



HBO INDIA BRAND STYLEGUIDE 2016

HBO INDIA 2016 BRAND STYLEGUIDE

The conceptual direction for the HBO India rebrand was based on borrowing from the equity of the HBO master brand and drawing inspiration from the premium, American, cinematic content that is showcased on the channel. Using the "O" of "HBO" as an activator, idents and other navigational elements come to life through the power of the logo. The color palette reflects the vibrancy and vitality of India while paying homage to the theatrical nature of HBO through light, custom music and signature sound.

The modular nature of the design is to be the springboard for design across multiple platforms. The hope is that navigation can be directly translated to digital platforms so that the user/ viewer experience is seamless.

HBO 2016 NETWORK LOGO



NETWORK COLOR PALETTE



RUBY RED



BOX OFFICE BLUE



ACTIVATOR WHITE

CMYK: 12 100 100 4
RGB: 175 20 35

CMYK: 100 78 4 0
RGB: 9 72 166

CMYK: 0 0 0 0
RGB: 255 255 255

PRIMARY NETWORK FONT FOR ON-AIR NAVIGATION

TradeGothic Bold Condensed 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY NETWORK FONT FOR ON-AIR NAVIGATION

TradeGothic Condensed 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SECONDARY NETWORK FONT FOR ON-AIR NAVIGATION

TradeGothic Condensed 18 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

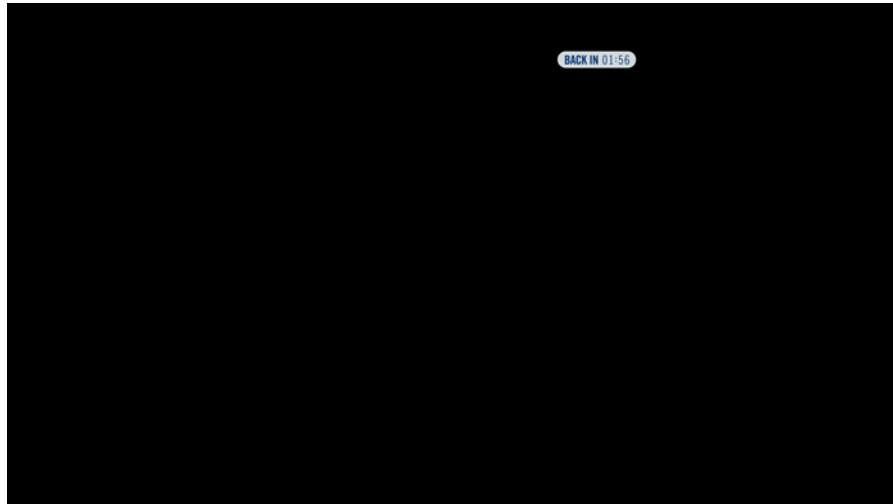
NOW



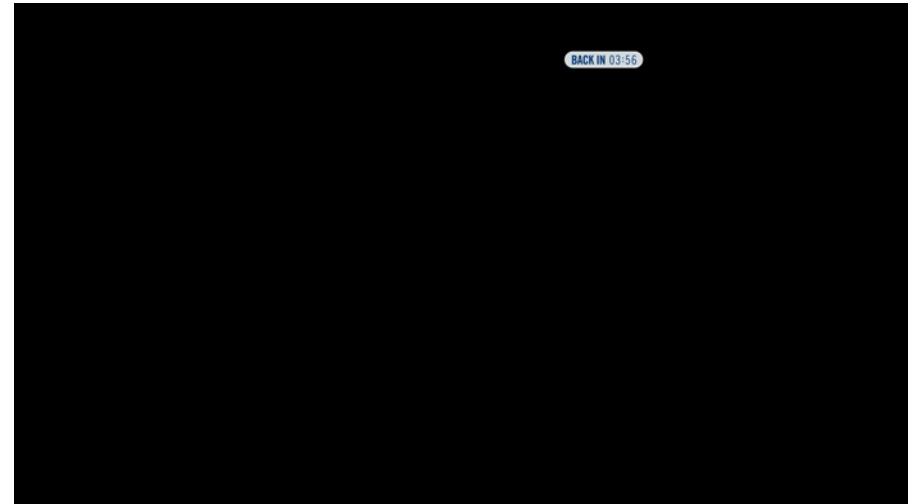
NEXT



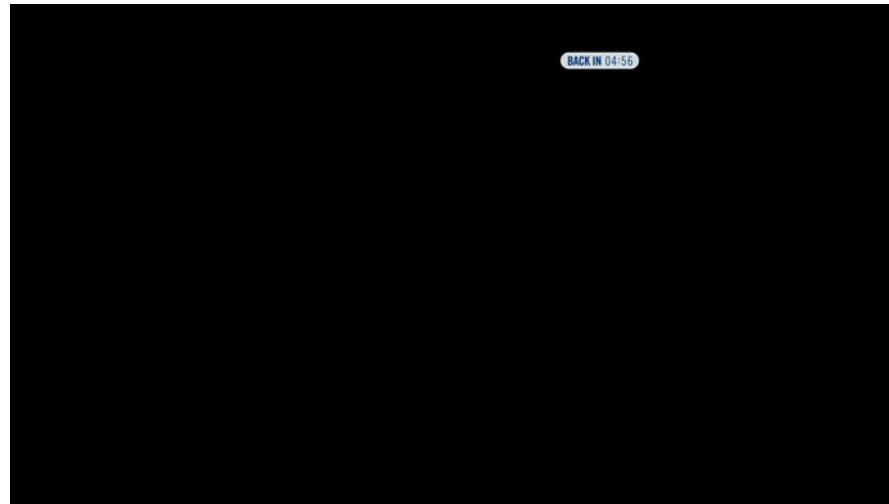
BACK IN 2 MINUTES



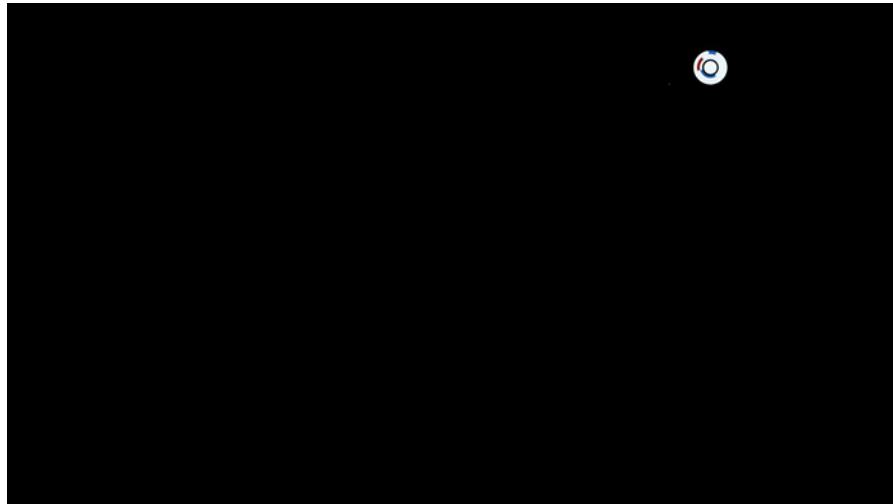
BACK IN 4 MINUTES



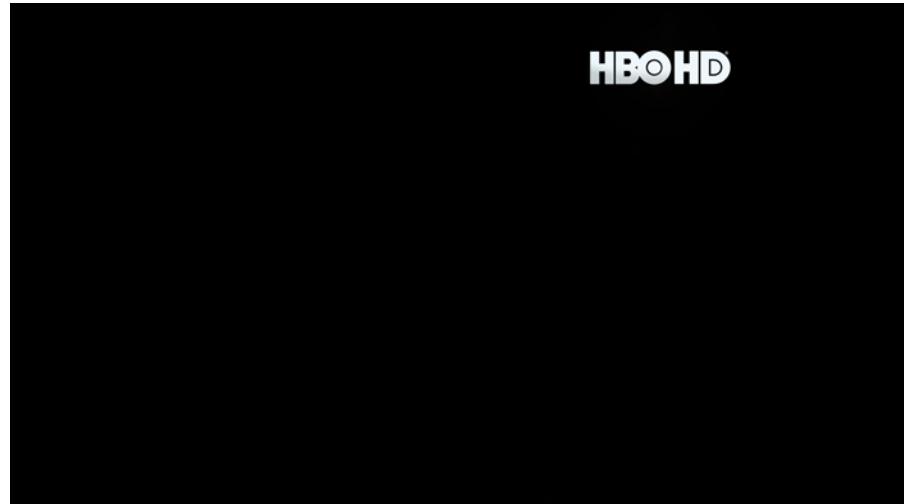
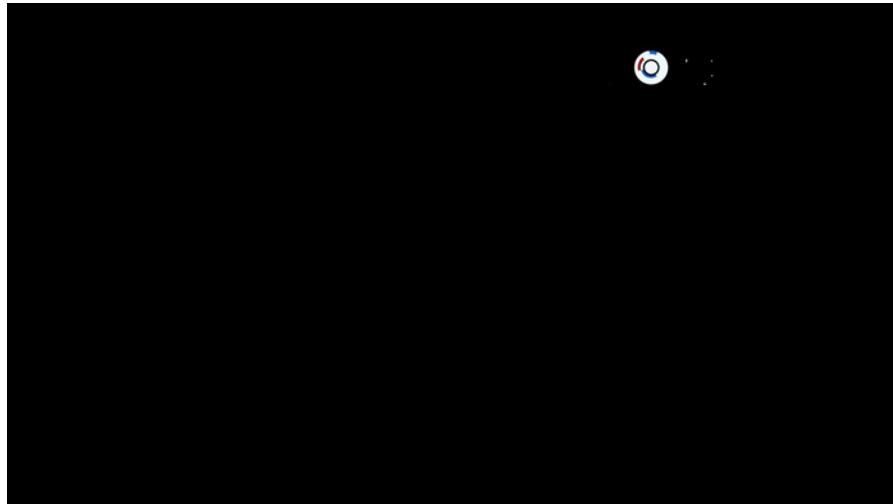
BACK IN 5 MINUTES



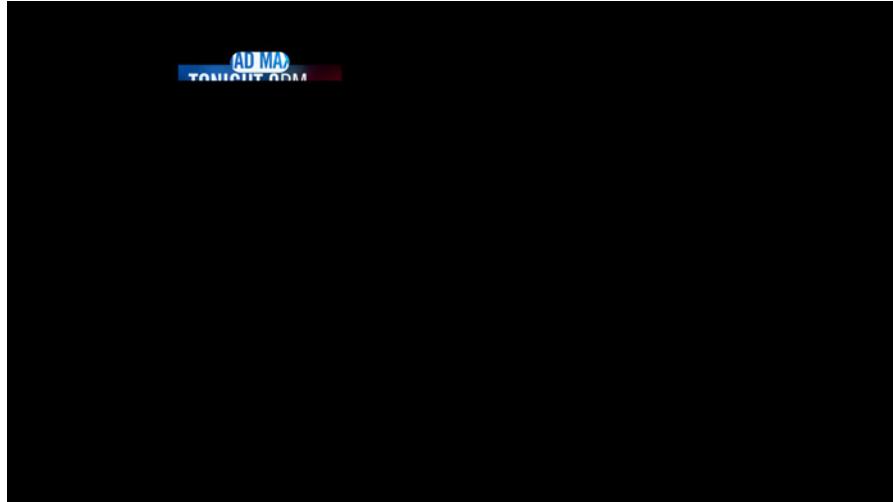
HBO



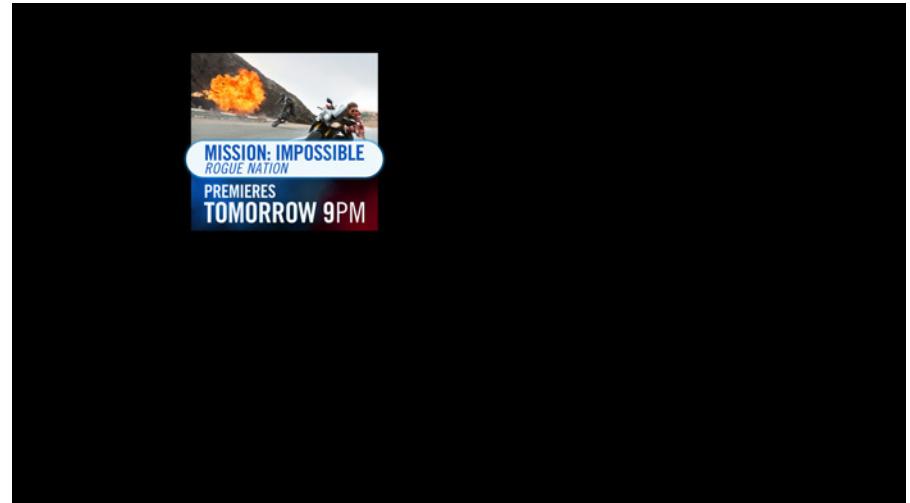
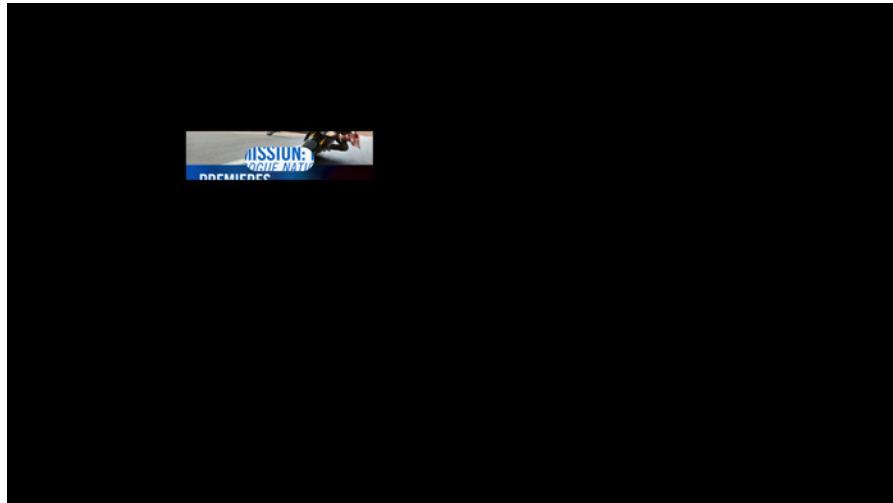
HBO HD



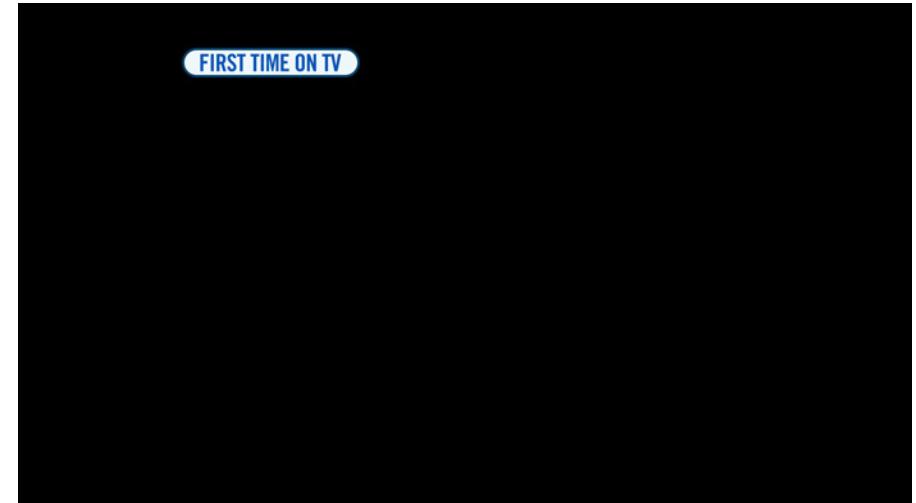
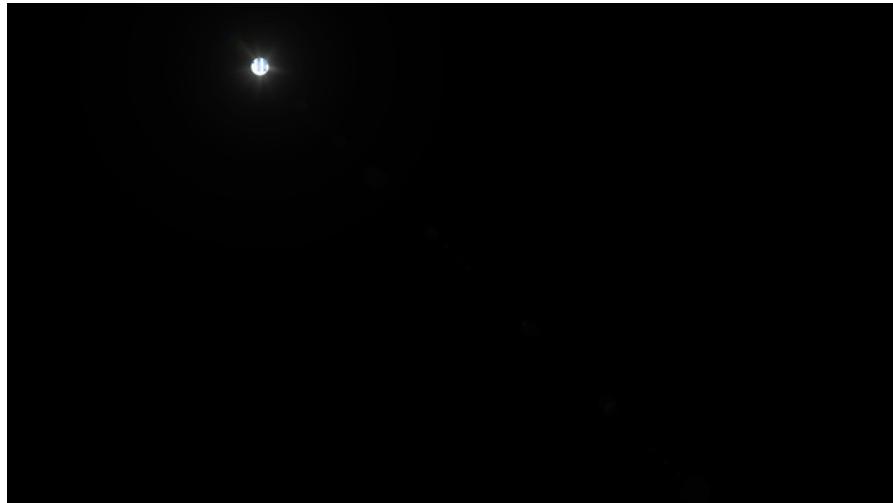
TONIGHT @ 9 WITH IMAGE/VIDEO :15



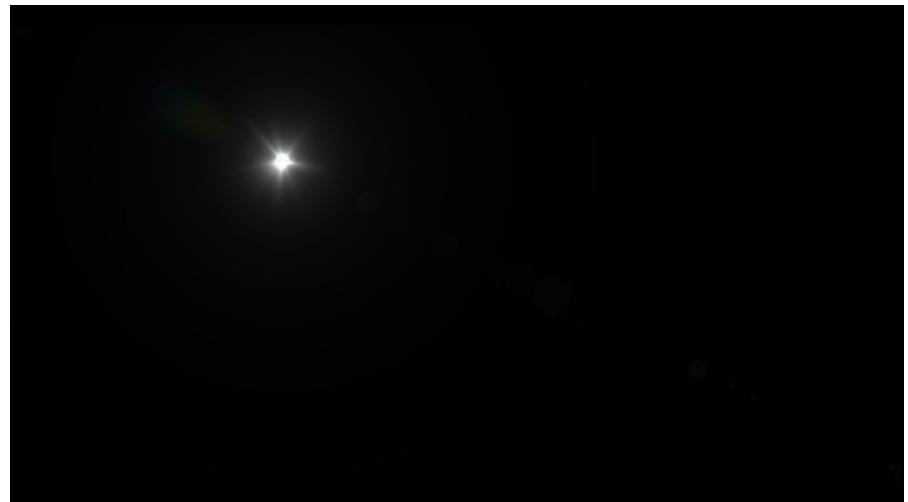
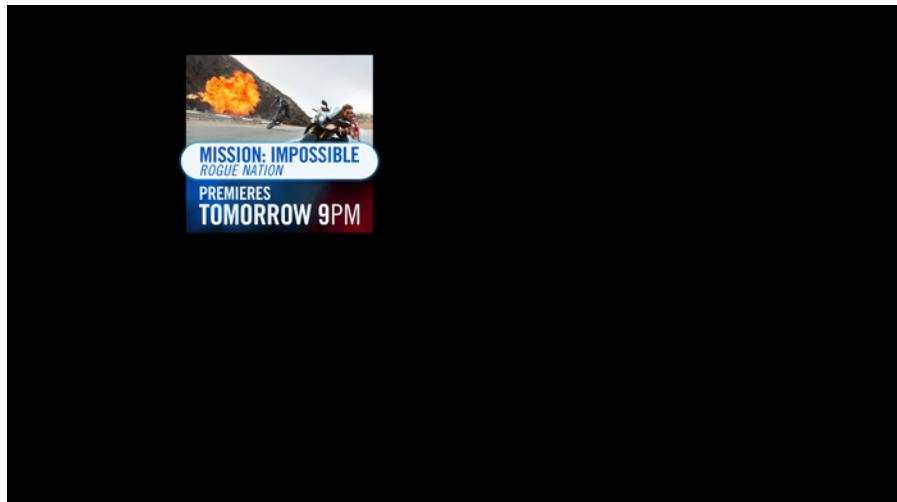
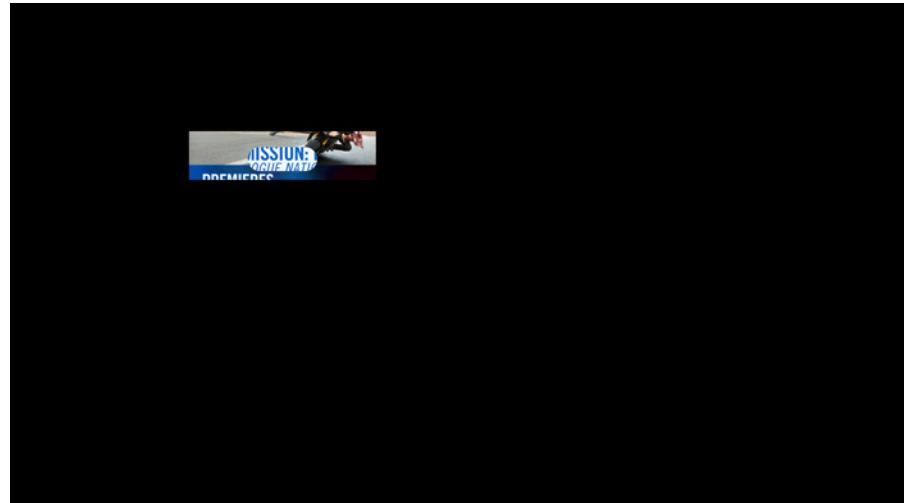
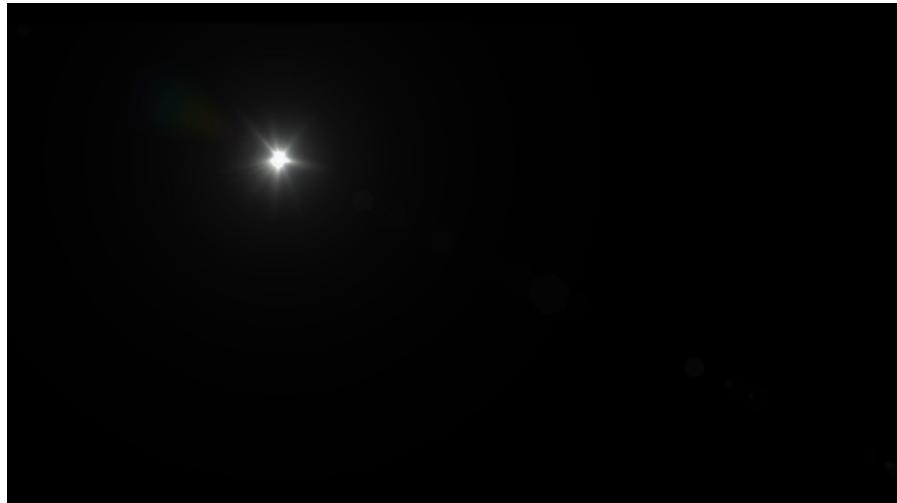
PREMIERES WITH IMAGE/VIDEO :15 / :20



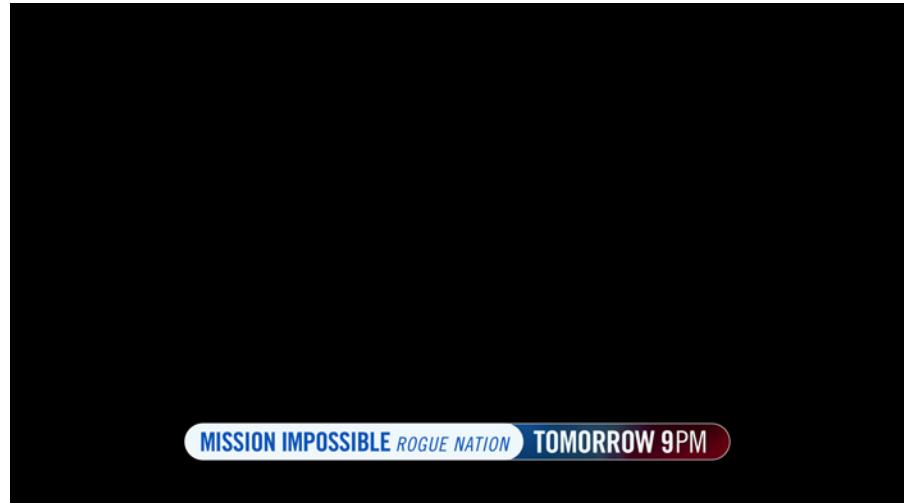
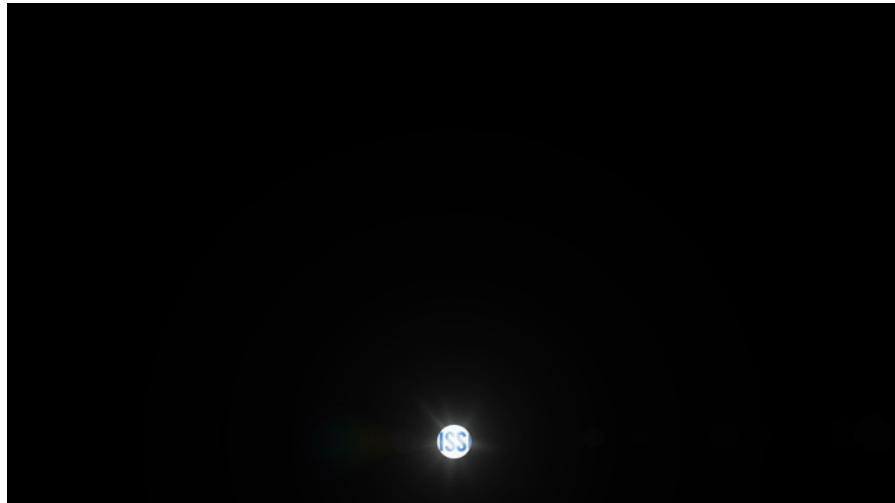
FIRST TIME ON TV (STATIC)



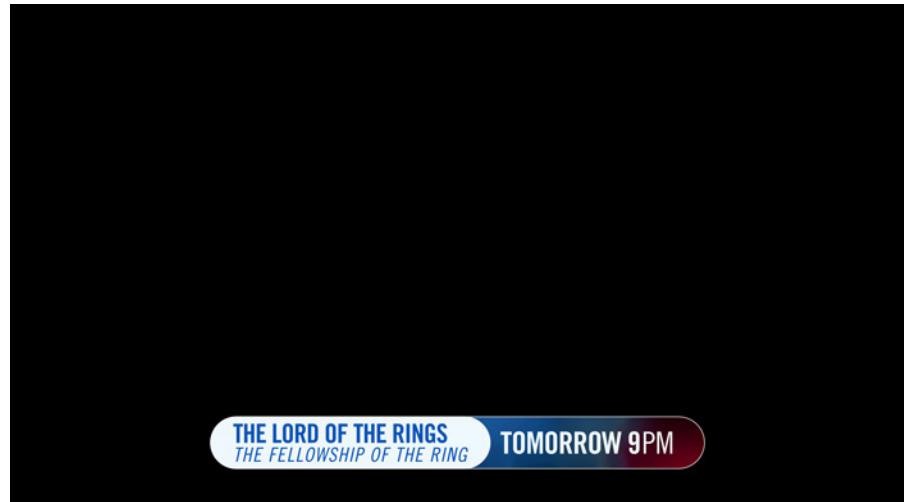
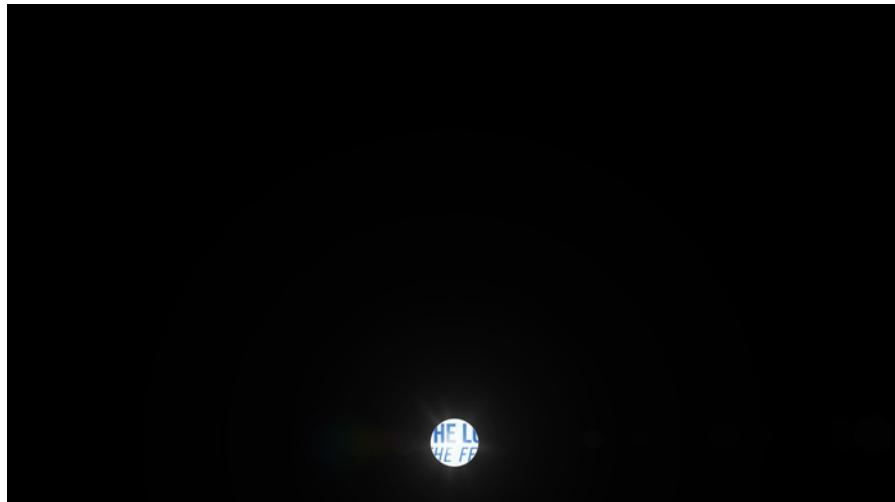
:10 / :15 / :20



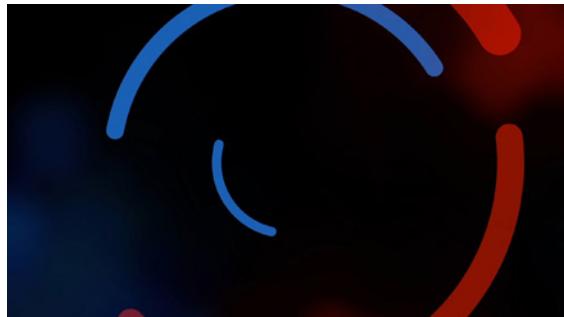
1 LINE :10 / :15



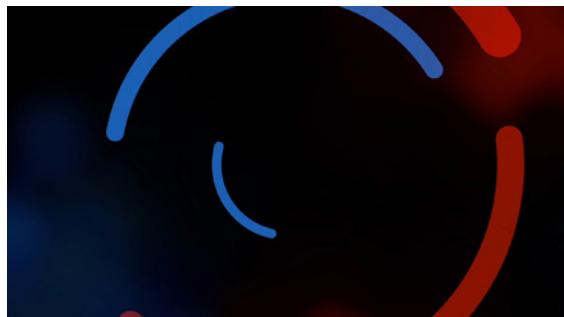
2 LINES :10 / :15



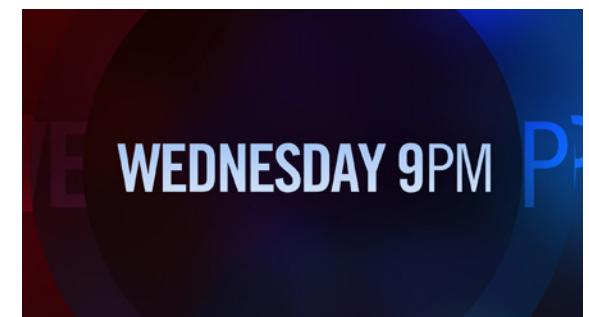
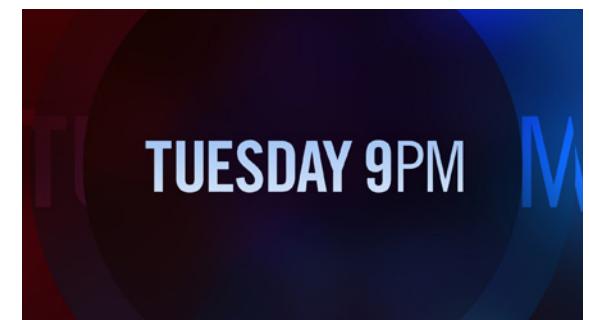
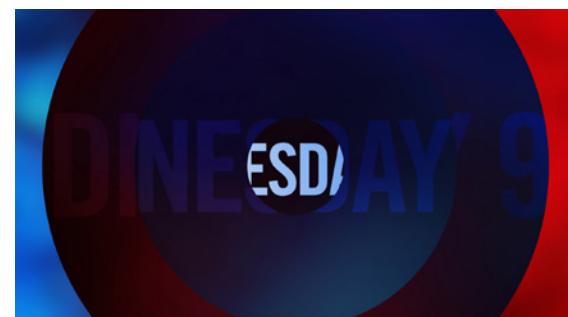
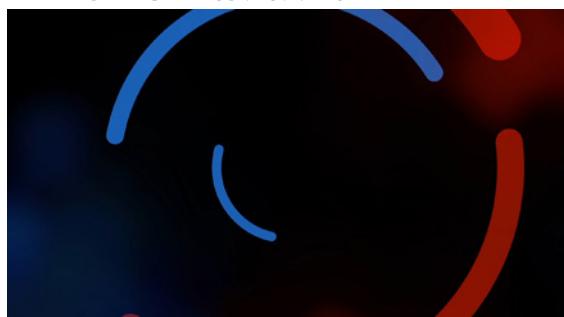
MONDAY 9PM :05 / :07 / :10



TUESDAY 9PM :05 / :07 / :10



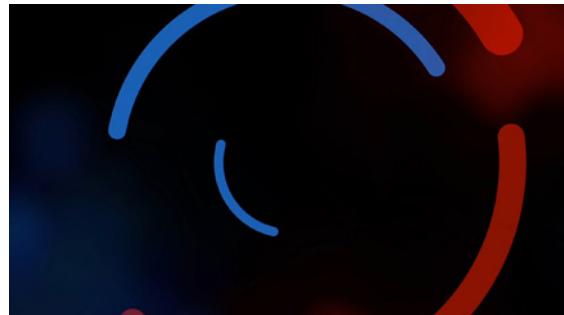
WEDNESDAY 9PM :05 / :07 / :10



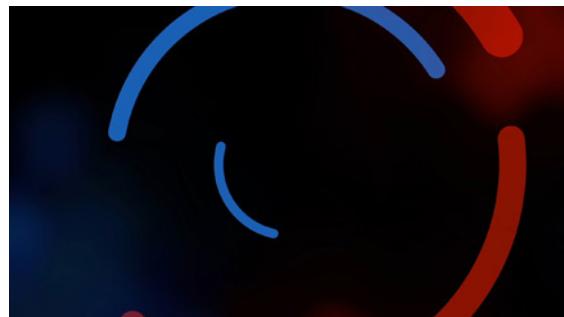
HBO INDIA 2016 BRAND STYLEGUIDE

OPENING SLATES

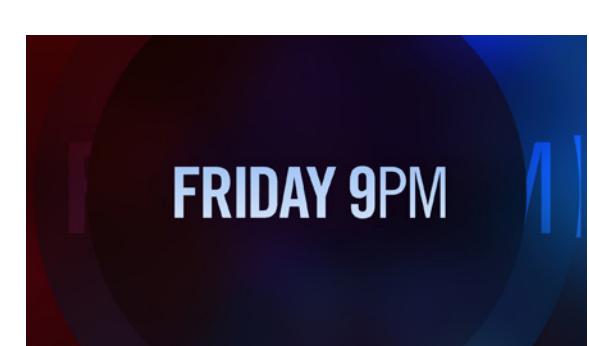
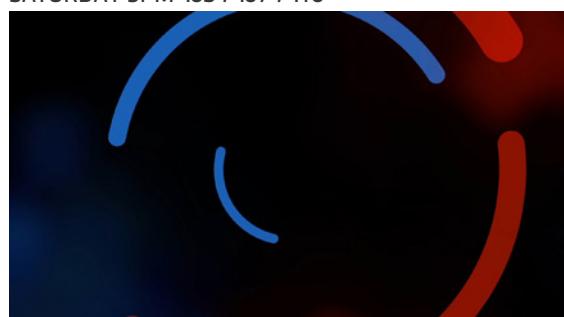
THURSDAY 9PM :05 / :07 / :10



FRIDAY 9PM :05 / :07 / :10



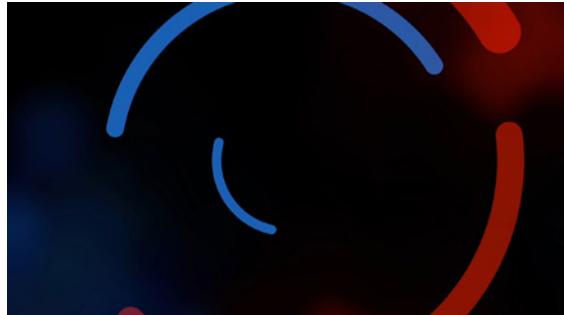
SATURDAY 9PM :05 / :07 / :10



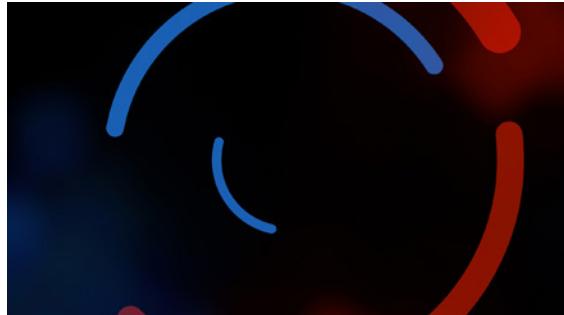
HBO INDIA 2016 BRAND STYLEGUIDE

OPENING SLATES

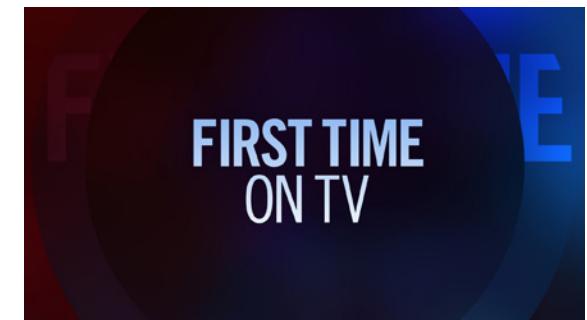
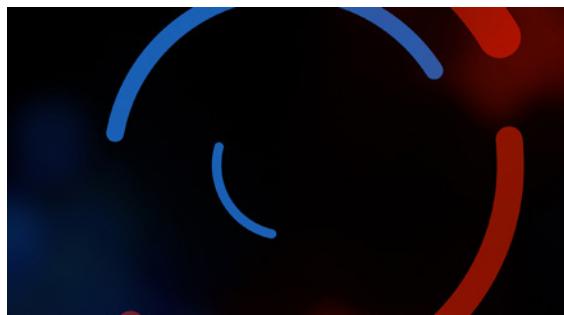
SUNDAY 9PM :05 / :07 / :10



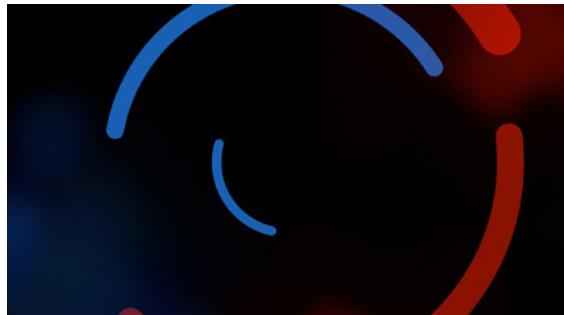
FIRST TIME ON TV :05 / :07 / :10



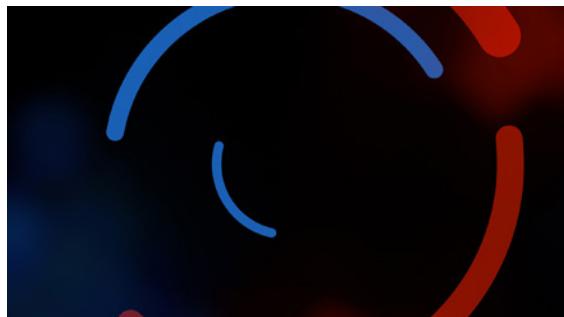
INSIDE HBO :05 / :07 / :10



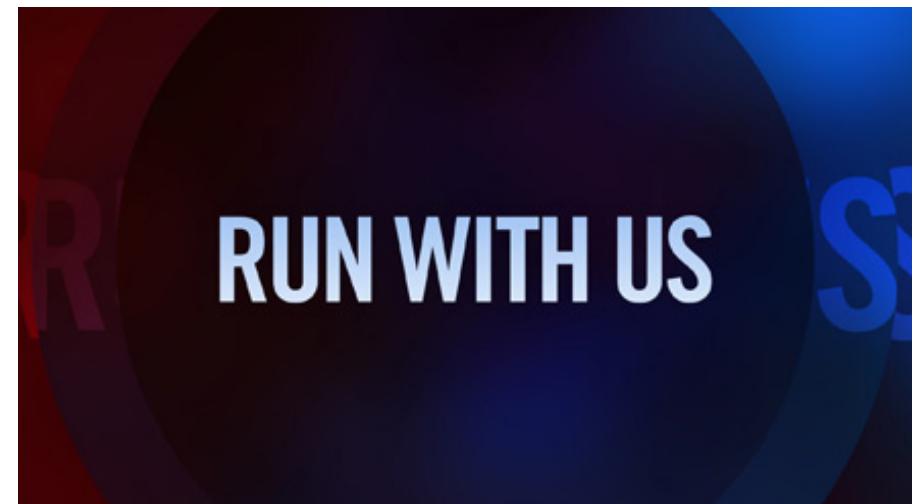
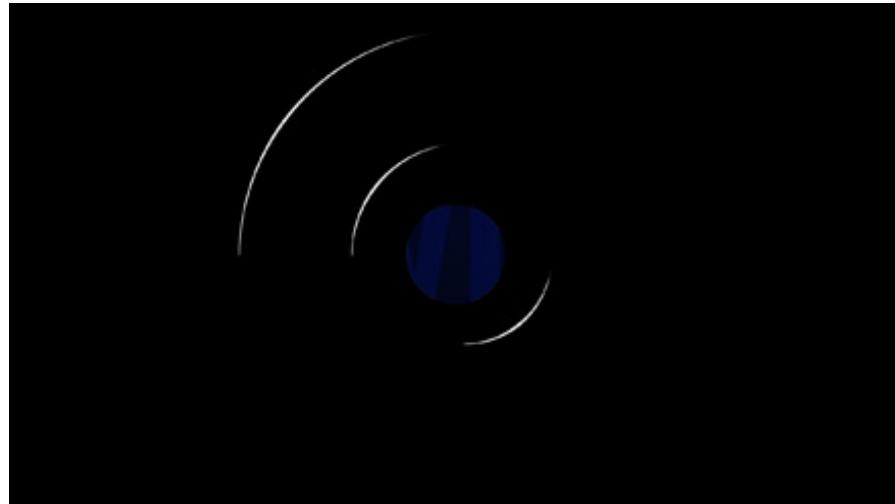
BLOCKBUSTER OF THE MONTH :05 / :07 / :10



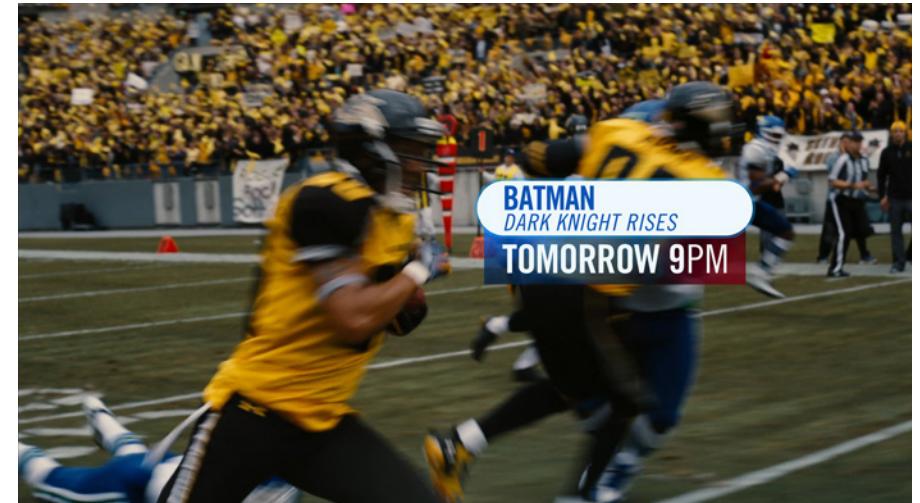
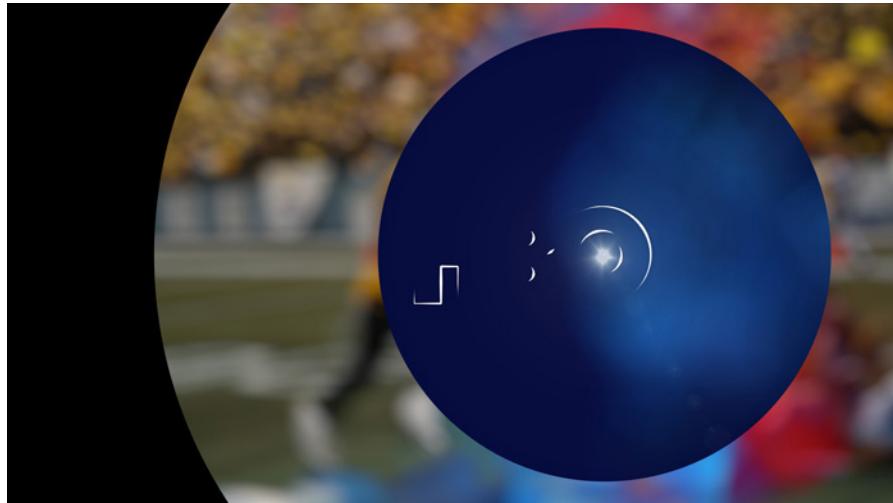
BLOCKBUSTER OF THE YEAR :05 / :07 / :10



RUN WITH US :03



WITH CHANNEL LOGO :05 / :07 / :10

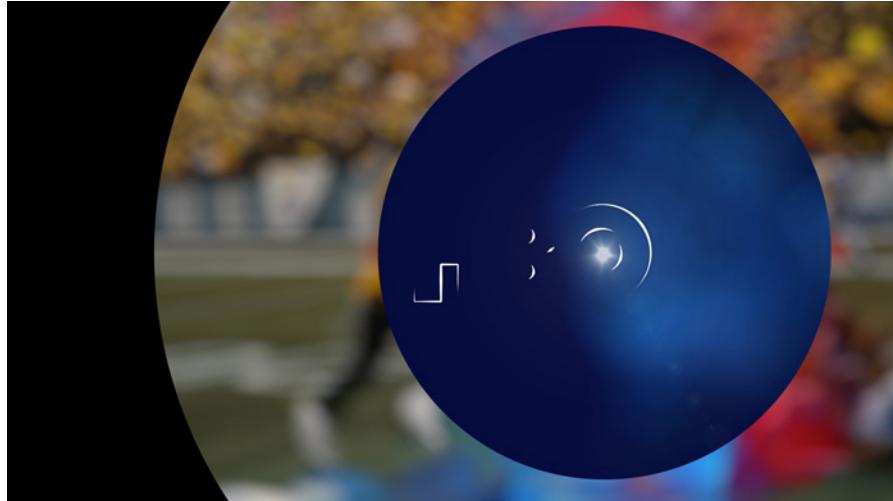


The menu template graphic has a tune-in date/ time that is automated and can be customized within the template to whatever is needed simply by typing the information.

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PROMO ENDPAGE TEMPLATE

WITH HD CHANNEL LOGO :05 / :07 / :10

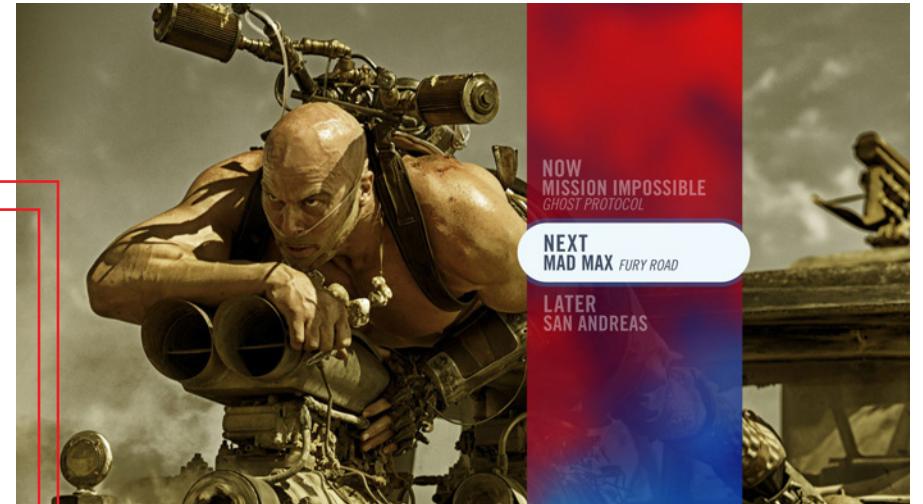


The menu template graphic has a tune-in date/ time that is automated and can be customized within the template to whatever is needed simply by typing the information.

NOW :15



NEXT :15



LATER :15



TradeGothic Bold Condensed 20

TradeGothic Condensed 18 Oblique

The menu template graphic has a tune-in date/ time that is automated and can be customized within the template to whatever is needed simply by typing the information. The tune-in also allows for 1, 2, or 3 lines of text if needed.

7PM :15



9PM :15



11PM :15



TradeGothic Bold Condensed 20

TradeGothic Condensed 18 Oblique

The menu template graphic has a tune-in date/ time that is automated and can be customized within the template to whatever is needed simply by typing the information. The tune-in also allows for 1, 2, or 3 lines of text if needed.

TONIGHT 9PM :15



TONIGHT 11PM :15



TOMORROW 9PM :15



TOMORROW 11PM :15



NOW WITH VIDEO :05



NEXT WITH VIDEO :05



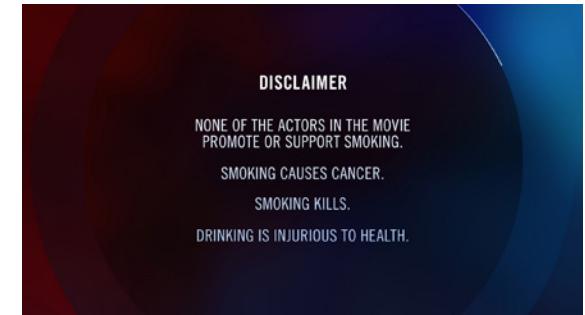
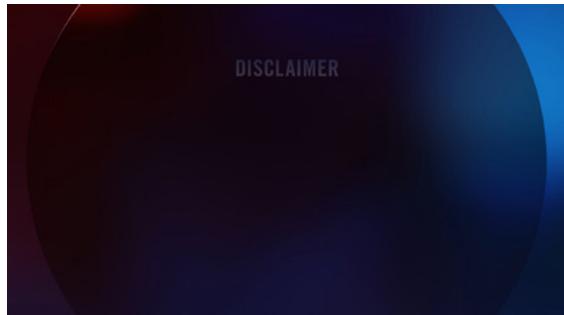
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BILLBOARDS

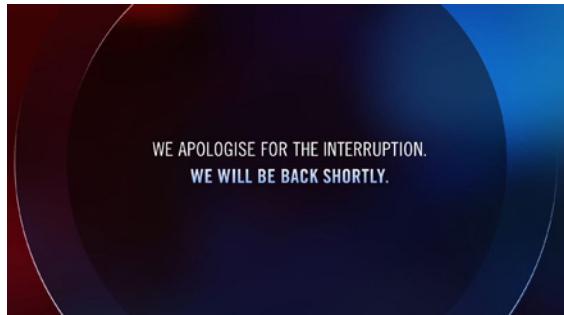
VIDEO/IMAGE :03 / :05 / :10 / :20



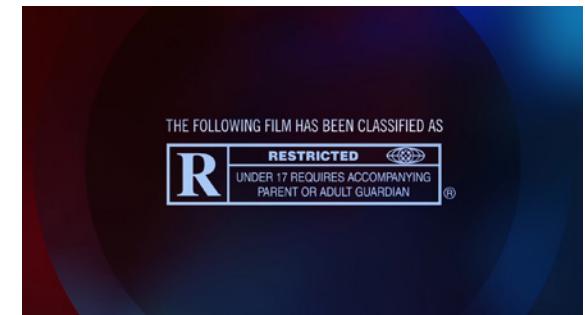
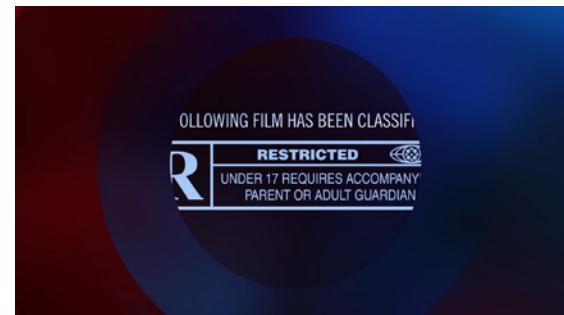
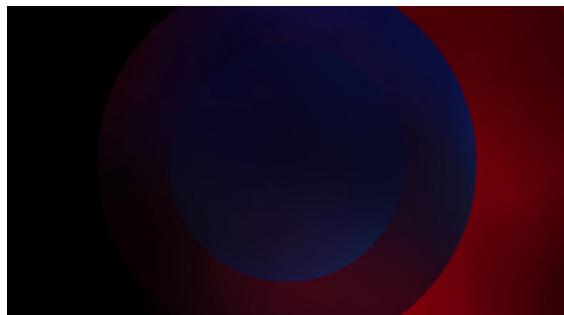
HEALTH ADVISORY :20



EMERGENCY BROADCAST :15 LOOP



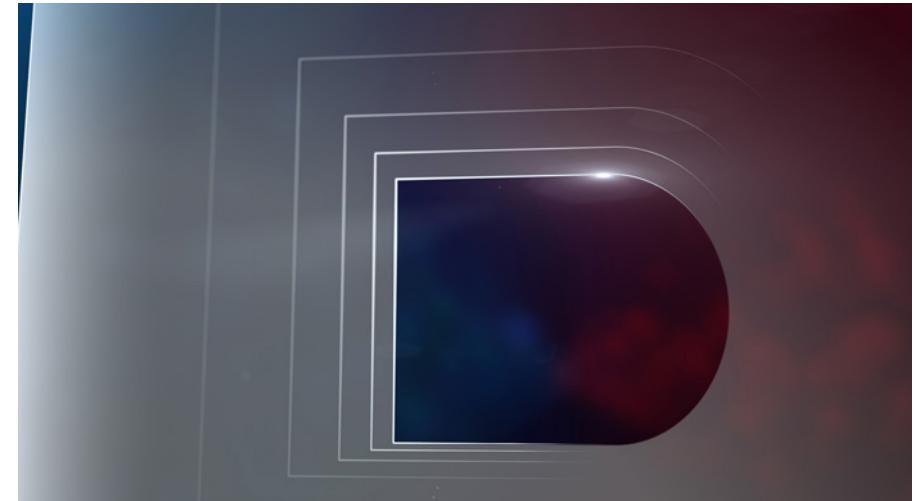
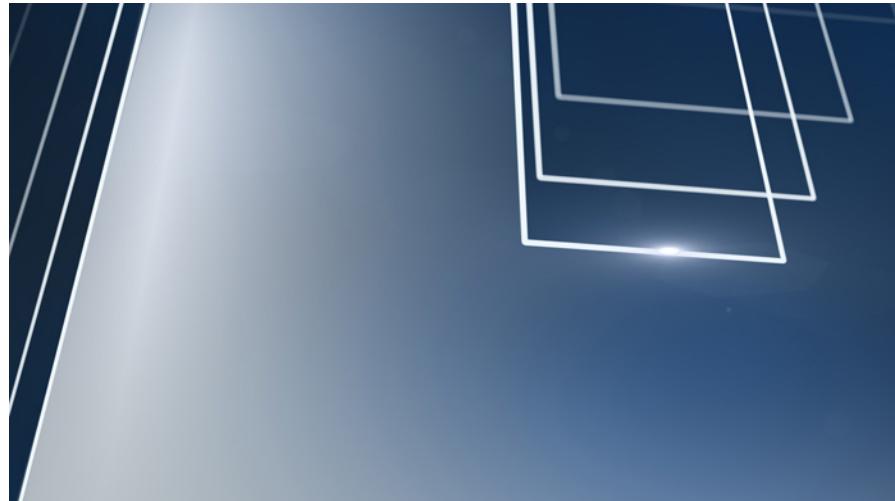
CERTIFICATION :05



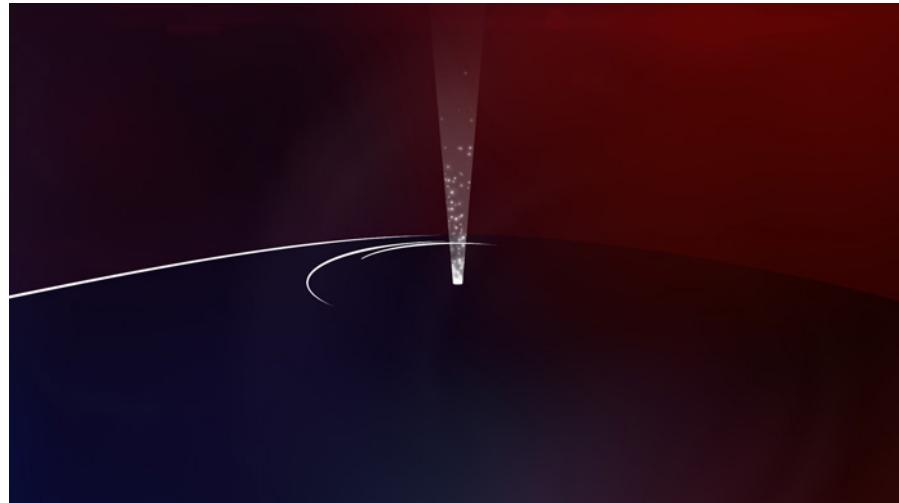
VERSION A (WITH FOOTAGE) :15 / :20, (WITHOUT FOOTAGE) :05 / :10



VERSION A - ALTERNATE (NO FOOTAGE) :05 / :10 / :15 / :20



VERSION B (WITH FOOTAGE) :20, (WITHOUT FOOTAGE) :05 / :10 / :15



VERSION C (WITH FOOTAGE) :10 / :15 / :20, (WITHOUT FOOTAGE) :05



VERSION D :05 / :10 / :15 / :20 - (TO BE DELIVERED IN JANUARY)



VERTICAL



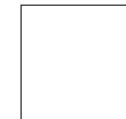
NETWORK COLOR PALETTE



RUBY RED



BOX OFFICE BLUE



ACTIVATOR WHITE

CMYK: 12 100 100 4

RGB: 175 20 35

CMYK: 100 78 4 0

RGB: 9 72 166

CMYK: 0 0 0 0

RGB: 255 255 255

TradeGothic Condensed 18

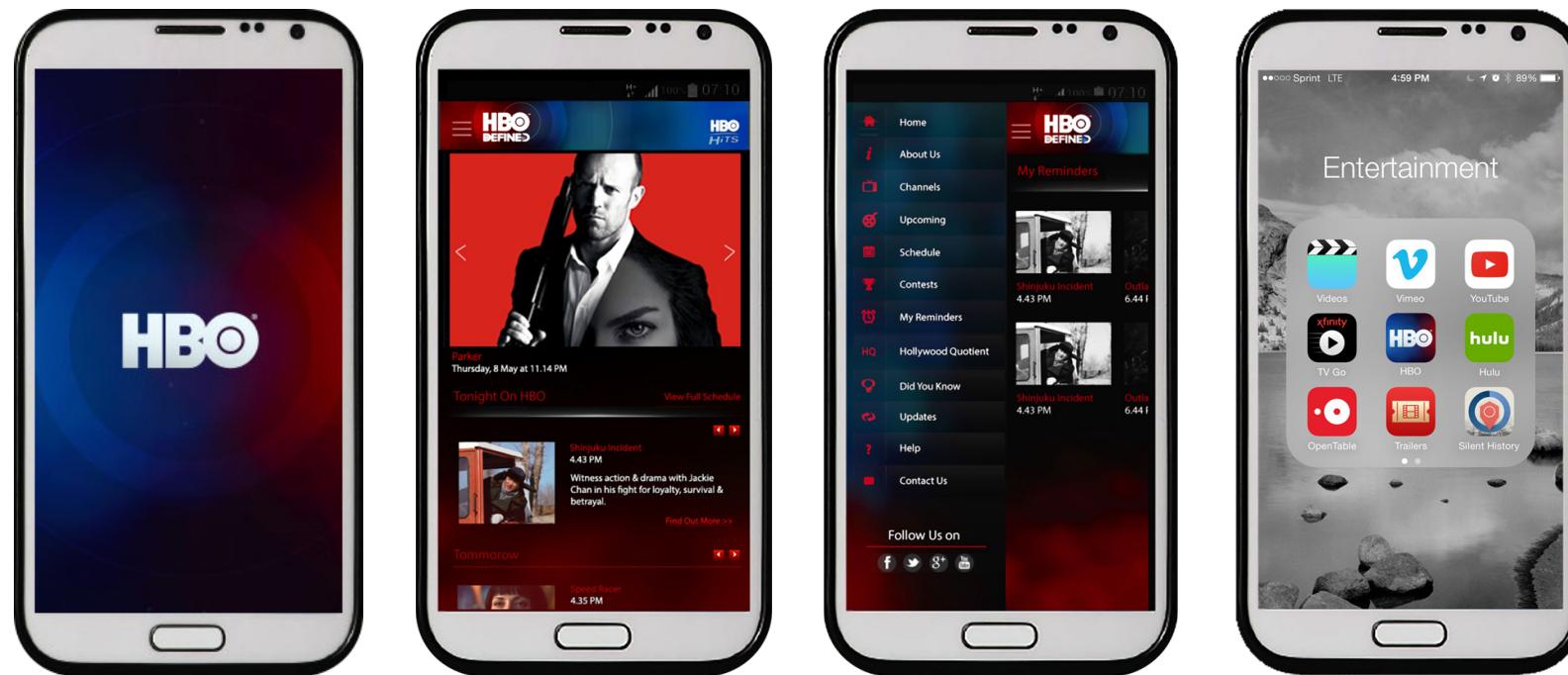
TradeGothic Bold Condensed 20

HORIZONTAL

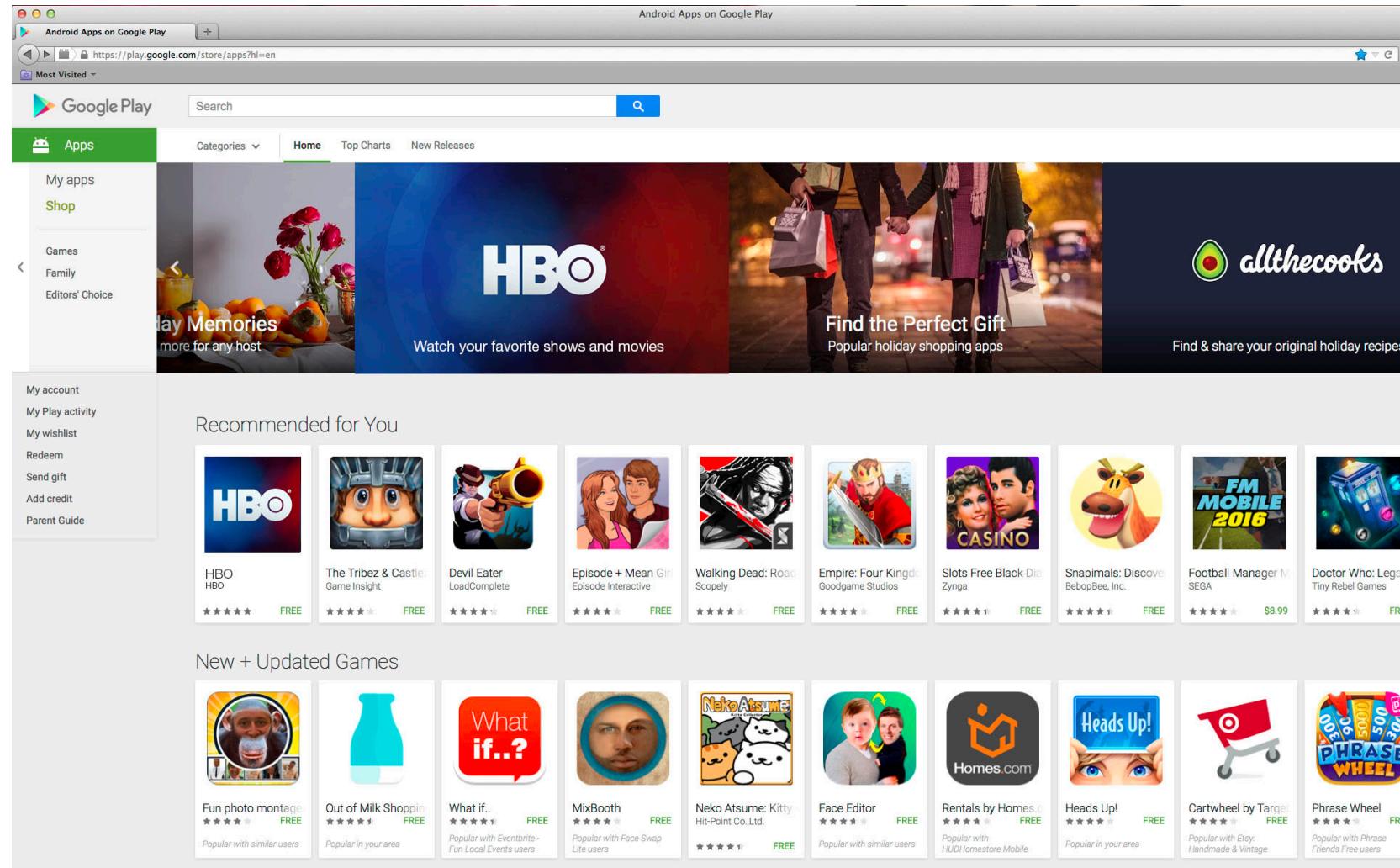


HBO MOBILE APP

This represents the overall look and feel of how the new identity ripples out over digital platforms. Since these are examples, it might be advantageous to think about how these platforms are "activated". There is an opportunity to create custom animation that is "activated" by the "O" in "HBO" that reveals the screen or acts as a springboard to another experience within the app or website. Utilizing the rings that ripple out from the "O" is a useful visual and digital device. It represents the start of the journey and symbolizes a beacon of sorts. The custom mnemonic can also be transferred to the digital experience and used to accentuate certain touch points.



HBO APP ON GOOGLE PLAYSTORE



HBO WEBSITE

The screenshot shows the HBO India website with a dark blue header featuring the HBO logo and navigation links for 'India', 'HBO', 'HBO HITS', and 'HBO DEFINED'. A 'Connect with Facebook' button is also present. Below the header, there's a 'Schedule' section with a large banner for 'ACTION OVERDOSE' airing 'MON - THURS AT 9PM'. To the right of the banner are movie posters for 'MI:3 Mission: Impossible III', 'ESCAPE', and '300: Rise of Empire'. Below this, a 'TONIGHT ON HBO' section displays a grid of four movie thumbnails for 'DEC 2' (Spy Kids 2: Island of Lost Dreams', 'Contagion', 'Ghost Rider', and 'Noah'). Each thumbnail includes a brief description and a 'Find Out More' link with a Facebook 'Like' counter. At the bottom, there are sections for 'NEXT 3 DAYS HIGHLIGHTS' (featuring a Ghost Rider image) and 'YOU MAY ALSO LIKE' (featuring a scene from a movie).

TURNER STUDIOS

THINK.
EXPLORE.
CREATE.