

Step into your new digital planner, where dreams
take shape and productivity finds its groove.

Here's to a year filled with inspiration, organization,
and a touch of creativity.

Warmly,
the Creators.

Brand Guidelines

TRES LIENZOS



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Literature REVIEW

Productivity and Planning

Effective planning and productivity are essential elements for both personal and professional success. Planning helps in organising tasks, setting priorities, and ultimately achieving goals. This literature review explores the significance of planning and its impact on productivity, drawing insights from various studies and practical implementations.

Importance of Planning

Planning is the cornerstone of productivity. It involves setting goals, determining the steps to achieve them, and organising tasks systematically. According to Crisanto (2022), people employ different planning methods, from traditional pen-and-paper approaches to advanced digital tools. The diversity in planning tools reflects individuals' varying needs and preferences in managing their tasks and schedules.

Kreamer (2020) emphasises that planning can significantly reduce stress and increase efficiency. By outlining tasks and setting clear objectives, individuals can avoid being overwhelmed by unstructured workloads. Planning also ensures that time is allocated to professional responsibilities and personal activities, aligning daily efforts with long-term goals. As noted by Pinchefsky (2024), testing various daily planner apps has shown that they can transform disorganised to-do lists into streamlined, manageable tasks, enhancing productivity.

Digital Planning Tools

With the advent of digital technology, numerous tools have been developed to aid in planning and productivity tracking. These tools offer functionalities such as task management, scheduling, and progress monitoring, which are critical for maintaining productivity. For instance, Crisanto (2022) highlights the implementation of web-based planners and productivity trackers among University of the Philippines Open University (UPOU) employees. These tools were beneficial in organising tasks, setting reminders, and collaborating with others.

Digital planners like Todoist offer features such as task organisation, priority setting, and productivity visualisation through graphs (Crisanto, 2020). These features help users manage their tasks efficiently and keep track of their progress. However, there is always room for improvement, as some tools may lack functionalities such as time tracking or intelligent task suggestions based on past activities.

Measuring Productivity

Measuring productivity can be challenging, especially in sectors like education, where outputs are only sometimes quantifiable. Haynes et al. (2017) suggest that self-assessed measures of productivity, although subjective, can provide valuable insights into an individual's efficiency. Additionally, these self-assessments can highlight areas for personal development and inform more effective time management strategies.

Conclusion

Planning and productivity are intrinsically linked, with adequate planning as a foundation for enhanced productivity. The evolution of digital planning tools has provided individuals with advanced methods to manage their tasks and track their progress. These tools cater to various needs, making it easier for people to stay organised and productive. Future research and development of planning tools should focus on integrating more intelligent features that can adapt to user preferences and provide more personalised productivity solutions. At tres lienzos, we aim to help our target audience achieve their productivity goals through our innovative digital planners, designed to meet modern users' diverse needs.

Introduction to the Brand Style Guide

Our brand style guide serves as a detailed resource, outlining the visual and textual elements that define our brand identity. It is designed to ensure consistency and coherence across all platforms and communications. By adhering to these guidelines, we aim to create a strong, recognisable brand presence that resonates with our audience. This guide covers essential aspects such as typography, colour palettes, logo usage, and digital planning tools, providing a clear framework for maintaining the integrity and authenticity of our brand.

Tres Lienzos is a brand dedicated to the art of digital planning, merging simplicity with elegance to create a seamless organizational experience. Our name, which translates to "Three Canvases," embodies our philosophy of providing a versatile space for creativity, productivity, and personal growth. Each canvas represents a core aspect of our brand: Inspiration, Organization, and Creativity.

Brand
Voice

Our brand voice is all about sparking **creativity**, offering a canvas for ideas and inspiration that allows our users to organize their lives in a functional and artistic way. We ensure a **friendly** approach, making sure our users feel welcomed and supported throughout their planning journey. We also embrace a **modern** aesthetic, combining sleek design with innovative digital features that cater to contemporary needs

CREATIVE
FRIENDLY
MODERN

What is a
Digital Panner?

A digital planner is an interactive PDF for tablets or smartphones, offering daily, monthly, and yearly views, vision boards, and tracking sections. With clickable links and interactive elements, these planners are user-friendly and allow easy navigation and schedule customization (Armstrong, 2023).

02.

Target Audience

Our target audience includes individuals who value both creativity and organization. These are modern professionals, students, and creatives who seek a digital planning solution that is as aesthetically pleasing as it is functional. They appreciate a friendly, intuitive interface that seamlessly integrates into their tech-savvy lifestyles. Whether they are managing their busy schedules, setting personal goals, or reflecting on their achievements, our users look for tools that inspire and facilitate their creative and organized journey.

Buyer Personas

<p>Roberto</p> <ul style="list-style-type: none">• Demographics: Male, 32-36 years old• Characteristics: Secure in his masculinity, open-minded, tech-savvy, loves certifications, overachiever, aims for a highly organized lifestyle• Pains: Implementation difficulties, requires a third-party app for smooth operation, forgetfulness• Gains: Enhanced organization and order	<p>Karina</p> <ul style="list-style-type: none">• Demographics: Female, 18-22 years old• Characteristics: University student, "iPad Girly," organized, avid reader, Gen Z, dislikes cringe-worthy content, high social status, uses the planner for school, active on TikTok, values aesthetics, tech-savvy• Pains: Needs a comprehensive overview, misses deadlines, has to carry many books and notes for university• Gains: Everything in one place, less paper usage, allows constant editing	<p>Sofia</p> <ul style="list-style-type: none">• Demographics: Female, 25-30 years old• Characteristics: Recent graduate or early in her career, unsure about life direction, organized, high social status, uses the planner for daily notes rather than school, loves making vision boards, wants to switch to digital but is uncertain how, lacks time for herself• Pains: Unfamiliar with the product, doesn't understand how it works, feels disconnected from personal goals, struggles with tracking, sees no benefit in a digital planner• Gains: Everything in one place, more than just a simple planner, time-saving
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Main Pain Reliever

All in one place

By focusing on the "all in one place" pain reliever, Tres Lienzos provides a solution that simplifies organization and reduces the need for multiple tools, addressing the primary pain points of each persona.

03.

Logo

GUIDELINES

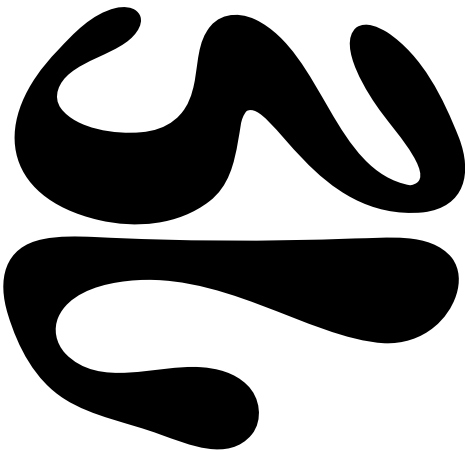
Main Logo

The Tres Lienzos logo, featuring only the text "TRES LIENZOS," embodies the essence of our brand with its minimalist design. The clean, modern typography reflects our commitment to simplicity and elegance, while the straightforward presentation underscores our focus on functionality and clarity. This logo is not just a name; it represents our dedication to providing a seamless and inspiring digital planning experience. Whether you are seeking organization, creativity, or a blend of both, the Tres Lienzos logo stands as a symbol of our promise to enhance your everyday life.

TRES LIENZOS

TRES LIENZOS

I S O T Y P E



3 The heart

The Tres Lienzos isotype, as showcased in our branding, distills our brand into a simple yet striking visual symbol.

Variations.

Designed to be instantly recognizable and minimalist, the isotype represents the core of our business—the significance of the number three in our offerings. It embodies our commitment to delivering a seamless digital planning experience, symbolizing the organized and creative lifestyle we strive to inspire in our users.

04.

Color PALETTE

moonlight

505457

R203 G188 B214

C19 M25 Y3 K0

almond

73401b

R198 G174 B207

C21 M32 Y2 K0

epiphany

#676127

R239 G228 B185

C6 M7 Y31 K0

blossom

#e4b0b8

R239 G228 B185

C6 M7 Y31 K0

The color palette for Tres Lienzos planners is carefully chosen to reflect distinct themes and moods. Each planner version is named after its corresponding color, creating a cohesive and immersive experience. “Moonlight” features a deep, calming gray, evoking tranquility and clarity. “Almond” is represented by a warm, rich brown, symbolizing comfort and earthiness. “Epiphany” is captured in a unique olive green, suggesting growth and inspiration. Finally, “Blossom” showcases a gentle pink, embodying freshness and creativity. These color choices not only define the aesthetic of each planner but also align with the core values and intentions behind their design.

Typeface
GUIDELINES

05.

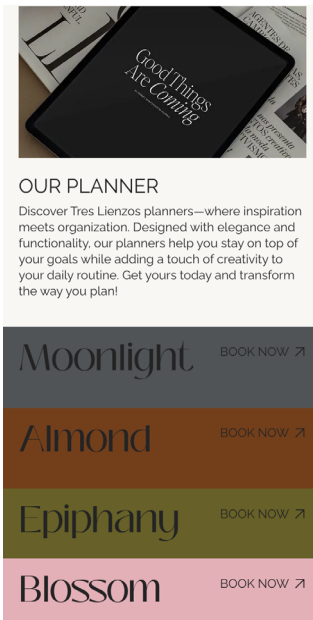
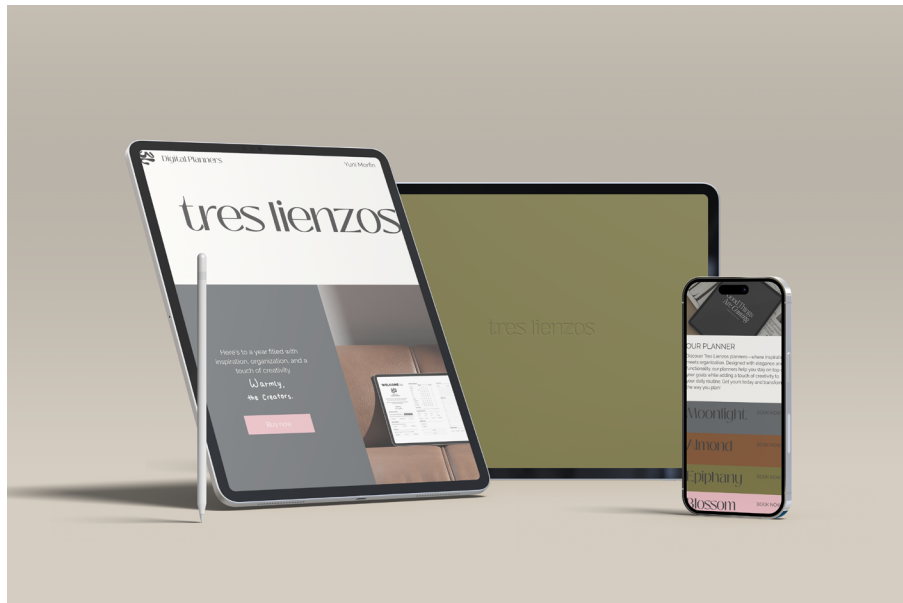
Black Mango

Black Mango will be used occasionally for special moments, such as the covers, to add a touch of elegance and distinction.

Main Family	FAMILY: Raleway
	<p>The family Raleway was chosen because of its modern and elegant design, which perfectly complements Tres Lienzos' aesthetic. Raleway's clean lines and versatility make it ideal for a variety of uses, from headings to body text, ensuring readability and consistency throughout the planners. Its sophisticated yet approachable style aligns with Tres Lienzos' commitment to providing a seamless and inspiring digital planning experience. By incorporating Raleway, the visual appeal of the planners is enhanced, maintaining a professional and polished look.</p> <div><div>H1</div><div>Header 60 pt ExtraBold</div><div>TRES LIENZOS</div><div>Headings can be used when a particular area needs extra emphasis, but it should only be employed occasionally</div></div> <div><div>H2a</div><div>SubHeader 31 pt SemiBold</div><div>TRES LIENZOS</div><div>SubHeading 2a can be exploited more often throughout the interface of the planner.</div></div> <div><div>H2b</div><div>SubHeading 20 pt Medium</div><div>TRES LIENZOS</div><div>SubHeading 2b can be exploited more often throughout the interface of the planner. Particularly when body text is involved.</div></div> <div><div>H3</div><div>BodyText 10-12 pt Light</div><div>TRES LIENZOS</div><div>Use this when there are large bodies of text.</div></div>
Note:	Its italic variations can also be used occasionally to emphasize certain words.

06.

Brand
COLLATERAL



07.

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