

**Welcome
to Asana.**

**We're happy
that you're
here.**

If you're reading this, chances are that you're here for the same reasons that get us out of bed every morning—to help people do great things together.

This book is designed to give you an overview of what our brand is all about. Be mindful, be open, and remember that narwhals always have the right of way.

This is going to be fun.

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Our Story

A note from our founders

Hey there,

When we worked together at Facebook, we found ourselves feeling the same thing that a lot of people feel: we loved our work, but could very rarely find time for it. Most of our energy was spent on work about work: status meetings, hunting down information, following up, circling back, looping in, syncing up... you know the deal.

So we built a tool for keeping track of our team's work, and it quickly became Facebook's "secret sauce." It allowed us to do more than ever before—with less effort.

We knew that if we could make something like that available to every team on earth, we could not only connect billions like we had done at Facebook, but also give them the capacity to do great things together. And that, of course, is how Asana was born.

Thank you so much for joining us in making this vision a reality. We couldn't do it without you.

- Dustin Moskowitz & Justin Rosenstein

The image shows two handwritten signatures in black ink. The signature on the left is for Dustin Moskowitz, featuring a stylized 'D' and 'M'. The signature on the right is for Justin Rosenstein, featuring a stylized 'J' and 'R' with a horizontal line underneath.



Mission Statement

Why we exist

Help human
by enabling
to work to
effortlessly

Community thrive
by bringing all teams
together
/.

About us

Our team

We are a team of peers on a bold mission: to help humanity thrive by enabling all teams to work together effortlessly. We have a sense of mutual respect and mindfulness permeates our culture—in fact, it's the key to our success.





Brand Narrative

Long form

Think back to the last time you were deep in the zone—time flew by and the work flowed through you almost effortlessly. Now imagine a place where entire teams work in that fully-immersive state of flow on any project they can imagine.

That's how working together should be, but it is rarely the case. As organizations grow, so does the complexity of our work. Information is scattered; responsibilities unclear. We try to cut through the chaos with endless meetings and micromanagement, but we end up with less time and not much more clarity.

The way we're working isn't working.

It's time for that to change. At Asana, we're building a place where teams align their energies towards common goals. Where there is no work about work. There is only total clarity, energized focus, and frictionless collaboration.

Everything from the most immediate details to the big picture are organized and at your fingertips. In every moment, each person knows what they should be doing and why they're doing it.

That's when it gets fun.

People love what they do and feel appreciated for what they're doing. That visceral feeling of being in the zone every day empowers teams to work better, smarter, faster. Organization is as effortless between people as it is between our own brains and bodies.

By empowering all teams to achieve their most ambitious goals, we help humanity thrive.

Brand Narrative

Short form

Do great things

ings together.

Brand Attributes

Introduction

If Asana were a person, how would you describe them?

We asked this question to teammates from all across the company, and their answers were distilled down to four Brand Attributes. You can think of them as Asana's unique personality traits. When designing or writing, feel free to consult these attributes and ask, "Does this feel like Asana?"



Brand Attributes

Our attributes



Purposeful

Passionate
Intentional
Effective

Asana exists to help humanity thrive. Our mission is audaciously large and motivates every step we take. Instead of acting impulsively, we take each step with deliberate planning, craftsmanship, and focus. And then we get the job done.



Approachable

Genuine
Unpretentious
Loving

Asana keeps it real. We're open and honest, avoiding aloof corporate language and phony marketing spin. We see ourselves less as a company and more as a team of humans helping other humans, so being friendly and sincere comes naturally.



Empowering

Motivating
Encouraging
Enabling

Asana helps people do what they love. We provide invaluable support for teams that are benefiting the world, whether they're working on moonshot visions or more down-to-earth ambitions. We aren't the hero of our story—they are.



Quirky

Playful
Unconventional
Whimsical

Asana doesn't take itself too seriously. We love all the delightful moments that make us smile unexpectedly, so we create those moments for our customers too. By letting ourselves have fun, we make countless workplaces a lot less boring. (•_•)

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Our Logo

Origin

We've reduced a number of complex, big ideas into a powerful icon that represents key elements of our brand.

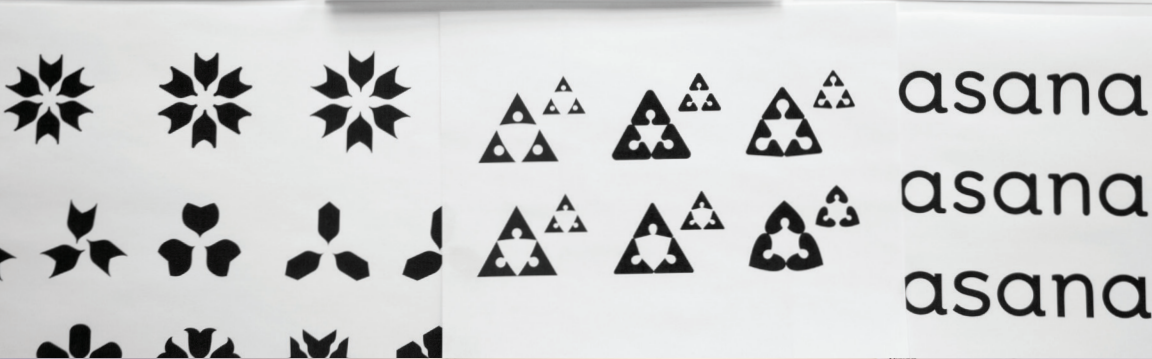
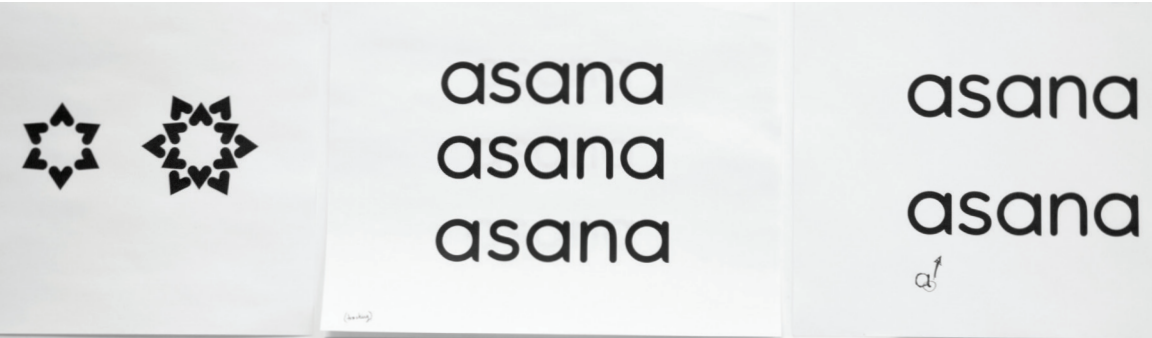
Three people make up the core of a team. We have three essential components to our character (Purposeful, Empowering and Human). Additionally, we were inspired by what we see as frictionless collaboration and progress in nature—murmurations of flocks of birds and the naturally occurring fractals in blooming plants.

Our hope is that when people see our logo, they see a symbol for the balance, clarity and collaboration they're seeking out in their lives.

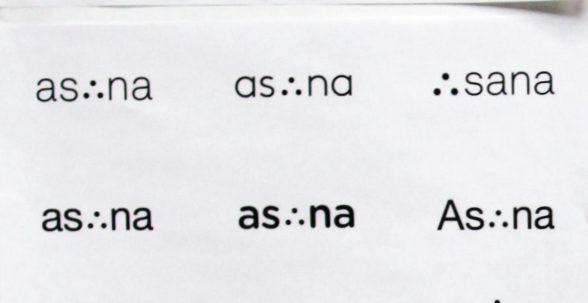
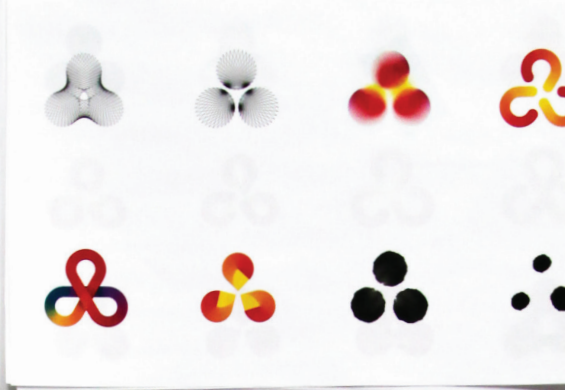
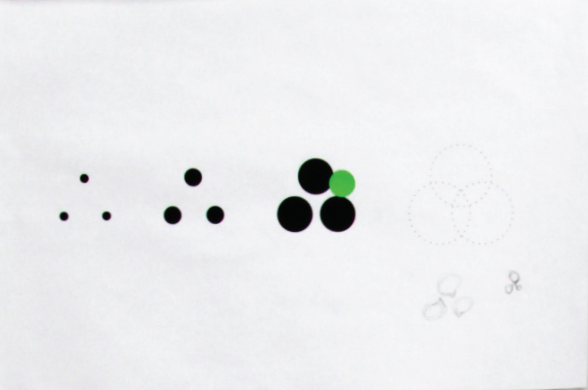
Why doesn't Asana have a checkmark logo?

Because completing tasks is just one aspect of collaboration, and Asana enables and celebrates every aspect of teamwork. The energy of three teammates working in perfect flow was the inspiration for our brand mark.

Our Logo Origin



Born out of the roots of the original logo, which contained three vertical dots to symbolize alignment, our new symbol stands for the evolution of collaboration and the future of Asana.



Our Logo

Brand Mark

Our “three dots” logo mark symbolizes the limitless potential of human collaboration.

Our hope is that it communicates a sense of the balance, clarity and purpose-driven design we work tirelessly to create and inspires people to do great things together.



Our Logo

Mark Construction



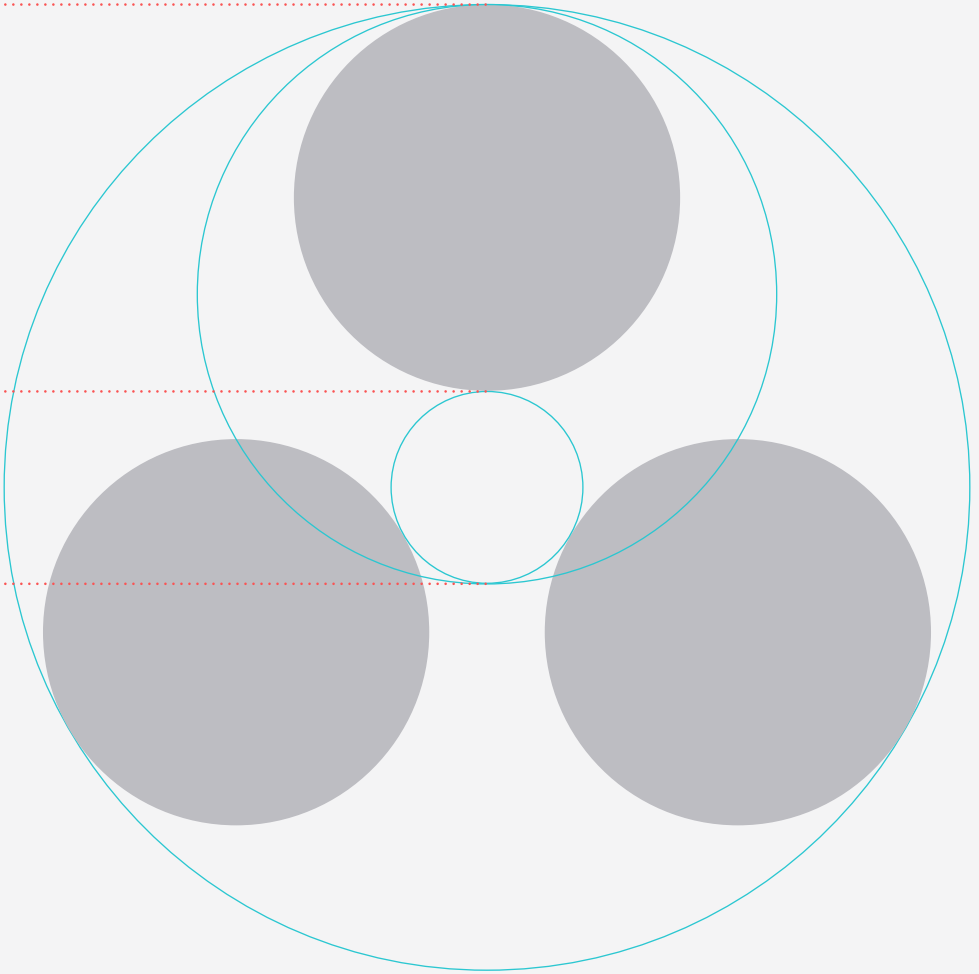
1x



0.5x



Our mark is mathematically proportional and precisely balanced.



Our Logo

Mark + logotype



The circles in the mark are derived from the negative space within the “a”s in our logotype.



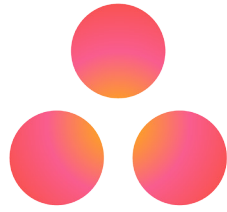
Logotype
Detail



The rounded corners and soft edges of our logotype create an approachable feel, while the heavy weight and geometric letterforms convey boldness and purpose.







asana



asana

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Color
Energizing Palette





Color
Neutral Palette





GT Ha

I'm a geometric,
typeface used pr
marketing headlin

aptik

kinda quirky

primarily in

nes.

Amasis

I've been described
industrial and eleg
perfect for my role
title and section h

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Photography

Summary

Photography shows off our human side.

Asana is all about balance. Our photography has a clear center point and is symmetrical when possible, while still feeling natural. Our photography lets the subject be the star by exaggerating white space and creating an energized subject matter.



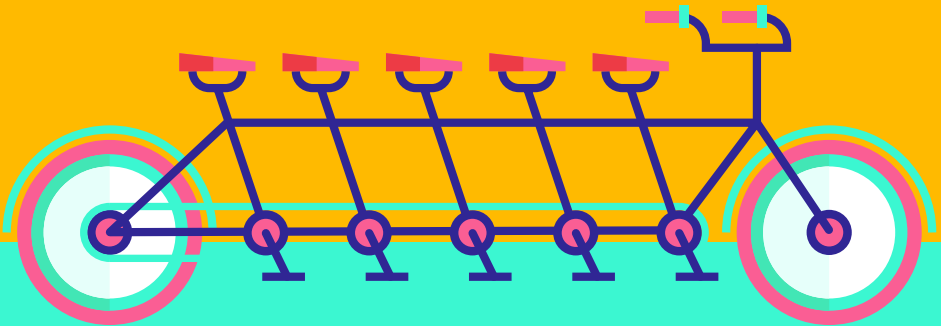
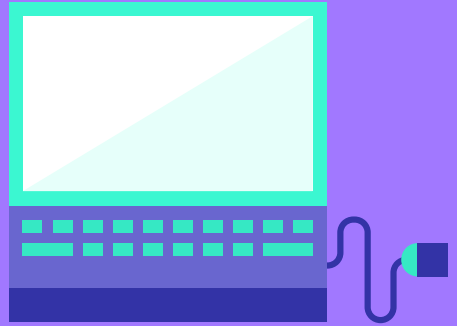
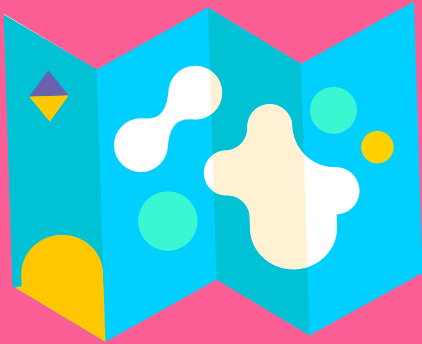
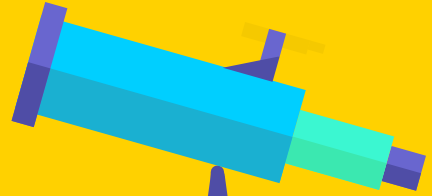
Illustration

Summary

Illustrations win for best supporting quirk.

Asana's illustration style is as unique and quirky as we are. These fun little pictures are comprised of simple, geometric shapes in our vibrant brand colors.

In marketing, they are used to support a story. In product, they let us add some showing to our telling, and are used primarily in empty states when a user is first getting acclimated (or to celebrate an empty inbox!).



Brand Elements

Summary

Brand elements energize our designs.

Asana's brand elements express motion, personify our dots and bring the energy to our brand motif. They are formed of our core circles, gradients, and lines that create the illusion of motion. Brand elements are flexible and can be used to create visual interest, guide a viewer's eye and develop Asana's visual identity by utilizing brand colors, style and shapes.



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Brand Motif

Introduction

Brand elements are elemental—
but our motif brings them all
together: **Clarity & Energy**

You can think of a motif as a
visual theme, or design logic,
that runs through everything that
we create. We've found that by
balancing clarity and energy, we
can create experiences that are
both calming and motivating.

Clarity

is the feeling of being on top of things, of knowing exactly what you need to work on at any given time. Clutter and confusion are swept away, so you can see all the way to the horizon.

Clarity is conveyed through blank white space, minimal design, and elegant typography.

Energy

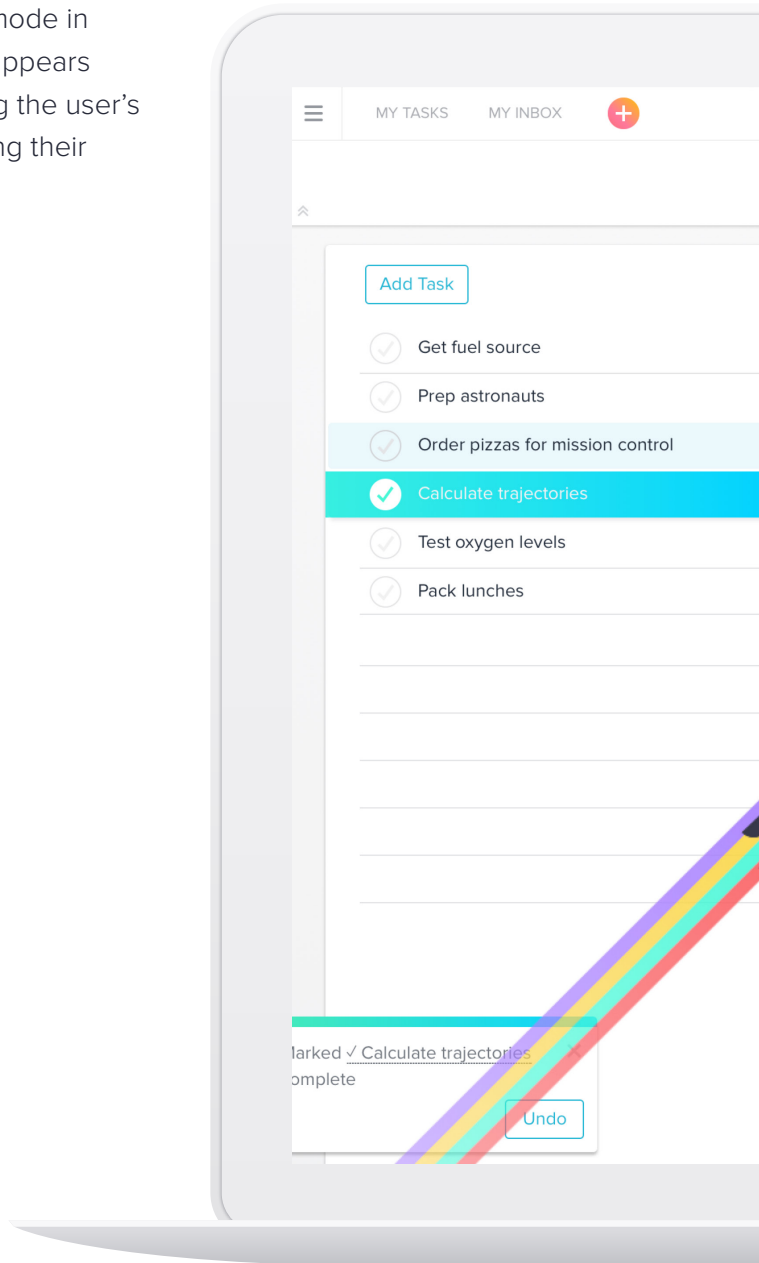
is the feeling of making progress, of running toward that horizon and knowing you have the strength and endurance to make it. And it's the celebration once you get there.

Energy is conveyed through bursts of color and motion atop the clean, white canvas of clarity.

Brand Motif

Applied in Product

Clarity is the default mode in our product. Energy appears when we are directing the user's attention or celebrating their progress.



Search



☆ Moon Landing ▾

- List**
- Conversations
- Calendar
- Progress
- Files

View: Incomplete Tasks ▾



Micah D



Due Date



Moon Landing



Order pizzas for mission control

Description

- Micah Daigle created task. Sep 18
- Micah Daigle added to Moon Landing. Sep 18
- Micah Daigle assigned to you. Sep 19



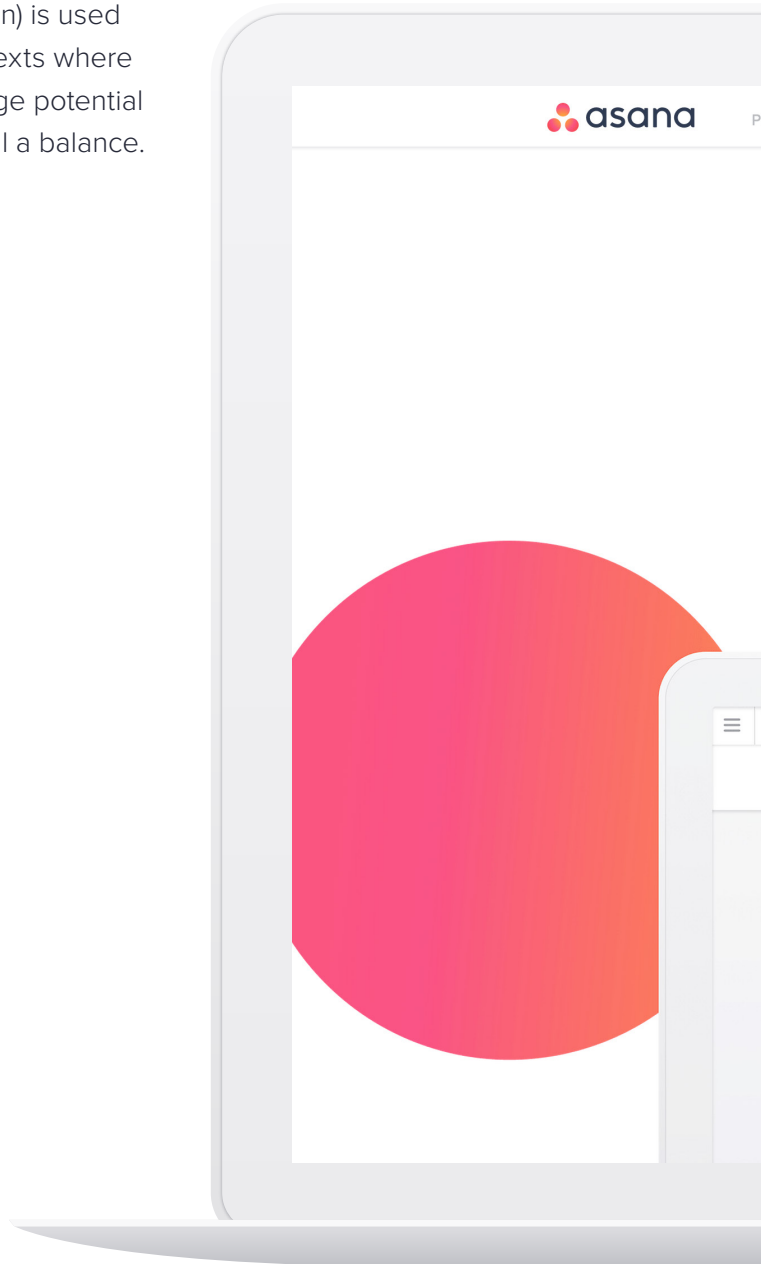
Write a comment...



Brand Motif

Applied in Marketing

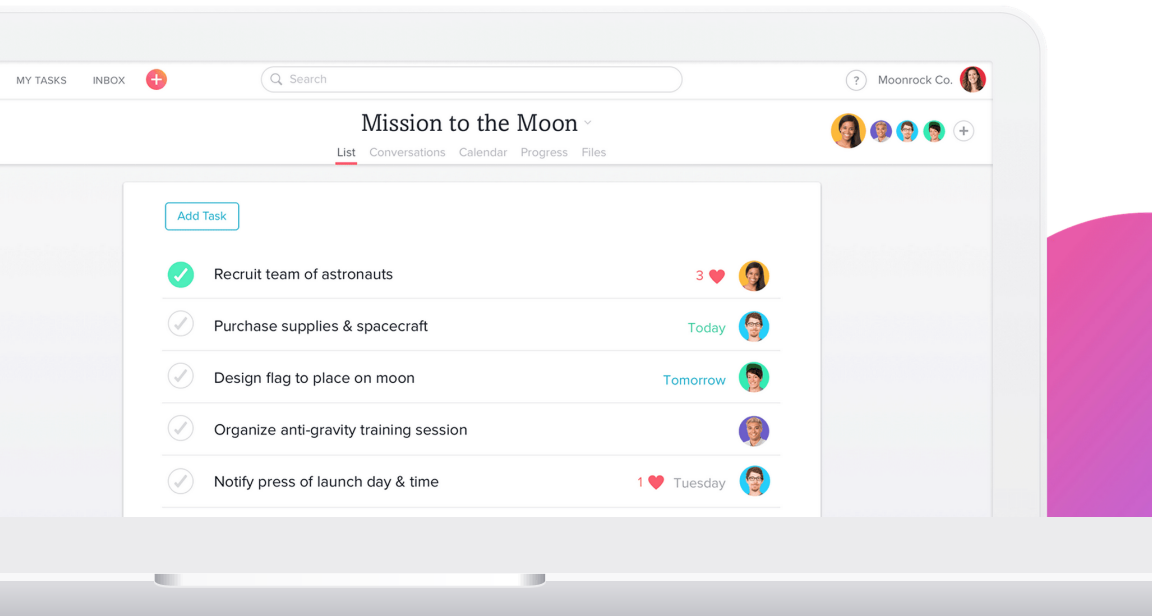
Energy (color & motion) is used more liberally in contexts where we're aiming to engage potential customers. But it's still a balance.



Move work forward

Asana is the easiest way for teams to track their work—and get results.

Get Started for FREE



This book is
ending,
but we're just
getting started.

Let's do great
things together.

