



# Style Guide

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# Introduction

HBO GO is a digital platform for HBO subscribers to view programming over the web using any one of several devices other than a television.

A distinct product from HBO.com, it is intended as a resource for subscribers to experience a simple, yet rich and premium utility that adds value to the ecosystem of HBO offerings.

## **Things to Keep in Mind**

The following creative guidelines are not meant to serve as one-off solutions, but rather as a flexible framework that can support various content scenarios in a number of ways. Many situations will require special consideration, and most will necessitate a individual judgment call, depending on the content being produced.

Images shown in this guide are not always to scale. Designers will need to double-check assets against the specs provided next to each image.

For each asset type, you'll find suggested file sizes per image, but being that the clarity/quality of the image depends on how complex the image itself is, these guidelines are flexible. Designers will need to gauge if the image is not compromised by the recommendation.

The site is optimized for a screen resolution of 1280x1024, but the maximum width of the site is 1920px. The minimum width is 960px. Instances where additional images need to be created have been listed. Otherwise, to help in the cropping guidelines of images that are masked, the focal zones for crucial elements have been noted.

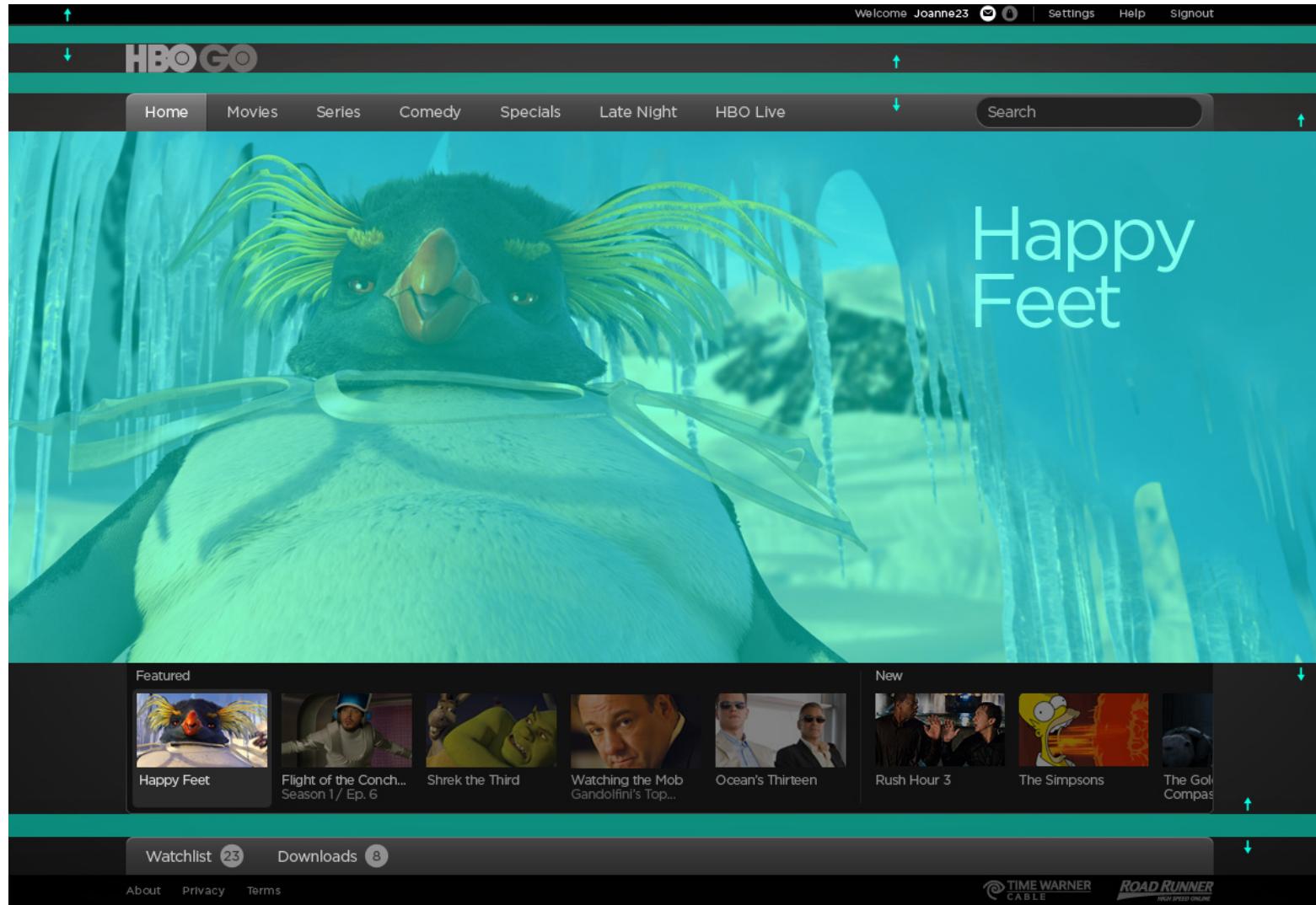
# Page Anatomy



## Fixed-Height Page Elements

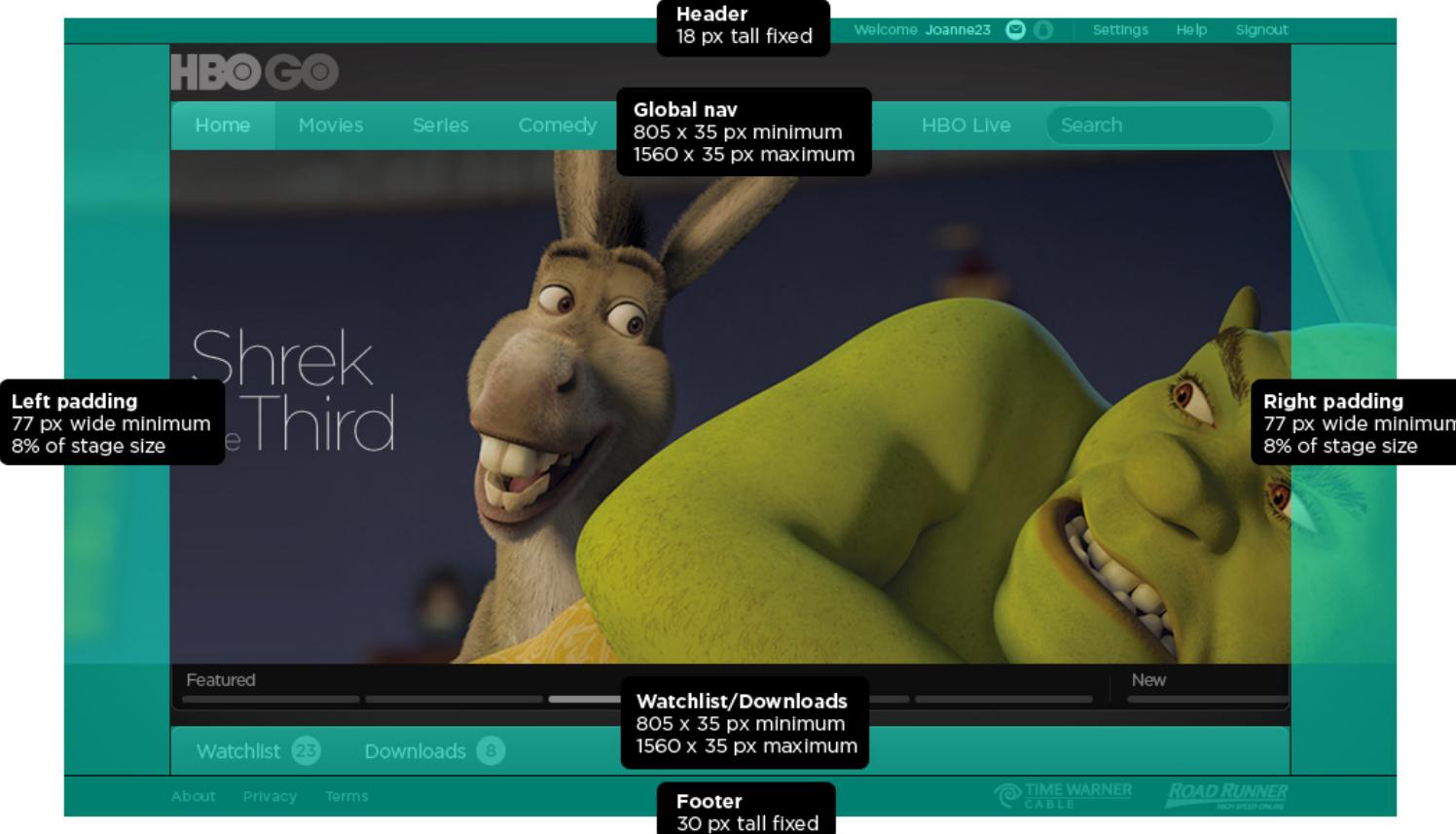
HBO GO is designed as a liquid layout, meaning it will stretch to fit different browser window sizes and screen resolutions.

The elements highlighted here will not stretch in height. However, they will stretch their width (the widest stretches to a maximum of 1560px.)



## Vertical Flex Space

Vertical flex space is used to fill the available space between interface elements. This allows the elements to elegantly occupy the full height of the browser window, providing for a more immersive experience.



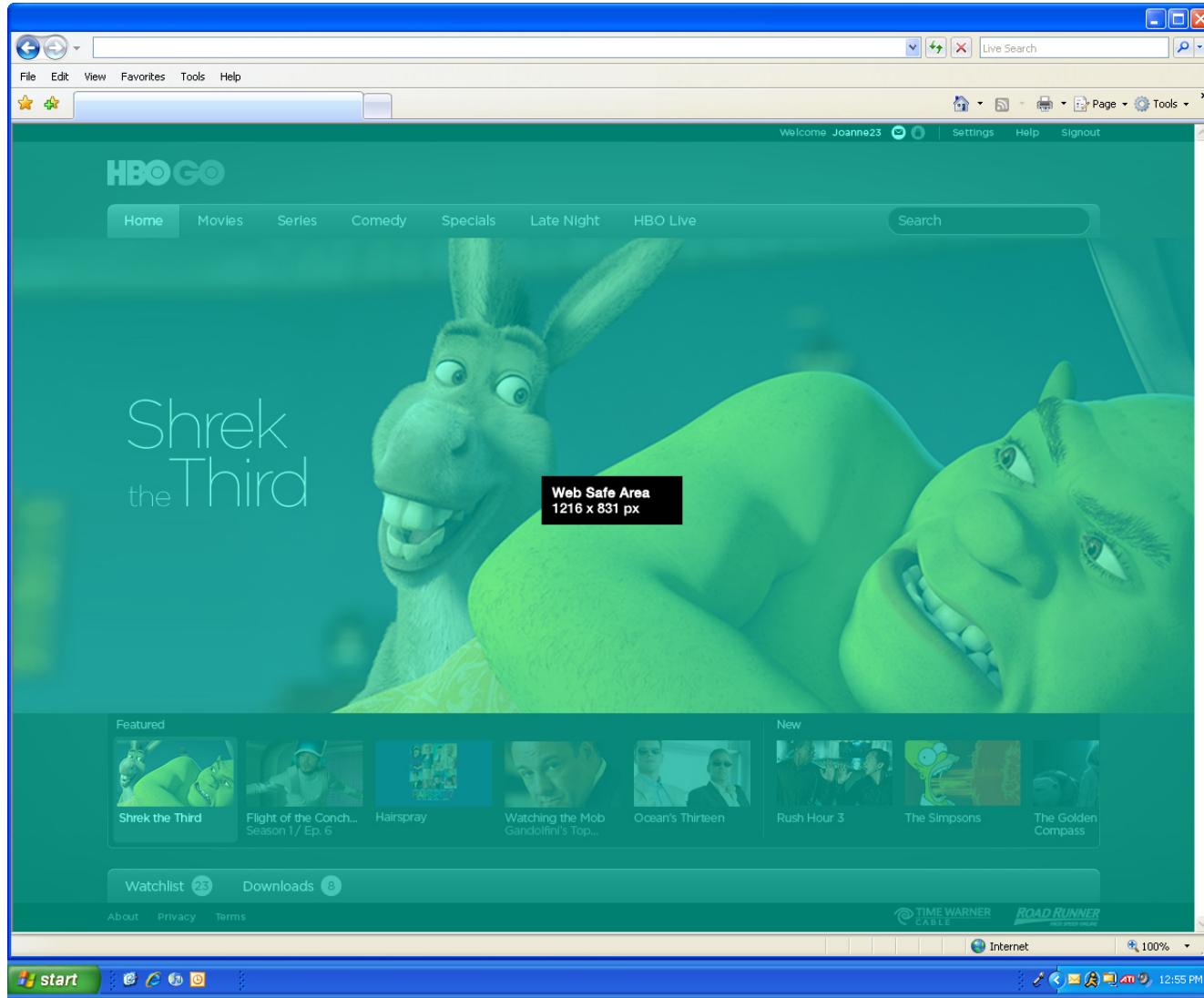
## Page Minimums and Maximums

# Liquid Layout



## Introduction to Liquid Layout

As discussed in the "Page Anatomy" section, HBO GO has been designed to fluidly accommodate the most common resolutions and browser sizes used today.



## Web safe area and liquid layout

The ideal resolution for HBO GO is 1280x1024 but the site cannot occupy that entire space because of browser and operating system interface elements.

The resulting static PSD files were designed at 1216 x 831 (the web safe area of that ideal resolution) with the understanding that this is just one of the likely sizes/proportions that the site could have.

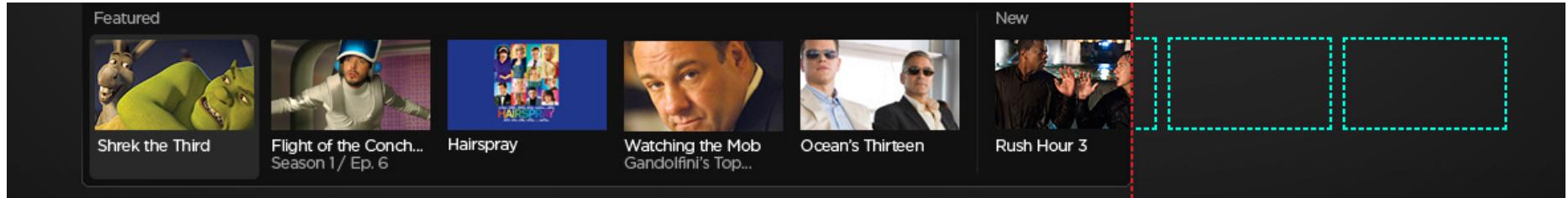
Please refer to the liquid layout prototype to get a better sense of how the site scales.



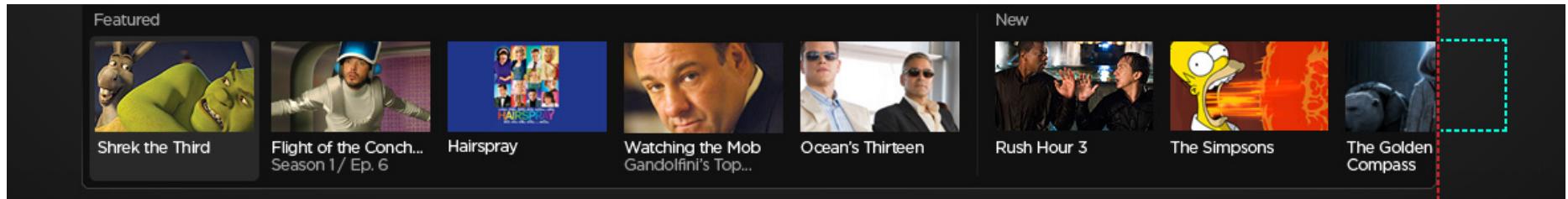
## Scaling

The stage image and slideshow images scale up or down to fill the available space.

At certain dimensions this will result in cropping - see the "Stage Image" section for information on safe zones.



Gesture Tray at 960 x 575



Gesture Tray at 1280x1024

## Masking the Gesture Tray

In most cases the content within the Gesture Tray won't be entirely visible until the user scrolls through it. Masking is used to address this.

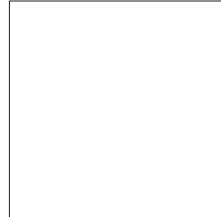
# Color

## Key Gray Tones

**Black** 000000



**White** FFFFFF



**Silver** AAAAAA



**Charcoal** 545454



**Background Gray** 292929



## Color Use on HBO GO

HBO GO was designed to highlight premium content, and as a result the interface doesn't use a loud palette. All color on the site comes from the imagery of the content.

Interface and administrative elements of HBO GO should be rendered in dark neutral grays with a light source from 90° above (pointing downward.)

# Typography

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Gotham Book**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

**Gotham Thin**

\*Use only in Stage Images

## About Gotham

Gotham is the only typeface for HBO GO. It was selected for its holistic proportions and round letterforms that compliment the HBO logo. The geometric form of the 'O' is a particularly good example of this.

Gotham is also a very balanced and versatile font, taking on the character or the content surrounding it, hence a perfect match for HBO's catalogue of content.

Whenever possible, the Book weight is used. Thin is used only in stage images.

7 Welcome Joanne23  Settings Help Signout

# HBO GO

1 Home    2 Entourage / Season 4    3 Season 4    4 Filter    5 54 The Cannes Kids    6 53 No Cannes Do    7 52 Snow Job    8 51 The Young and the Stoned    9 50 Gary's Desk    10 49 The Day Fu\*kers    11 48 The Web    12 46 Sorry, Ha...    13 45 Mailboot

View   

III 1 12 total

Watchlist 23 Downloads 8

About Privacy Terms

**1 Navigation/Tray**

Style: Book 14pt  
Color: AAAAAAA  
or FFFFFF  
Tracking: -10

**2 Header**

Style: Book 30pt  
Color: A3A3A3  
Tracking: -50

**3 Sub Header**

Style: Book 20pt  
Color: A3A3A3  
Tracking: -50

**4 Menu Dropdown**

Style: Book 12pt  
Color: CCCCCC  
or FFFFFF  
Tracking: -30

**5 Episode No.**

Style: Book 12pt  
Color: AAAAAAA  
Tracking: -30  
Leading: 16

**6 Episode Title**

Style: Book 16pt  
Color: FFFFFF  
Tracking: -30  
Leading: 16

**7 Admin/Footer**

Style: Book 10pt  
Color: AAAAAAA  
or FFFFFF  
Tracking: 25



Home

Movies

Series

Comedy

Specials

Late Night

HBO Live

Search



Watch Preview



Watch Episode



Add to Watchlist



Download

Share Preview

Watchlist 23

Downloads 8

About

Privacy

Terms

TIME WARNER  
CABLEROAD RUNNER  
HIGH SPEED ONLINE

Entourage / Season 4 / Ep. 53

## No Cannes Do

With Anna Faris's boyfriend out of the picture, E can finally get to work with his new client, but after the manager spends more than an hour chatting on the phone with her, the guys question how much pleasure he's mixing with his business. There's not much time to discuss it, though, because the crew's about to catch a flight to Cannes for the film festival, and a red-level terror alert has all but shuttered LAX. While Ari fumes at the airport and tries to pacify his wife (who he booted from the trip at the last minute), Walsh asks E to arrange a lunch with Anna so he can cast her in 'Silo.' Out of her depth with Walsh's bizarre script – not to mention

Whmention personality – A position of deciding whether movie he wishes Vince had in place. en the airport closes flights, it doesn't look like they make it to France in time fo

Available until: Oct 3, 2010

Rating: R Run time: 29min

**1 Button Labels**

Style: Book 16pt  
Color: AAAAAAA  
Tracking: -50  
Leading: 32

**2 Show/Season Info**

Style: Book 12pt  
Color: FFFFFF  
Tracking: -30  
Leading: 20

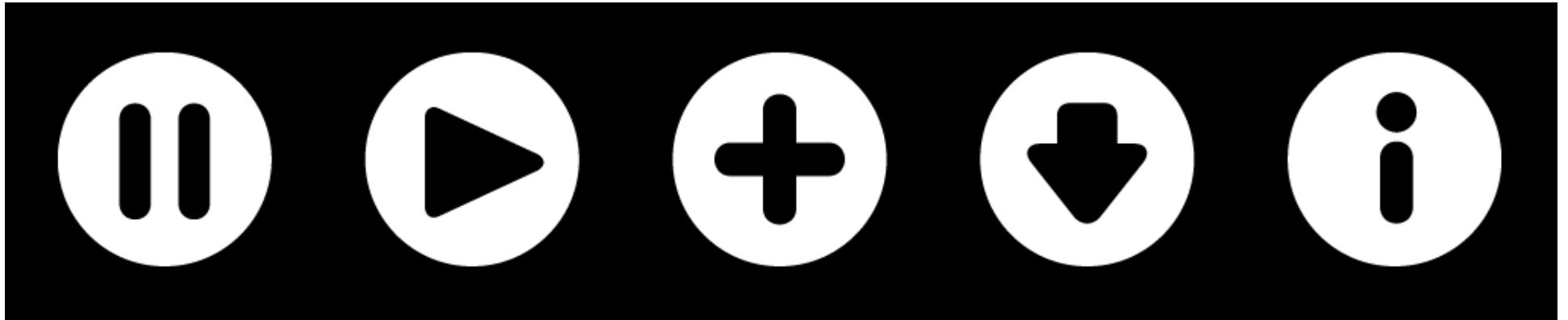
**3 Episode/Movie Title**

Style: Book 30pt  
Color: A3A3A3  
Tracking: -50  
Leading: 20

**4 Body Copy**

Style: Book 12pt  
Color: A3A3A3  
Tracking: -30  
Leading: 20

# Iconography



Pause

Play

Add to Watchlist

Download

Info



Notification

Parental Lock

Last-Chance Content

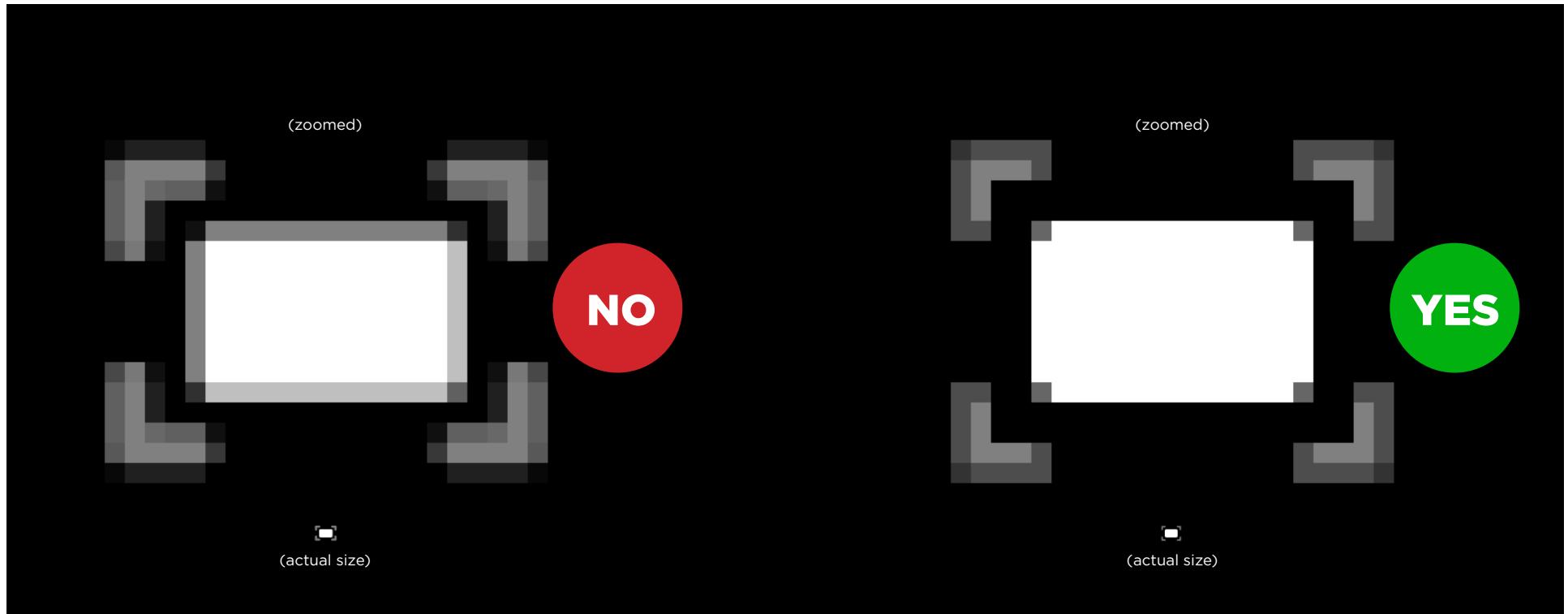
Close / Cancel

Help

## Designing HBO Icons

The icons used on HBO GO and HBO.com are designed to work in as many sizes as necessary.

When designing new icons to fit into the system, legibility at small sizes should be the designer's primary concern along with matching to the existing style shown above.



Scaled-Down Vector Icon

Pixel-Perfect Raster Icon

## Vector vs. Raster

All of HBO GO's icons were originally created using vectors and then converted to fixed-size raster images.

The example above shows that poor anti-aliasing of vector images is the reason for this decision. The icon on the left has been scaled and re-drawn by the interpolation software - which made it appear blurry and slightly asymmetrical.

The icon on the right has been cleaned up by a designer in order to have crisper edges and improved legibility at the sizes used.

# Asset Sizes



**Small Thumbnail** 90 x 50

**Recommended File Size**

3k-4k

**Found In**

Download Player Watchlist  
Download Player Download List



**Medium Thumbnail** 120 x 68

**Recommended File Size**

6k-8k

**Found In**

Gesture Tray  
Watchlist  
Download Tray  
Slideshow View  
Grid View  
Info Page ("Extra" section)



**Slideshow Asset** 754 x 424

**Recommended File Size**

80k-100k

**Found In**

Slideshow View

**Please Note**

These thumbnails are resized from the same source asset. Please make sure the selected image is clearly recognizable at all sizes before publishing the asset.



**Stage Image** 1280 x 515

**Recommended File Size**

100k-200k

**Found In**

Homepage Main Stage  
Landing Pages

**Please Note**

This image is 16:6.44

This aspect ratio was determined by how little of the image is cropped out from masking while adjusting the browser window size.

See the "Stage Image" section for specific information about masking this image.

# Photo Curation



## Story-Forward Photography

Capturing memorable, iconic moments from HBO stories is a crucial feature of HBO GO and is fundamental in creating the feeling of authenticity during the user experience.

From an image perspective, this entails making thoughtful selections that are taken directly from the related programming. Whenever possible, avoid posed, altered or treated photography, head-on shots, extreme close-ups, or poster art and marketing materials. Instead, strive to use pure, dramatic imagery (or comedic imagery when necessary). And whenever possible embrace the surprise factor – make selects that are provocative and indicative of an exciting action, event or emotion from the story being referred to.

# Stage Images



## Home Page Stage

The stage image on HBO GO is the primary focus for the Home page. It is also extremely wide; much more so than a traditional 16:9 film still.

Due to the inevitability that the asset will be cropped vertically, it's imperative to select images with a focal point in (or near) the center of the image.

**1 Title**

Style: Thin 70pt  
Color: FFFFFF

**2 Season**

Style: Book 25pt  
Color: 999999

**3 Status / Ep. Title**

Style: Book 25pt  
Color: FFFFFF

## Stage Image Typography

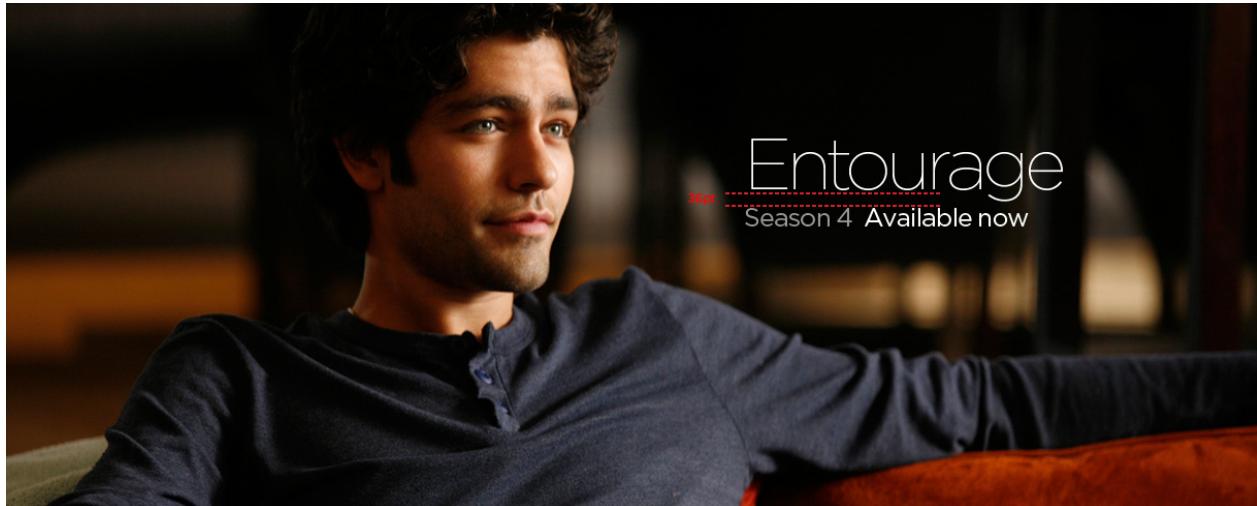
Setting the type within the stage images requires a designer's touch, as each image presents its own unique compositional challenges. Keep in mind images with sufficient negative space will allow for a much less crowded composition.

A second line of 70pt type can be used for properties with longer titles.



**Smaller Type Leads**

Leading: 54pt



**Larger Type Leads**

Leading: 36pt

**Stage Image Leading**



## Stage Type Scaling

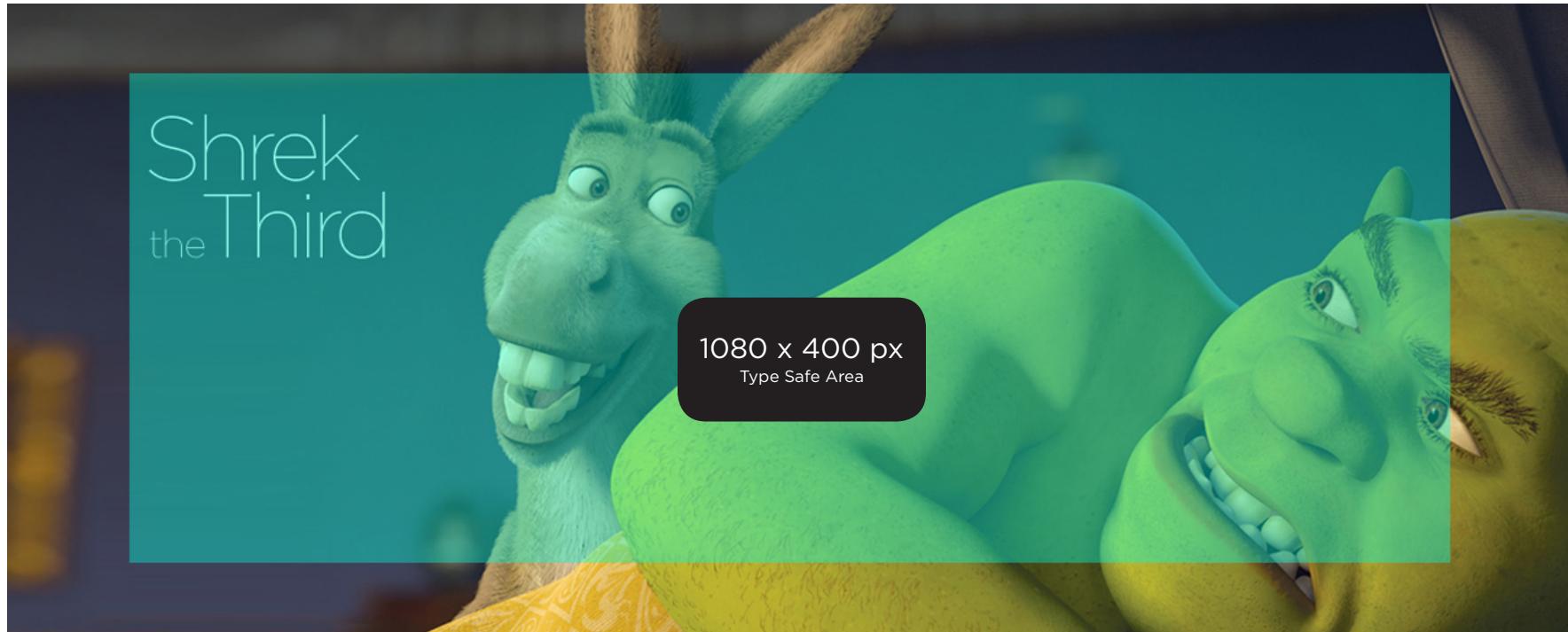
The Stage image typography should scale proportionally with the image. This is for legibility, but more importantly so it can retain its placement in the image to sensitive elements like talent.



## Stage Image Masking and Focus

The logic for the design to remain liquid requires the Stage images be masked. This also requires that the imagery selected have a centrally located focal point.

The intention is to keep important elements (like actors faces and text) from being cropped, even slightly, when it scales to different sizes and proportions.



## Type Safe Area

To prevent the stage type from being severely cropped when the stage image is being masked, it is best that the text be set within the safe area specified above.



### 1 Title

Style: Thin 30pt  
Color: FFFFFF

### 2 Title

Style: Thin 70pt  
Color: FFFFFF

### 3 Brief Description

Style: Book 20pt  
Color: FFFFFF

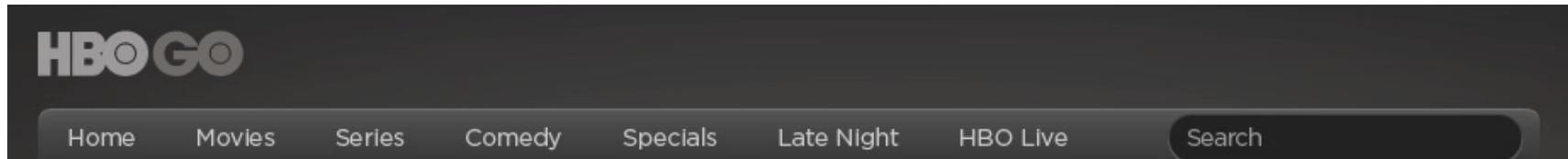


## Using Poster Art

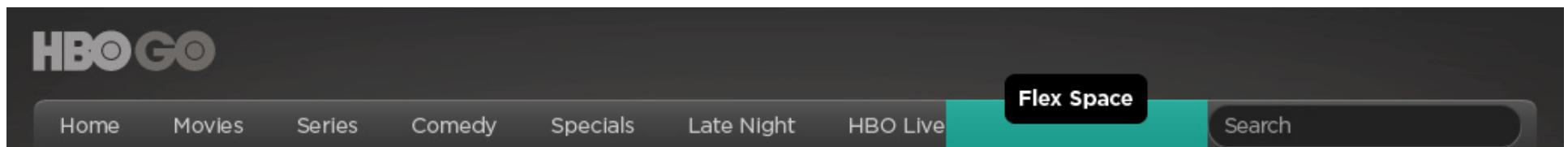
Sometimes there will be nothing else but a poster image available for a particular property being promoted in the Stage.

In these cases the designer can scale the image in question to fit in the Stage and fill the rest with a related color. In these situations, using taste and minimalism go a long way. If there is room left after placing the title, a one-sentence description can be added.

# Navigation



Navigation Bar at 960 x 575



Navigation Bar at 1216 x 831

Rollover State	Active State	Inactive State
Style: Book 14pt Color: FFFFFF  Glow: 15% FFFFFF	Style: Book 14pt Color: FFFFFF	Style: Book 14pt Color: CCCCCC

# Rollover States

## Form Button



### Inactive State

Style: Book 12pt  
Color: FFFFFF



### Rollover State

Style: Book 12pt  
Color: 000000

## Link Button



### Inactive State

Style: Book 12pt  
Color: 000000

Button: AAAAAA



### Rollover State

Style: Book 12pt  
Color: 000000

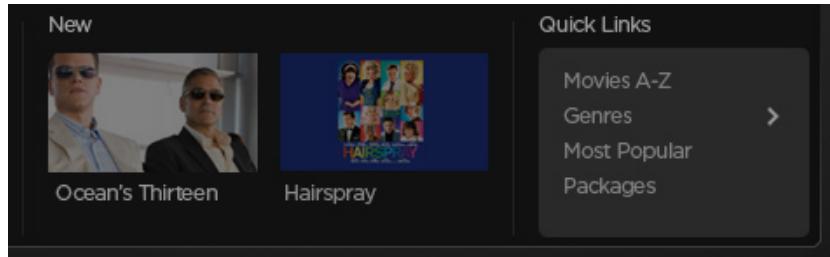
Button: FFFFFF

## Buttons: 3-d vs. 2-d

Buttons are divided into two categories on HBO GO:

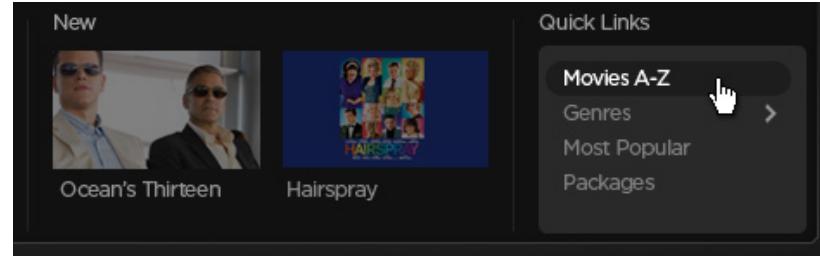
3-d: Form buttons are to execute software tasks such as installing an application, subscribing to a series or submitting information in a form.

2-d: Link buttons simply navigate the user from one page to another.



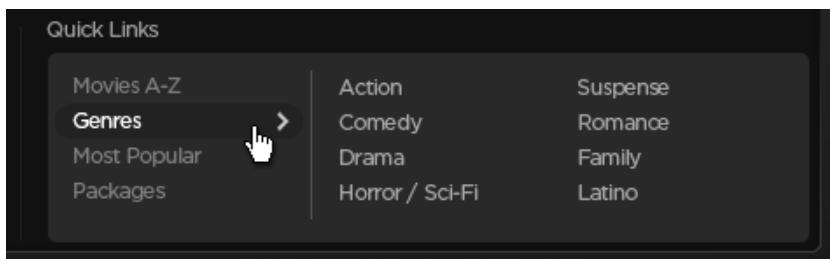
#### Inactive State

Style: Book 12pt  
Color: AAAAAA



#### Rolled Over State

Style: Book 12pt  
Color: FFFFFFFF  
  
Button Color: 000000  
Alpha: 65%

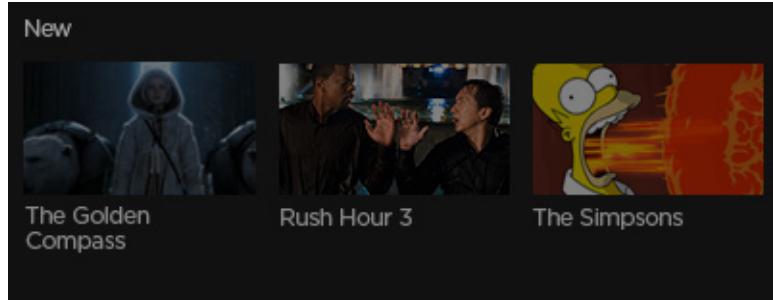


#### Expanded State

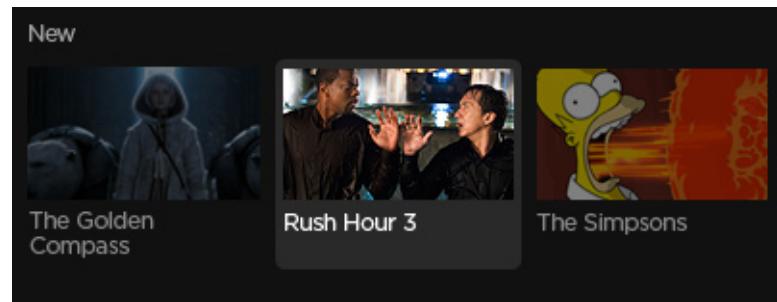
Style: Book 12pt  
Color: FFFFFFFF  
  
Button Color: 000000  
Alpha: 30%

## Quick Links Menu

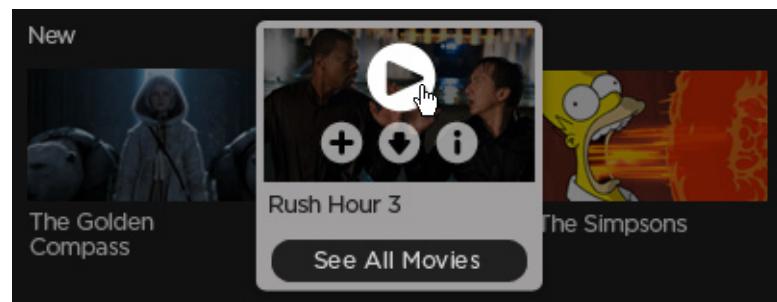
The Quick Links menu appears exclusively on landing pages (Movies, Series, etc.) and behaves like a drop-down menu turned 90° onto its side.



**Inactive State**



**Active State**



**Rollover State**

#### **Inactive State**

Style: Book 12pt  
Color: AAAAAA

Alpha: 50%

#### **Active State**

Style: Book 12pt  
Color: FFFFFF

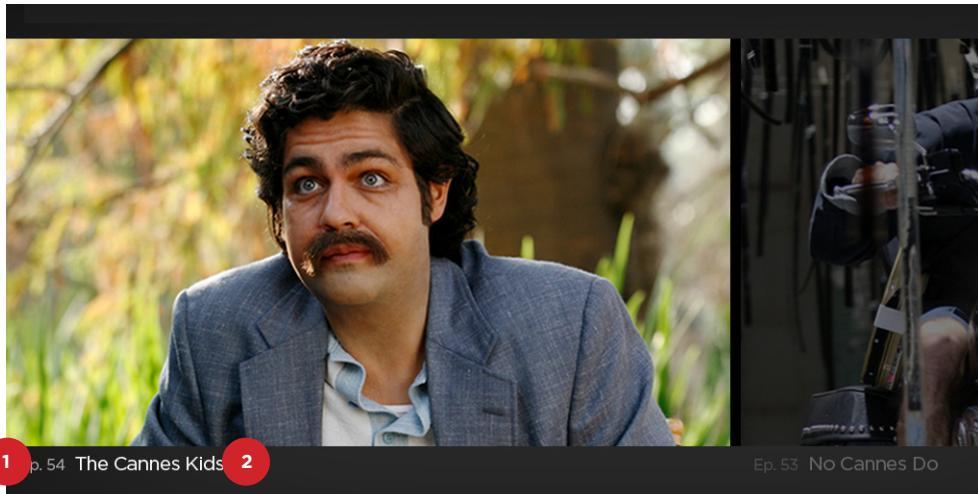
Frame Color: 292929  
Alpha 100%

#### **Rollover State**

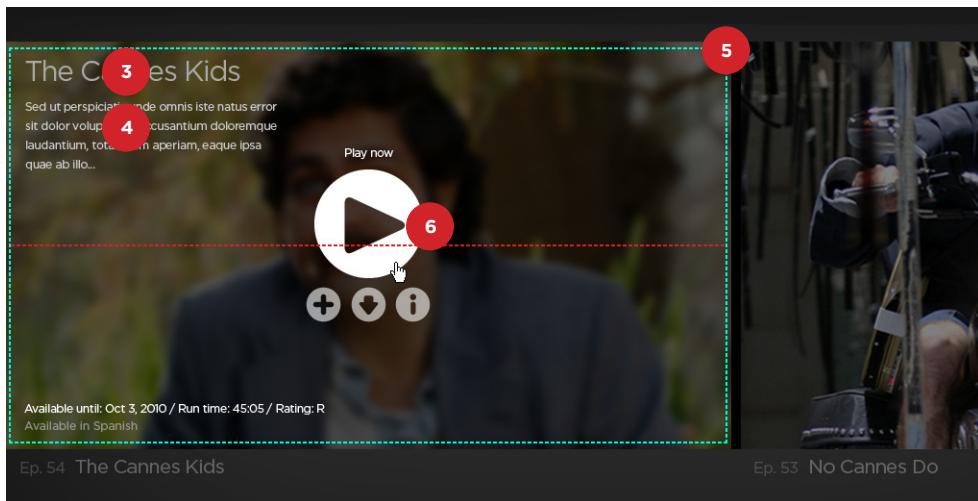
Style: Book 12pt  
Color: 000000

Frame Color: AAAAAA

## **Gesture Tray**



#### Inactive State



#### Rollover State

## Slideshow

### 1 Episode No.

Style: Book 16pt  
Color: AAAAAA

### 2 Episode or Movie Title

Style: Book 20pt  
Color: FFFFFFFF

### 3 Asset Title

Style: Book 30pt  
Color: AAAAAA

### 4 Synopsis Text

Style: Book 12pt  
Color: AAAAAA

### 5 Dark Overlay

Color: 000000  
Alpha: 65%

Background Blur: 4.0

### 6 Buttons

Utility buttons center to the stage.



**Inactive Hit State**



**Center Stage Hit State**

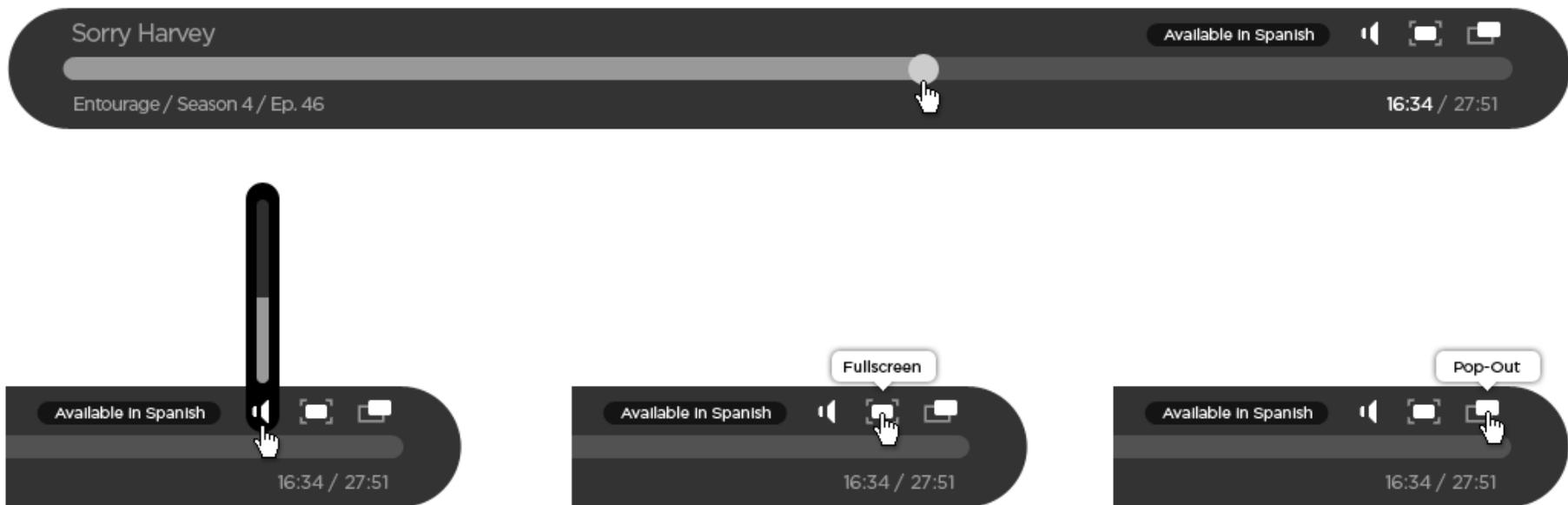
Rolling over the middle of the image triggers the synopsis and utility buttons.



**Left/Right Stage Hit State**

Rolling over the left or right side of the screen will trigger the arrow buttons.

## Stage Image Hit States

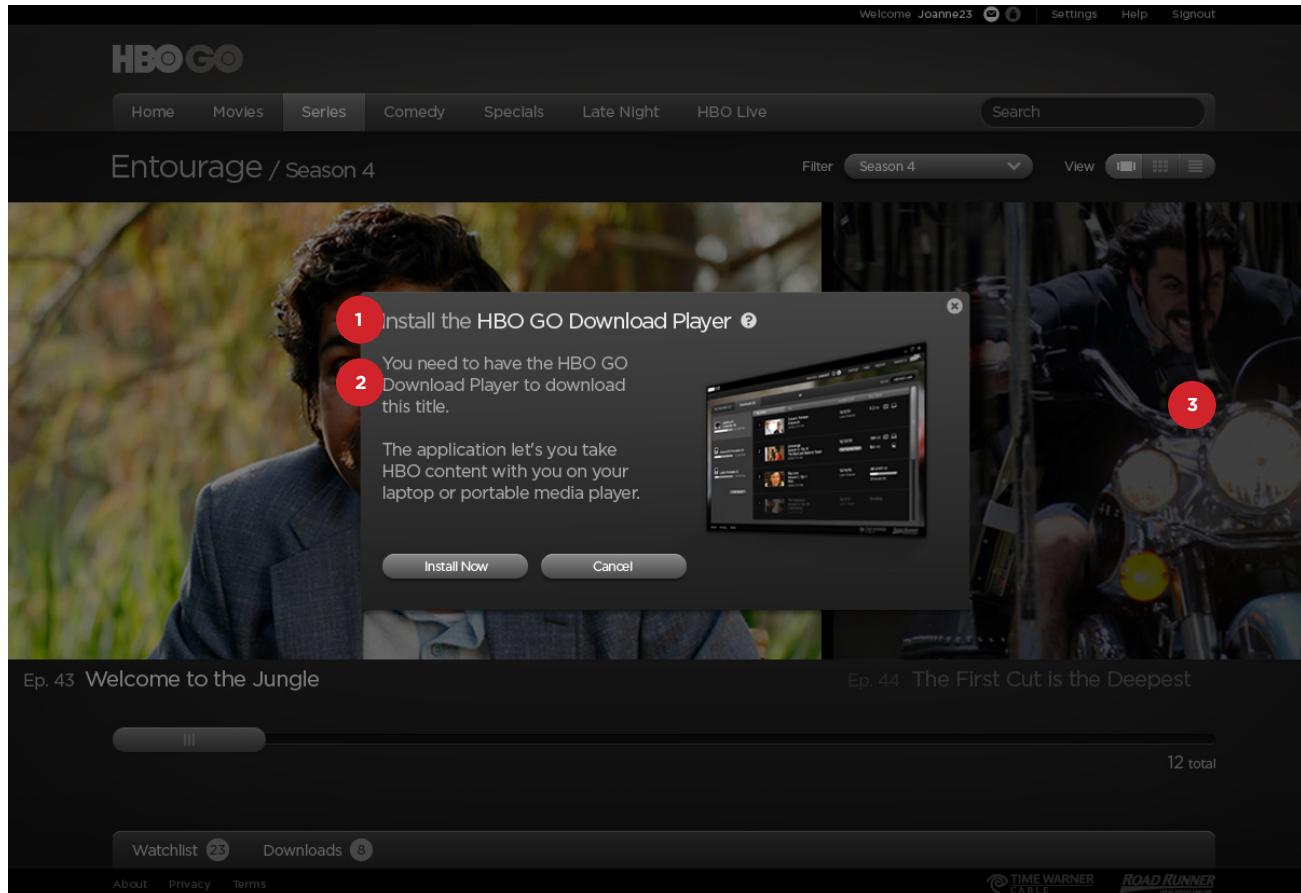


## Video Playhead

The video player controls shown above disappear after 1-2 seconds of the user's mouse becoming idle.  
As soon as the user moves their cursor, the controls immediately reappear.

Rolling over the playhead scrubber exposes the amount of time elapsed. Clicking the 'Speaker' icon  
exposes volume adjustment. Tool tips will show up when rolling over the fullscreen and pop-out icons.

# Overlay Behavior

**1 Title**

Style: Book 20pt  
Color: AAAAAAA  
or FFFFFFFF

**2 Body Text**

Style: Book 16pt  
Color: AAAAAAA

**3 Dark Overlay**

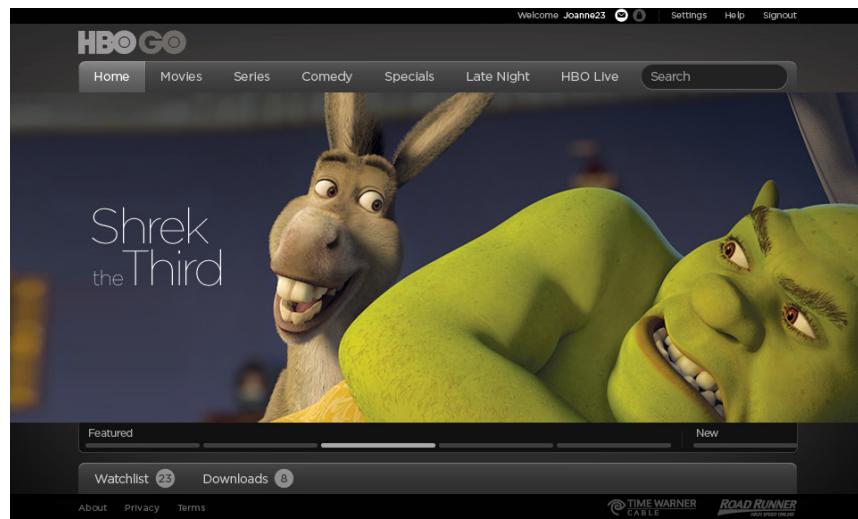
Color: 000000  
Alpha: 65%

## Overlay Behavior

Pop-up windows appear in the center of the site and have a 60% overlay behind them. Buttons are mandatory as is a close button in the upper-right hand corner.

It is important to make sure that these pop-ups are not just messaging - these are functional elements that require some sort of decision from the user.

# Page Types & Measurements



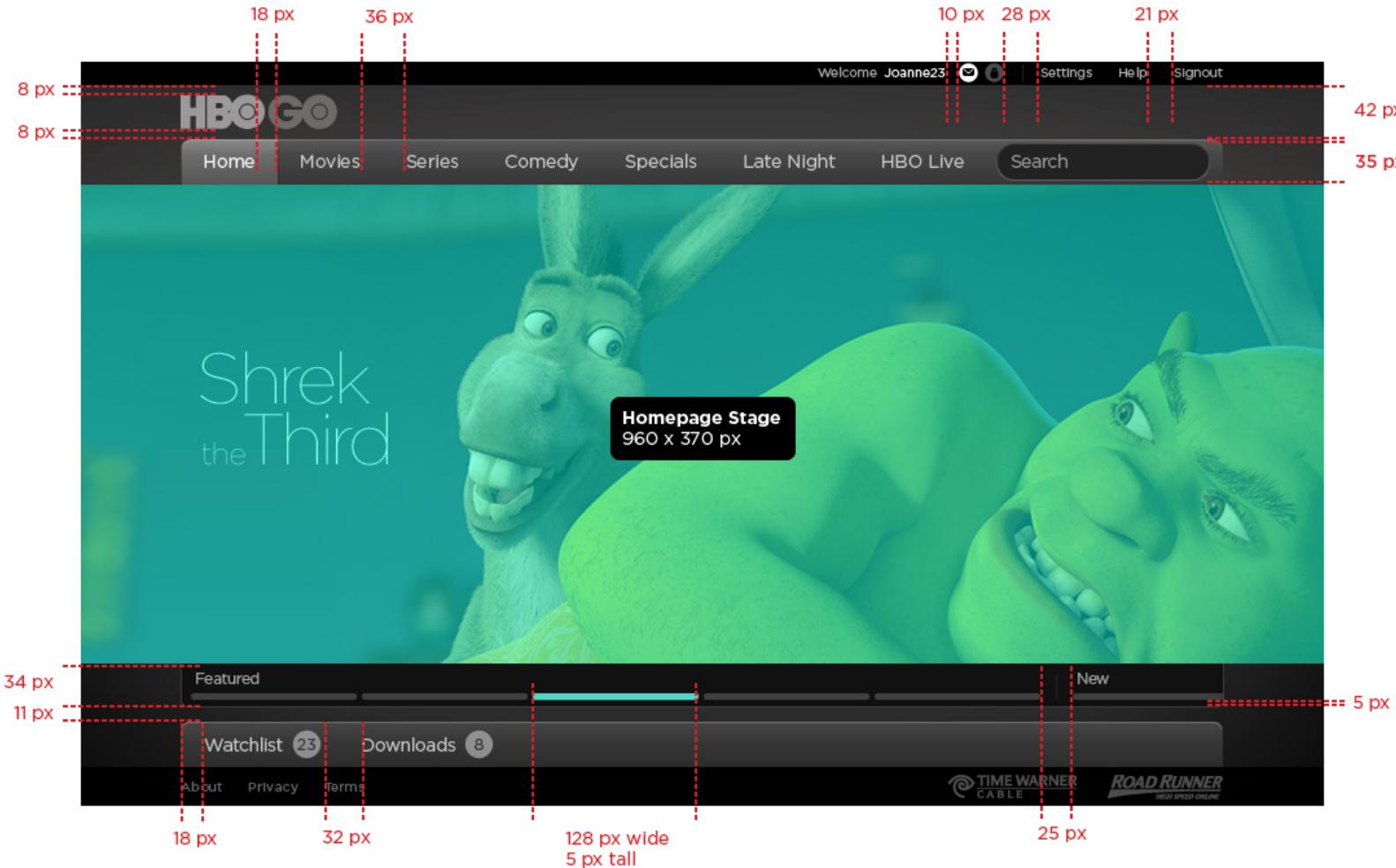
960 x 575



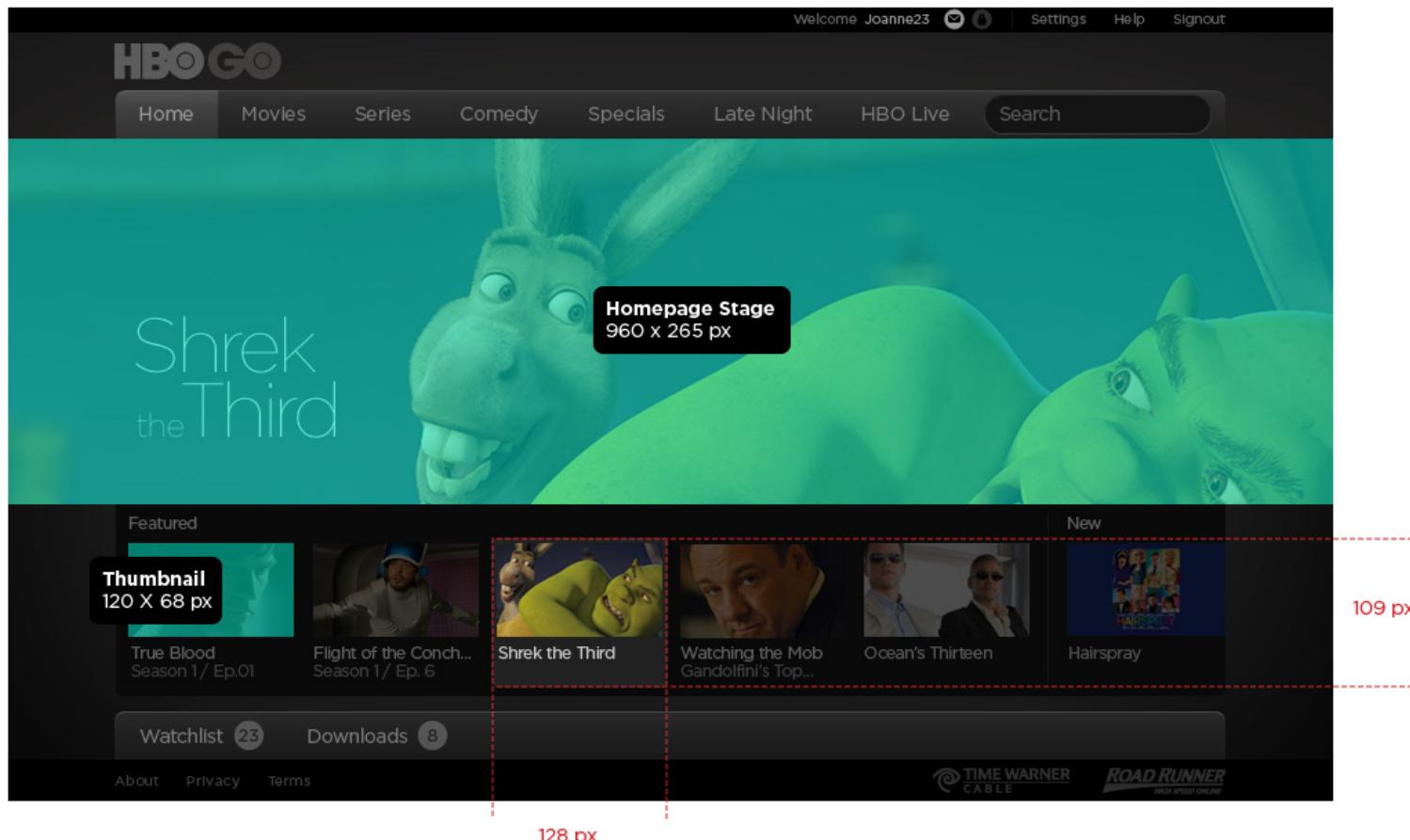
1216 x 831

## Homepage

Note that the Home Page Gesture Tray collapses at low resolutions.



## Homepage Gesture Tray Collapsed



## Homepage Gesture Tray Expanded

The gesture tray expands into the stage image on rollover.



960 x 575

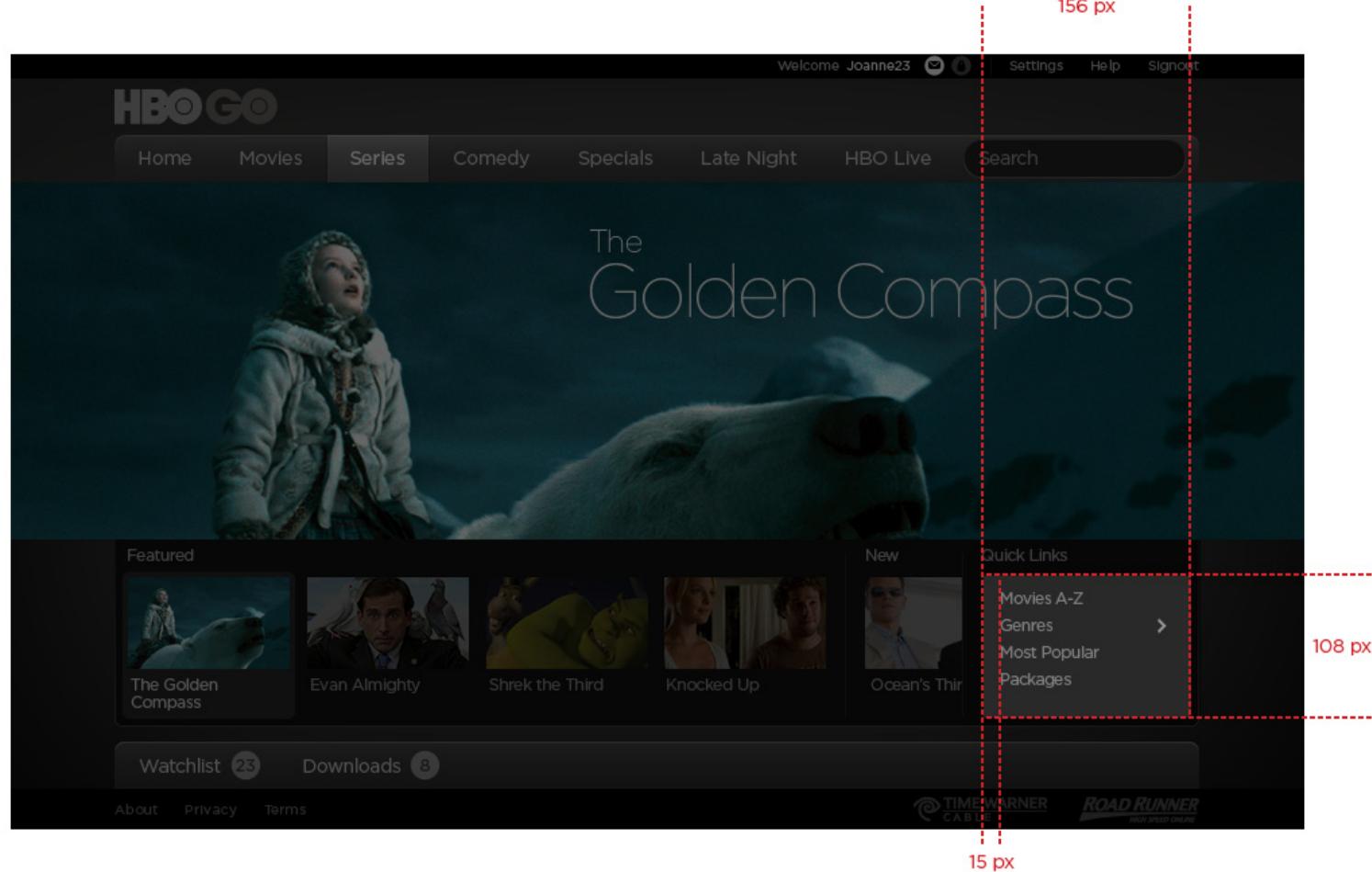


1216 x 831

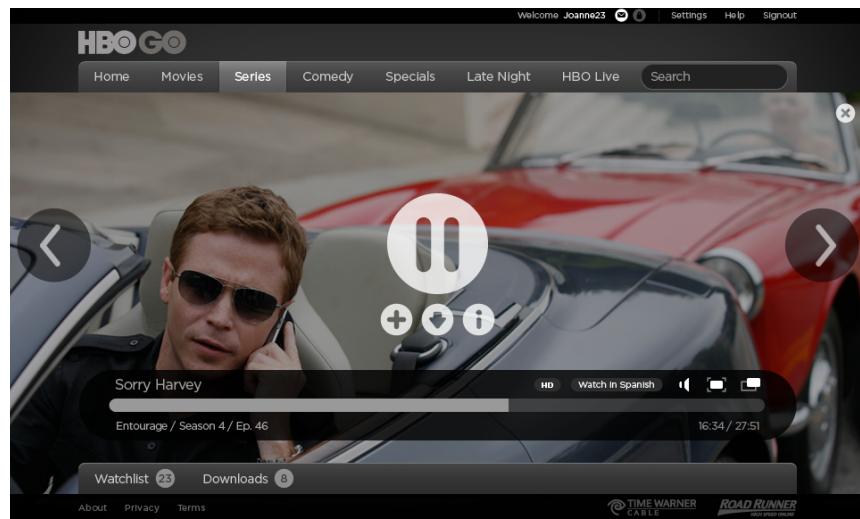
## Landing Page

Individual landing pages (Movies, Series, Comedy, etc.) differ from the homepage because they feature a section called Quick Links.

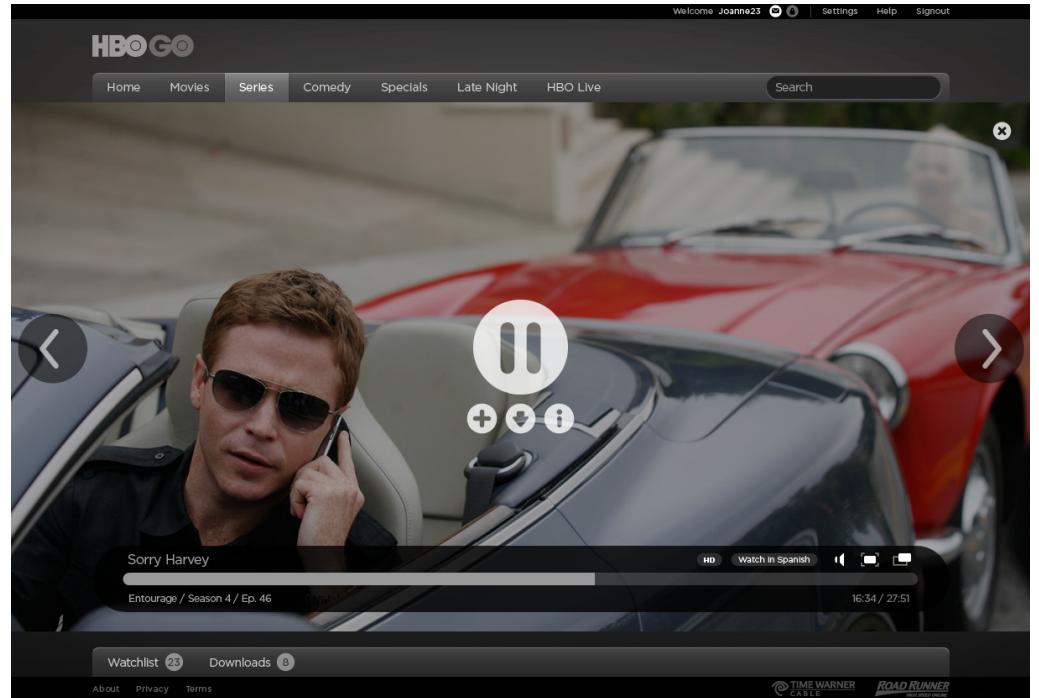
Please see the "Rollover States" section for more information.



## Landing Page

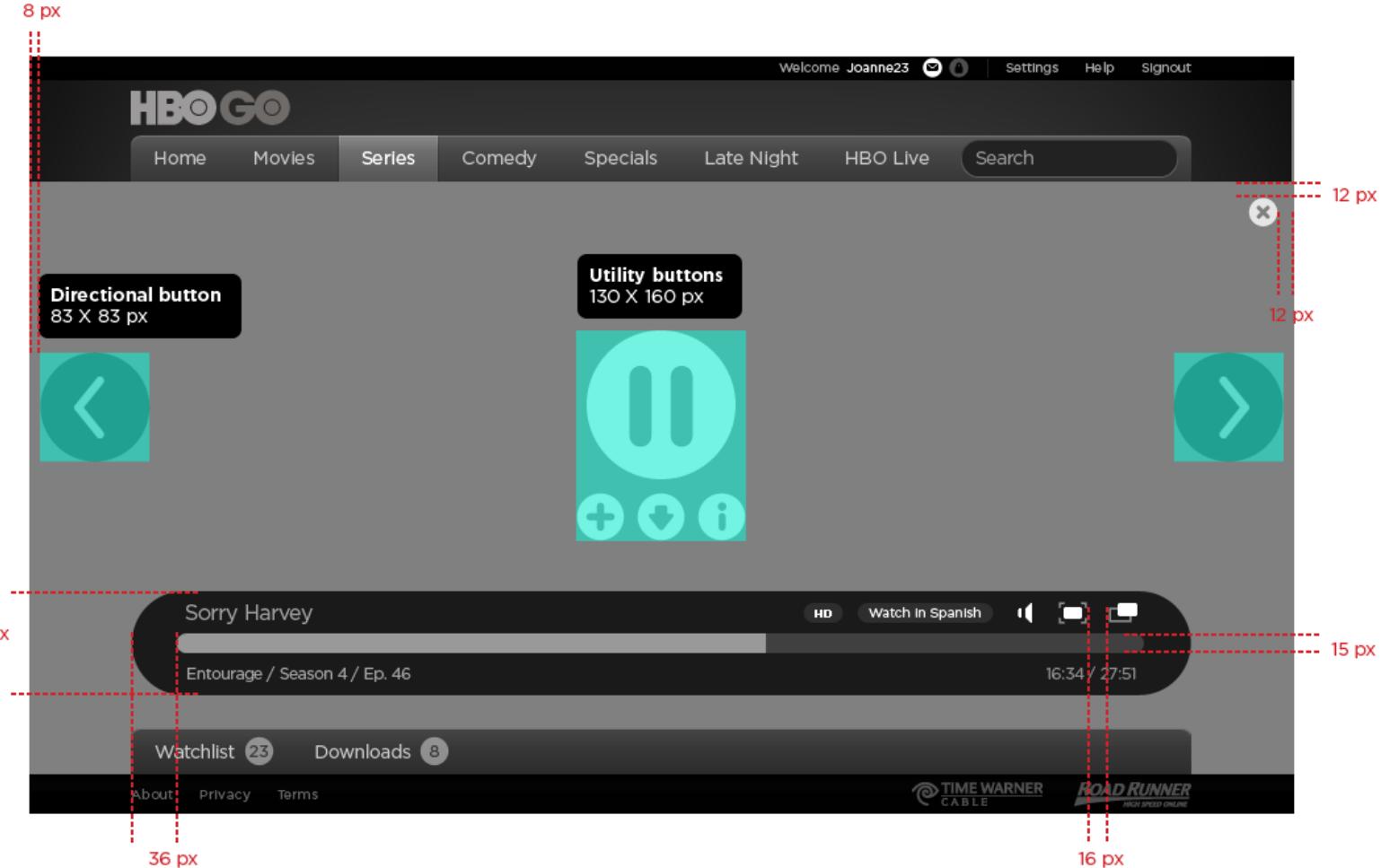


960 x 575

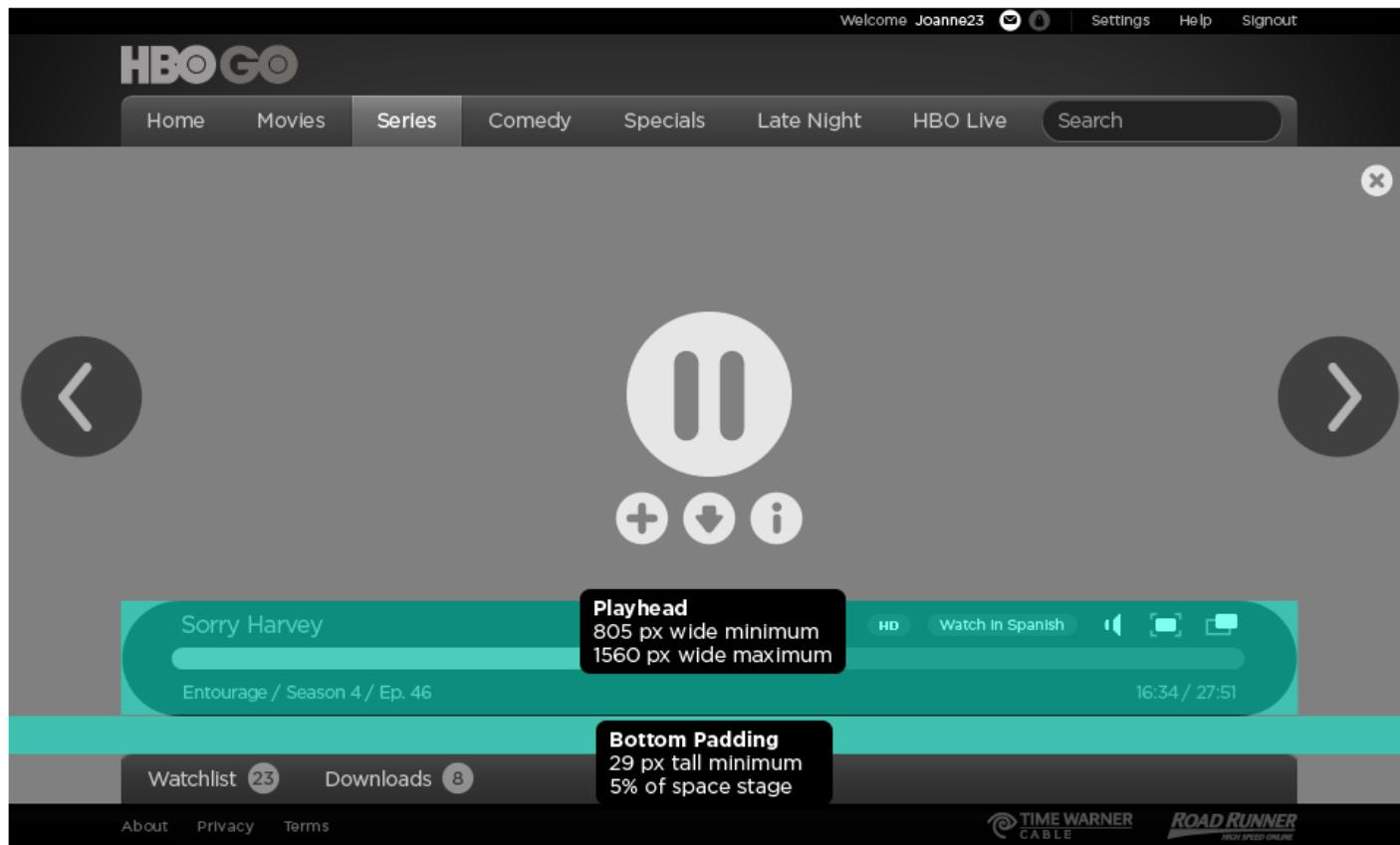


1216 x 831

## Video Player

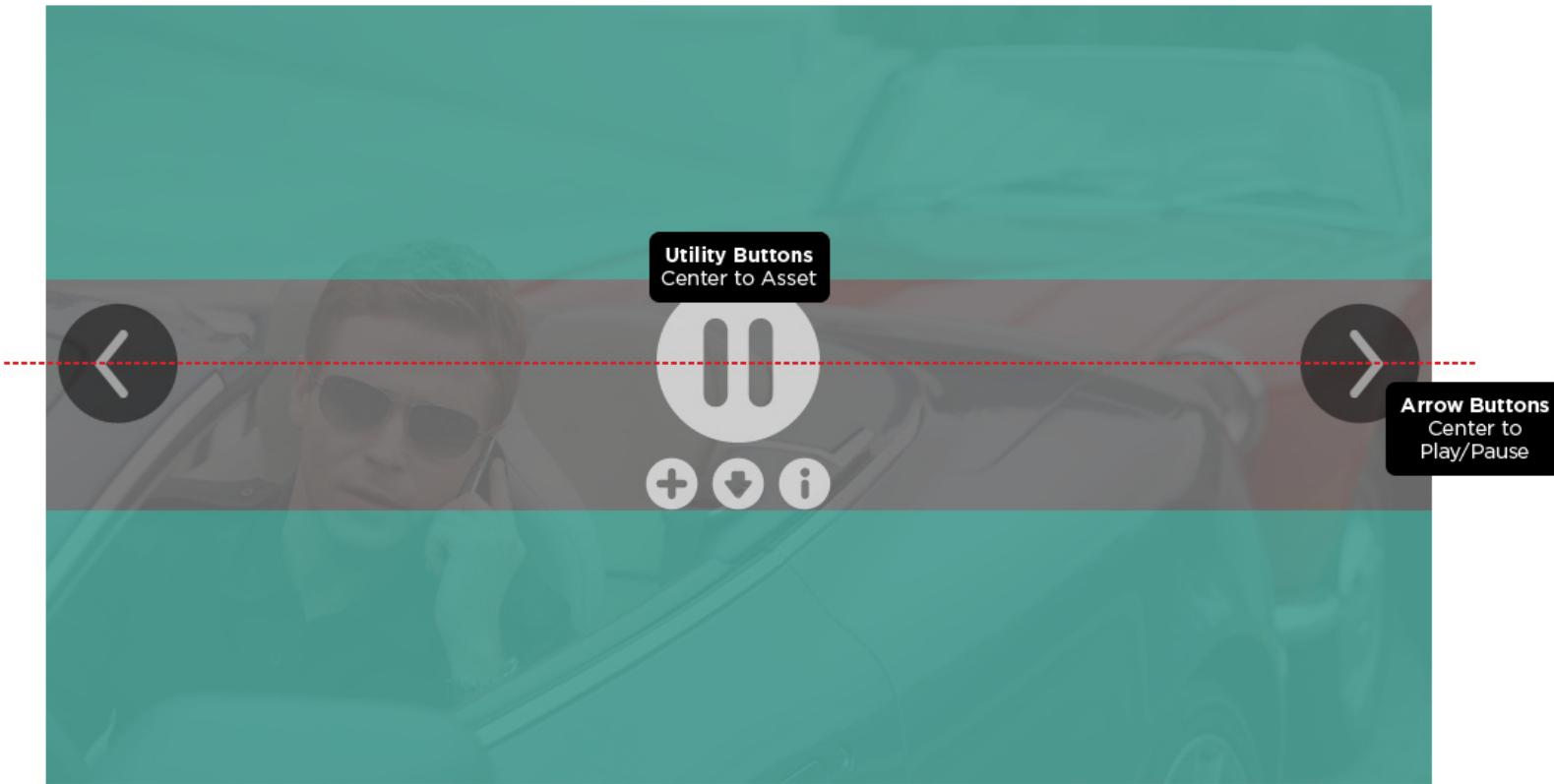


## Video Player Fixed Measurements



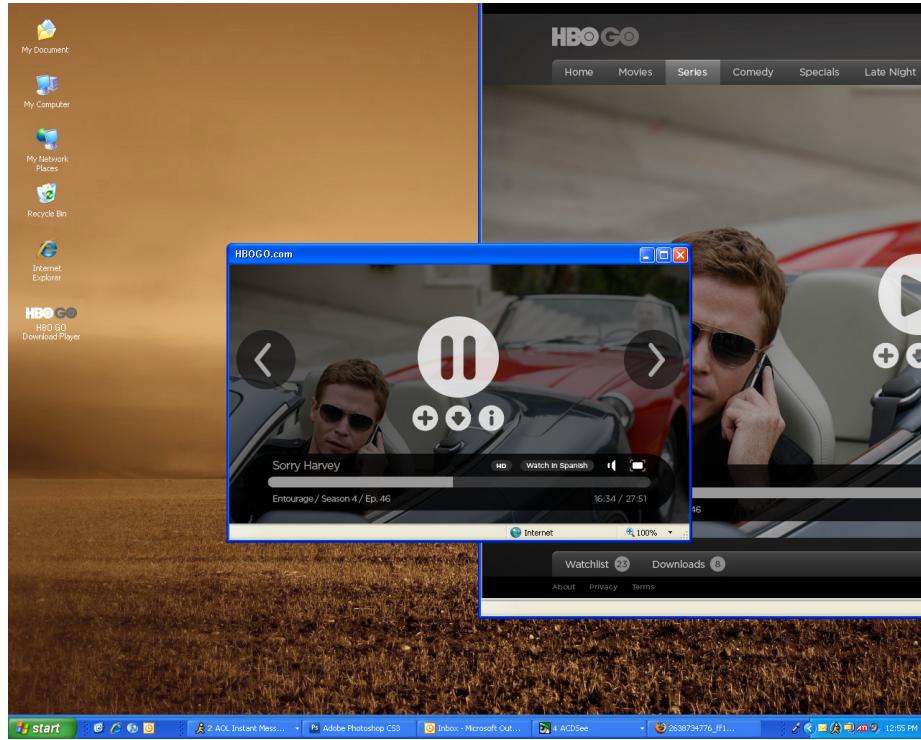
## Video Player Flex Space

In order to ensure the video player controls and watchlist never overlap, the bottom padding is set to 5%.

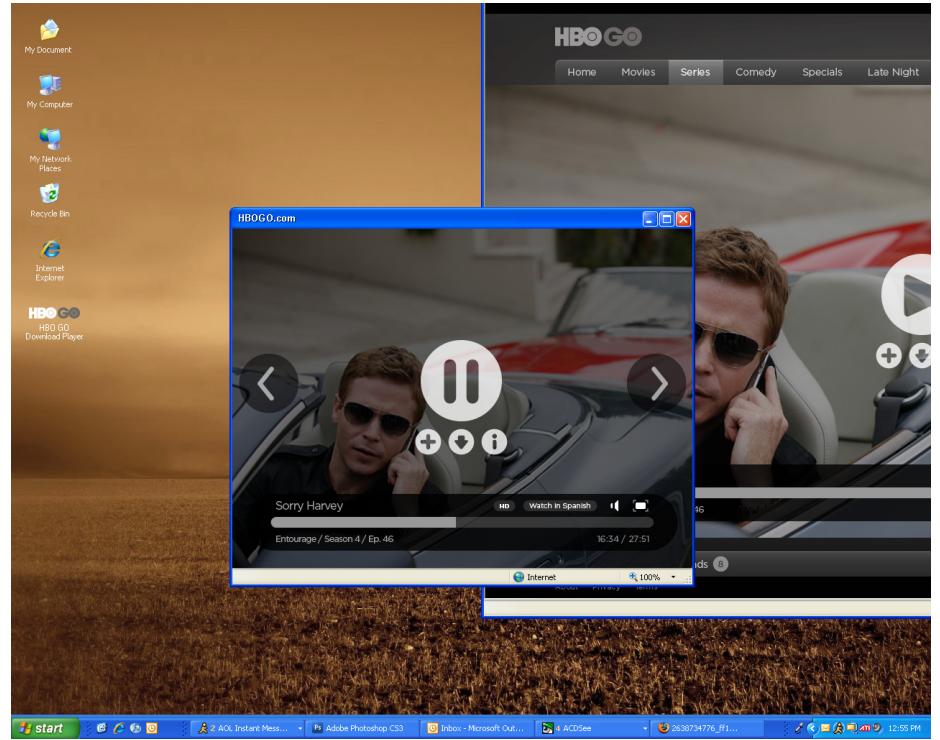


## Video Button Placement

Utility buttons center to the asset and arrow buttons center to the Play/Pause button.



(16:9) 640 x 360

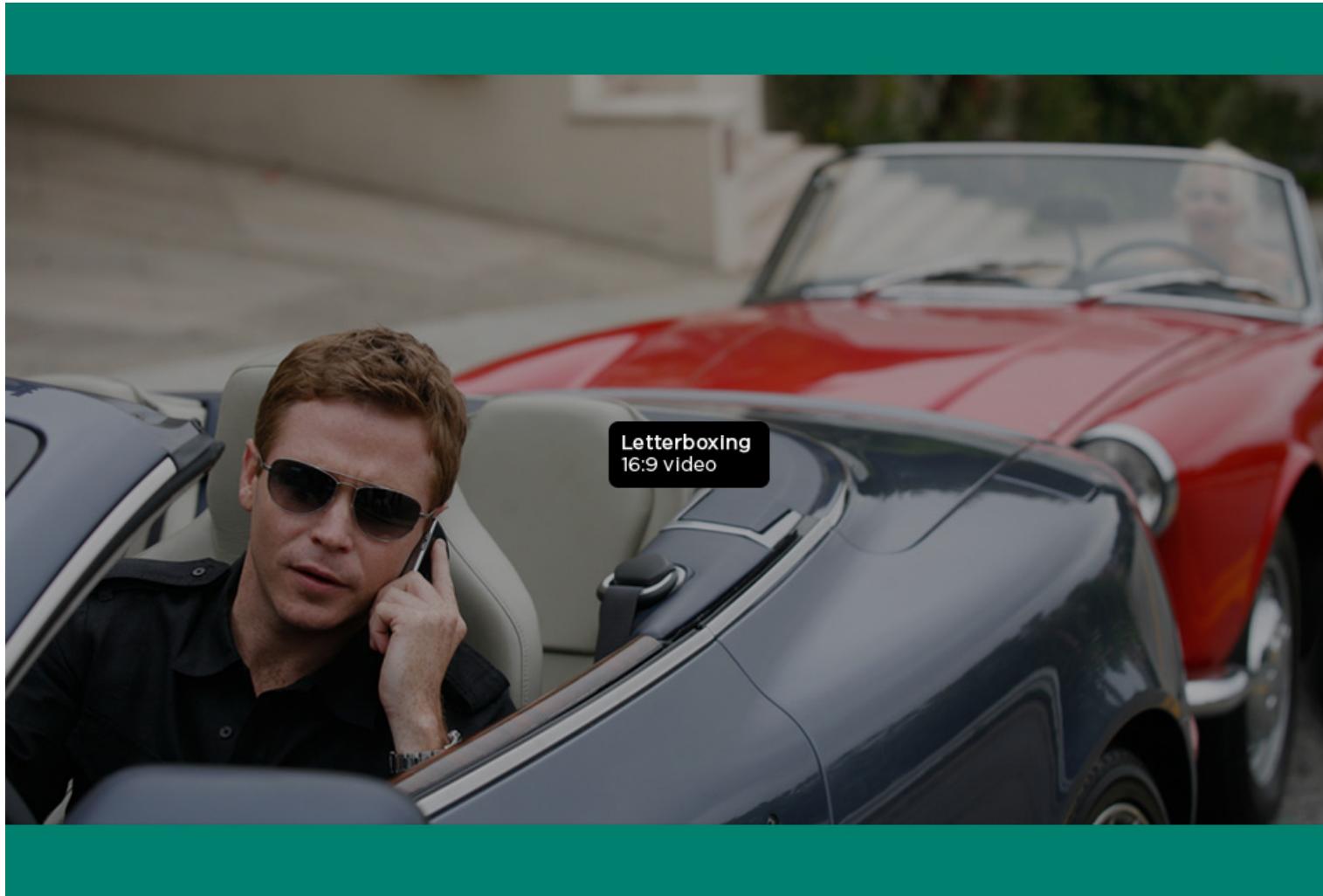


(4:3) 640 x 480

## Video Pop-Out Window

Video popouts can be moved around the screen independent of the rest of HBOGO.com

When active, the site pauses the main video in the background.



## Letterboxing 16:9 Video

Letterboxing allows video shot in one aspect ratio to fit many different monitors. In cases where the format is widescreen, mattes (marked in teal above) will fill the rest of the screen above and below the video.



Pillarboxing  
4:3 video

## Pillarboxing 4:3 Video

Videos that appear in traditional standard definition aspect ratios will have mattes to the left and right on widescreen monitors.

Most monitors set to 1024x768 resolution are 4:3 and display videos without pillarboxing.

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Search

**Entourage / Season 4 / Ep. 53**

**No Cannes Do**

With Anna Faris's boyfriend out of the picture, E can finally get to work with his new client, but after the manager spends more than an hour chatting on the phone with her, the guys question how much pleasure he's mixing with his business. There's not much time to discuss it, though, because the crew's about to catch a flight to Cannes for the film festival, and a red-level terror alert has all but shuttered LAX. While Ari fumes at the airport and tries to pacify his wife (who he booted from the trip at the last minute), Walsh asks E to arrange a lunch with Anna so he can cast her in 'Silo.' Out of her depth with Walsh's bizarre script - not to mention personality - Anna puts E in the tough position of deciding whether she should work on a movie he wishes Vince hadn't picked up in the first place.

Whmmention personality - A position of deciding whether movie he wishes Vince had place. on the airport closes flights, it doesn't look like they make it to France in time for

Available until: Oct 3, 2010 Rating: R Run time: 29min

Watch Preview Watch Episode Add to Watchlist Download Share Preview

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

960 x 575

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Search

**Entourage / Season 4 / Ep. 53**

**No Cannes Do**

With Anna Faris's boyfriend out of the picture, E can finally get to work with his new client, but after the manager spends more than an hour chatting on the phone with her, the guys question how much pleasure he's mixing with his business. There's not much time to discuss it, though, because the crew's about to catch a flight to Cannes for the film festival, and a red-level terror alert has all but shuttered LAX. While Ari fumes at the airport and tries to pacify his wife (who he booted from the trip at the last minute), Walsh asks E to arrange a lunch with Anna so he can cast her in 'Silo.' Out of her depth with Walsh's bizarre script - not to mention personality - Anna puts E in the tough position of deciding whether she should work on a movie he wishes Vince hadn't picked up in the first place.

When the airport closes down and cancels all flights, it doesn't look like the guys will be able to make it to France in time for the 'Medellin' premiere.

Available until: Oct 3, 2010 Rating: R Run time: 29min

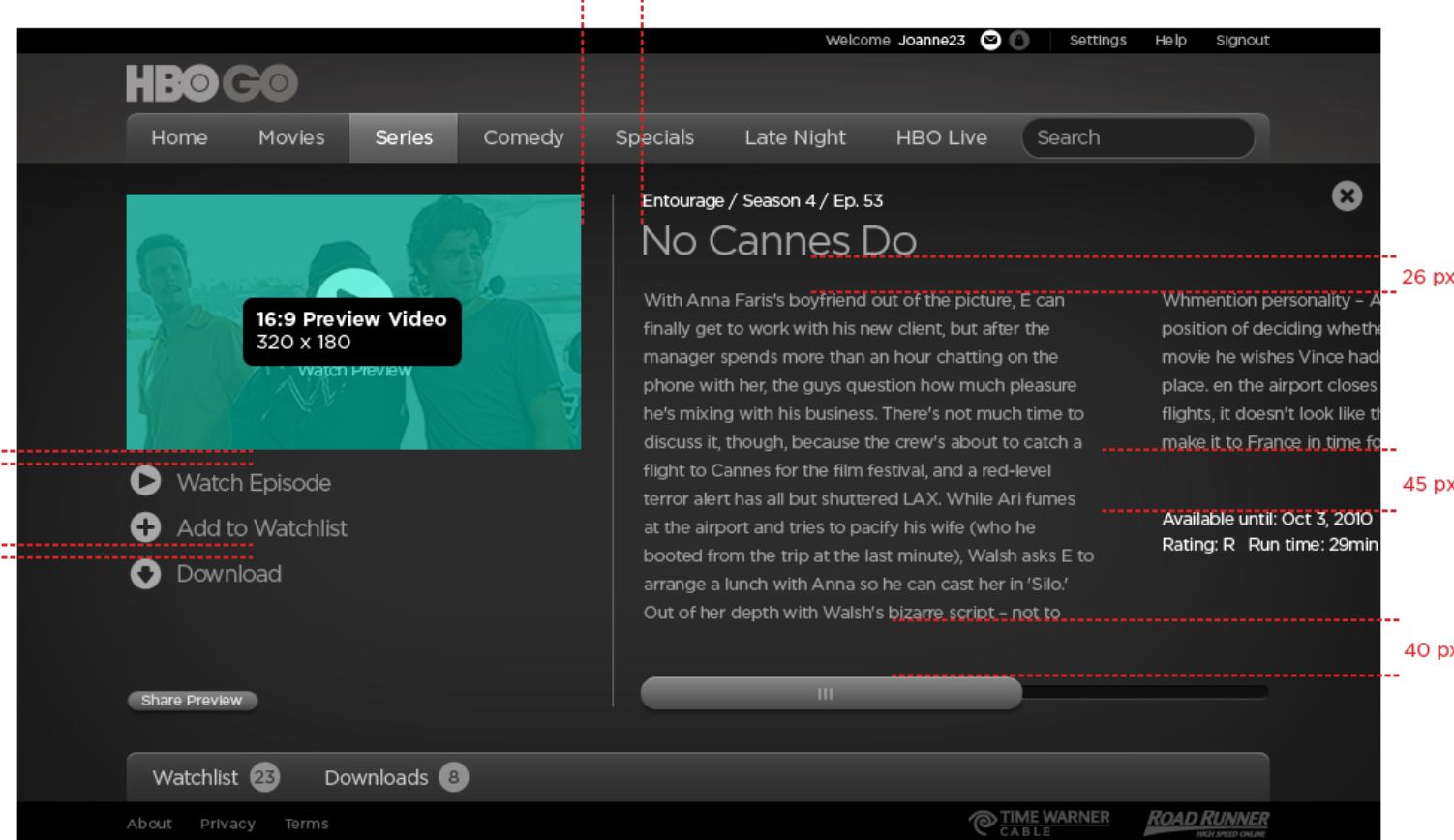
Watch Preview Watch Episode Add to Watchlist Download Share Preview

Watchlist 23 Downloads 8

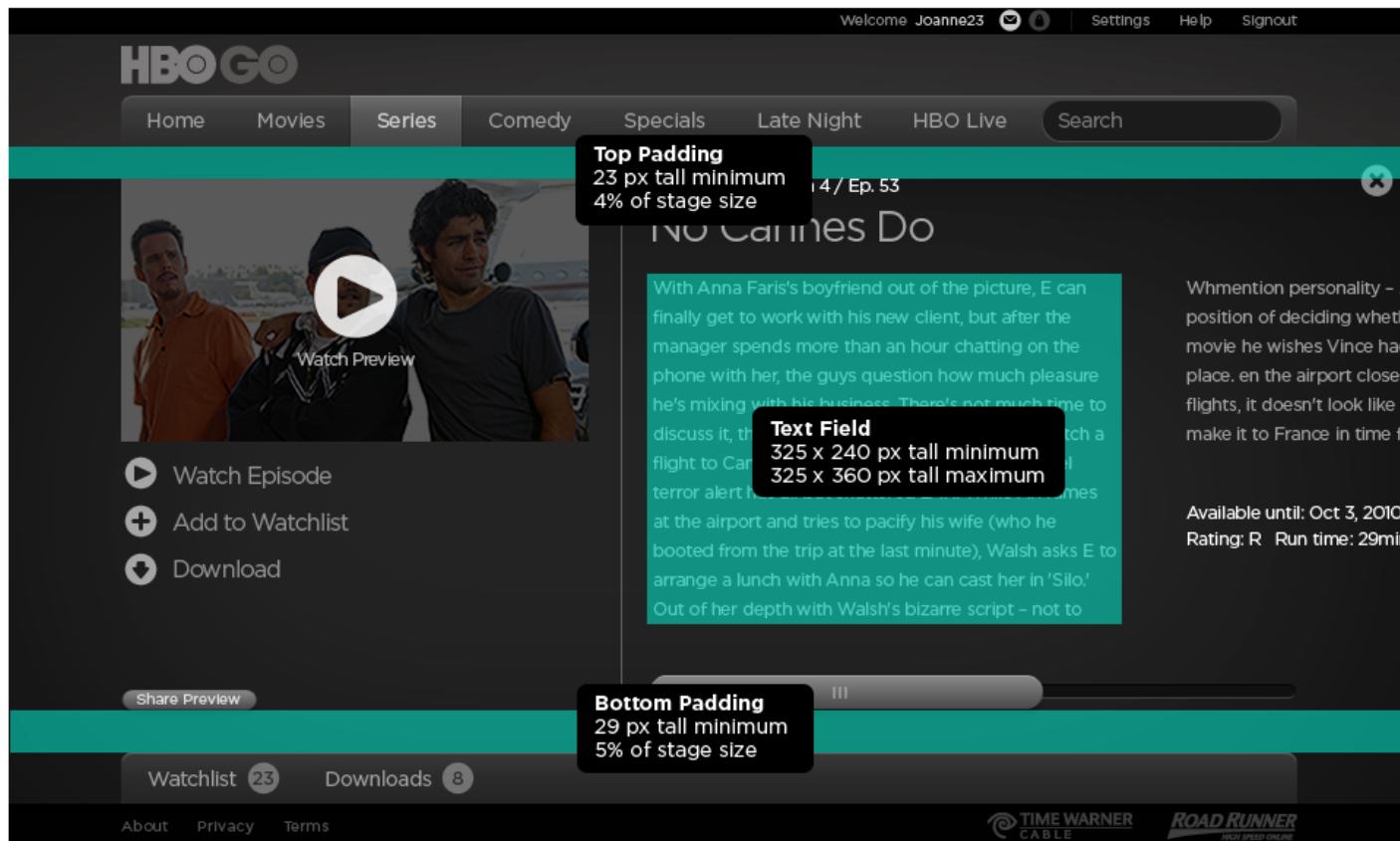
About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

## Asset Information Page



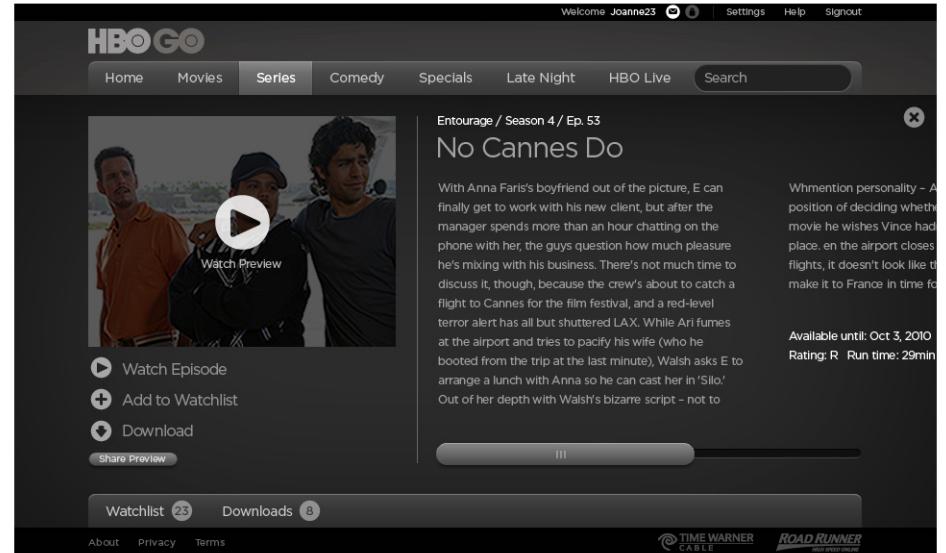
## Asset Information Page Fixed Measurements



## Asset Information Page Flex Space



(16:9) 320 x 180



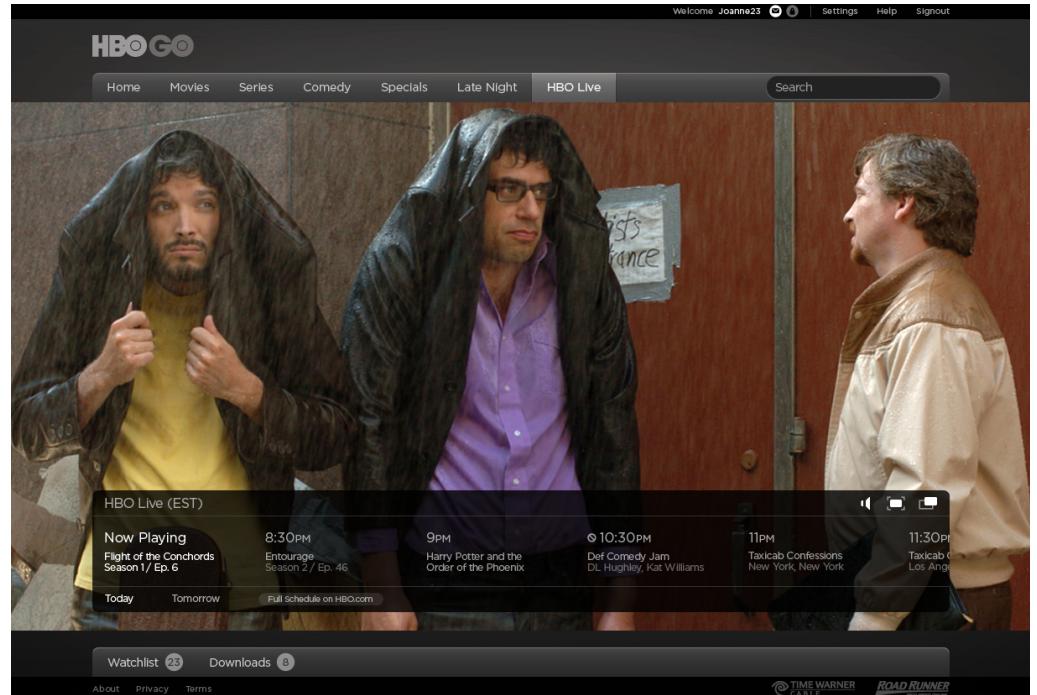
(4:3) 320 x 240

## Asset Information Page Preview Aspect Ratio

The video preview on all asset information pages has a fixed width but variable height depending on the aspect ratio of the source file.

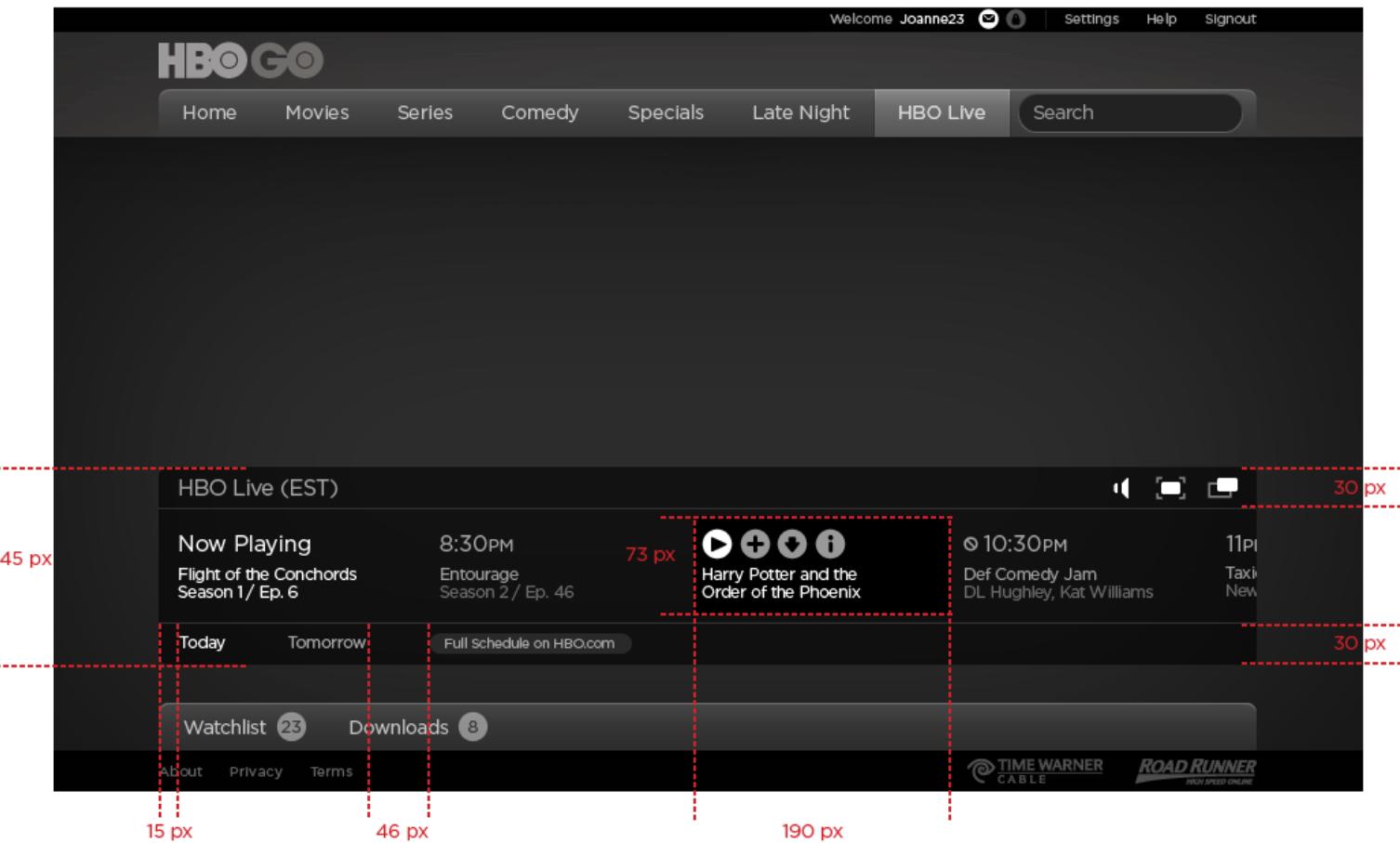


960 x 575

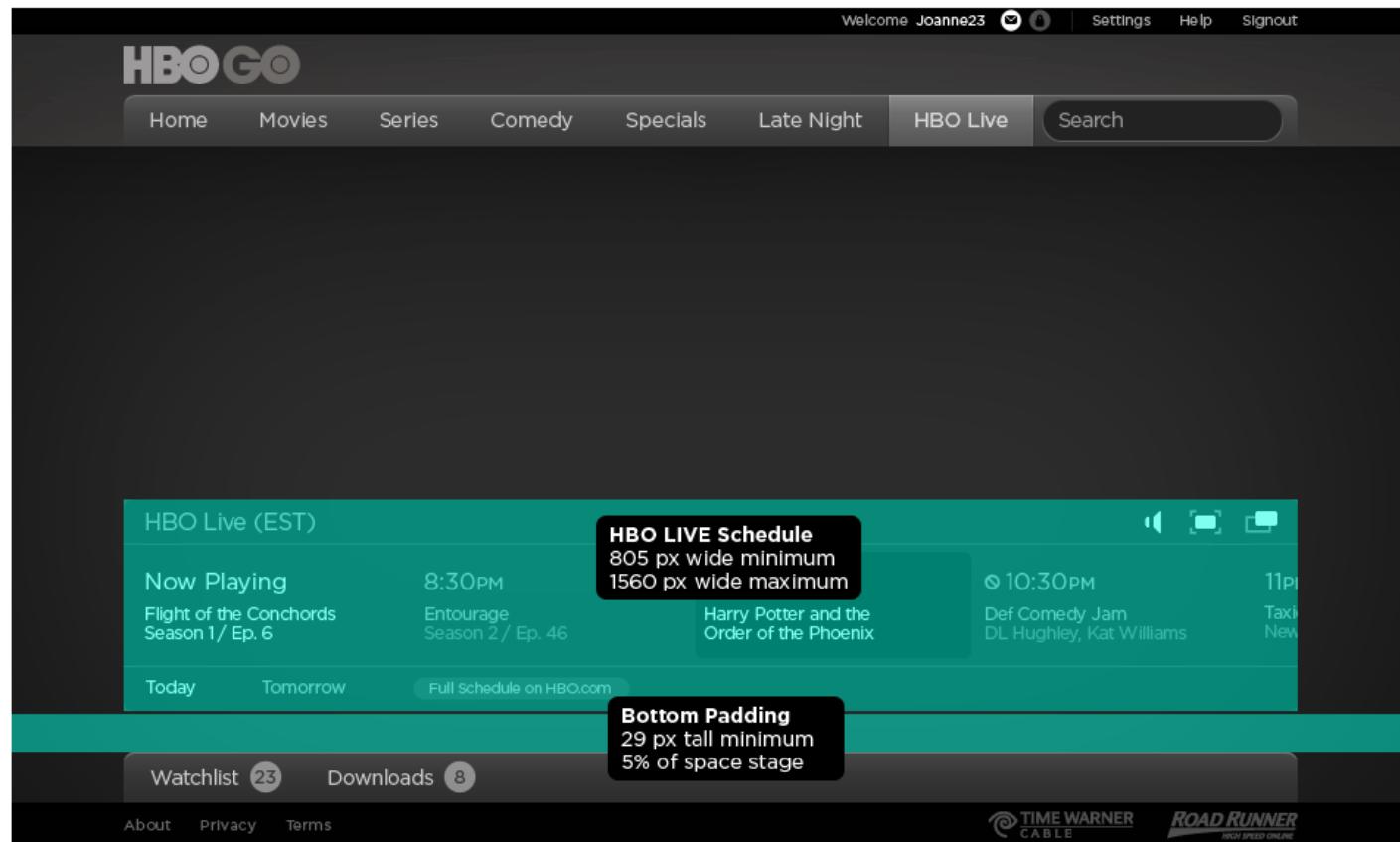


1216 x 831

## HBO Live



## HBO Live Fixed Measurements



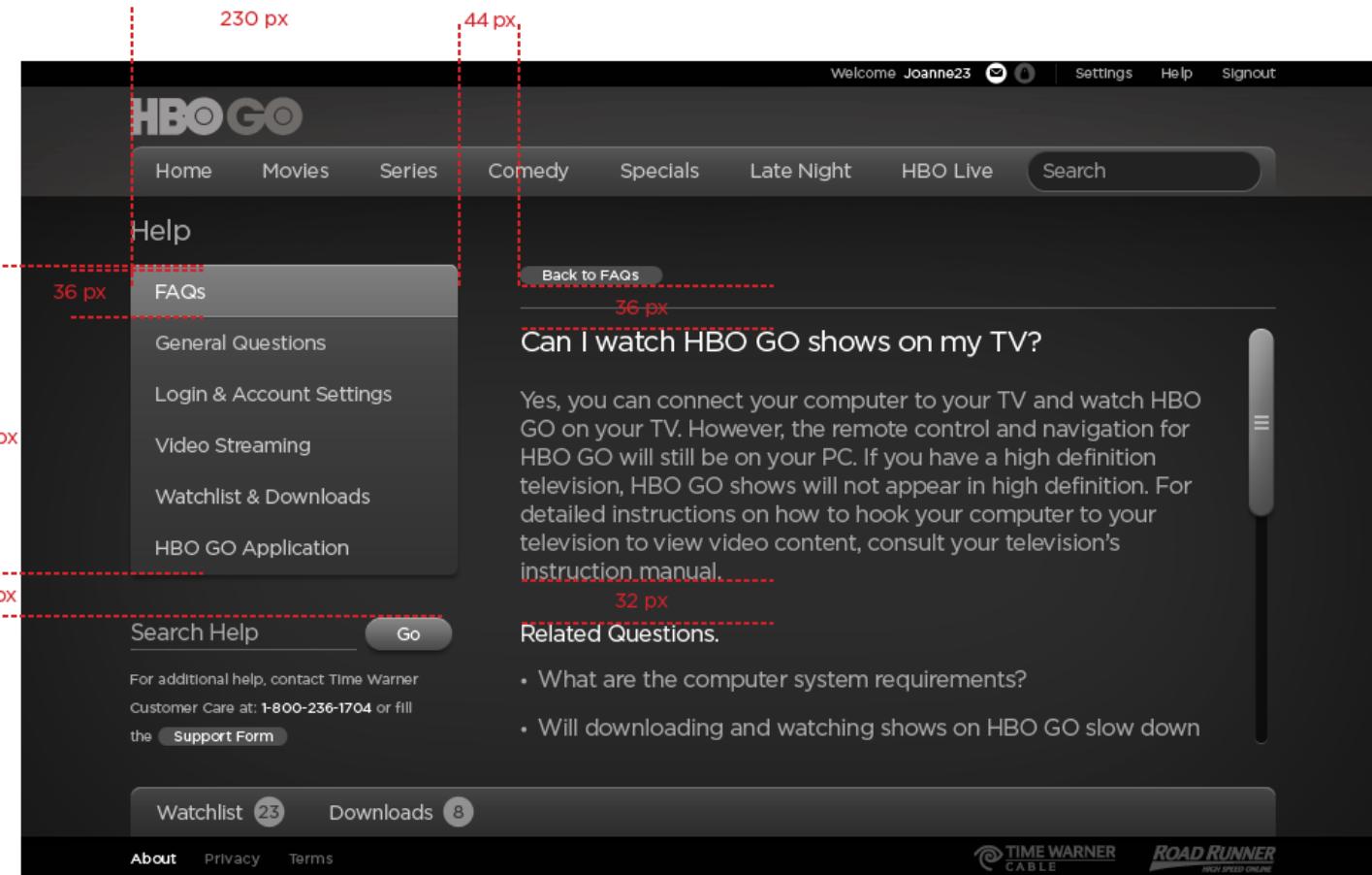
## HBO Live Flex Space

The screenshot shows the HBO GO Help page. At the top, there's a navigation bar with links for Home, Movies, Series, Comedy, Specials, Late Night, HBO Live, and Search. Below this is a sidebar titled "Help" containing links for FAQs, General Questions, Login & Account Settings, Video Streaming, Watchlist & Downloads, and HBO GO Application. A "Search Help" input field with a "Go" button is also present. The main content area features a question "Can I watch HBO GO shows on my TV?" followed by a detailed answer. A "Related Questions" section lists items like "What are the computer system requirements?" and "Will downloading and watching shows on HBO GO slow down". At the bottom, there are links for Watchlist (23), Downloads (8), About, Privacy, and Terms. Logos for TIME WARNER CABLE and ROAD RUNNER HIGH SPEED ONLINE are visible.

**960 x 575**

The screenshot shows the same HBO GO Help page but at a larger resolution of 1216x831 pixels. The layout is identical to the 960x575 version, including the navigation bar, sidebar, and main content area. The text in the main content and related questions sections is more legible due to the larger font size. The footer links and logos remain the same.

## Help



## Help Fixed Measurements

Welcome Joanne23 Settings Help Signout

HBO GO

Home Movies Series Comedy Specials Late Night HBO Live Search

Help

FAQs

General Questions

Login & Account Settings

Video Streaming

Watchlist & Downloads

HBO GO Application

Search Help Go

For additional help, contact Time Warner Customer Care at: 1-800-236-1704 or fill the [Support Form](#)

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

**Top Padding**  
46 px tall minimum  
8% of stage size

Can I watch HBO GO shows on my TV?

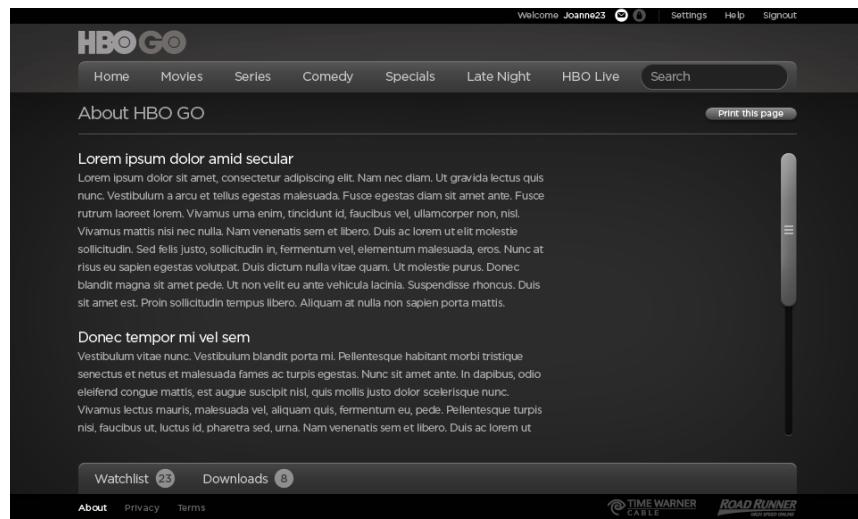
Yes, you can connect your computer to your TV and watch HBO GO on your TV. However, the remote control and navigation for HBO GO will still be on your PC. If you have a high definition television, HBO GO shows will not appear in high definition. For detailed instructions on how to hook your computer to your television to view video content, consult your television's instruction manual.

Related Questions.

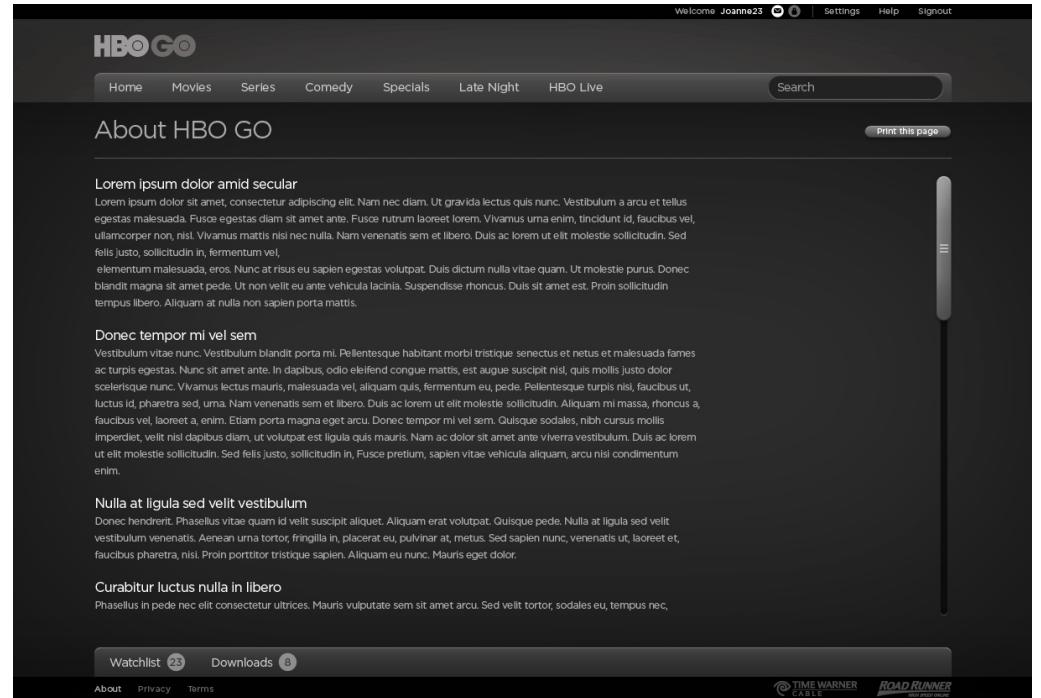
- What are the computer system requirements?
- Will watching shows on HBO GO slow down

**Bottom Padding**  
29 px tall minimum  
5% of stage size

## Help Flex Space



**960 x 575**



**Legal**

The screenshot shows the HBO GO website with a dark theme. At the top, there's a navigation bar with links for Home, Movies, Series, Comedy, Specials, Late Night, HBO Live, and Search. A 'Welcome Joanne23' message is at the top right, along with Settings, Help, and Signout options. Below the navigation is a section titled 'About HBO GO' with a 'Print this page' button. The main content area contains placeholder text ('Lorem ipsum dolor...') and a heading 'Donec tempor mi vel sem' followed by more placeholder text. At the bottom, there are links for Watchlist (23), Downloads (8), About, Privacy, Terms, and logos for TIME WARNER CABLE and ROAD RUNNER HIGH SPEED ONLINE.

28 px

Welcome Joanne23 Settings Help Signout

**HBO GO**

Home Movies Series Comedy Specials Late Night HBO Live Search

About HBO GO [Print this page](#)

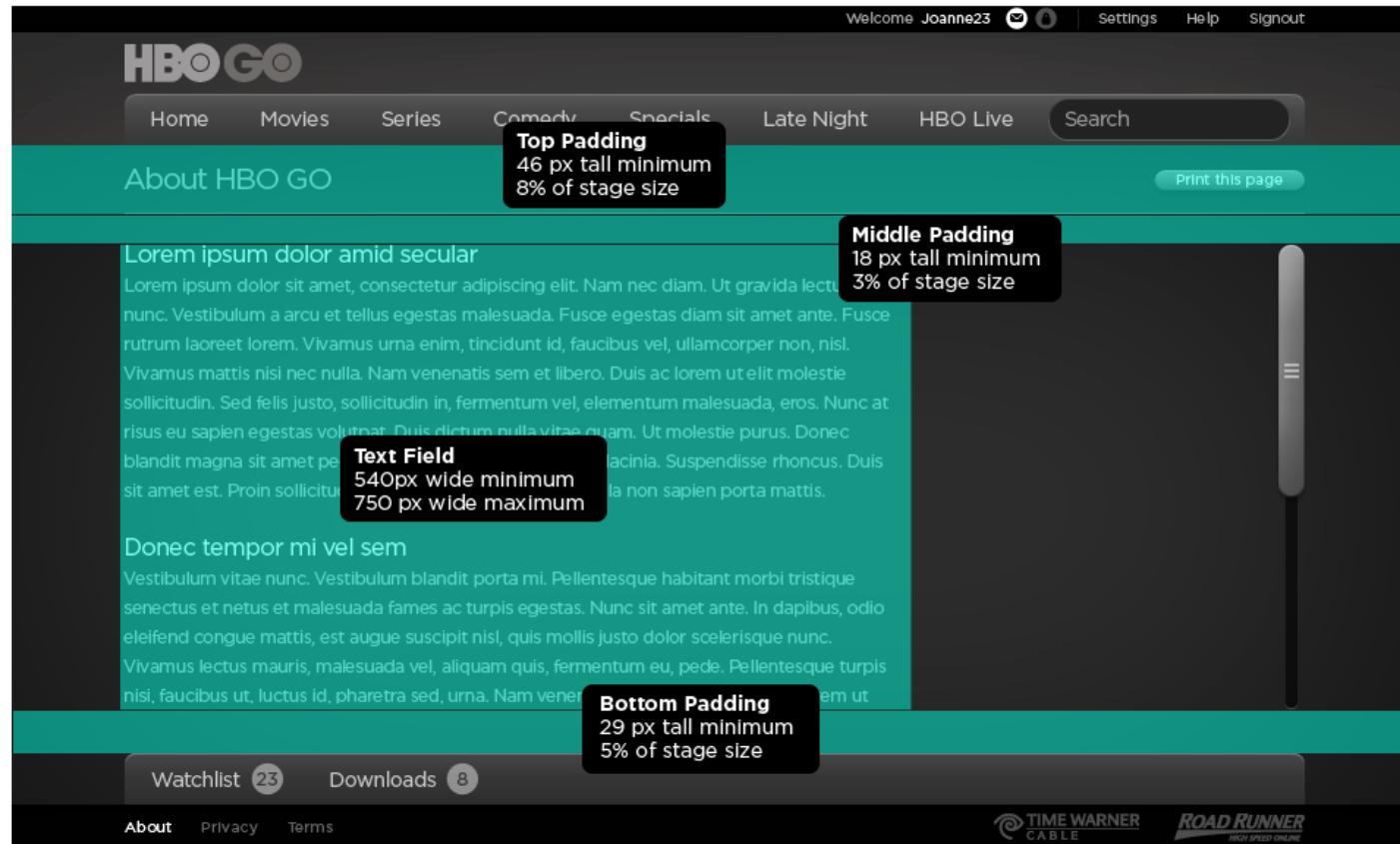
**Lorem ipsum dolor amid secular**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec diam. Ut gravida lectus quis nunc. Vestibulum a arcu et tellus egestas malesuada. Fusce egestas diam sit amet ante. Fusce rutrum laoreet lorem. Vivamus urna enim, tincidunt id, faucibus vel, ullamcorper non, nisl. Vivamus mattis nisi nec nulla. Nam venenatis sem et libero. Duis ac lorem ut elit molestie sollicitudin. Sed felis justo, sollicitudin in, fermentum vel, elementum malesuada, eros. Nunc at risus eu sapien egestas volutpat. Duis dictum nulla vitae quam. Ut molestie purus. Donec blandit magna sit amet pede. Ut non velit eu ante vehicula lacinia. Suspendisse rhoncus. Duis sit amet est. Proin sollicitudin tempus libero. Aliquam at nulla non sapien porta mattis.

**Donec tempor mi vel sem**  
Vestibulum vitae nunc. Vestibulum blandit porta mi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc sit amet ante. In dapibus, odio eleifend congue mattis, est augue suscipit nisl, quis mollis justo dolor scelerisque nunc. Vivamus lectus mauris, malesuada vel, aliquam quis, fermentum eu, pede. Pellentesque turpis nisi, faucibus ut, luctus id, pharetra sed, urna. Nam venenatis sem et libero. Duis ac lorem ut

Watchlist 23 Downloads 8

About Privacy Terms

## Legal Fixed Measurements



## Legal Flex Space

# View Modes & Measurements

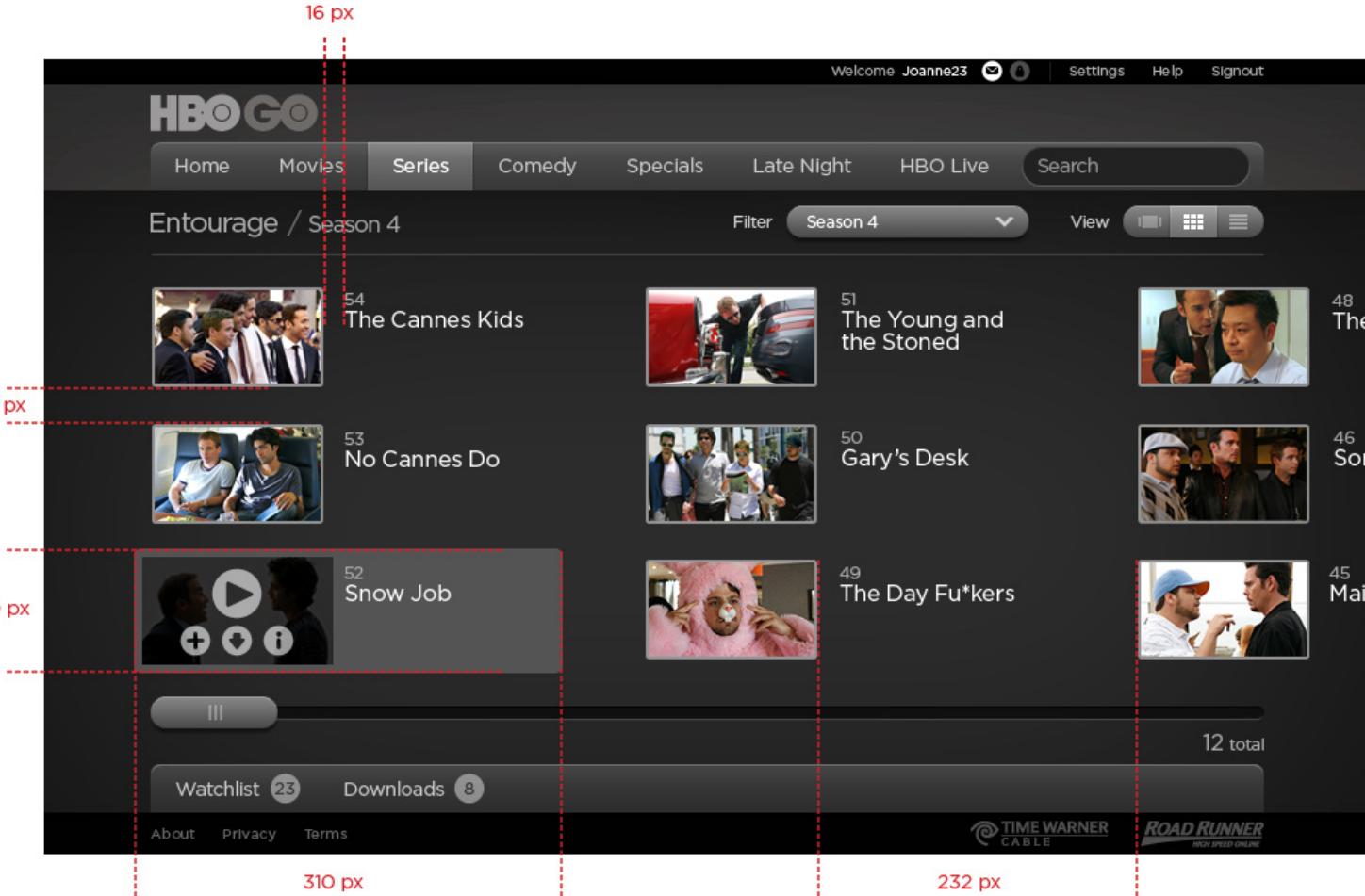
The HBO GO interface displays the 'Entourage / Season 4' series. The top navigation bar includes 'Home', 'Movies', 'Series' (selected), 'Comedy', 'Specials', 'Late Night', 'HBO Live', and a 'Search' bar. A 'Welcome Joanne23' message is at the top right. Below the navigation is a filter dropdown set to 'Season 4' and a 'View' button with three icons. The main content area shows a 3x4 grid of episode thumbnails. Each thumbnail contains a small image, the episode number (e.g., 54, 53, 52), and the episode title (e.g., 'The Cannes Kids', 'No Cannes Do', 'Snow Job'). A progress bar at the bottom indicates '12 total' episodes.

960 x 575

The HBO GO interface displays the 'Entourage / Season 4' series at a larger resolution. The layout is identical to the 960x575 version, featuring the same top navigation, filter, and view options. The main content area shows a 3x4 grid of episode thumbnails. The episode titles and numbers are identical to the smaller version. A progress bar at the bottom indicates '12 total' episodes.

1216 x 831

## Grid View



## Grid View Fixed Measurements

Welcome Joanne23 Settings Help Signout

HBO GO

Home Movies Series Comedy Specials Late Night HBO Live Search

Entourage / Season 4

Top Padding  
46 px tall minimum  
8% of stage size

View

Image	Episode Number	Episode Title
	54	The Cannes Kids
	51	The Young and the Stoned
	48	The
	53	No Cannes Do
	50	Gary's Desk
	46	Sor
	52	Snow Job
	49	The Day Fu*kers
	45	Mail

Bottom Padding  
66 px tall minimum  
11.5% of the stage size

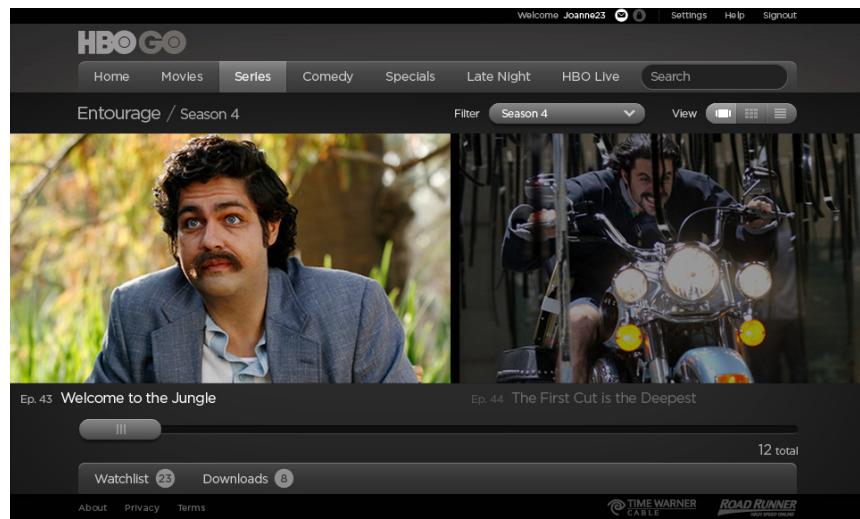
12 total

Watchlist 23 Downloads 8

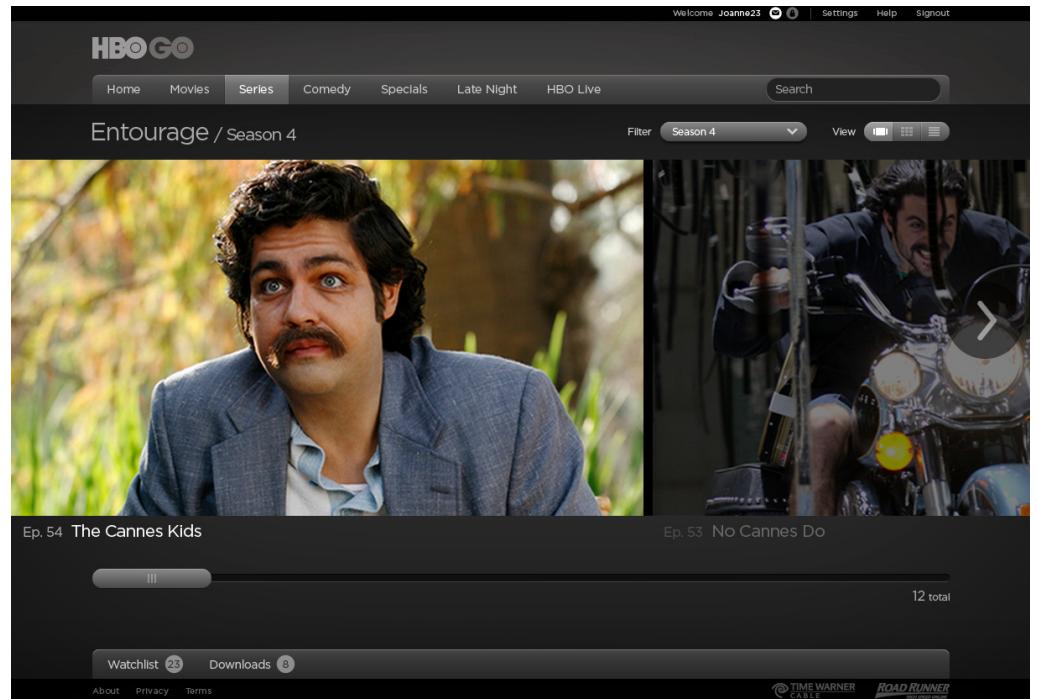
About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

## Grid View Flex Space

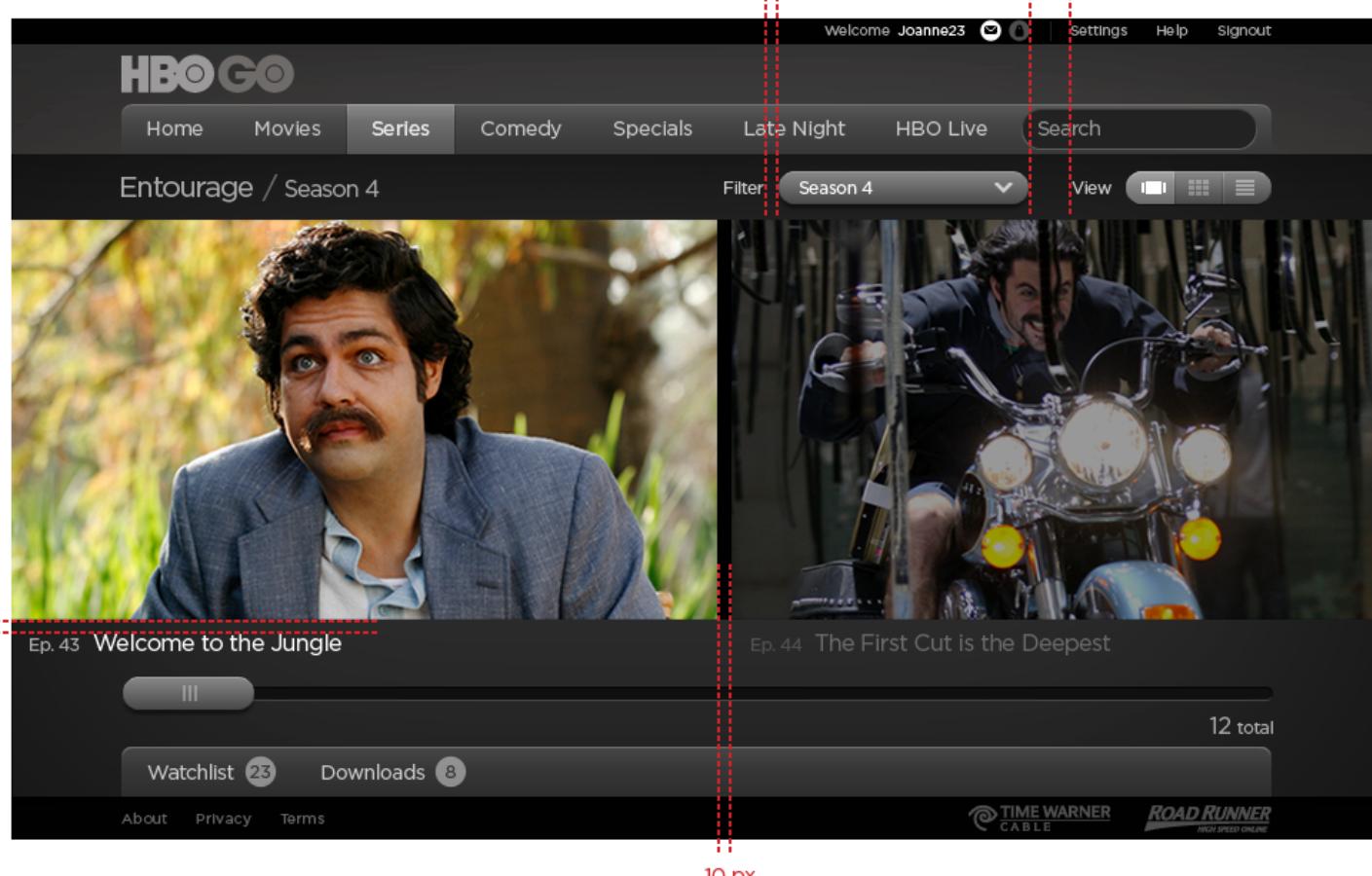


960 x 575

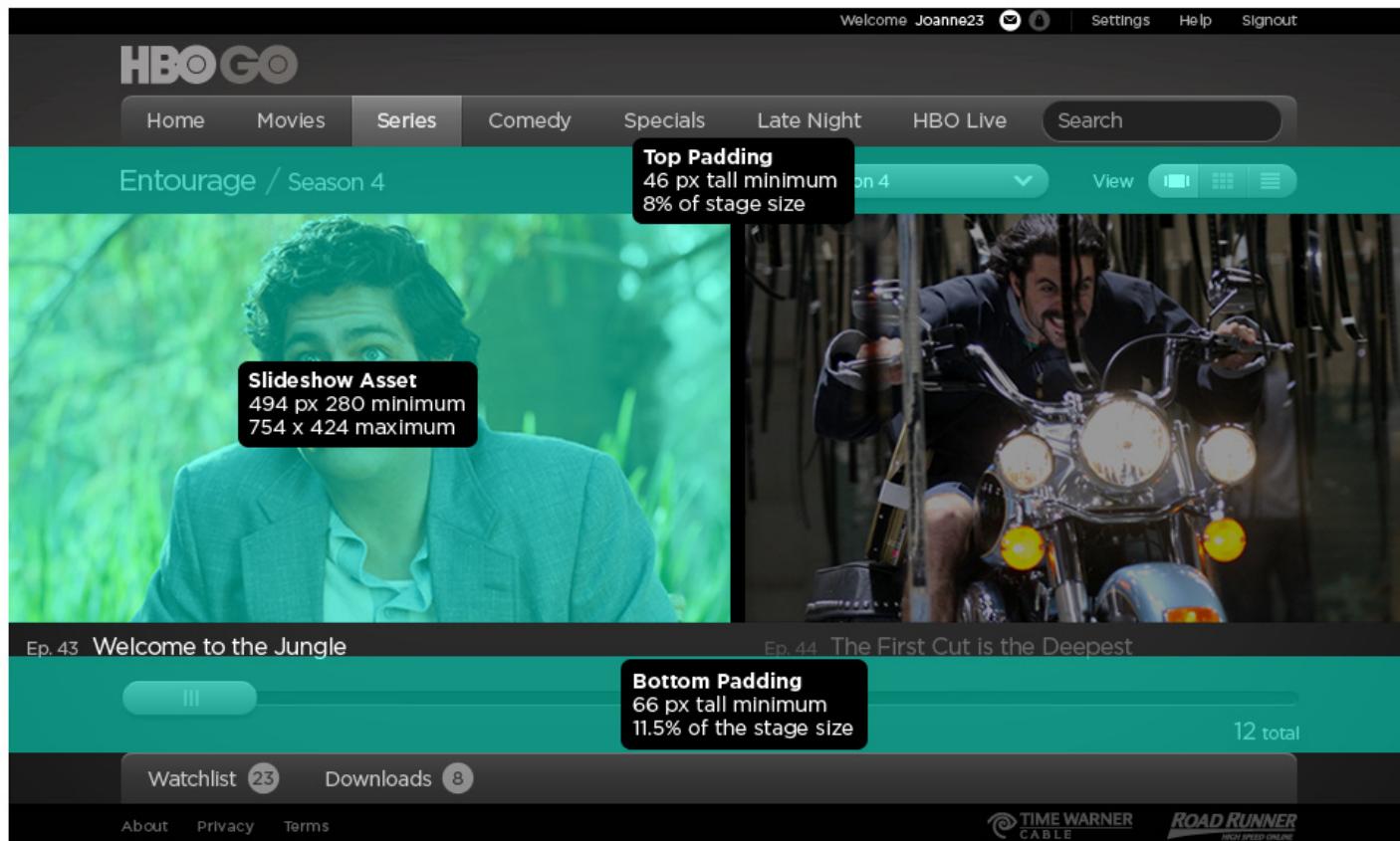


1216 x 831

## Slideshow View



## Slideshow View Fixed Measurements



## Slideshow View Flex Space

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Search

Entourage / All Episodes

Episode	Season	Runtime	Available Until
54 The Cannes Kids	4	27 min.	Oct. 23, 2010
53 No Cannes Do	4	26 min.	Oct. 23, 2010
52 Snow Job	4	28 min.	Oct. 24, 2010
51 The Young and the Stoned	4	27 min.	Sept. 2, 2010
50 Gary's Desk	4	24 min.	Oct. 24, 2010
49 The Day Fu*kers	4	25 min.	Oct. 25, 2010
48 The Weho Ho	4	34 min.	Oct. 25, 2010
47 The Dream Team	4	27 min.	Oct. 27, 2010

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

960 x 575

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Search

Entourage / All Episodes

Episode	Season	Runtime	Available Until
54 The Cannes Kids	4	27 min.	Oct. 23, 2010
53 No Cannes Do	4	26 min.	Oct. 23, 2010
52 Snow Job	4	28 min.	Oct. 24, 2010
51 The Young and the Stoned	4	27 min.	Sept. 2, 2010
50 Gary's Desk	4	24 min.	Oct. 24, 2010
49 The Day Fu*kers	4	25 min.	Oct. 25, 2010
48 The Weho Ho	4	34 min.	Oct. 25, 2010
47 The Dream Team	4	27 min.	Oct. 27, 2010
46 Sorry, Harvey	4	26 min.	Oct. 28, 2010
45 Mallbooty	4	28 min.	Oct. 29, 2010
44 The First Cut is the Deepest	4	27 min.	Oct. 29, 2010
43 Welcome to the Jungle	4	24 min.	Oct. 29, 2010
42 Adios Amigos	3	25 min.	Oct. 29, 2010

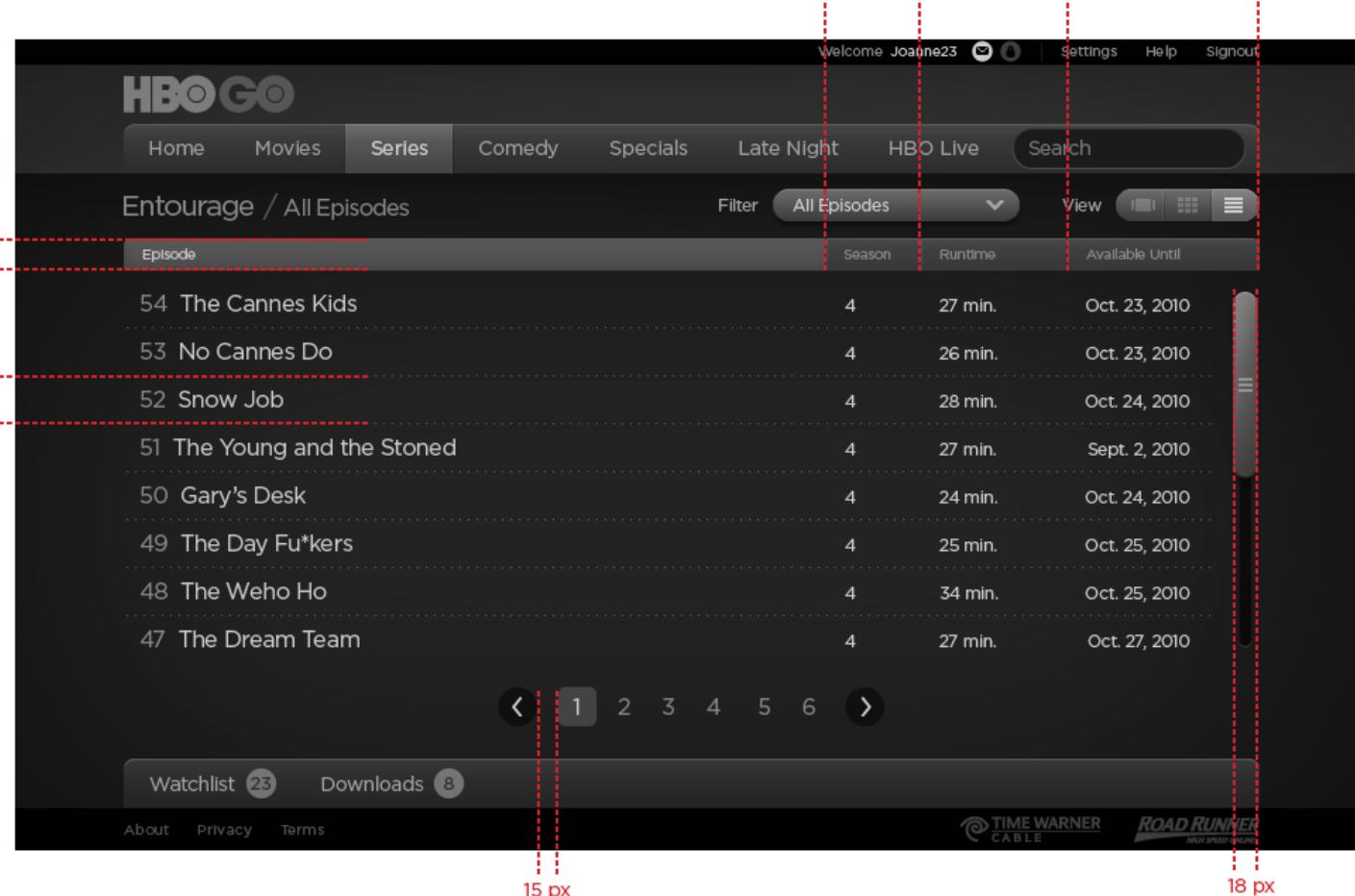
Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

1216 x 831

## List View



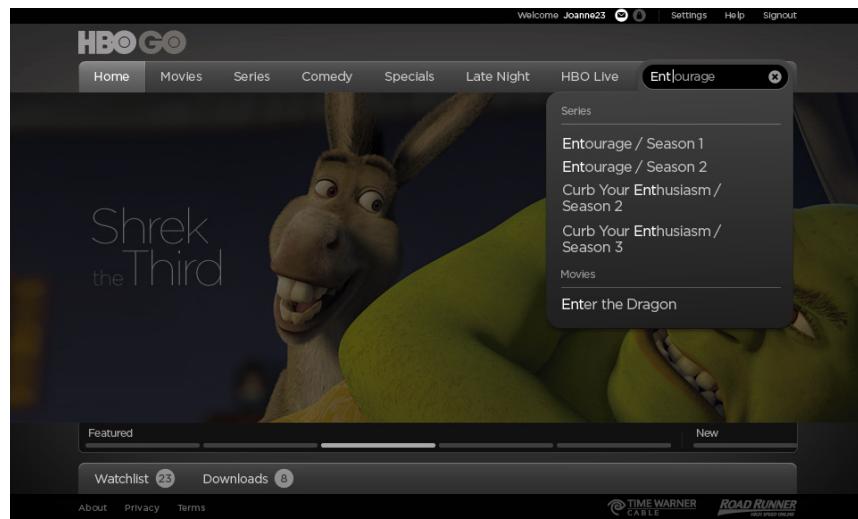
## List View Fixed Measurements

The screenshot shows the HBO GO website interface for the series "Entourage". The top navigation bar includes links for Home, Movies, Series (which is selected), Comedy, Specials, Late Night, HBO Live, and Search. A user profile is shown at the top right. Below the navigation is a teal header bar with the title "Entourage / All Episodes". The main content area displays a list of episodes in a grid format. The first column is labeled "Episode" and lists episode numbers and titles. The second column contains episode details: Season, Runtime, and Available Until. A dropdown menu above the grid shows "All Episodes" and a "View" button. A black callout box labeled "Top Padding" specifies a height of 46 px tall minimum and 8% of stage size. Another black callout box labeled "Episode Header" specifies a width of 498 px wide minimum and 52% of stage size. At the bottom of the page, there are navigation arrows, a page number indicator (1), and links for Watchlist (23) and Downloads (8). Logos for TIME WARNER CABLE and ROAD RUNNER HIGH SPEED ONLINE are at the bottom right. A black callout box labeled "Bottom Padding" specifies a height of 66 px tall minimum and 11.5% of the stage size.

Episode	Season	Runtime	Available Until
54 The Cannes	4	27 min.	Oct. 23, 2010
53 No Cannes Do	4	26 min.	Oct. 23, 2010
52 Snow Job	4	28 min.	Oct. 24, 2010
51 The Young and the Stoned	4	27 min.	Sept. 2, 2010
50 Gary's Desk	4	24 min.	Oct. 24, 2010
49 The Day Fu*kers	4	25 min.	Oct. 25, 2010
48 The Weho Ho	4	34 min.	Oct. 25, 2010
47 The Dream Team	4	27 min.	Oct. 27, 2010

## List View Flex Space

# Search Views & Measurements

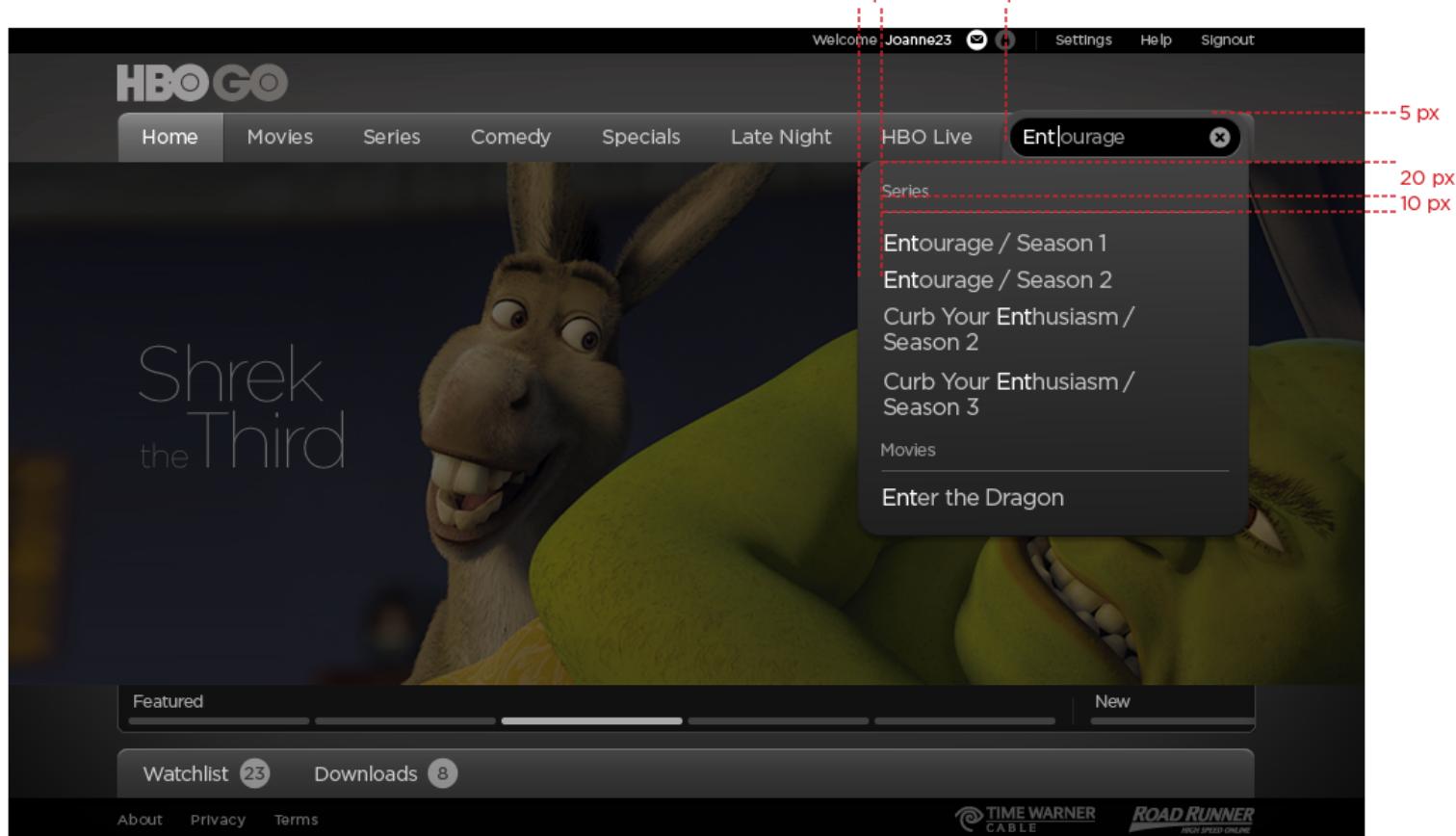


960 x 575



1216 x 831

## Predictive Search



## Predictive Search

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Adrian Grenier

## Search Results

7 matches for: "Adrian Grenier" Set Alerts

Title	Image	Action
Entourage		A Perfect Fit Select Season
The Devil Wears Prada		Anything Else
Adventures of Power		Bringing Rain

Related

- Genres: Romance, Comedy, Drama
- Directors: Daniel Attias, Julian Farino, David Frankel
- Actors: Anne Hathaway, Jeremy Piven, Meryl Streep
- Search HBO.com, TV Schedule, OnDemand Schedule

12 total

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

960 x 575

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Adrian Grenier

## Search Results

7 matches for: "Adrian Grenier" Set Alerts

Title	Image	Action
Entourage		Select Season
The Devil Wears Prada		
Anything Else		
Adventures of Power		
Bringing Rain		
A Perfect Fit		

Related

- Genres: Romance, Comedy, Drama
- Actors: Anne Hathaway, Jeremy Piven, Meryl Streep
- Directors: Daniel Attias, Julian Farino, David Frankel

Search HBO.com, TV Schedule, OnDemand Schedule

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

1216 x 831

## Search Results Grid View

20 px

Welcome Joanne23 Settings Help Signout

HBO GO

Home Movies Series Comedy Specials Late Night HBO Live Adrian Grenier

Search Results

Filter All Results View

20 px 7 matches for "Adrian Grenier" Set Alerts

24 px

Entourage A Perfect Fit Select Season

37 px

The Devil Wears Prada Anything Else

Adventures of Power Bringing Rain

Related

Genres

Romance Comedy Drama

Directors

Daniel Attias Julian Farino David Frankel

Actors

Anne Hathaway Jeremy Piven Meryl Streep

Search HBO.com

TV Schedule OnDemand Schedule

12 total

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

## Search Results

Welcome Joanne23

Settings Help Signout

Home Movies Series Comedy Specials Late Night HBO Live Adrian Grenier

Search Results  
7 matches for "Adrian Grenier" Set Alerts

Filter All Results View

**Related**

Genres

- Romance
- Comedy
- Drama

Directors

- Daniel Attias
- Julian Farino
- David Frankel

Actors

- Anne Hathaway
- Jeremy Piven
- Meryl Streep

Search HBO.com

TV Schedule OnDemand Schedule

Drive Me Crazy

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

960 x 575

Welcome Joanne23

Settings Help Signout

Home Movies Series Comedy Specials Late Night HBO Live

Adrian Grenier

Search Results  
7 matches for "Adrian Grenier" Set Alerts

Filter All Results View

**Related**

Genres

- Romance
- Comedy
- Drama

Search HBO.com

TV Schedule OnDemand Schedule

Actors

- Anne Hathaway
- Jeremy Piven
- Meryl Streep

Directors

- Daniel Attias
- Julian Farino
- David Frankel

Drive Me Crazy

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

1216 x 831

## Search Results Slideshow View

Welcome Joanne23

Home Movies Series Comedy Specials Late Night HBO Live Adrian Grenier

Entourage / All Episodes

7 matches for "Adrian Grenier" Set Alerts

No.	Episode	Runtime	Genre/Type	Rating	Available Until
1	Entourage / Season 4 / Ep. 46	27 min	Comedy	TV-MA	Oct. 23, 2010
2	The Devil Wears Prada	1 hr 26 min	Drama	PG-13	Oct. 23, 2010
3	Adventures of Power	1 hr 28 min	Comedy	R	Oct. 24, 2010
4	A Perfect Fit	1 hr 27 min	Drama	PG-13	Sept. 2, 2010 ⓘ
5	Anything Else	1 hr 24 min	Drama	PG-13	Oct. 24, 2010
6	Bringing Rain	1 hr 25 min	Drama	R	Oct. 25, 2010
7	Drive Me Crazy	1 hr 34 min	Drama	R	Oct. 25, 2010

Watchlist 23 Downloads 8

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

960 x 575

Welcome Joanne23

Settings Help Signout

Home Movies Series Comedy Specials Late Night HBO Live

Adrian Grenier

Search Results

7 matches for "Adrian Grenier" Set Alerts

No.	Episode	Runtime	Genre/Type	Rating	Available Until
1	Entourage / Season 4 / Ep. 46	27 min	Comedy	TV-MA	Oct. 23, 2010
2	The Devil Wears Prada	1 hr 26 min	Drama	PG-13	Oct. 23, 2010
3	Adventures of Power	1 hr 28 min	Comedy	R	Oct. 24, 2010
4	A Perfect Fit	1 hr 27 min	Drama	PG-13	Sept. 2, 2010 ⓘ
5	Anything Else	1 hr 24 min	Drama	PG-13	Oct. 24, 2010
6	Bringing Rain	1 hr 25 min	Drama	R	Oct. 25, 2010
7	Drive Me Crazy	1 hr 34 min	Drama	R	Oct. 25, 2010

Related

Genres	Actors	Directors	Search HBO.com
Romance Comedy Drama	Anne Hathaway Jeremy Piven Meryl Streep	Daniel Attias Julian Farino David Frankel	TV Schedule OnDemand Schedule

Watchlist 23 Downloads 8

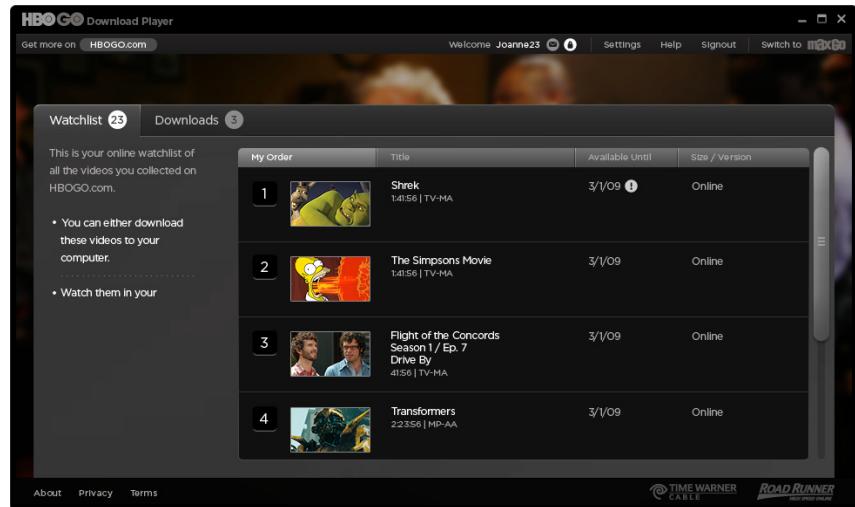
About Privacy Terms

TIME WARNER CABLE ROAD RUNNER HIGH SPEED ONLINE

1216 x 831

## Search Results List View

# HBO GO Download Player



960 x 575

My Order	Title	Available Until	Size / Version
1	Shrek	3/1/09	Online
2	The Simpsons Movie	3/1/09	Online
3	Flight of the Concords Season 1 / Ep. 7 Drive By	3/1/09	Online
4	Transformers	3/1/09	Online
5	Harry Potter and the Order of the Phoenix	3/1/09	Online
6	Big Love Season 1 / Ep. 1	3/1/09	Online
7	The Golden Compass	10/12/10	Online
8	The Sopranos Season 3 / Ep. 23 Cold Stone	10/20/10	Online
9	Entourage Season 2 / Ep. 9	10/20/10	Online

About Privacy Terms

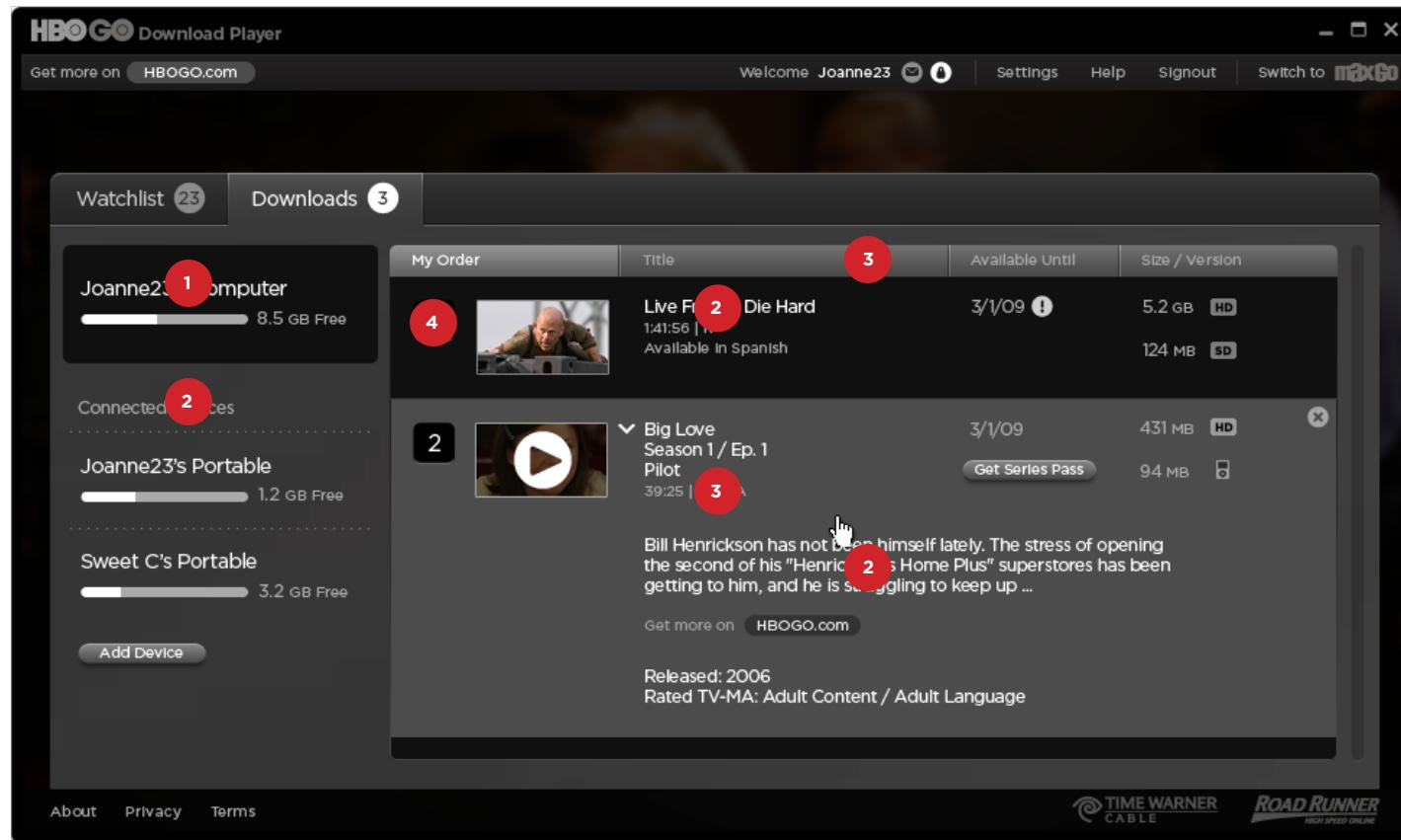
TIME WARNER CABLE ROAD RUNNER

1216 x 831

## Overview

The HBO GO Download Player is a standalone application that works hand-in-hand with HBOGO.com.

Downloaded content is saved to the user's computer but can only be viewed and managed using the Download Player. The application also handles managing media between various portable devices.



## Typography

### 1 Device List

Style: Book 14pt  
Color: FFFFFF  
Tracking: -30

### 2 Headers/Titles

Style: Book 12pt  
Color: AAAAAA  
or FFFFFF  
Tracking: -30  
Leading: 14

### 3 Small Labels

Style: Book 10pt  
Color: AAAAAA  
or FFFFFF  
Tracking: 0  
Leading: 14

### 4 Item Numbers

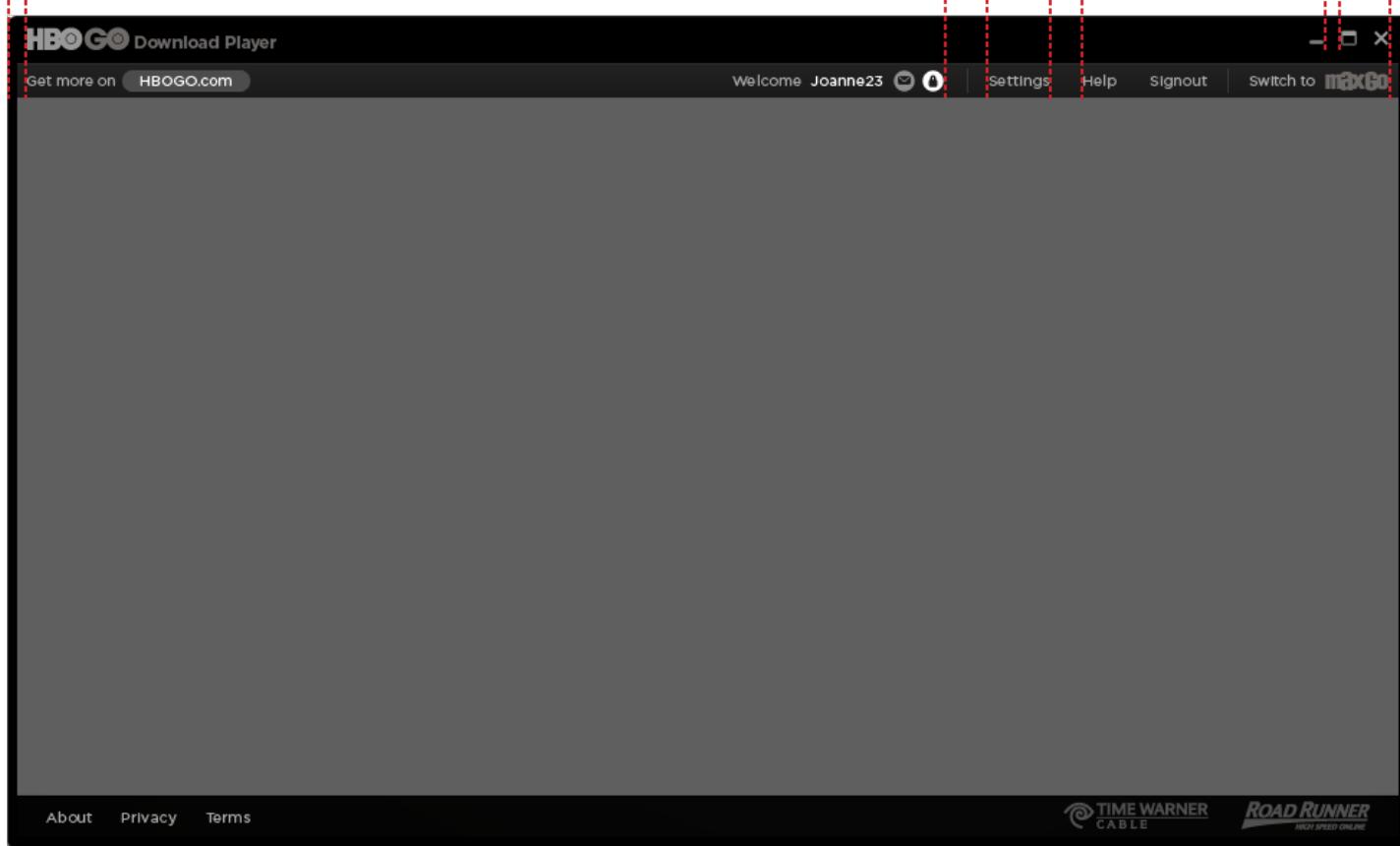
Style: Book 16pt  
Color: FFFFFF  
Tracking: -30

14 px

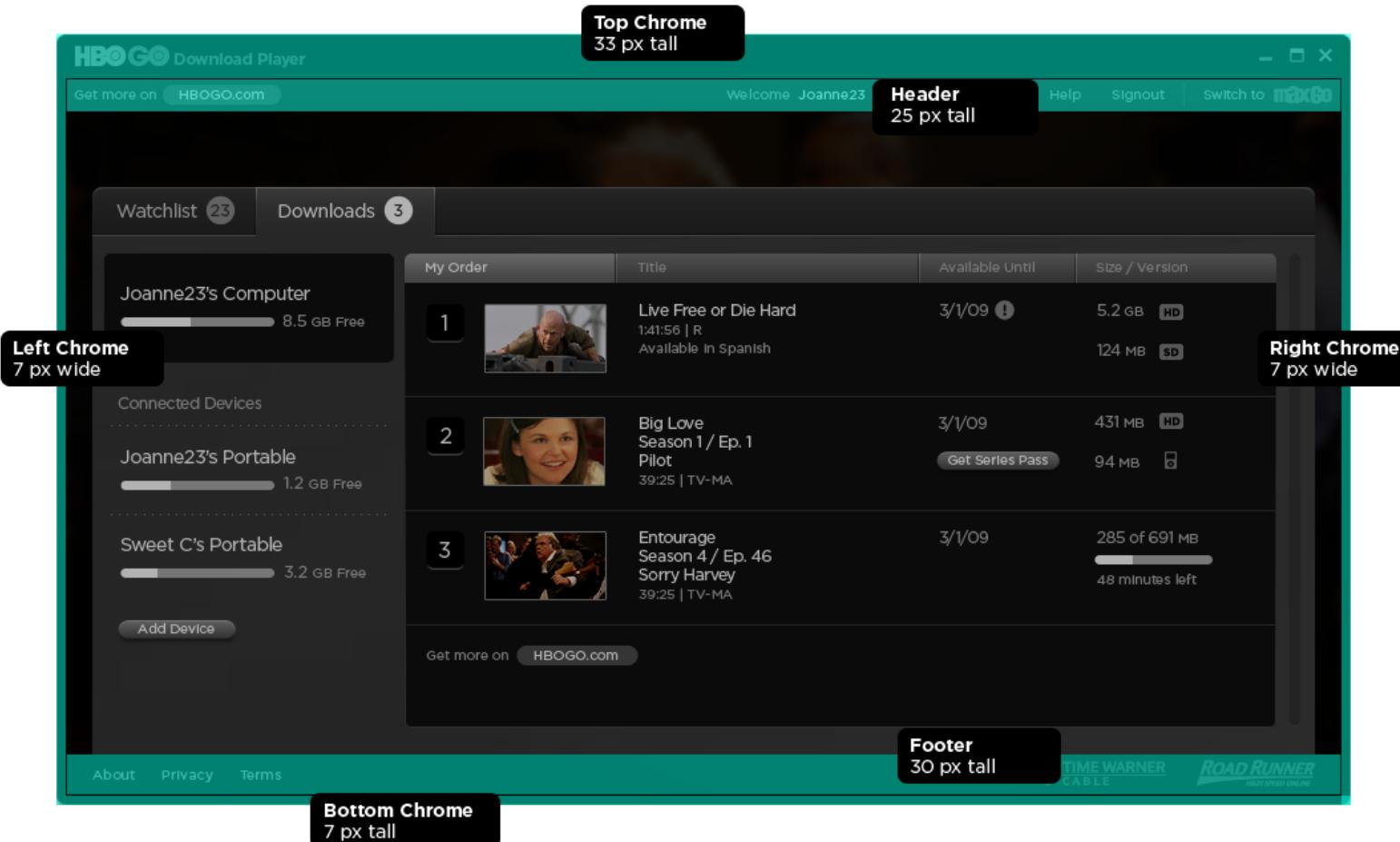
30 px

22 px

12 px 14 px



## Application Frame Fixed Measurements



## Application Frame Flex Space

**HBO GO Download Player**

Get more on [HBOGO.com](#)

Welcome Joanne23   | Settings Help Signout | Switch to **maxGO**

Watchlist 23 Downloads 3

**My Order**

	Title	Available Until	Size / Version
1	 Live Free or Die Hard 1:41:56   R Available In Spanish	3/1/09 	5.2 GB  124 MB 
2	 Big Love Season 1 / Ep. 1 Pilot 39:25   TV-MA	3/1/09	431 MB  94 MB 
3	 Entourage Season 4 / Ep. 46 Sorry Harvey 39:25   TV-MA	3/1/09	285 of 691 MB 48 minutes left

Connected Devices

Joanne23's Portable 1.2 GB Free

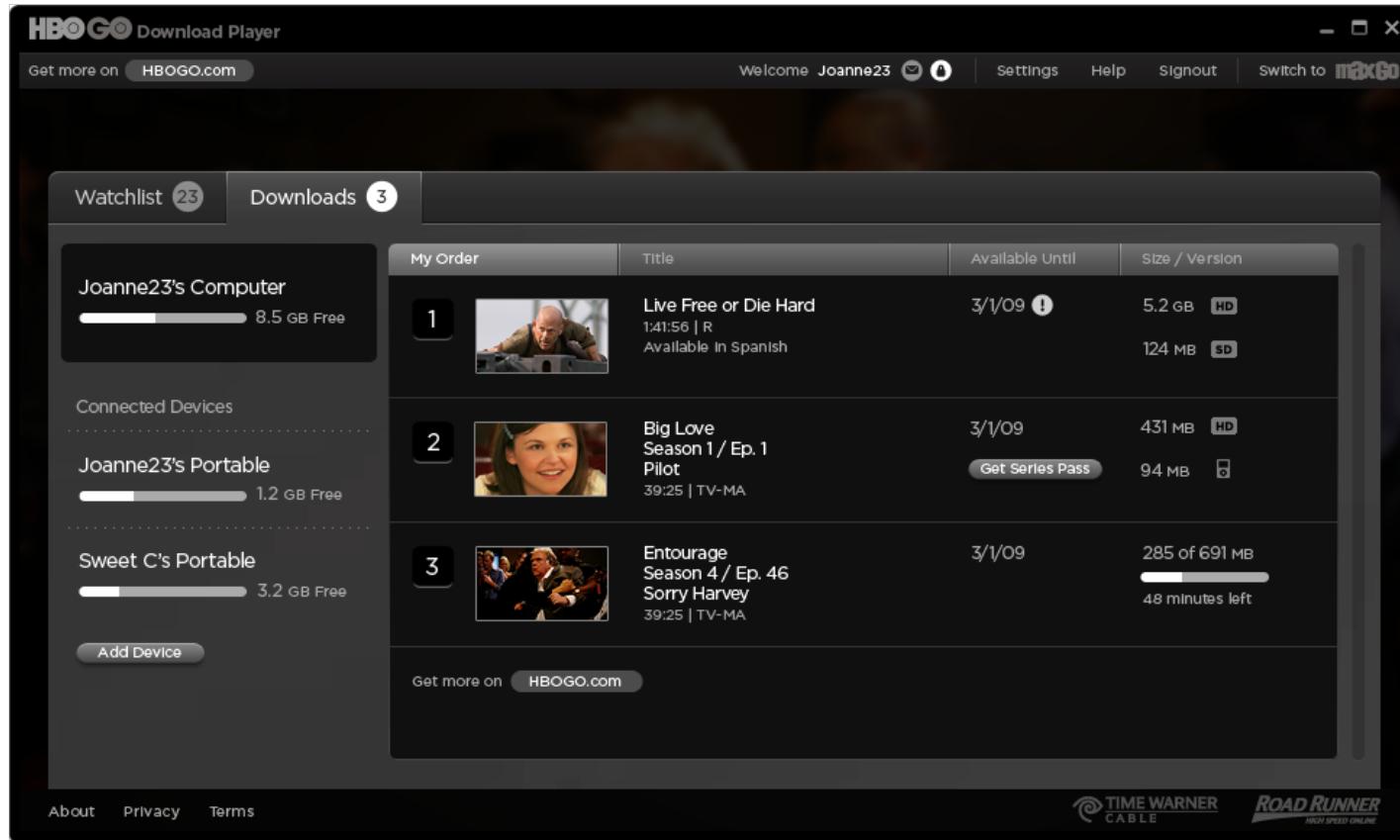
Sweet C's Portable 3.2 GB Free

Add Device

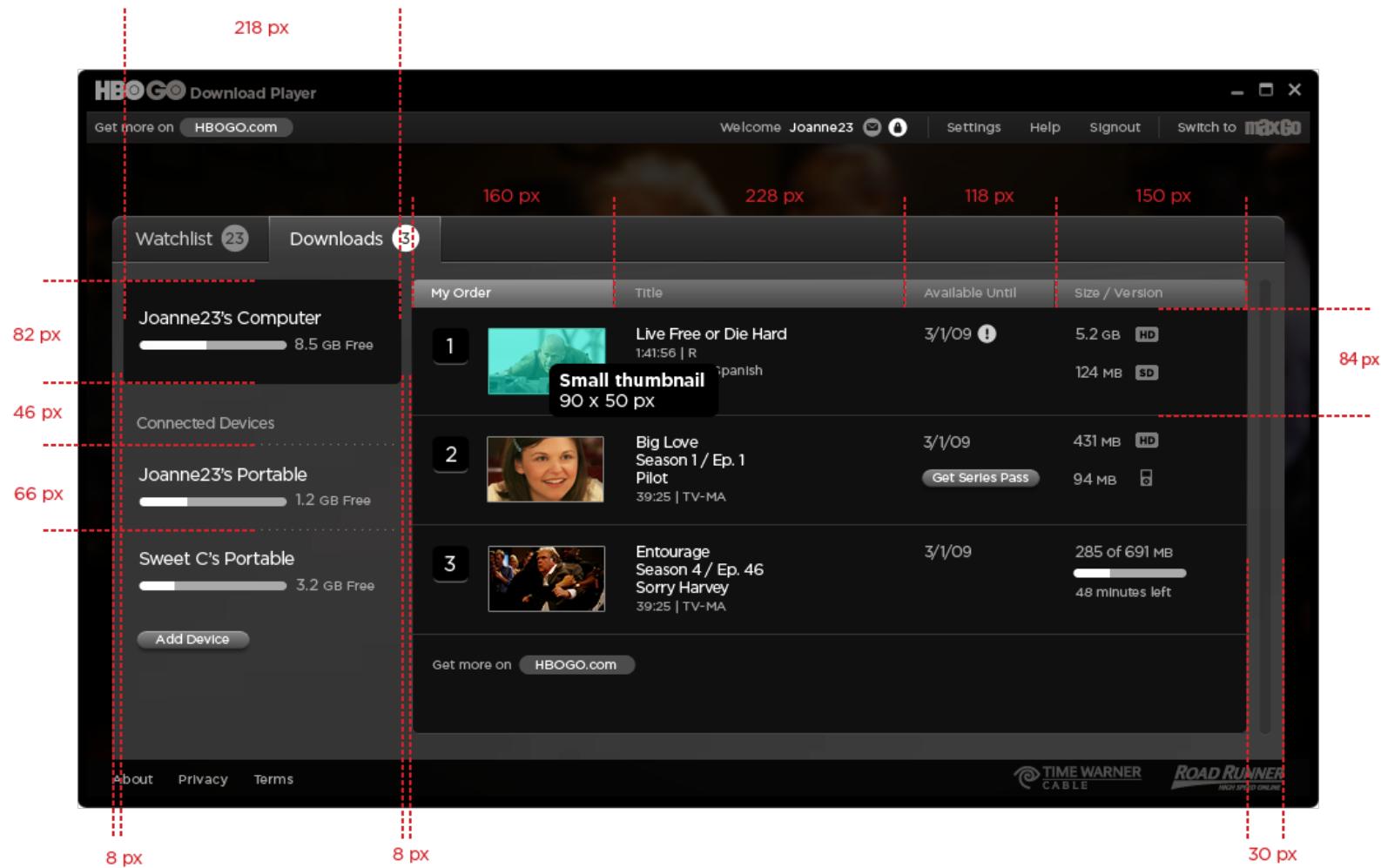
Get more on [HBOGO.com](#)

About Privacy Terms

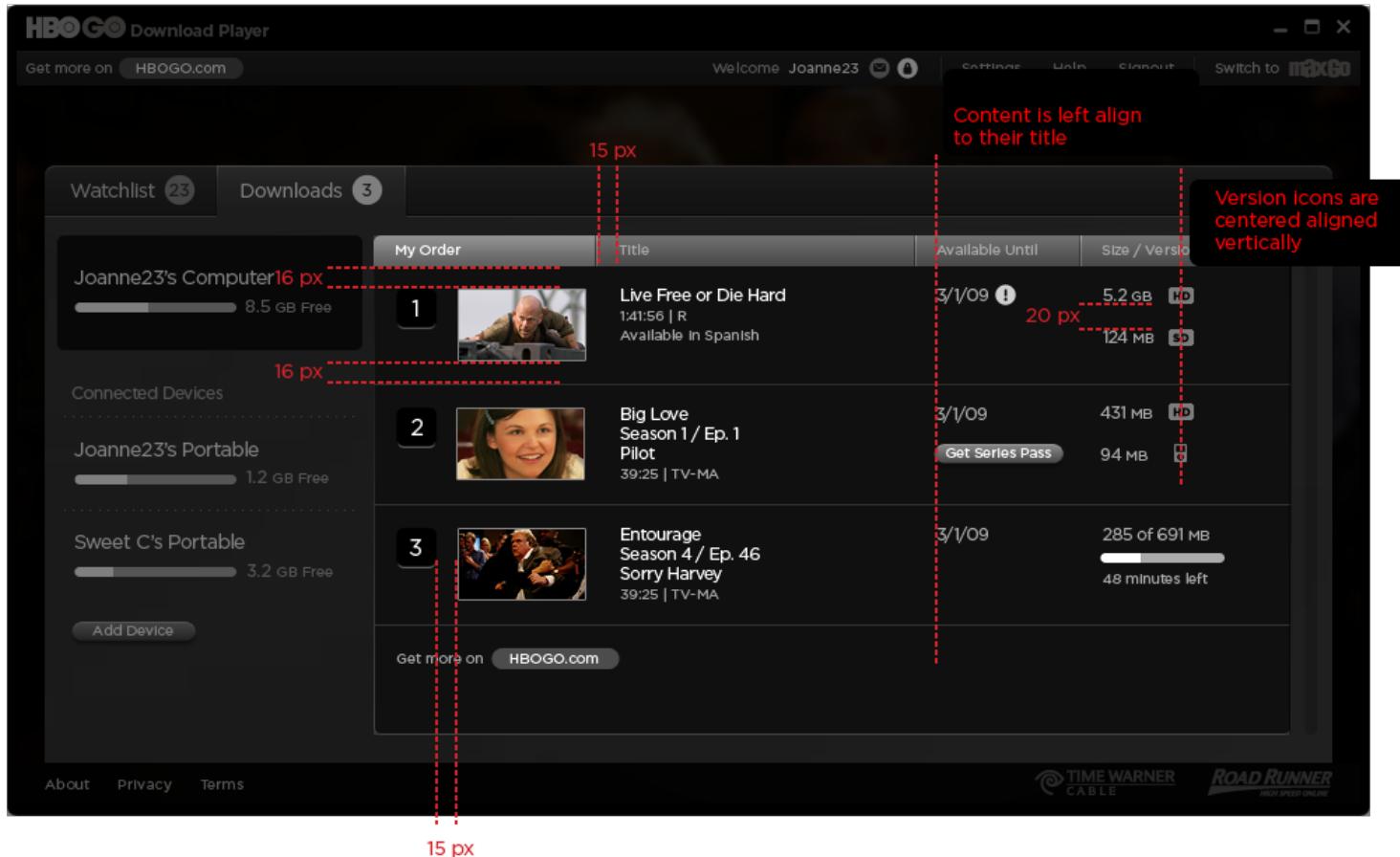
 



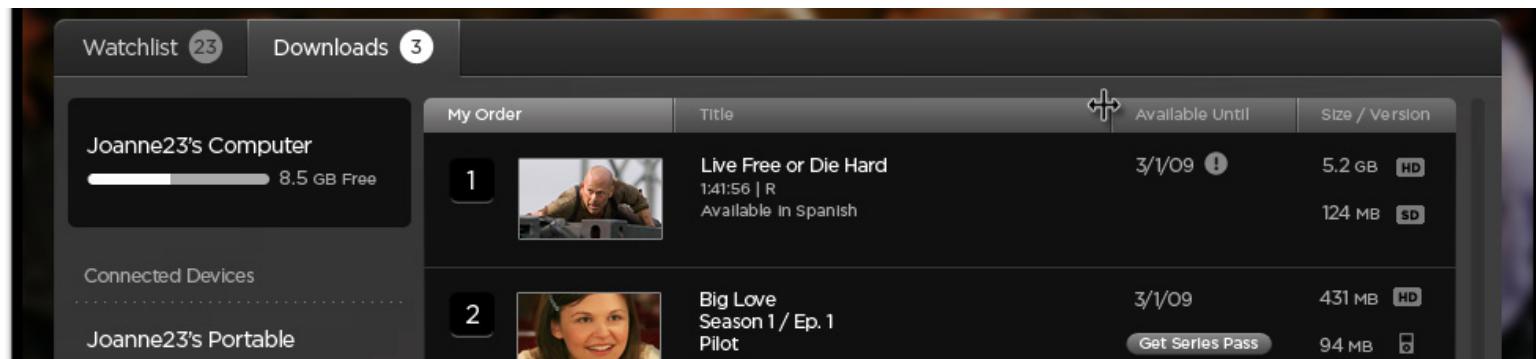
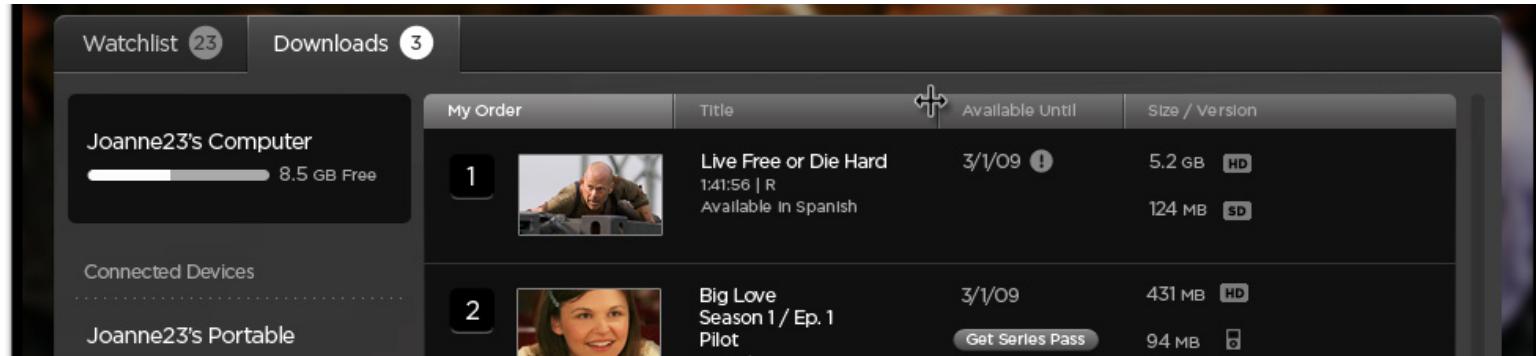
## Expanded Tray



## Expanded Tray Fixed Measurements



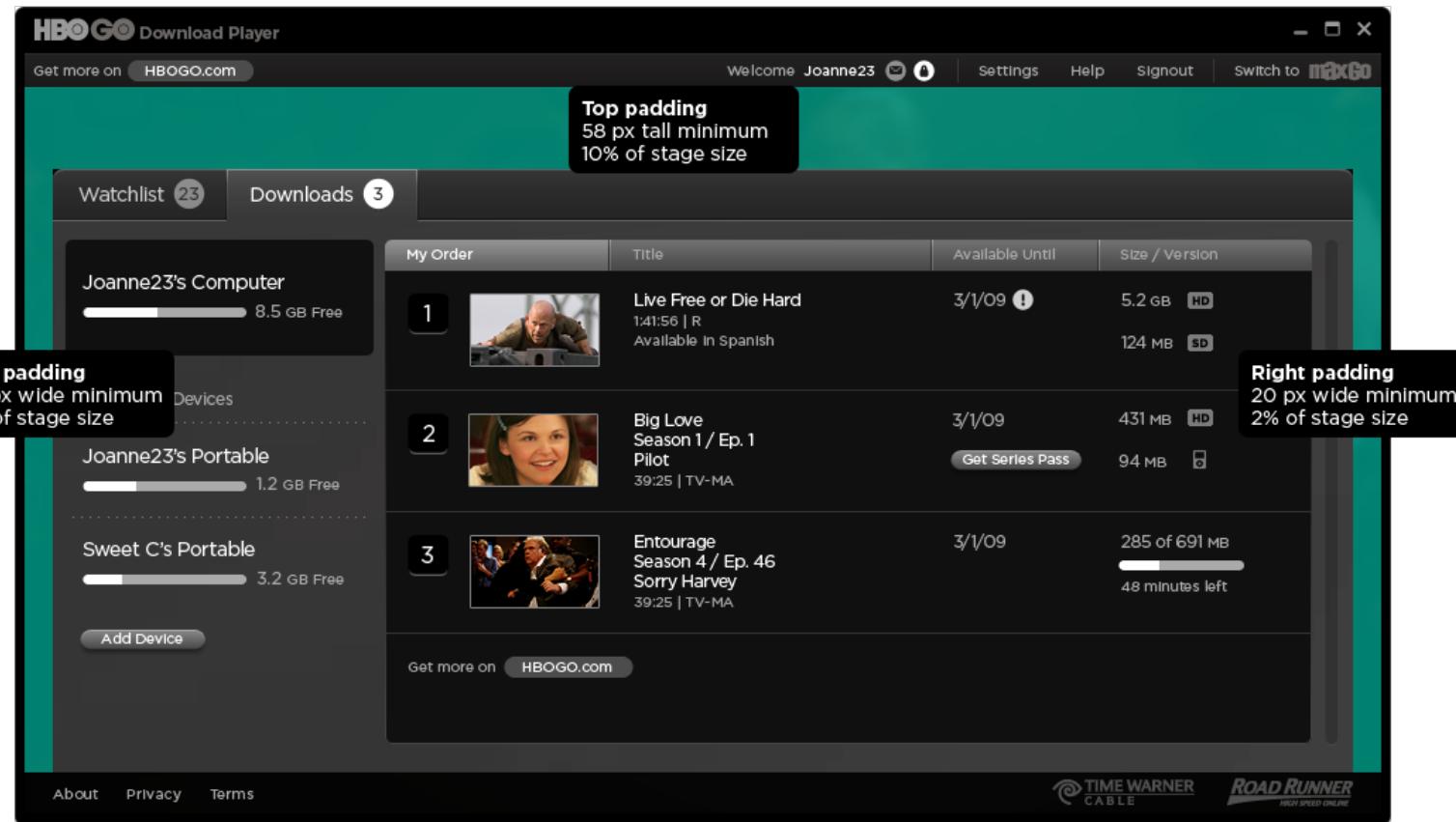
## Expanded Tray Content Fixed Measurements



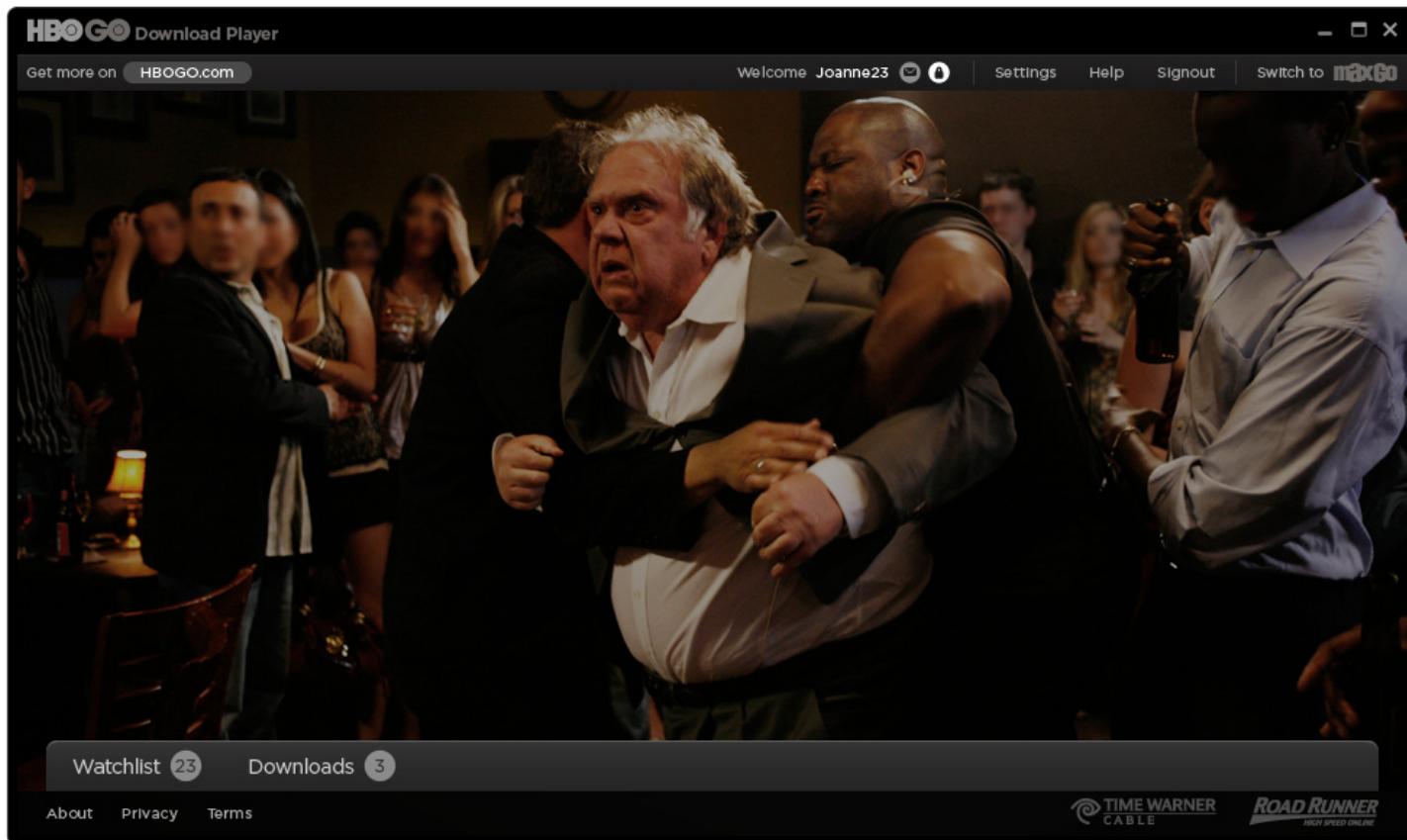
## Expanded Tray Changing Column Widths

To help users customize the application's workspace column widths can be dragged to different widths.

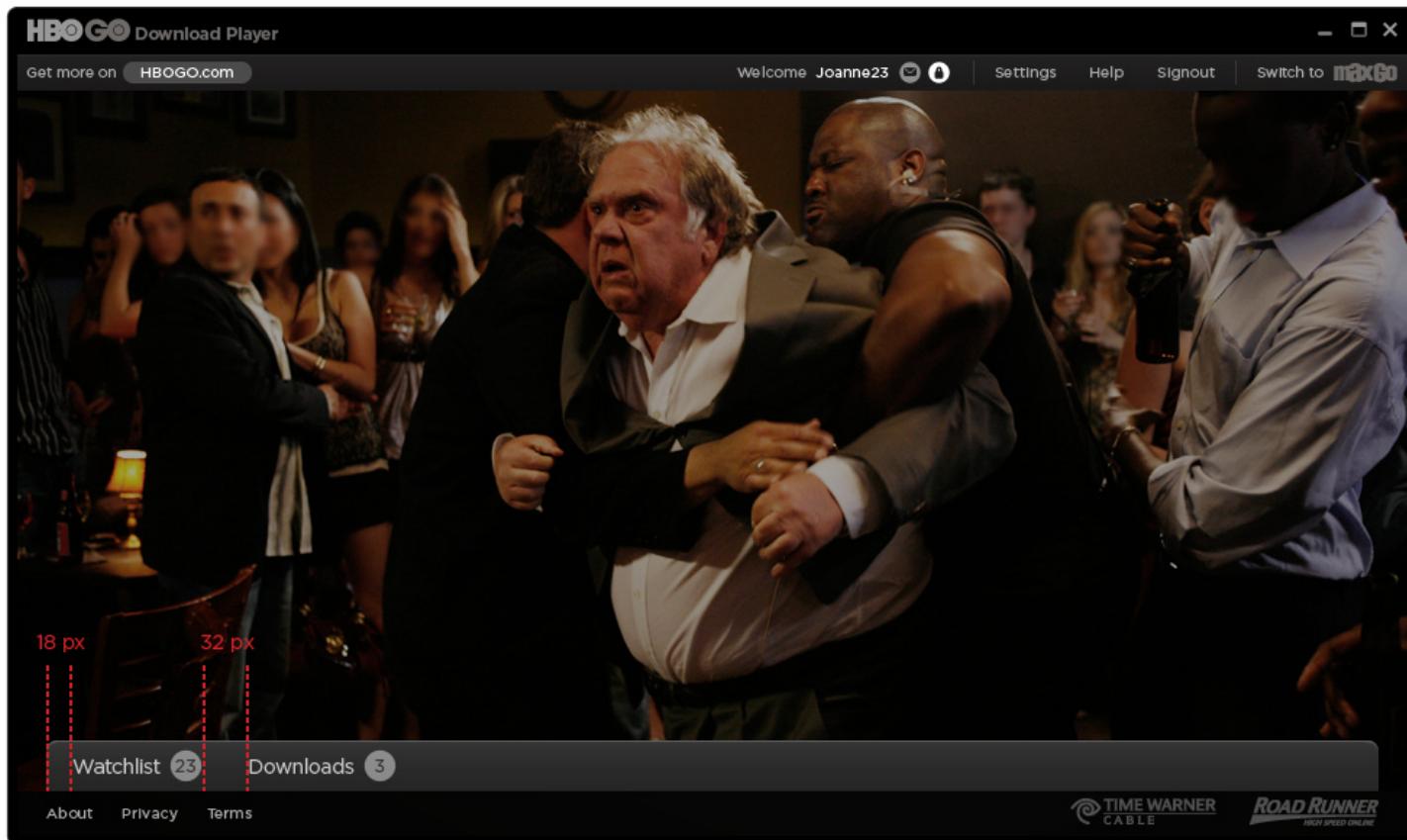
This preference is remembered by the application.



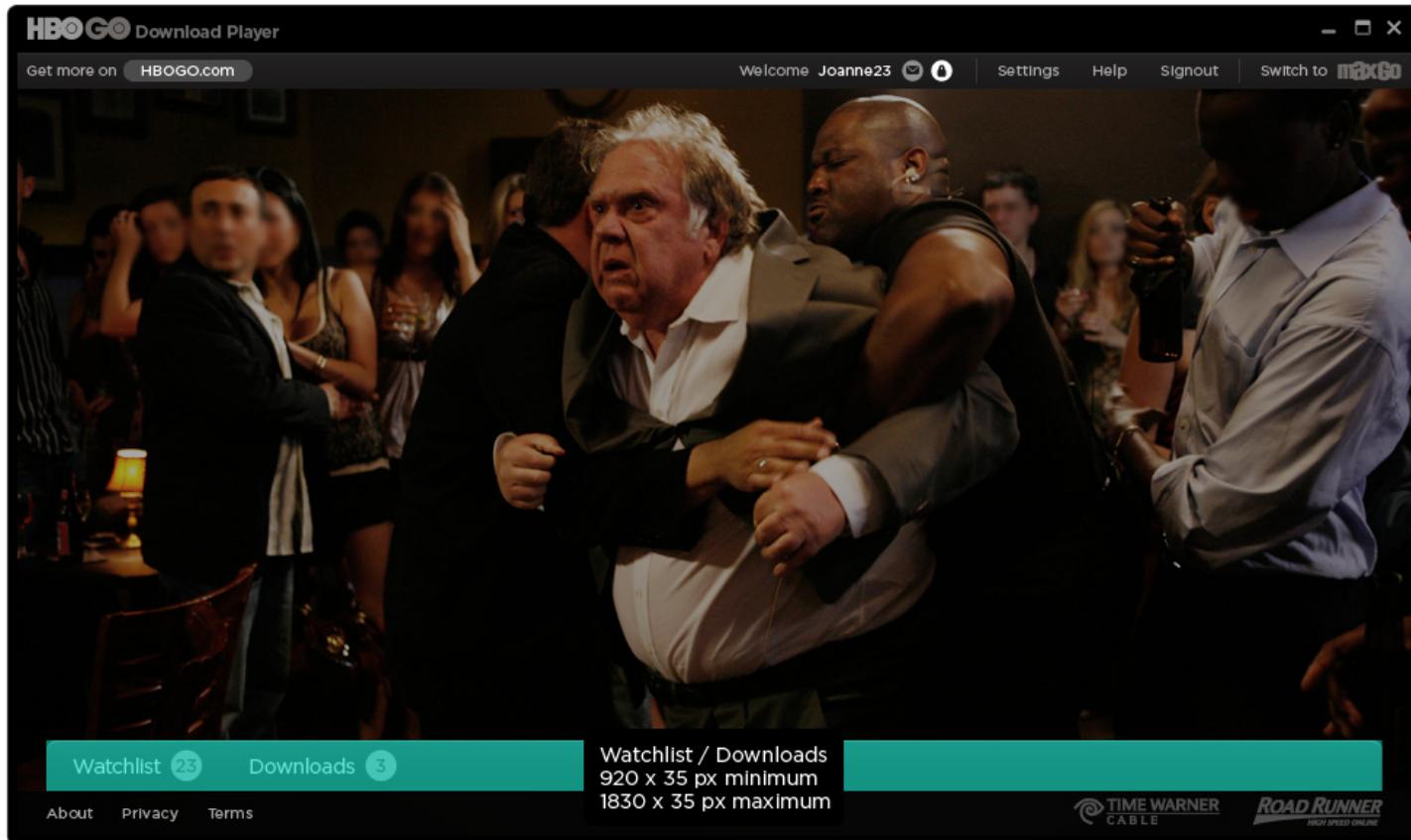
## Expanded Tray Flex Space



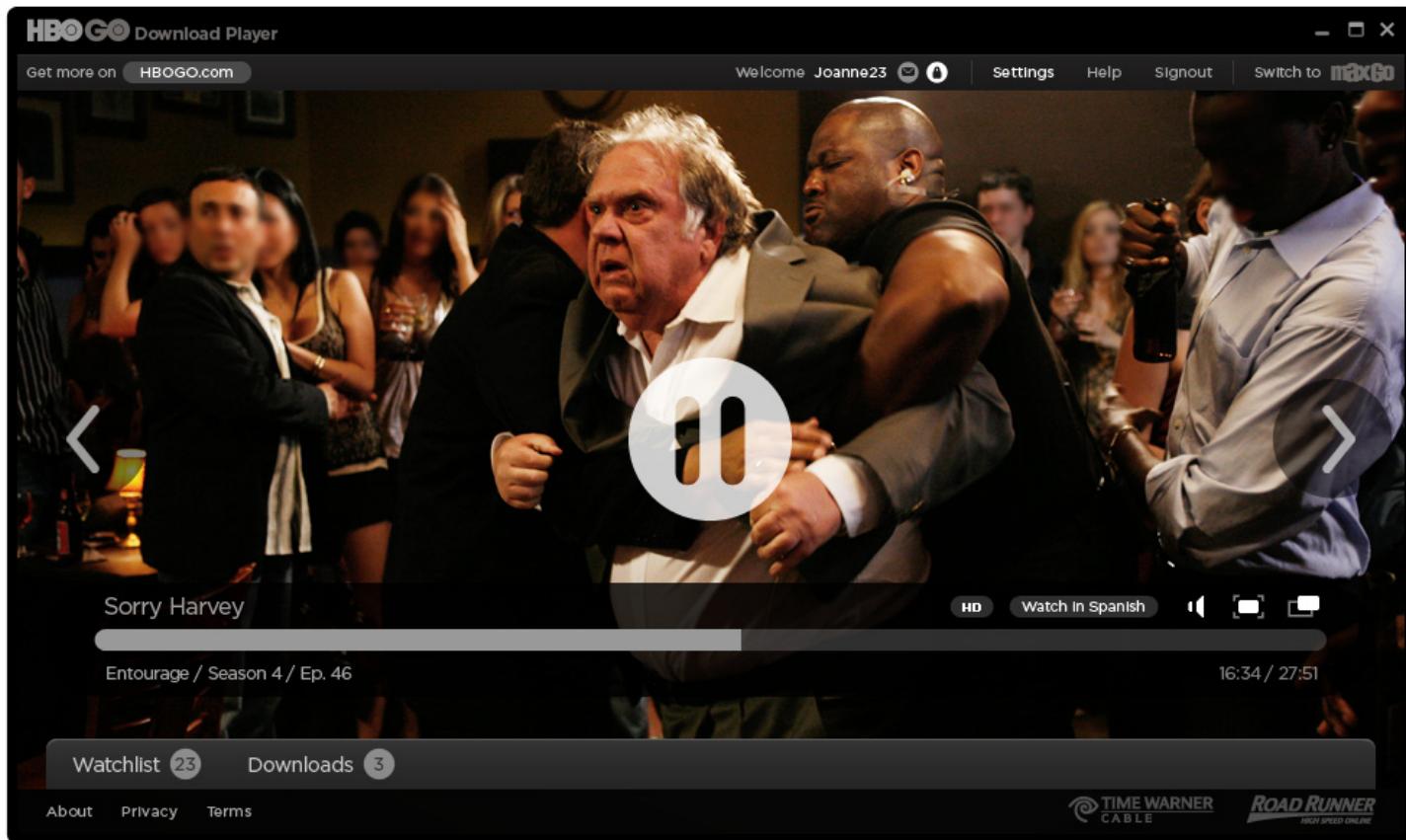
## Collapsed Tray



## Collapsed Tray Fixed Measurements

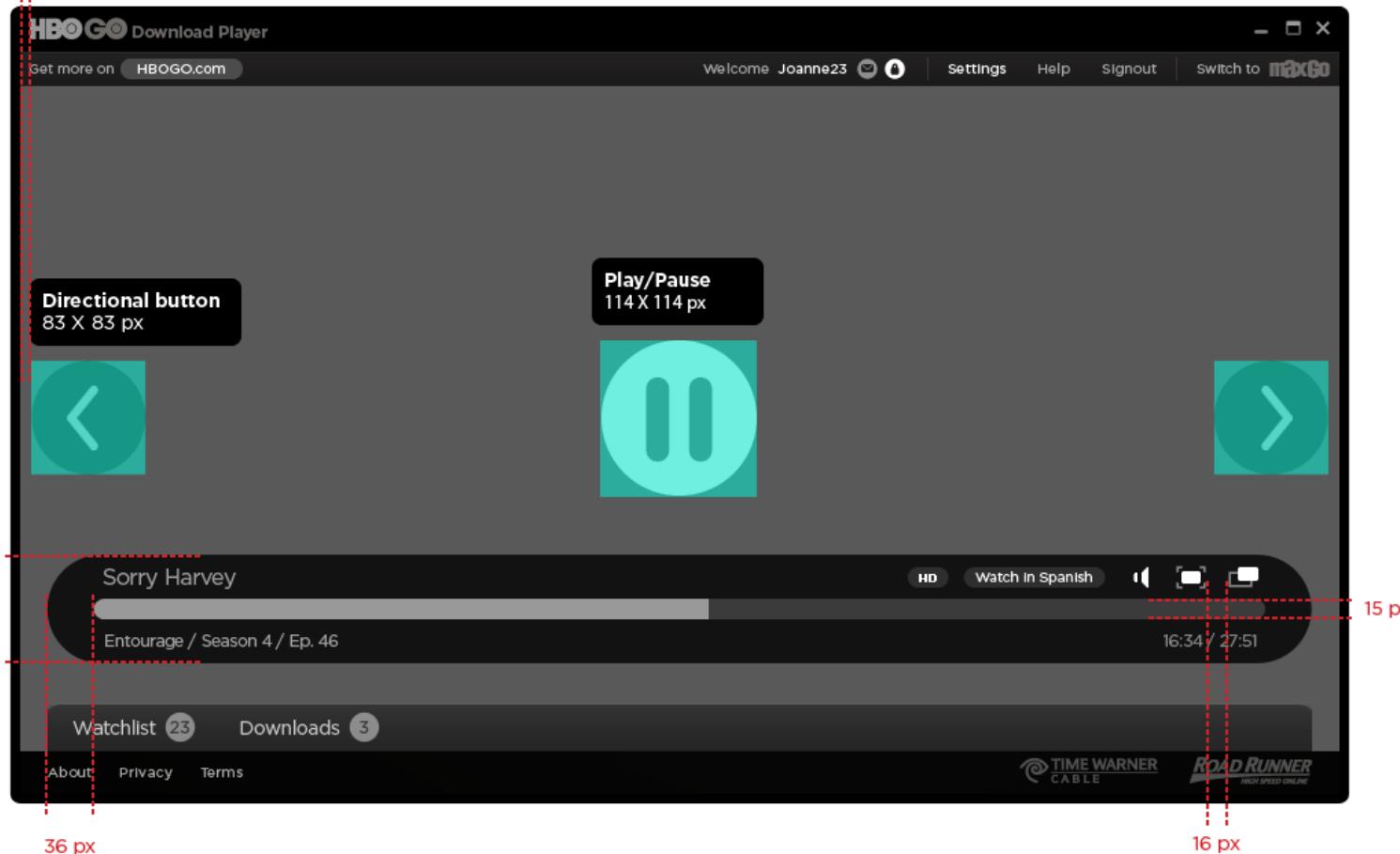


## Collapsed Tray Flex Space

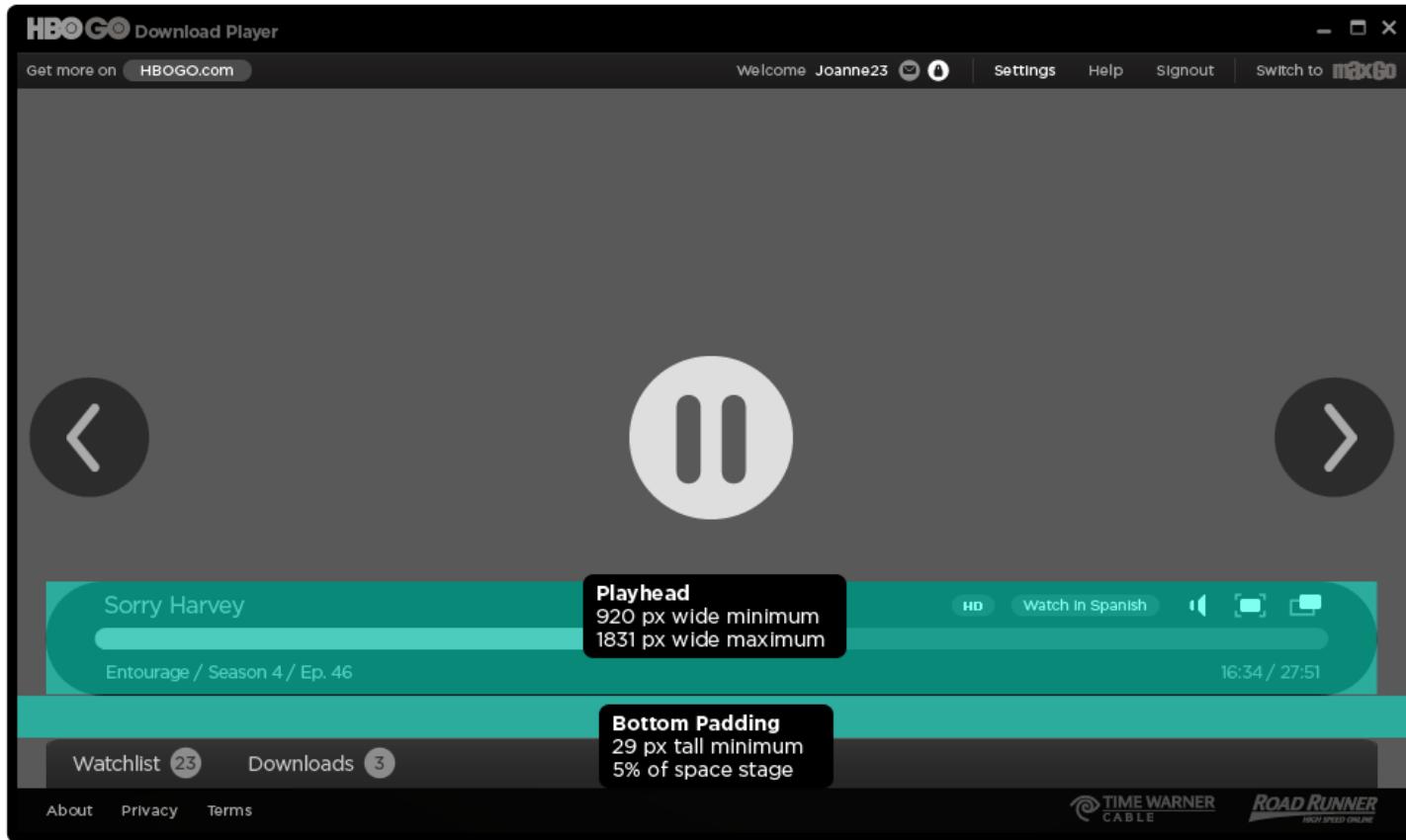


## Video

8 px



## Video Fixed Measurements



## Video Flex Space



**Video** Window View