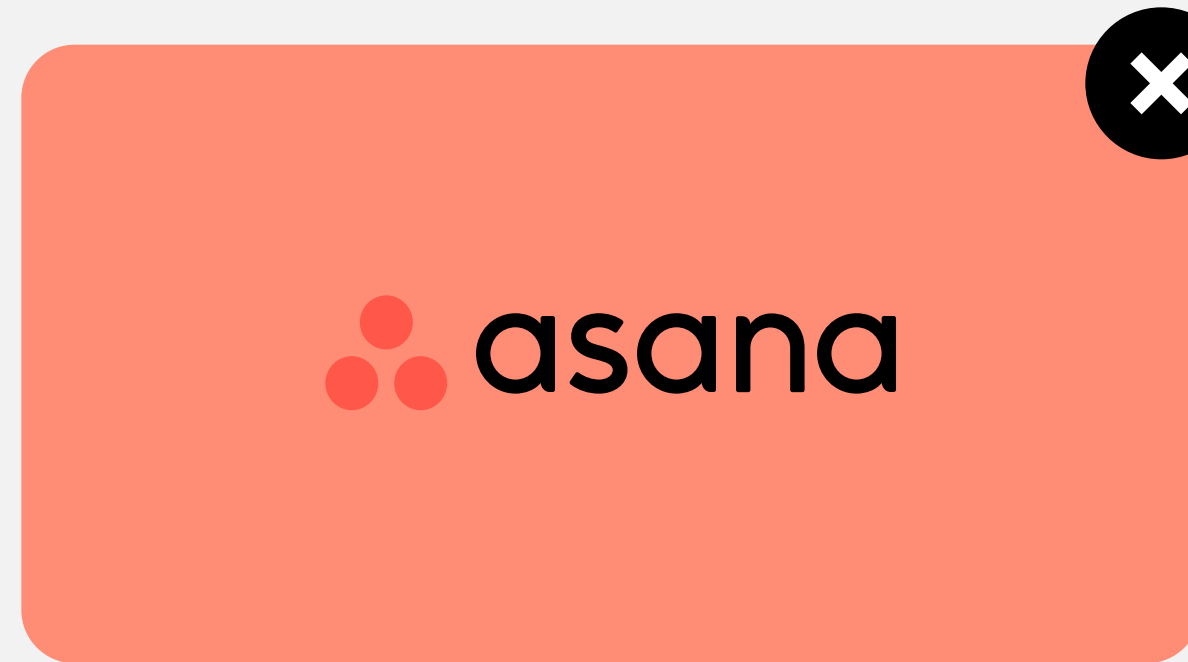
Do not distort, skew, or transform the logo.



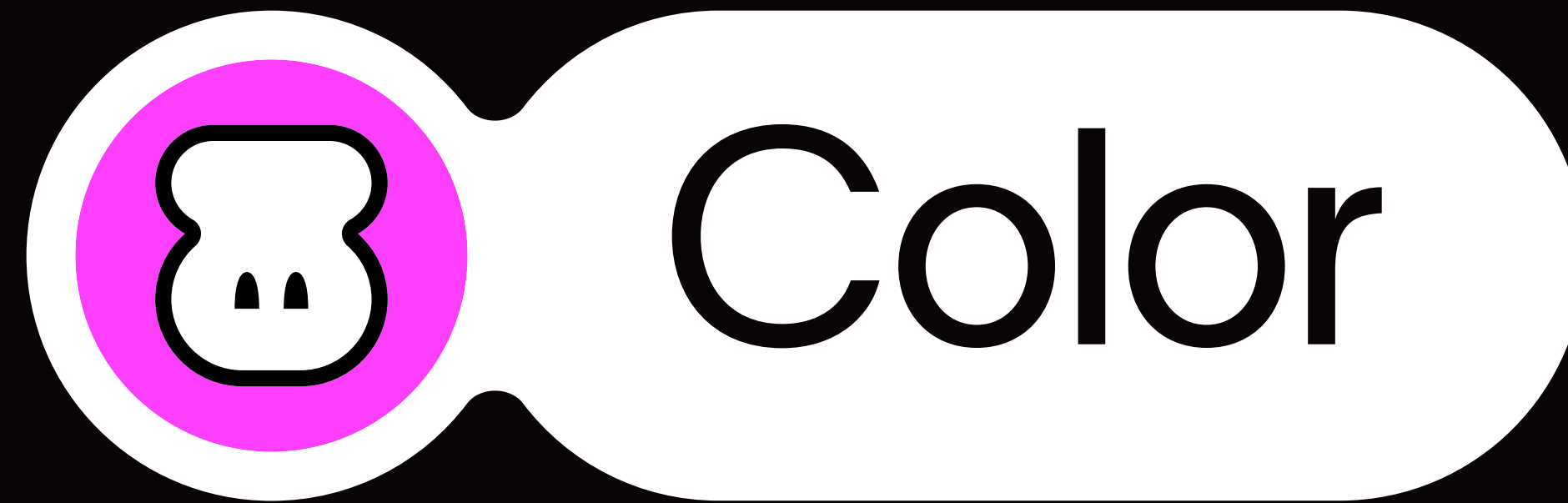
Don't stack or rearrange any elements of the logo outside of what has been provided.



Do not add 3D treatments or gradients to the logo.



Do not use color ways that creates low contrast and lack of legibility.



Color Palette

Recommended Color Palette

(with Fuchsia and Magenta recommended changes)

Primary

<p>Asana White FFFFFF Black C</p>	<p>Asana Black 0B0505 11 / 5 / 5 0 / 55 / 55 / 96 Black C</p>	<p>Asana Coral FF584A 255 / 88 / 74 0 / 80 / 75 / 0 171 C</p>	<p>Fuchsia FD3FFD 253 / 63 / 253 0 / 75 / 0 / 1 807 C</p>	<p>Light Fuchsia FFC9FF 255 / 201 / 255 0 / 21 / 0 / 0 7436 Ct</p>	<p>Neutral Grey F3F3F3 243 / 243 / 243 0 / 0 / 0 / 5 Black C (5%)</p>
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Secondary

Tertiary

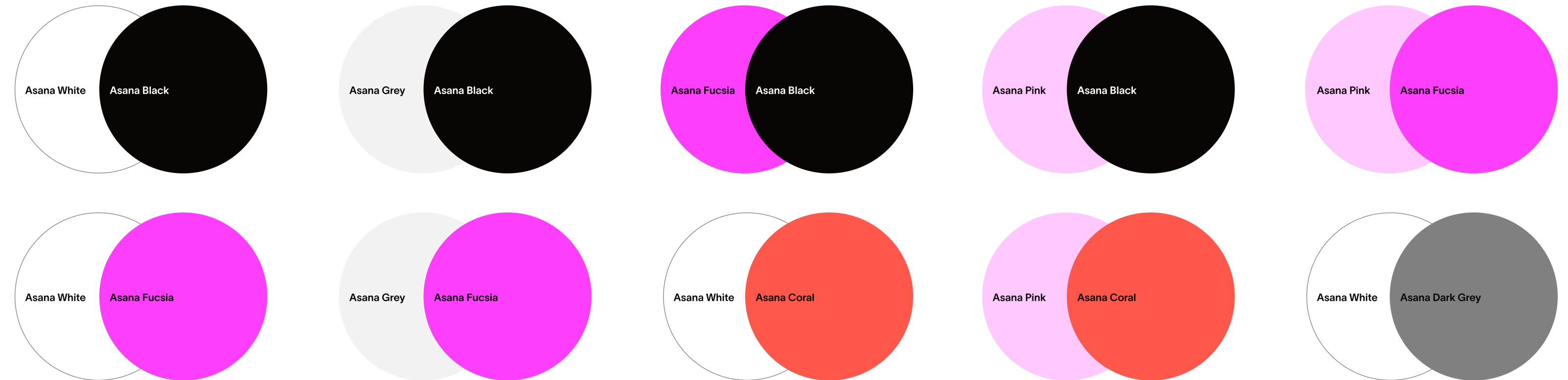
<p>Blue 0071FF 0 / 113 / 255 100 / 56 / 0 / 0 Process Blue C</p>	<p>Green 0FA042 15 / 160 / 66 91 / 0 / 59 / 37 347 C</p>	<p>Yellow C6CD00 198 / 205 / 0 3 / 0 / 100 / 20 7744 C</p>	<p>Grey 808080 128 / 128 / 128 0 / 0 / 0 / 50 877 C</p>	<p>Magenta F20D83 242 / 13 / 131 0 / 95 / 46 / 5 225 C</p>	<p>Turquoise 009271 0 / 146 / 113 100 / 0 / 23 / 43 327 C</p>	<p>Purple 745BFA 116 / 91 / 250 54 / 64 / 0 / 2 2725 C</p>	<p>Orange FF7A00 255 / 122 / 0 0 / 52 / 100 / 0 151 C</p>
<p>Light Blue 9EDCF2 158 / 220 / 242 35 / 9 / 0 / 5 2975 C</p>	<p>Light Green 9EF2A4 158 / 242 / 164 35 / 0 / 32 / 5 344 C</p>	<p>Light Yellow E8F552 232 / 245 / 82 5 / 0 / 67 / 4 387 C</p>	<p>Light Grey D7D9DB 215 / 215 / 219 2 / 1 / 0 / 14 427 C</p>	<p>Light Magenta FFADCD 255 / 173 / 205 0 / 32 / 20 / 0 671 C</p>	<p>Light Turquoise 9EF2DE 158 / 242 / 222 35 / 0 / 8 / 5 Green 0921 C</p>	<p>Light Purple A999FF 169 / 153 / 255 34 / 40 / 0 / 0 2705 C</p>	<p>Light Orange FFB469 255 / 180 / 105 0 / 29 / 59 / 0 150 C</p>

Color Pairings

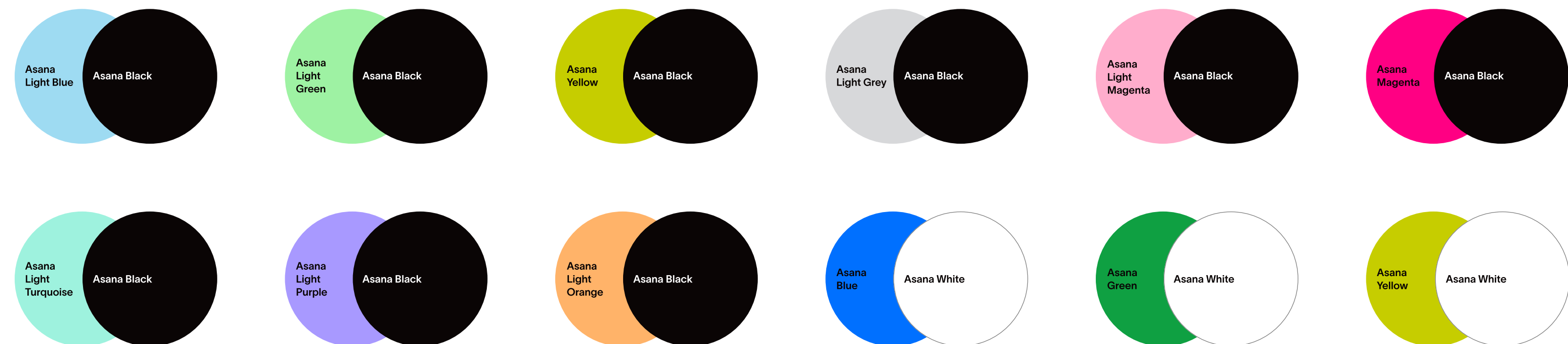
Use the featured color pairs to create simple content modules or accent moments within a neutral layout. These recommended pairings provide strong contrast and legibility, while giving teams an easy starting point for consistent color use.

Additional color combinations may be used when appropriate. When creating pairings outside this guidance, choose colors with care to maintain clarity, accessibility, and brand consistency.

Primary Color Pairings



Secondary Color Pairings



Color Gradients

Use gradients to add warmth, energy, and emphasis to headline typography. Gradient headlines should be used in simple layouts where the type is the main focal point.

Use coral to fuchsia on light backgrounds, and coral to light fuchsia on dark backgrounds. The lighter fuchsia option helps soften the effect while maintaining contrast and readability.

Avoid gradients that feel too intense or make the headline harder to read. The goal is to create expressive type moments that still feel clear, accessible, and on brand.



Color Usage


AI Teammates

Amplify your impact with AI

What work will your AI Teammates do?

Let Asana AI handle work for you—with the full context of your business—so your teams can achieve their goals faster.

Meet AI Teammates View demo




AI Teammates

Amplify your impact with AI

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Meet AI Teammates View demo








Campaign Strategist





Created by  Emilia Becker

Assigned work

All By you Collaborating with you All

- ✓ Create Spring launch campaign brief Today 
- ✓ Analyze event performance Today 
- ✓ Identify influencers Today 
- ✓ Create FY26 content calendar Today 
- ✓ Report on campaign ROI Today 

Access

-  Mark
Privat
-  Sprin
Editor
-  Goo
Last u
-  Bran
Edite

AI workflows

-  Triage new campaign requests

Agentic apps purpose-built for every function

Agentic Work Management

From managing your work to having AI run it for you.

Learn more 

Client Delivery

From scattered briefs and emails to one agentic client workflow.

Learn more 



Brand Typeface

TWK Lausanne is a versatile Swiss sans serif with a clean, modern feel. It combines the structure of classic sans serifs with subtle human details, making it both sophisticated and approachable across digital and print applications.



Primary

TWK Lausanne 300



Secondary

TWK Lausanne 600



Tertiary

TWK Lausanne 900



Type Hierarchy

Eyebrows
TWK Lausanne 900

Marketing

Titles
TWK Lausanne 300

Where humans + agents workflow together

Subtitles
TWK Lausanne 900

Built for the humans + agents

Copy
TWK Lausanne 300

Give your teams AI that understands their work, keeps projects moving, and gets better the more your teams use it.

CTA
TWK Lausanne 600

Get started

View demo

Fallback Typeface

Arial

When TWK Lausanne is not available, use Arial as the default fallback typeface. This helps maintain readability and consistency across documents, presentations, and system-based applications.

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

**Where humans + agents
workflow together**

Arial Regular

AaBbCcDdEeFfGgHhIiJjKLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Where humans + agents
workflow together

Typography Scale Guide

Line-height should be consistent throughout the typography usage. As a general rule of thumb, line-heights should be reduced as the type sizes increase. If larger sizes are needed, the rationale can be used to generate additional harmonious sizes.

Style	Type Size	Line-Height	Letter-Spacing	Kern Setting
TWK Lausanne 300	12	130%	0%	metric
TWK Lausanne 300	16	130%	0%	metric
TWK Lausanne 300	20	120%	0%	metric
TWK Lausanne 300	24	120%	-2% (-0.02em)	metric
TWK Lausanne 300	32	115%	-2% (-0.02em)	metric
TWK Lausanne 300	36	115%	-2% (-0.02em)	metric
TWK Lausanne 300	40	110%	-2% (-0.02em)	metric
TWK Lausanne 300	48	110%	-2% (-0.02em)	metric
TWK Lausanne 300	64	110%	-2% (-0.02em)	metric
TWK Lausanne 300	96	100%	-3% (-0.03em)	metric
TWK Lausanne 300	128	100%	-3% (-0.03em)	metric

Typography Scale Guide

Style	Type Size	Line-Height	Letter-Spacing	Kern Setting
TWK Lausanne 600	12	130%	0%	metric
TWK Lausanne 600	16	130%	0%	metric
TWK Lausanne 600	20	130%	0%	metric
TWK Lausanne 600	24	130%	-2% (-0.02em)	metric
TWK Lausanne 600	32	115%	-2% (-0.02em)	metric
TWK Lausanne 600	36	115%	-2% (-0.02em)	metric
TWK Lausanne 600	40	110%	-2% (-0.02em)	metric
TWK Lausanne 600	48	110%	-2% (-0.02em)	metric
TWK Lausanne 600	64	110%	-2% (-0.02em)	metric
TWK Lausanne 600	96	110%	-2.5% (-0.025em)	metric
TWK Lausanne 600	128	110%	-2.5% (-0.025em)	metric

Typography Scale Guide

Style	Type Size	Line-Height	Letter-Spacing	Kern Setting
TWK Lausanne 900	12	130%	0%	metric
TWK Lausanne 900	16	130%	0%	metric
TWK Lausanne 900	20	130%	0%	metric
TWK Lausanne 900	24	130%	-1.5% (-0.015em)	metric
TWK Lausanne 900	32	115%	-1.5% (-0.015em)	metric
TWK Lausanne 900	36	115%	-1.5% (-0.015em)	metric
TWK Lausanne 900	40	110%	-1.5% (-0.015em)	metric
TWK Lausanne 900	48	110%	-1.5% (-0.015em)	metric
TWK Lausanne 900	64	110%	-1.5% (-0.015em)	metric
TWK Lausanne 900	96	110%	-2.5% (-0.025em)	metric
TWK Lausanne 900	128	110%	-2.5% (-0.025em)	metric

● AI Teammate gallery

What work AI Teamm

I want an AI Teammate to help plan campaigns. It s
next steps based on our goals. Look through the
up to speed. ● Upcoming Campaigns

All

Marketing

IT

Product & Engineering

Strategic Operations

For you



Content Localization Manager

Translates and audits content while keeping your brand voice.



Copywriter

Uses your brand's voice to draft e

here human workflow to

Where human workflow together

300

Give your teams AI that understands their work moving, and gets better the more your teams

300

Get started

600

View demo







Behavior ...

Guidance Learned memory

- **Tone:** Clear and professional. Use concise summaries (bullets, highlights) for quick scanning, with deeper analysis when asked.
- **Content:** Ground all work in campaign objectives, target audience, and budget. Always clarify missing inputs before proceeding.
- **Sources:** Campaign briefs, Asana project trackers, and performance dashboards; supplement with trusted marketing frameworks if internal data is incomplete.

+ △ 😊 @ 📎 ✨

AI workflows

-  Triage new campaign requests
 -  Campaign request
-  Analyze capacity weekly
 -  Campaign requests
-  Send campaign updates monthly
 -  Campaign

humans
agents
● workflow ⁹⁰⁰
together
build
launch
dream



Art Direction

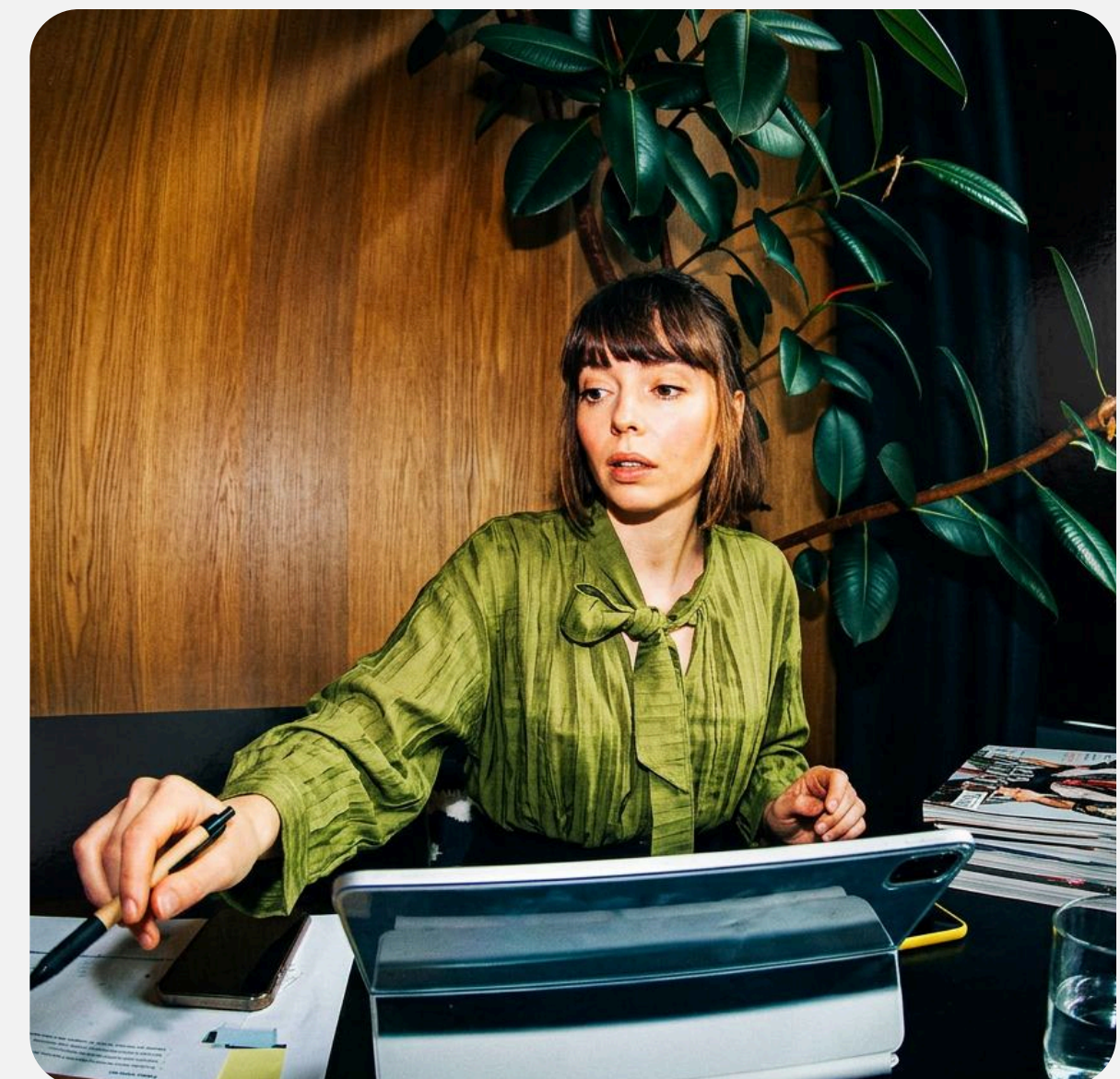
Human at the Center

Our art direction style puts people at the core of every frame.

A fisheye lens creates a sense of energy and presence, with the environment bending around the subject to show that systems are built to support people—not overpower them.

Subjects should feel close, active, and engaged, often interacting with the camera or captured in motion.

Bright, high-contrast lighting adds clarity and momentum, creating a look that feels sharp, human, and forward-moving.









Avatar Cropping



Incorrect Avatar Cropping



Avatar Photography

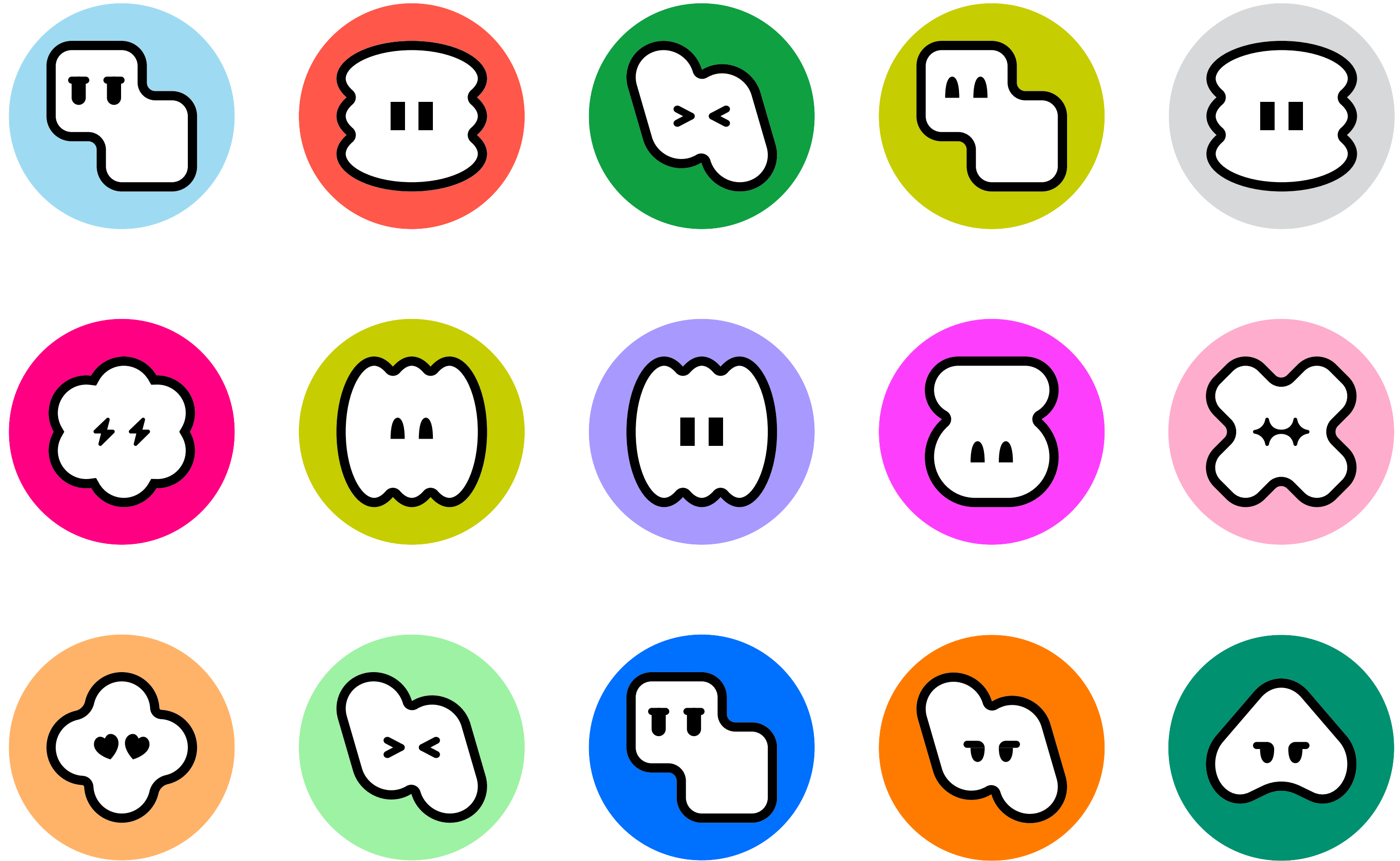


Marketing Photography



Product Icons

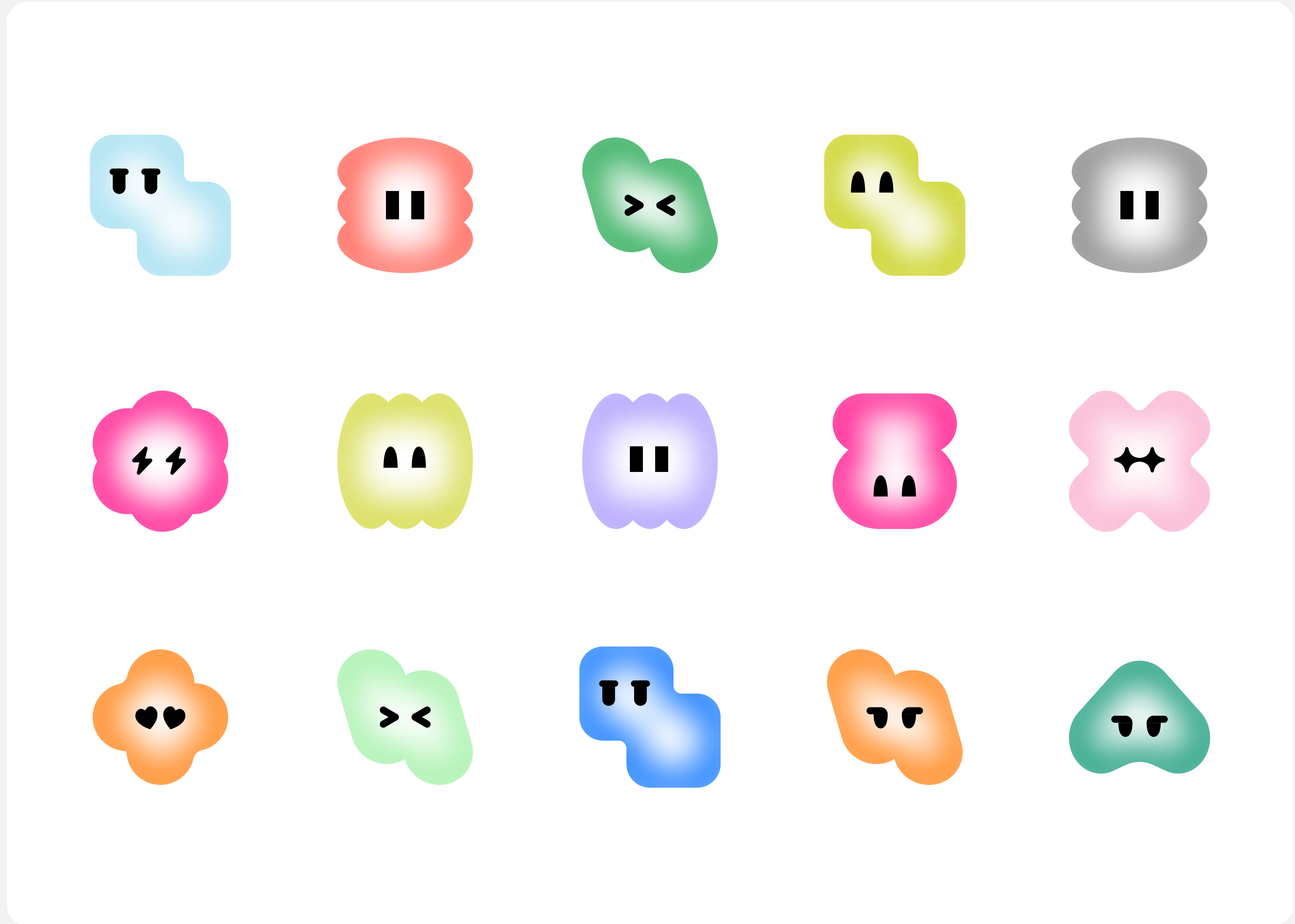
All Teammate, or "Workling," icons are designed for clear recognition at any scale. White shapes, bold black lines, and colored backgrounds create strong contrast. This helps each icon stay visible, accessible, and easy to understand wherever Worklings appear—in product or as graphic elements.



Expressive Icons

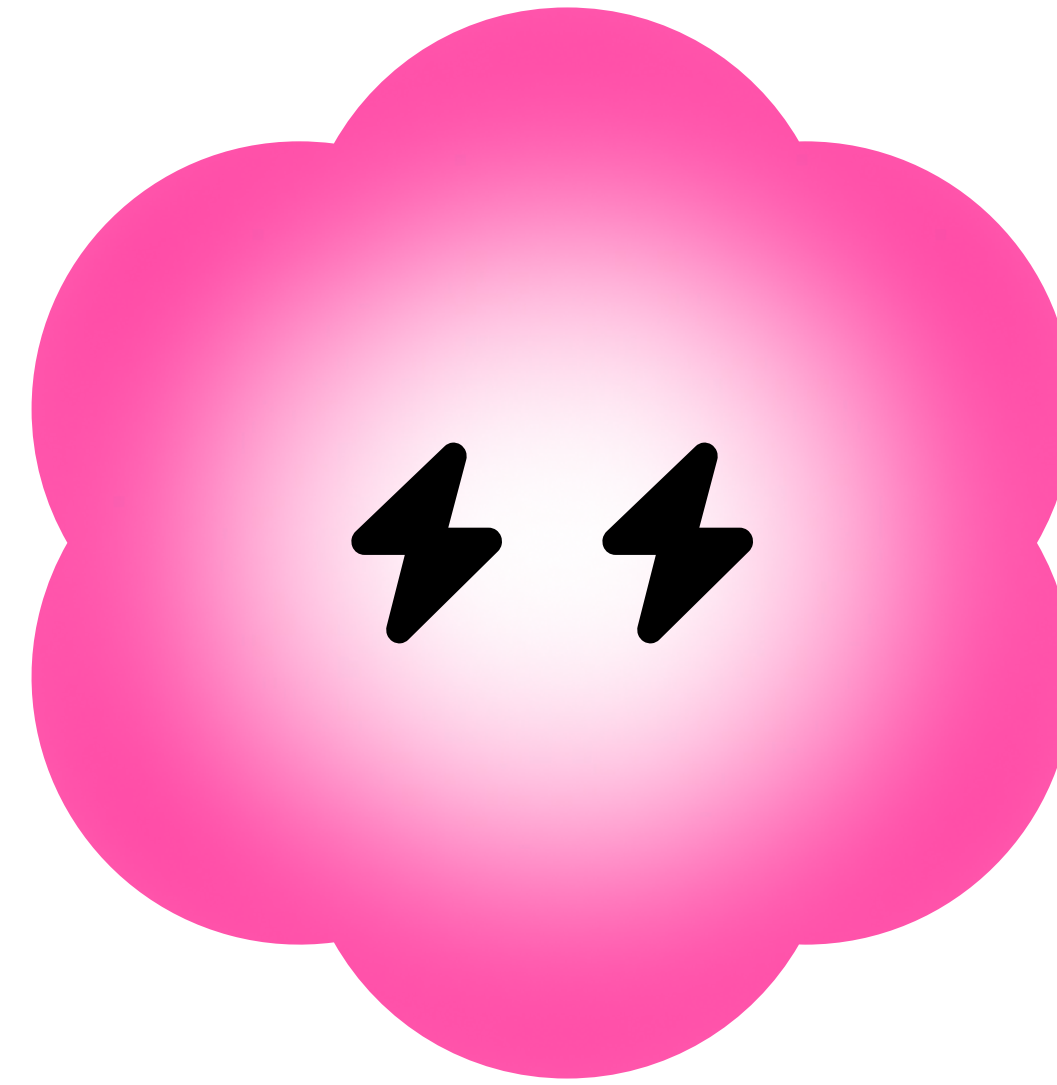
For marketing and brand applications, Worklings can appear in a more dynamic and expressive style. These versions bring more personality and energy to the system and should be used primarily over photography.

Their dimensional design adds depth, helping each Workling feel naturally integrated into physical environments.

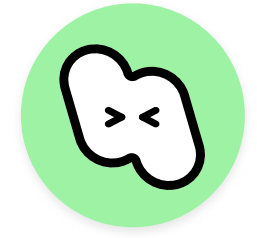




Product Icon

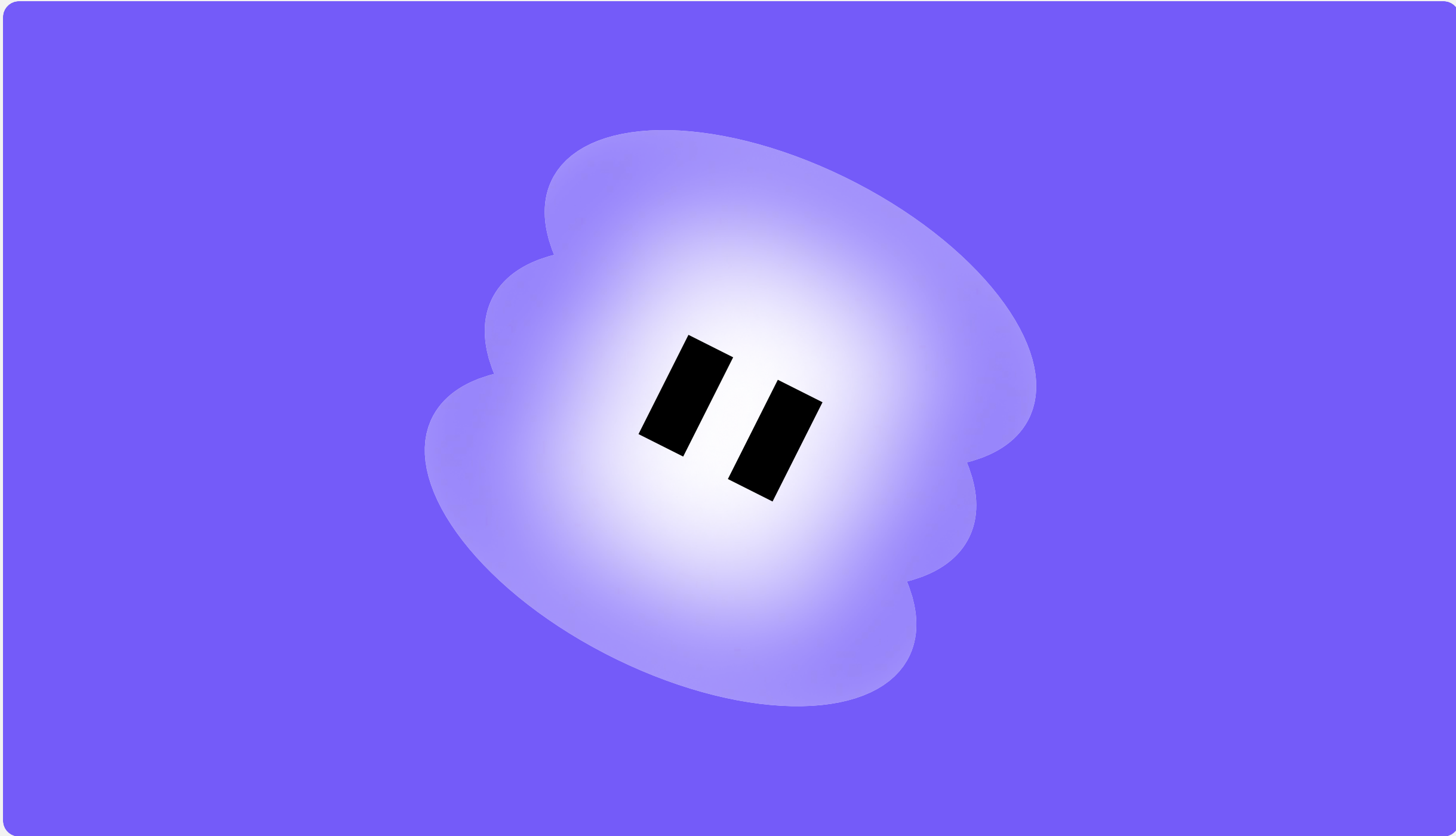


Expressive Icon



Campaign Strategist

Created by  Emilia Becker



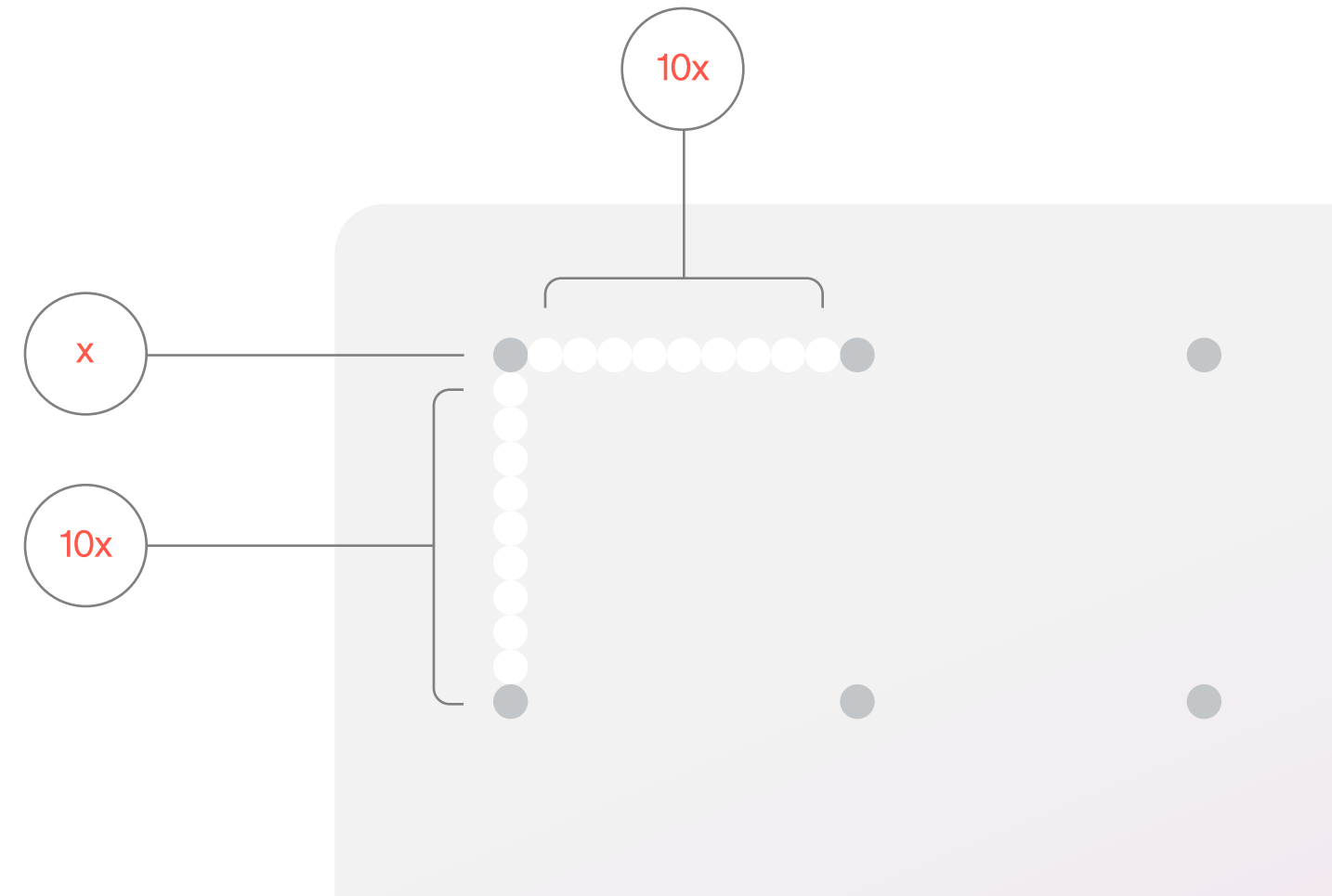
The Asana logo icon, a white stylized face with a mustache inside a teal circle, is positioned on the left side of a white rounded rectangular banner.

Design Elements

Infrastructure Grid

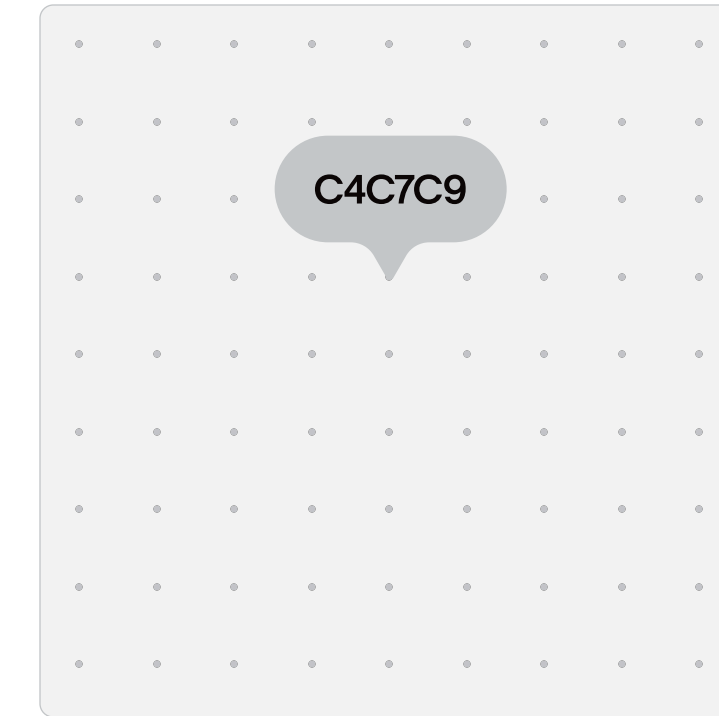
Inspired by the Asana logo, the dotted grid represents the connected infrastructure behind productive workflows. It gives layouts a sense of structure, movement, and support—helping show how people, agents, teams, and resources come together to move work forward.

Construction

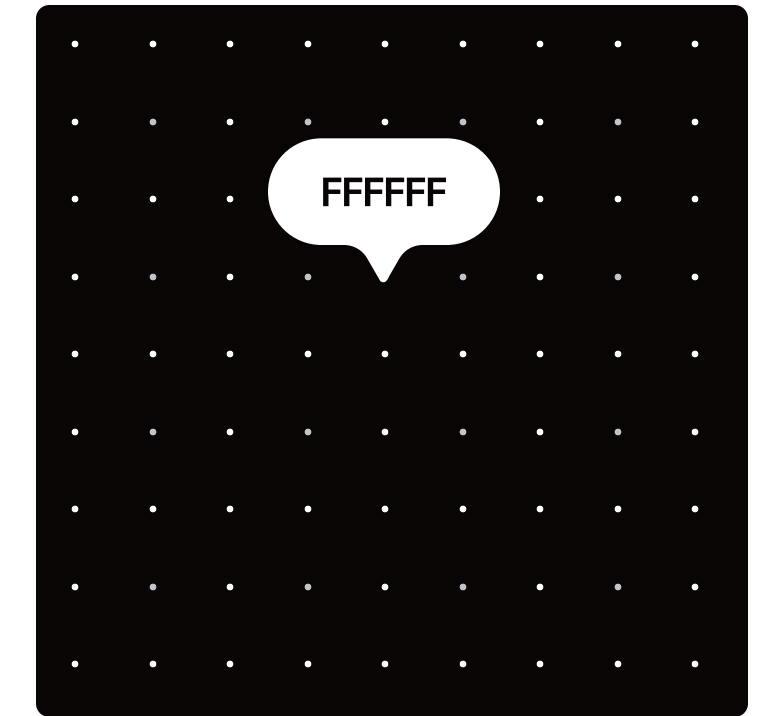


Color

Light Background



Dark Background



Fade

The dotted grid should remain subtly masked and faded, suggesting the underlying infrastructure upon which the system is built. Masks can take on any shape, but should be designed with the overlaid content in mind to ensure full readability.

Masking Shape

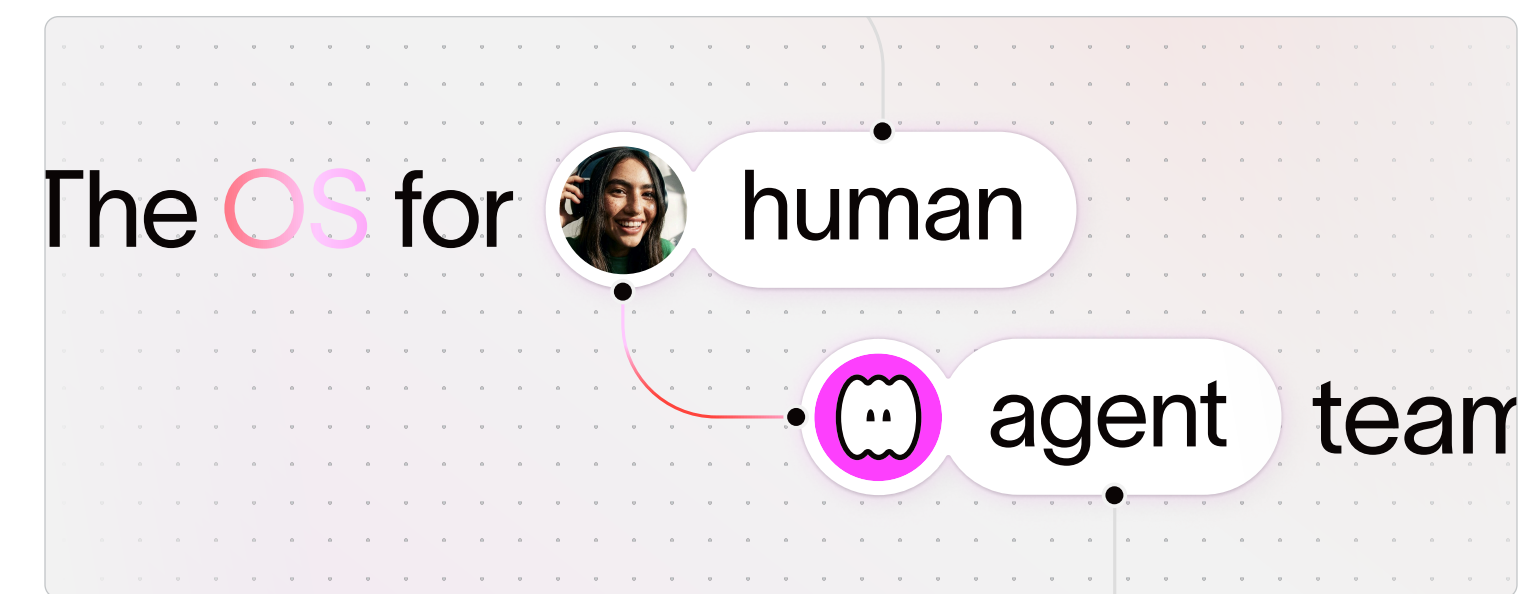


Masking Shape With Fade



Usage

The dotted grid is used exclusively behind brand diagrams and incorporates a subtle gradient to create a sense of depth.



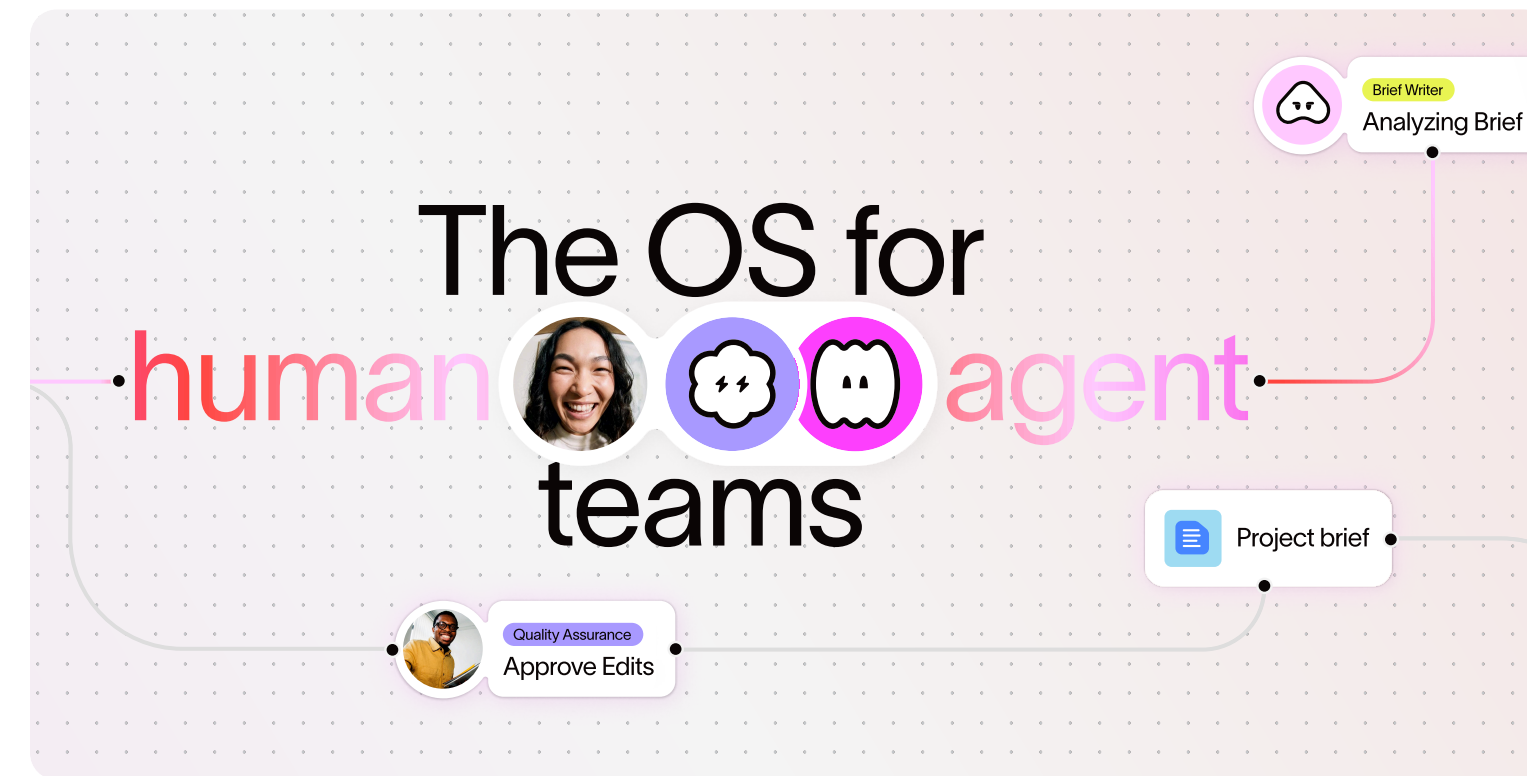
Workflow & Nodes

The workflow is a key element for connecting humans, agents, tasks, and projects across our communications. Each one should feel simple, precise, and productive—showing humans and agents working together through a clear, powerful UX.

Use workflows to suggest how Asana helps teams tackle long-horizon work, move from planning to execution, and create a meaningful productivity uplift without overwhelming the layout.

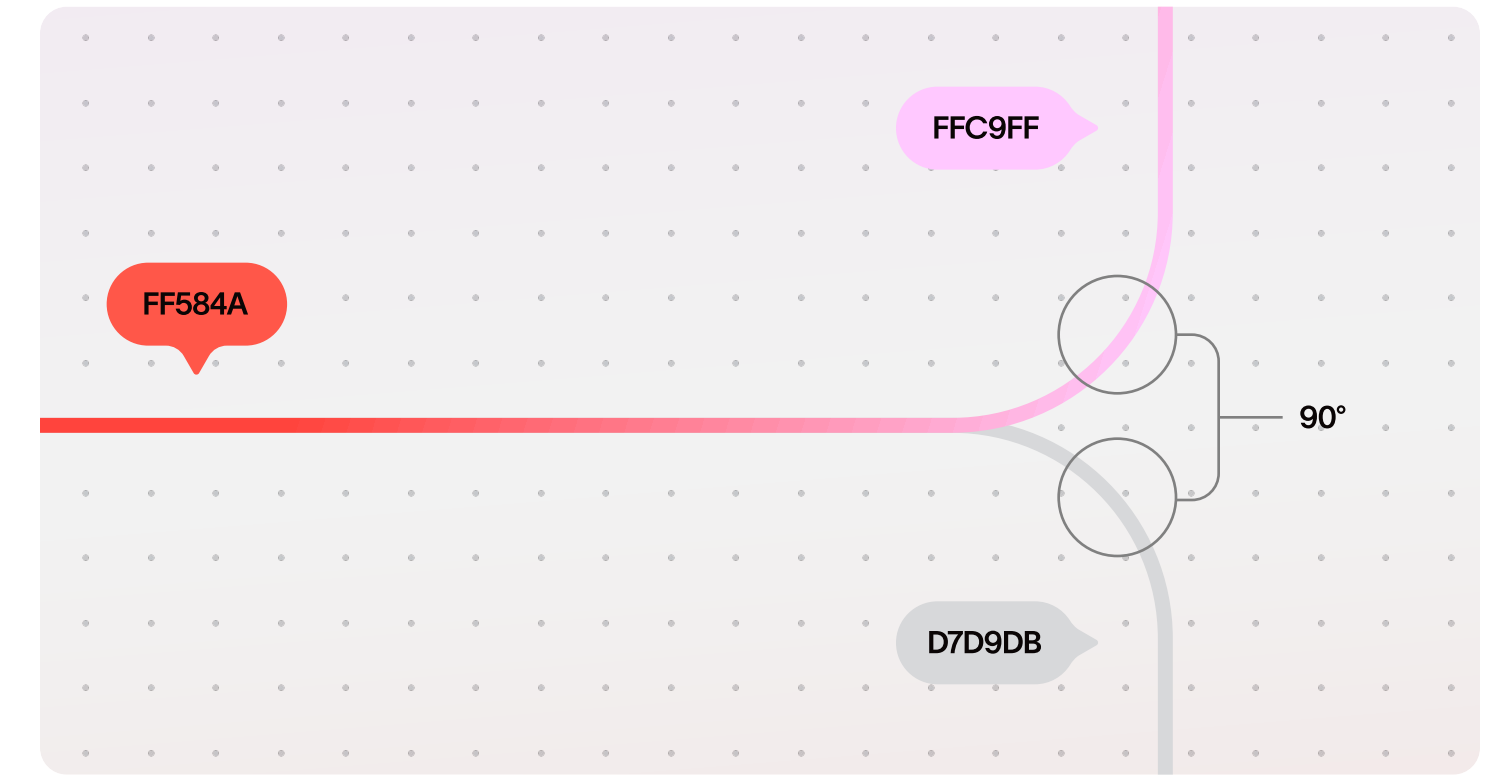
Storytelling

Use the workflow to tell a clear story of progress, showing how people and agents work together seamlessly.



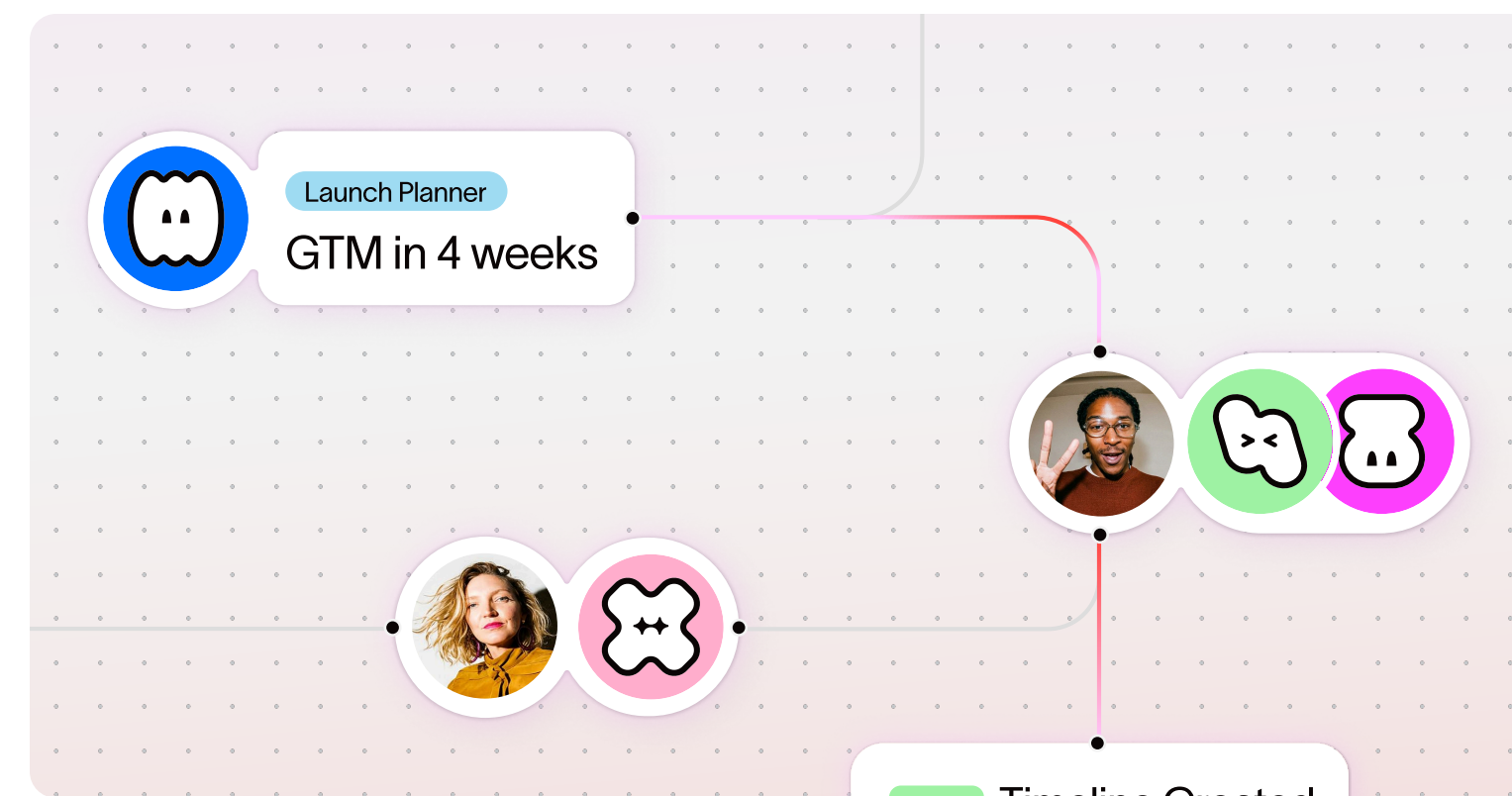
Lines

Gradients are used to highlight important, active workflows.



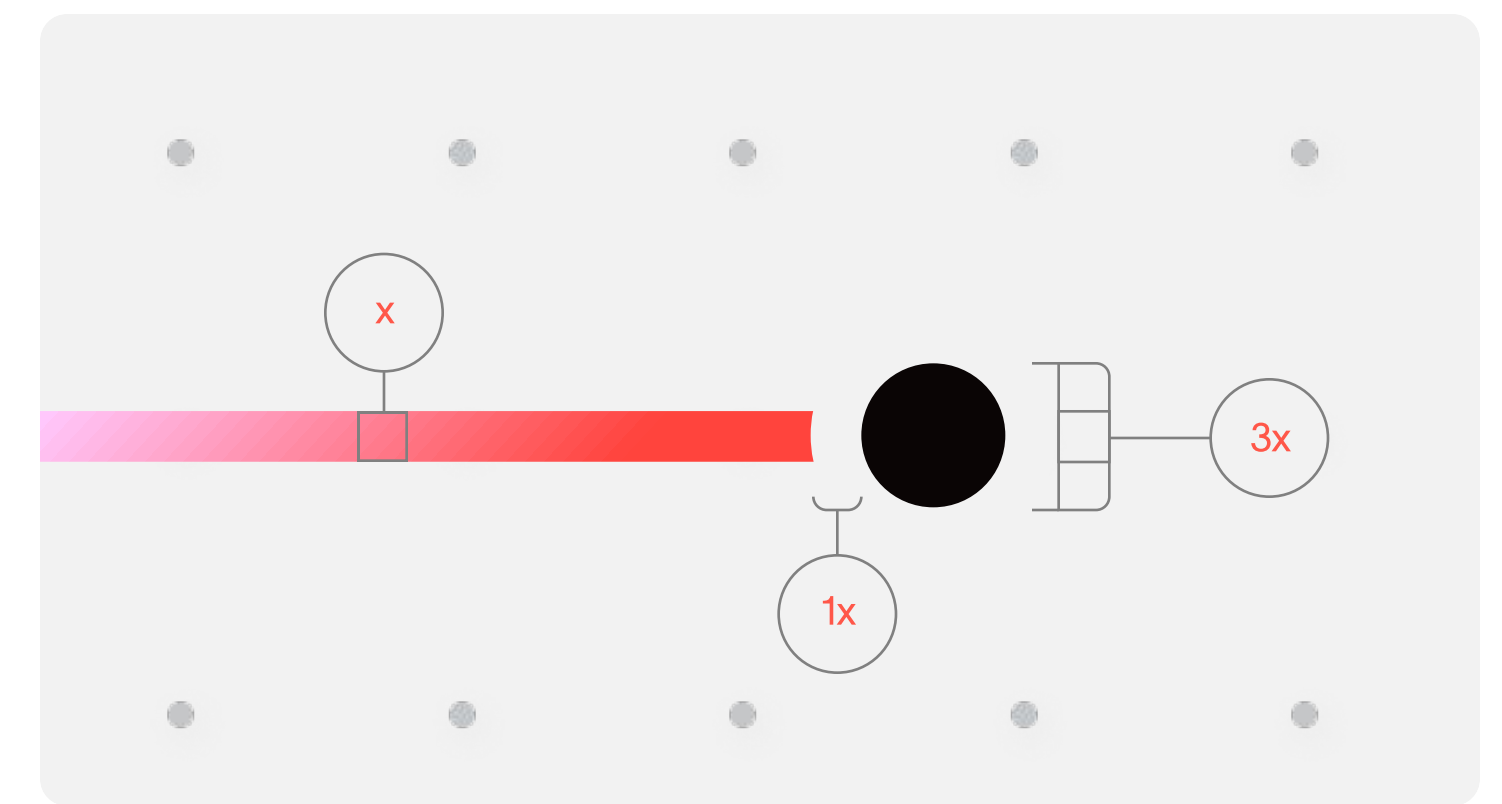
Multi-Step

Show multi-step work as a clear path from plan to outcome. The primary workflow should feel continuous and unimpeded, never circular or stuck in a loop.



Nodes

The connecting nodes feature an Asana Grey (#F3F3F3) outline, while the node itself remains Asana Black (#0B0505).



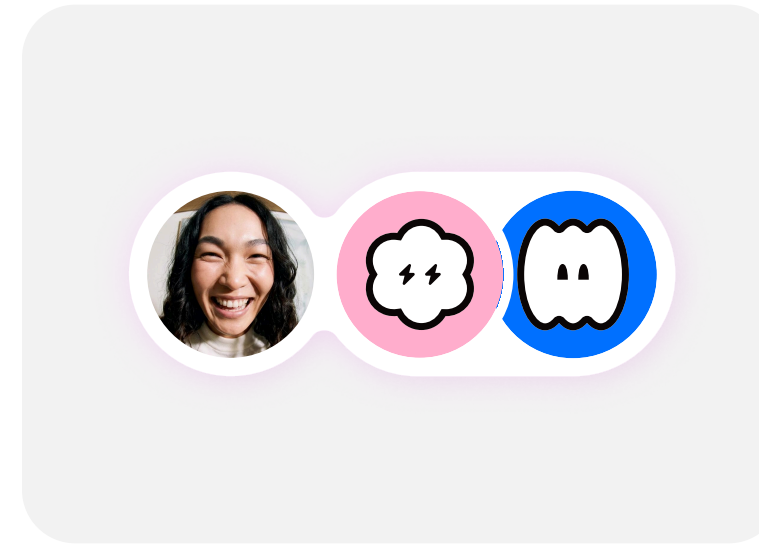
Pills

Inspired by the Asana interface, pills are flexible frames that help organize information and create focus. They can be used to highlight key messages, group related content, or bring a product-native feel to layouts.

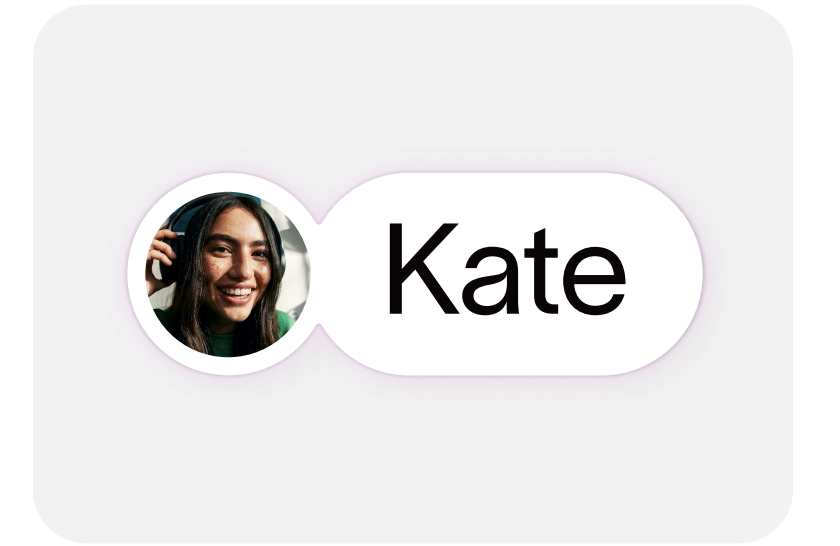
In copy-led applications, pills help frame the message without overpowering it—giving typography room to lead while adding structure, clarity, and connection to the Asana product communication experience.

A subtle Asana Pink (#FFC9FF) drop shadow is applied to each pill to add depth to the composition.

Human + Agent



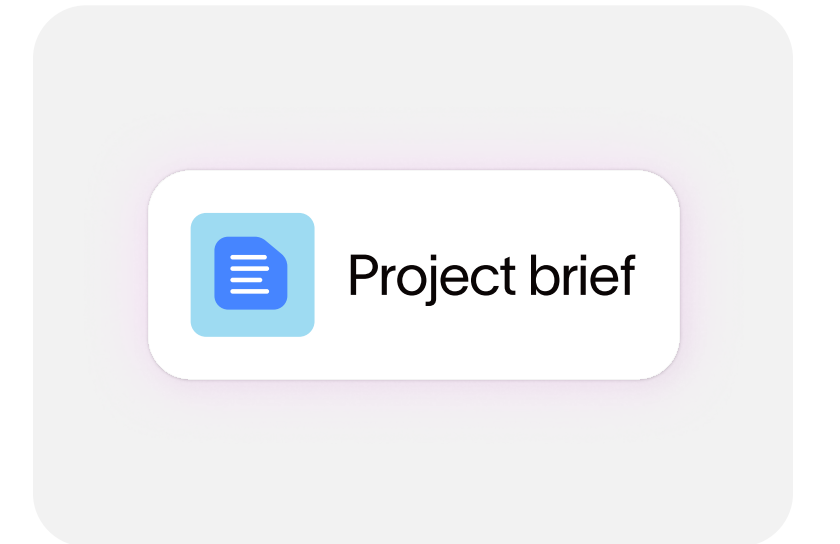
Human + Description



Actions



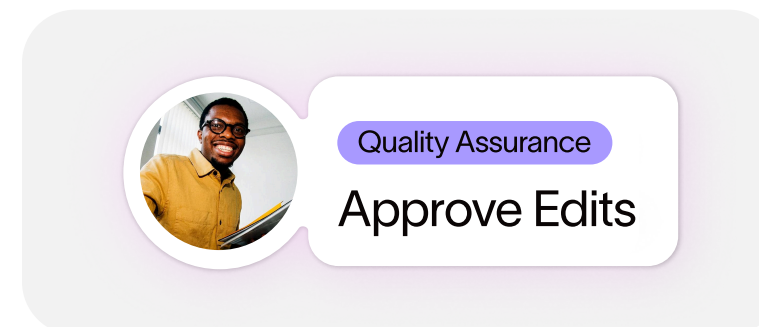
Resource



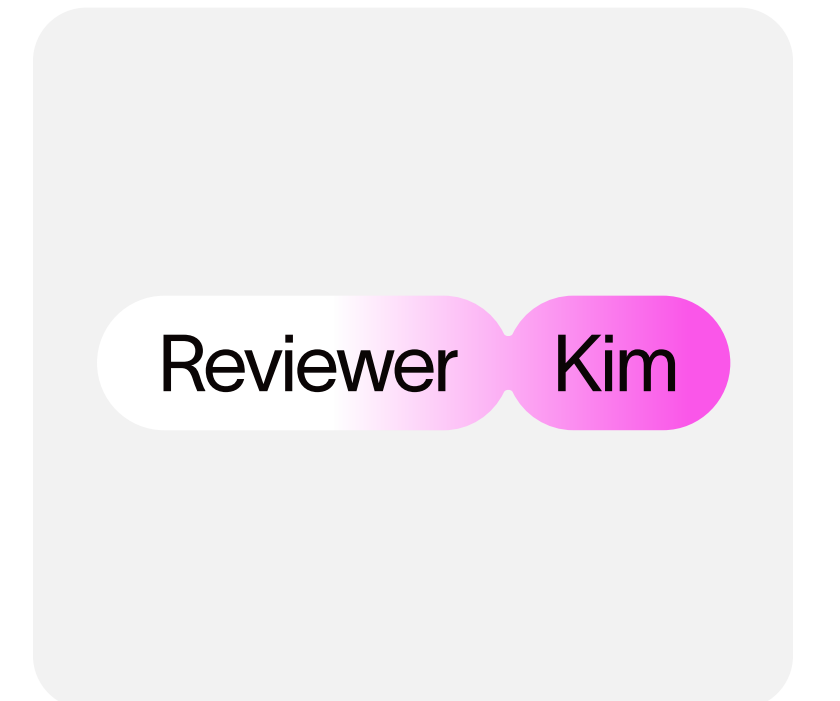
Task + Agent



Task + Human



Text Only





Applications

Billboard

Launch product in 4 weeks

Launch Planner

asana

The OS for human-agent teams

Supercharge your team with AI that gets work done.

Enablement

Pricing Strategist
Sales and launch readiness

Product launched!

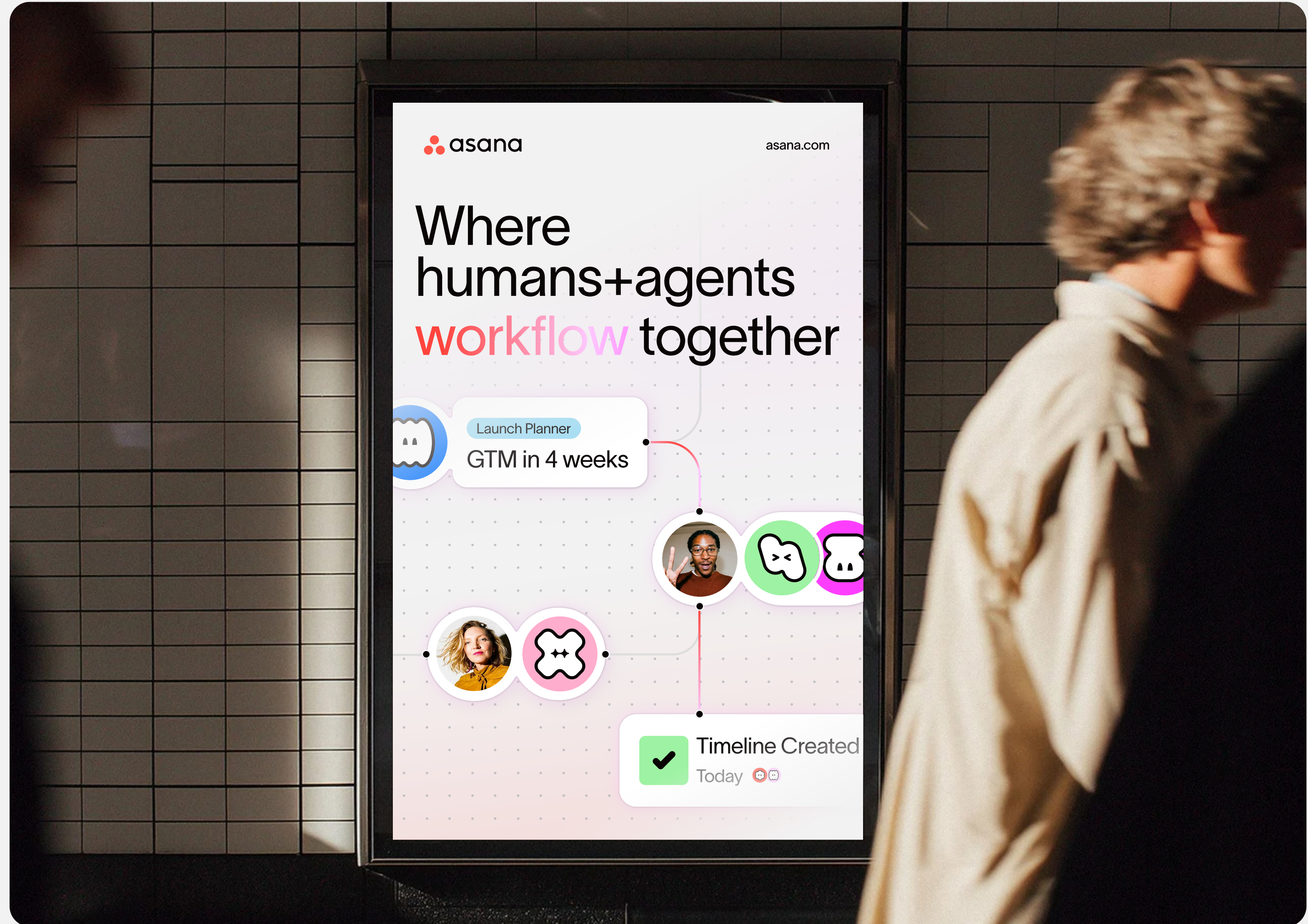
Approve edits

Bug Detector

Product Launch

- UX & Research
 - Draft user research Complete Today
 - Approve plan On track Tomorrow
- Platform engineering

Poster



Street-level Billboard



Digital Billboard

