Logo

Our logo is the most widely used
and recognized element of the
Asana brand. It's our most valuable
brand asset.

Horizontal logo

Our horizontal two-color logo is our primary logo and should be used for all external-facing communications whenever possible.

Clearspace

Clearspace for the logo is equal to the height of the symbol.

Stacked logo

The stacked logo should only be used when the horizontal logomark is not an option due to space constraints or size.

Clearspace
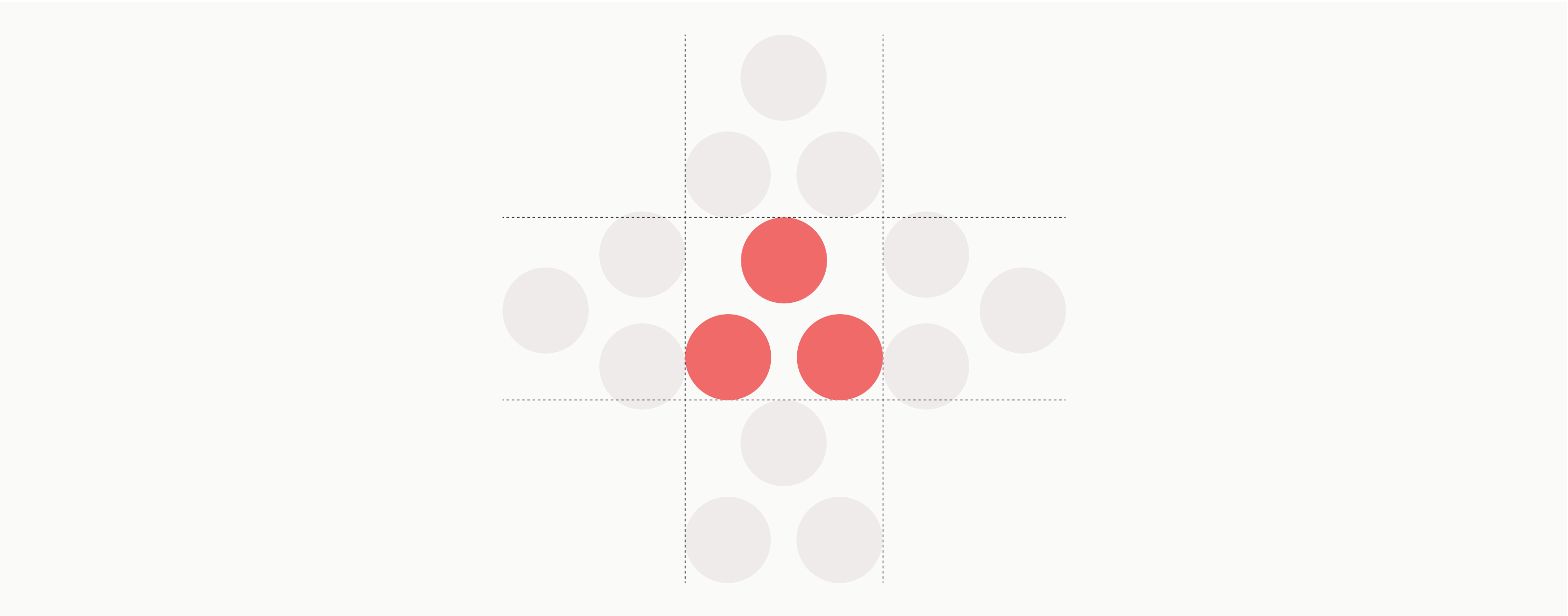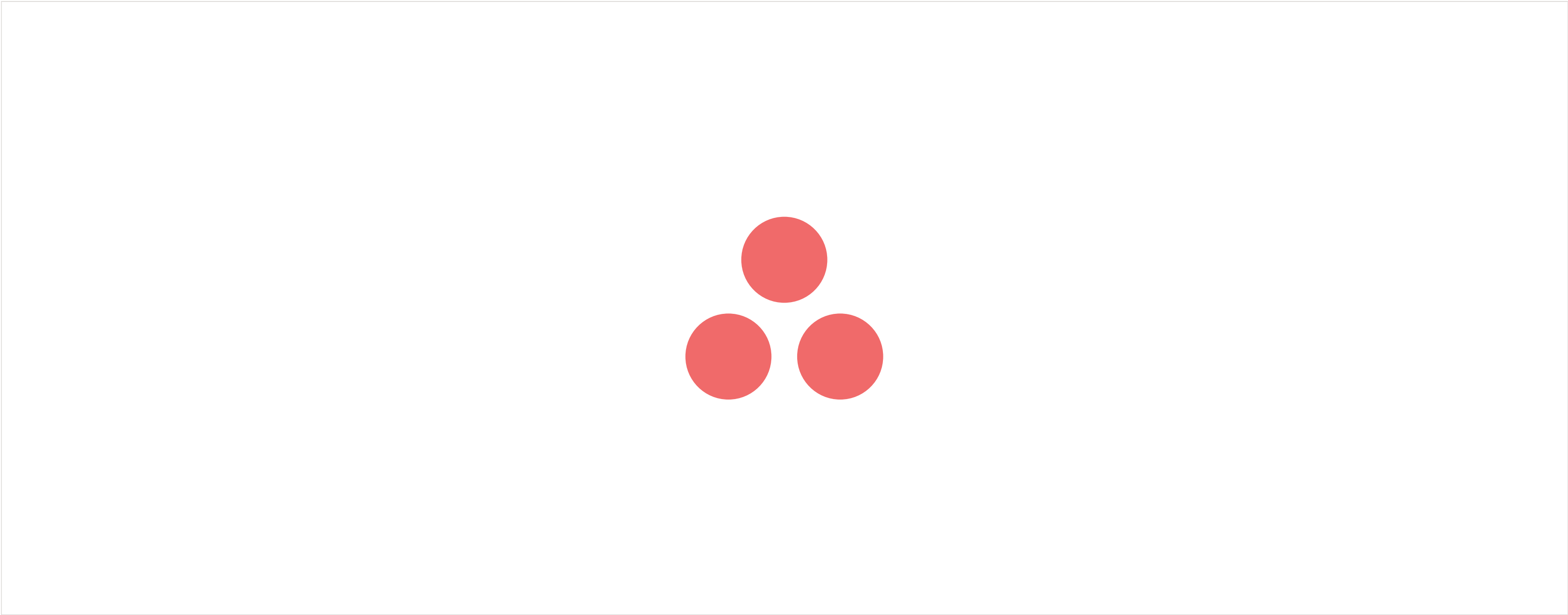Clearspace for the logo is equal to the height of the symbol.

Symbol

The symbol should only be used in special instances such as app icons, and should not be featured on its own otherwise.

Clearspace

Clearspace for the symbol is equal to the height of the symbol.

Minimum size

Only the horizontal logo and symbol are appropriate for small use. Do not use the stacked logo for small use.
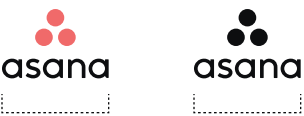
Minimum size for print use:
1.25" or 90px

Minimum size for print use:
1" wide or 70px

Minimum size for screen use:
50px

Minimum size for screen use:
40px wide

Background usage

The full color logo should only be used on our core brand palette (white, oat, and black).

One-color use

The one-color logo should appear in black or white and can be used on photographs and color backgrounds within the Asana color palette.

Logo misuse

Don't do it.

Don't change the color of the wordmark or symbol

Don't outline the wordmark or symbol

Don't change the scale of the wordmark or symbol

Don't change the trasparency of the logo

Don't add drop shadows or any other effects to the logo

Don't skew the logo in any way