

Detail Overlay

Typography

- Month Month Header: 50px Helvetica Neue Bold #ffffff  
Dropshadow  
Color: #000000  
Degree: -90  
Distance: 2px
- Dates: 36px Helvetica Neue Bold #ffffff  
Dropshadow  
Color: #000000  
Degree: -90  
Distance: 2px
- Days of the Week F-T: (inactive) 24px Helvetica Neue Medium #333333  
Days of the Week F-T (active): 24px Helvetica Neue Bold #ffffff  
Holiday Dates: 26px Helvetica Neue Bold #000000  
Holiday Events: 26px Helvetica Neue Medium #333333
- Holiday Title (Large Title Bar): 32px Helvetica Neue Bold #ffffff  
FOX Title (Large Title Bar): 46px Helvetica Neue Bold #ffffff  
Other Studios Title (Large Title Bar): 36px Helvetica Neue Bold #ffffff  
Dropshadow  
Color: #000000  
Degree: 0  
Distance: 2px
- Bottom 3 Buttons: 46px Helvetica Neue Reg #ffffff  
Dropshadow  
Color: #000000  
Degree: -90  
Distance: 2px
- Modules

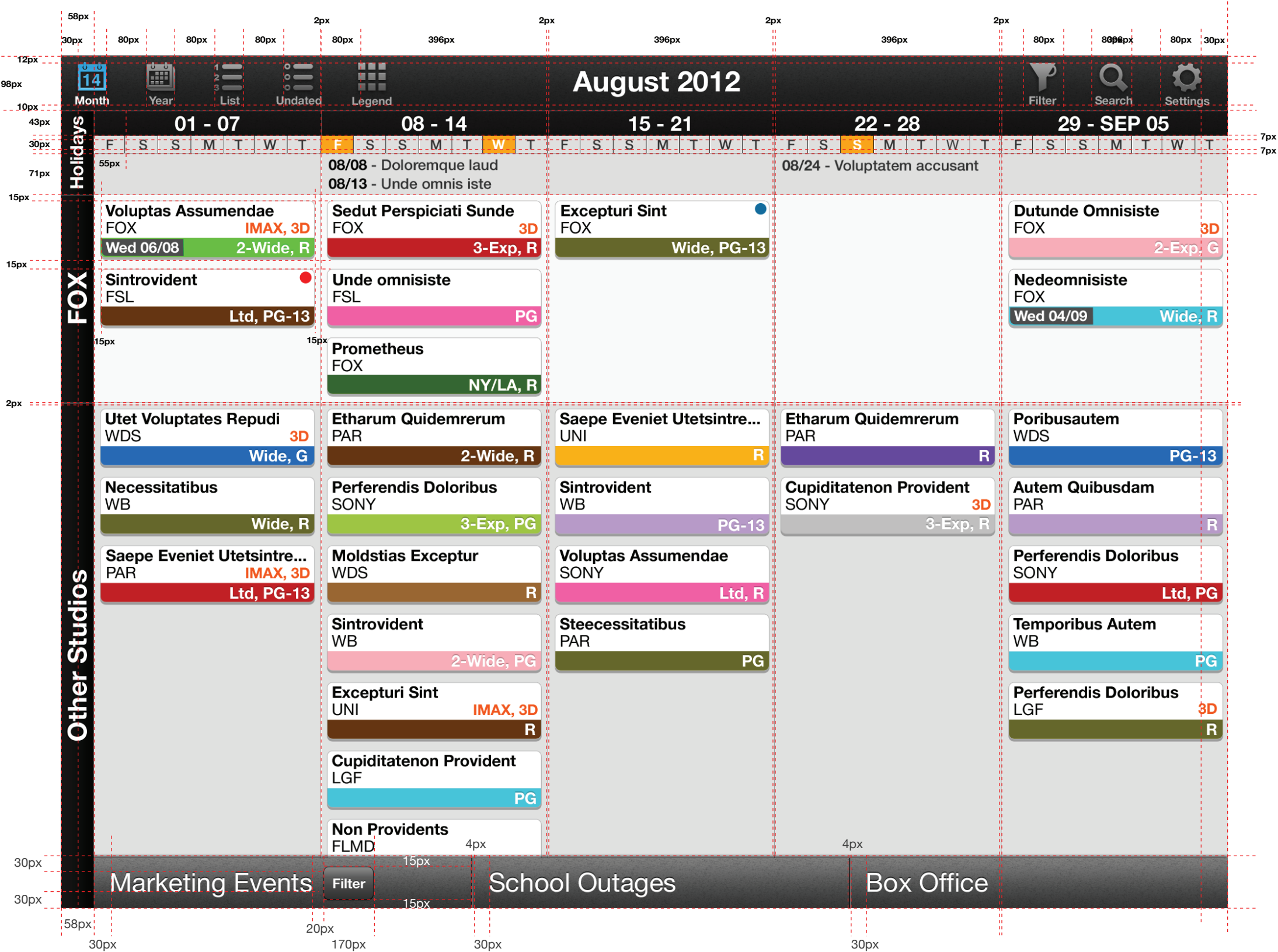
Movie Title: 28px Helvetica Neue Bold #000000  
(26 Characters max, then ...)

Studio: 28px Helvetica Neue Reg #000000

Format: 26px Helvetica Neue Bold #ff5500

Distribution Type: 28px Helvetica Neue Bold #ffffff

Date: 26px Helvetica Neue Bold #ffffff



Detail Overlay

- Module Colors:
- Action

#fbb117
- Action/Adventure

#00ff00
- Action/Comedy

#DCC040
- Comedy

#f660ab
- Dark Comedy

#996633
- Documentary

#336600
- Drama

#1569c7
- Family

#a0c544
- Foreign Language

#666600
- Horror

#c11b17
- Musical

#b89bc9
- Romantic Comedy

#faafba
- R-Rated Comedy

#663300
- Sci-Fi / Fantasy

#43c6db
- Thriller

#6c2dc7
- Unknown

#C0C0C0
- Calendar Days Highlighted:

#ffa500
- Red Dot:

#ff0000
- Blue Dot:

#3355ff
- Black Bar Behind Dates:

#141414
- Gray bkgrd Days of week:

#dedede
- Light Gray bkgrd Fox:

#f7f7f7
- Gray bkgrd other studios:

#e0e0e0
- Verticle line dividers:

2px - #999999/#ffffff
- Horizontal line dividers:

2px - #999999/#ffffff

1px - #4d4d4d

2px - #000000/#ffffff

80px

14

Month

Year

1

2

3

List

Undated

Legend

August 2012

Filter

Search

Settings

Holidays

01 - 07

08 - 14

15 - 21

22 - 28

29 - SEP 05

F

S

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M

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08/08 - Doloremque laud

08/13 - Unde omnis iste

08/24 - Voluptatem accusant

FOX

Voluptas Assumendae

FOX

IMAX, 3D

Wed 06/08

2-Wide, R

Sintrovident

FSL

Ltd, PG-13

Unde omnisiste

FSL

PG

Prometheus

FOX

NY/LA, R

Other Studios

Utet Voluptates Repudi

WDS

3D

Wide, G

Necessitatibus

WB

Wide, R

Saepe Eveniet Utetsintre...

PAR

IMAX, 3D

Ltd, PG-13

Etharum Quidemrerum

PAR

2-Wide, R

Perferendis Doloribus

SONY

3-Exp, PG

Moldstias Exceptur

WDS

R

Sintrovident

WB

2-Wide, PG

Excepturi Sint

UNI

IMAX, 3D

R

Cupiditatenon Provident

LGF

PG

Non Providents

FLMD

Saepe Eveniet Utetsintre...

UNI

R

Wide, PG-13

Etharum Quidemrerum

PAR

R

Cupiditatenon Provident

SONY

3-Exp, R

Voluptas Assumendae

SONY

Ltd, R

Stecessitatibus

PAR

PG

Poribusautem

WDS

PG-13

Autem Quibusdam

PAR

R

Perferendis Doloribus

SONY

Ltd, PG

Temporibus Autem

WB

PG

Perferendis Doloribus

LGF

3D

R

Marketing Events

Filter

School Outages

Box Office

4px - #161616/#6b6b6b

2px - #999999/#ffffff

2px - #999999/#ffffff

4px - #161616/#6b6b6b

2px - #999999/#ffffff



Detail Overlay

**Typography**  
Days of the Week F-T: (inactive) 24px Helvetica Neue Medium #333333  
Days of the Week F-T (active): 24px Helvetica Neue Bold #ffffff  
Marketing Events Dates: 26px/32 Helvetica Neue Bold #000000  
Marketing Events: 26px/32 Helvetica Neue Medium #333333  
**EX: 08/11** - Voluptatem accpret... (Character Count max 20, movie title only)  
**EX: 08/11-08/13** - Voluptatem acc... (Character Count max 16, movie title only)

Marketing Events: 46px Helvetica Neue Reg #0aadff

**Colors**  
Yellow Highlight: #ffa500

Background: #ffffff

**Typography**  
F-M Dates: 26px Helvetica Neue Reg #000000  
Numbers: 22px Helvetica Neue Reg #000000

School Outages: 46px Helvetica Neue Reg #0aadff

**Colors**  
Dark Green: #8fc000  
Dark Blue: #4b9cdd  
Light Gray Box: #f2f2f2

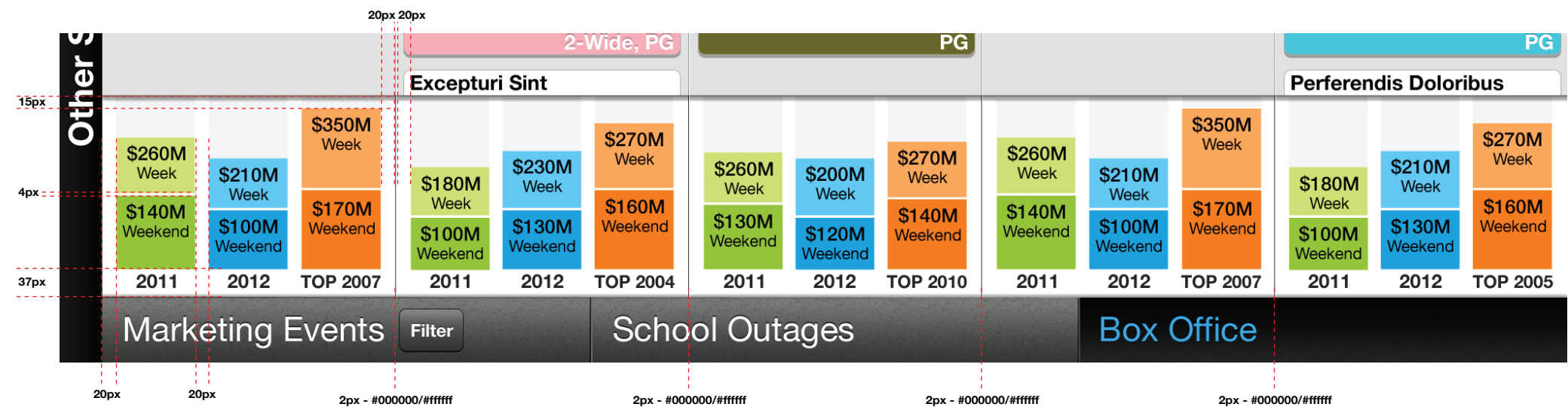
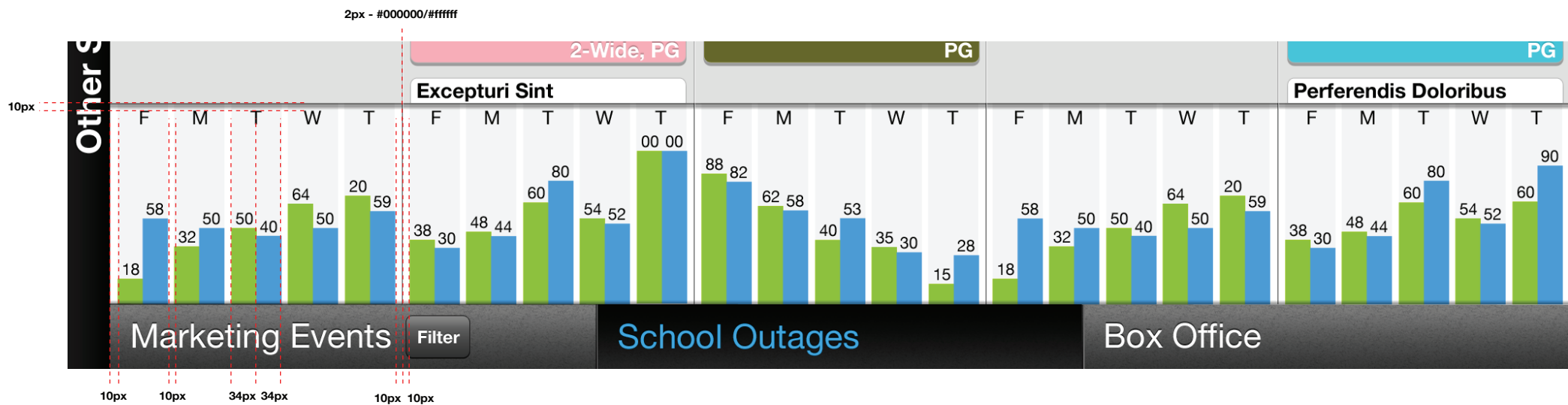
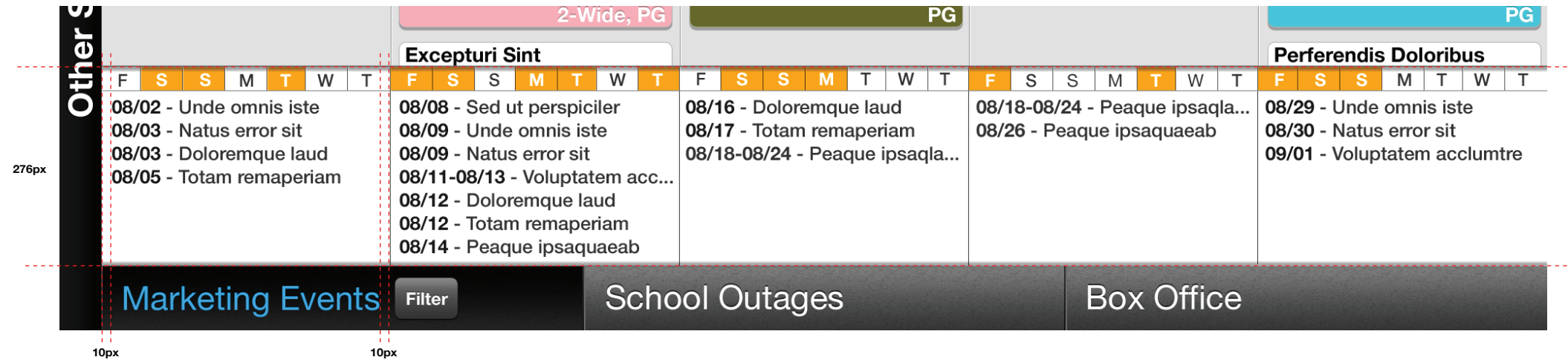
Background: #ffffff

**Typography**  
Sales \$: 26px Helvetica Neue Med #000000  
Week/Weekend: 22px Helvetica Neue Reg #000000  
Years: 24px Helvetica Neue Bold #262626

Box Office: 46px Helvetica Neue Reg #0aadff

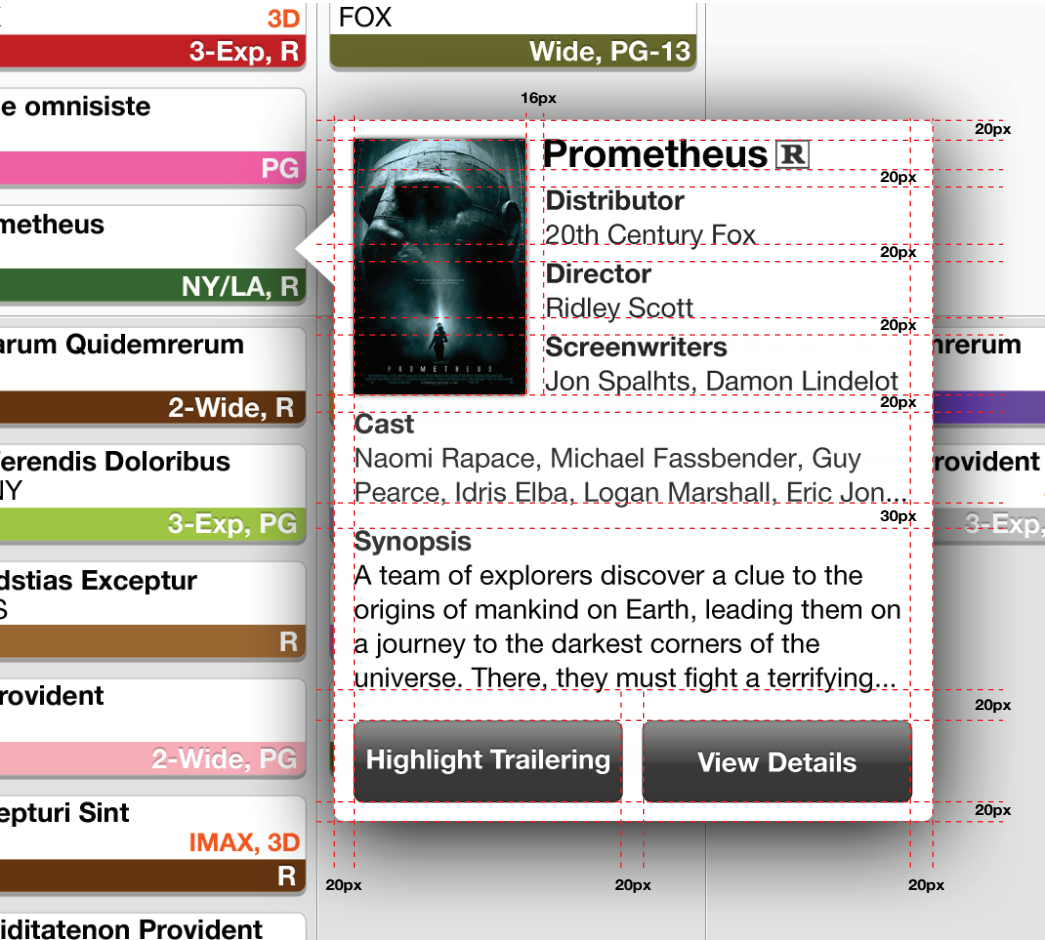
**Colors**  
Light Green: #d0eb73  
Dark Green: #96c300  
Light Blue: #62c7f5  
Dark Blue: #15a3e3  
Light Orange: #ffa95d  
Dark Orange: #fa7c0e  
Light Gray Box: #f2f2f2

Background: #ffffff



Detail Overlay

|                    |                                                                                       |
|--------------------|---------------------------------------------------------------------------------------|
| Image Thumbnail    | 175px x 260px                                                                         |
| <b>Typography</b>  |                                                                                       |
| Movie Title        | 40px Helvetica Neue Medium #000000<br>(Can wrap to 2 lines-max character count 30...) |
| Distributor        | 28px Helvetica Neue Bold #000000                                                      |
| Distributor Name   | 28px Helvetica Neue Reg #000000                                                       |
| Director           | 28px Helvetica Neue Bold #000000                                                      |
| Director Name      | 28px Helvetica Neue Reg #000000                                                       |
| Screenwriters      | 28px Helvetica Neue Bold #000000                                                      |
| Screenwriters Name | 28px Helvetica Neue Reg #000000                                                       |
| Cast               | 28px Helvetica Neue Bold #000000                                                      |
| Cast Name          | 28px Helvetica Neue Reg #000000                                                       |
| Synopsis           | 28px Helvetica Neue Bold #000000                                                      |
| Synopsis Name      | 28px Helvetica Neue Reg #000000                                                       |



|                    |                                     |
|--------------------|-------------------------------------|
| <b>Typography</b>  |                                     |
| Trailer Placement: | 24px Helvetica Neue Regular #1a1a1a |
| Film Title:        | 24px Helvetica Neue Bold #1a1a1a    |
| <b>Colors:</b>     |                                     |
|                    | Yellow #fffc33                      |
|                    | Orange #ffb31a                      |



List View

Margin

Overlay Padding: @2x: 34px 34px 34px 34px  
Detail Box Padding: @2x 40px --  
Release Box Padding: 34px --

Sizes

Sidebar: 100px  
**Gradient** left: #333  
right: #1a1a1a  
Data Row: h: 180px  
Buttons: h: 58px  
Poster Thumbnails: h:140px centered vertically  
Row/Column Dividers: 2px #CCC  
highlight: 2px #FFF  
Genre Chiclet: 28px x 28px  
1px stroke #333

Typography

Movie Title: @2x: 42px Bold #333  
Studio: @2x: 36px #333  
Genre: @2x: 30px #333  
Date Headers: @2x: 30px Bold #FFF  
**Dropshadow:** 2px  
90 degrees, #000  
Data row leading: 46px centered vertically

Colors:

Sidebar text: 46px Bold #FFF  
**Dropshadow:** 2px  
0 degrees #000  
Data Row BG Fox: #f7f7f7  
Other Studios: #e7e7e7

| August 2012            |                                                                                       |                                                                                      |       |          |         |               |  |                                                |  | Filter   | Search | Settings |
|------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------|----------|---------|---------------|--|------------------------------------------------|--|----------|--------|----------|
| Friday, July 6, 2012   |                                                                                       |                                                                                      |       |          |         |               |  |                                                |  | @2x:48px |        |          |
| FOX                    |    | <b>Abraham Lincoln: Vampire Killer</b><br>FOX<br>Action / Adventure, Science-Fiction | PG-13 |          | Academy | View Calendar |  | @2x:24px                                       |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |
| FOX                    |    | <b>Alien Resurrection</b><br>FOX Searchlight<br>Action / Adventure                   |       | IMAX, 3D | NY/LA   | View Calendar |  | @2x:20px                                       |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  | @2x:58px                                       |  |          |        |          |
| Saturday, July 7, 2012 |                                                                                       |                                                                                      |       |          |         |               |  |                                                |  |          |        |          |
| FOX                    |   | <b>All About Steve</b><br>FOX<br>Comedy, Romance                                     | R     |          | Wide    | View Calendar |  |                                                |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |
| FOX                    |  | <b>Alvin and The Chipmunks</b><br>FOX<br>Comedy, Family                              |       | 3D       | NY/LA   | View Calendar |  |                                                |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |
| Other Studios          |  | <b>A Cat in Paris</b><br>Warner Bros.<br>Action / Adventure, Animation               | PG    | LVE/ANM  | 2-Wide  | View Calendar |  | @2x: Divider left: 2px #CCC<br>Right: 2px #FFF |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |
| Other Studios          |  | <b>Anchorman: The Legend Continues</b><br>Paramount Pictures<br>Comedy               | PG-13 |          | NY/LA   | View Calendar |  |                                                |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |
| Sunday, July 8, 2012   |                                                                                       |                                                                                      |       |          |         |               |  |                                                |  |          |        |          |
|                        |  | <b>Argo</b><br>Lion's Gate<br>Drama, Thriller                                        | R     |          | Wide    | View Calendar |  |                                                |  |          |        |          |
|                        |                                                                                       |                                                                                      |       |          |         | View Detail   |  |                                                |  |          |        |          |



Search Results

Margin

Overlay Padding: @2x: 34px 34px 34px 34px  
Detail Box Padding: @2x 40px --  
Release Box Padding: 34px --

Sizes

Data Row: h: 180px  
Buttons: h: 58px  
Poster Thumbnails: h:140px x (94px??)  
Row/Column Dividers: 2px #CCC  
highlight: 2px #FFF  
Genre Chiclet: 28px x 28px  
1px stroke #333

Typography

Movie Title: @2x: 42px Bold #333  
Studio: @2x: 36px #333  
Genre: @2x: 30px #333  
Data row leading: 46px centered vertically

Colors:

Data Row BG Fox: #f7f7f7  
Other Studios: #e7e7e7

Q A

Cancel

|               |                                                                                       |                                                                                                                             |          |         |            |                                                 |  |
|---------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------|---------|------------|-------------------------------------------------|--|
| FOX           |    | <div>Abraham Lincoln: Vampire Killer</div> <div>FOX</div> <div>Action / Adventure, Science-Fiction</div>                    |          | Wide    | 06/16/2012 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |    | <div>Alien Resurrection</div> <div>FOX Searchlight</div> <div>Action / Adventure, Science-Fiction</div> <div>@2x:12px</div> | IMAX, 3D | Academy | 02/26/2013 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |    | <div>All About Steve</div> <div>FOX</div> <div>Comedy, Romance</div>                                                        |          | Wide    | 07/16/2012 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |   | <div>Alvin and The Chipmunks</div> <div>FOX</div> <div>Comedy, Family</div>                                                 | IMAX     | NY/LA   | 12/06/2012 | <div>View Calendar</div> <div>View Detail</div> |  |
| Other Studios |  | <div>A Cat in Paris</div> <div>Warner Bros.</div> <div>Action / Adventure, Animation</div>                                  | ANIM     | Wide    | 08/12/2012 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |  | <div>Anchorman: The Legend Continues</div> <div>Paramount Pictures</div> <div>Comedy, Action/Adventure</div>                | 3D       | NY/LA   | 06/10/2013 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |  | <div>Argo</div> <div>Lion's Gate</div> <div>Drama/Thriller</div>                                                            |          | Wide    | 10/20/2012 | <div>View Calendar</div> <div>View Detail</div> |  |
|               |  | <div>Arabian Nights</div>                                                                                                   |          |         |            | <div>View Calendar</div>                        |  |

Global Elements / Detail Overlay

Margin

Overlay Padding: @2x: 34px 34px 34px 34px  
Detail Box Padding: @2x 40px --  
Release Box Padding: 34px

Sizes

Tab Bar: @2x: 84px  
Poster/Release Info Column: @2x: width: 468px  
Detail Box: @2x: 1380px

Typography

Tabbar text: 34px #FFF  
**Dropshadow:**  
2px, 270 degrees, #000  
**Selected:** 34px #0aadff

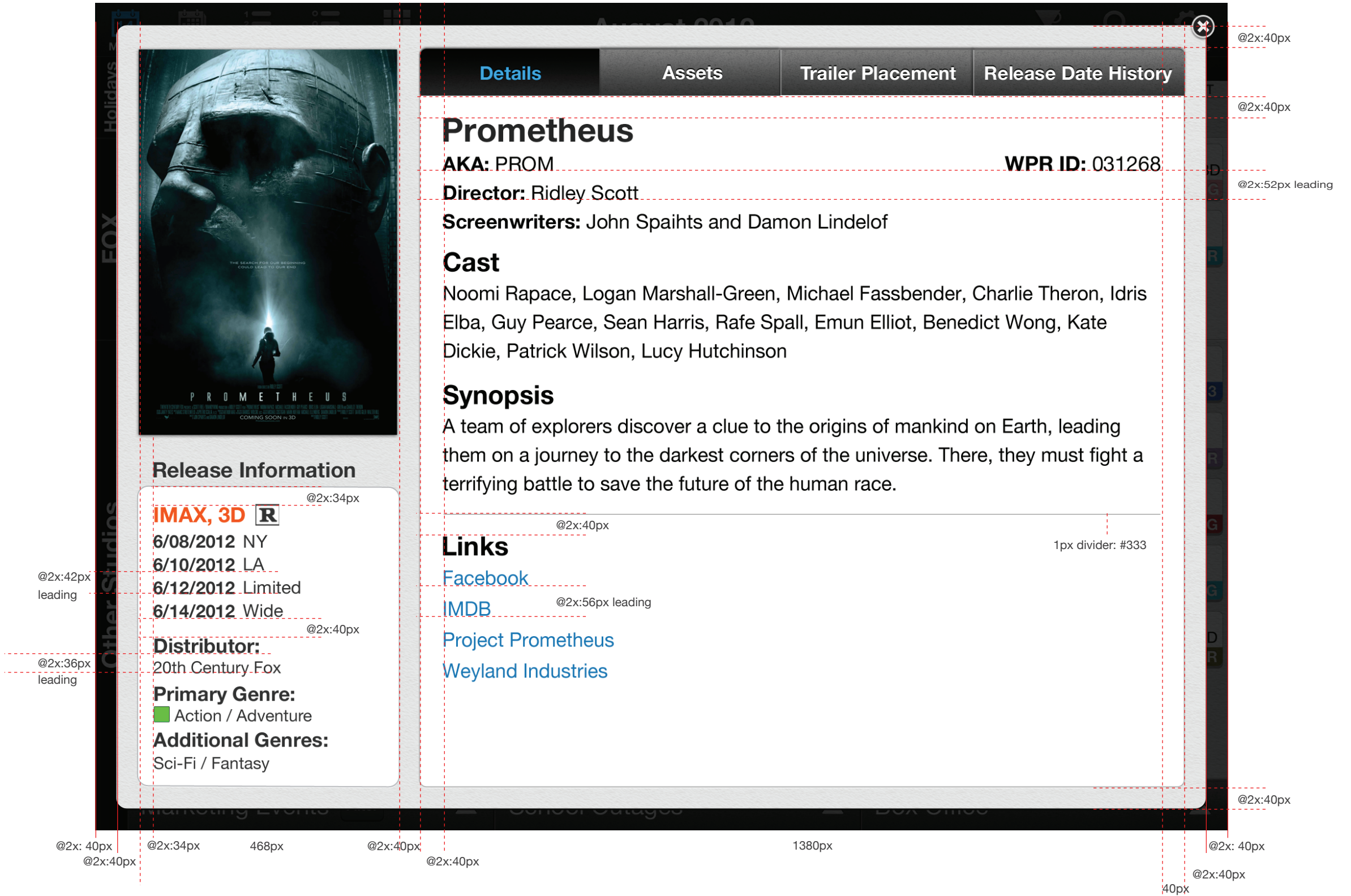
Movie Title: @2x: 60px Bold #272727  
Sub-titles: @2x: 48px Bold #000  
Body Text: @2x: 36px #000  
52px leading  
Body Text Labels: @2x: 36px Bold #000  
Links: @2x: 36px #2477b3  
56px leading

Release Typography

Release Info Title: @2x: 38px #333  
**Dropshadow:**  
2px, 90degrees, #FFF  
Format: 38px Bold #ff5500  
Date: 32px Bold #333  
42px leading  
Release Type: 32px #333  
Label: 36px Bold #333  
36px Leading  
Genre: 30px #000

Colors

Box Background: #FFF





## Assets

## Margin

Overlay Padding: @2x: 34px 34px 34px 34px  
Detail Box Padding: @2x 40px --  
Release Box Padding: 34px --

## Sizes

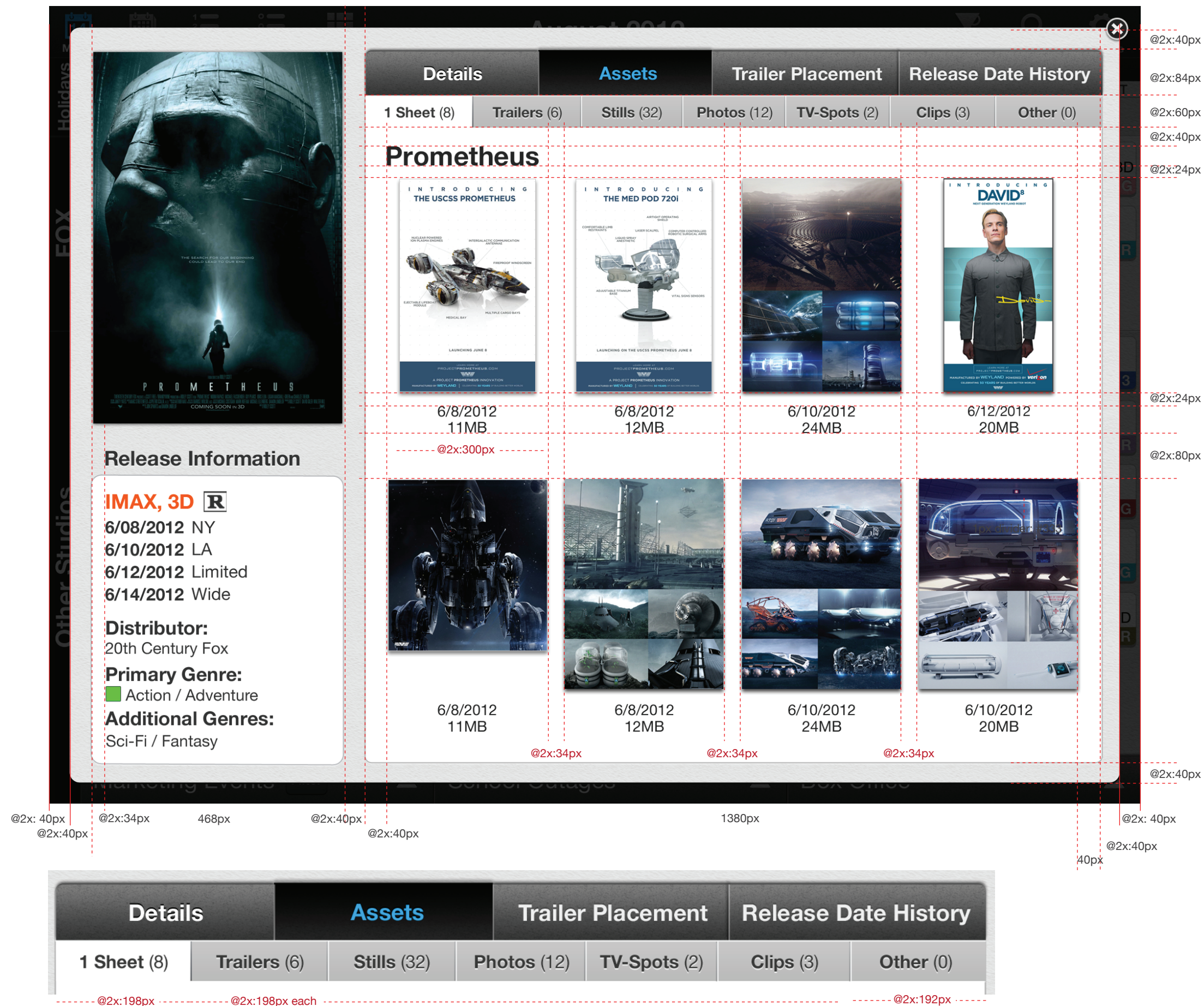
1-sheet photo: w:300px h:400px  
Secondary Tabs: h: 60px

## Typography

Secondary Tab Labels: @2x: 27px Bold #333  
**Dropshadow:**  
2px, 90 degrees, #FFF  
**Selected:** #333 Bold  
Movie Title: @2x: 60px Bold #272727  
Asset Names: @2x: 28px #333  
30px Leading

Secondary Tabs: @2x: h: 60px x 1380px  
Gradient: Top: #CCC  
Btm: #BBB  
Dividers: 2px #888888  
2px #FFF

Secondary Tab Labels: @2x: 27px Bold #333  
**Dropshadow:**  
2px, 90 degrees, #FFF  
**Selected:** #333 Bold





## Trailers

## Margin

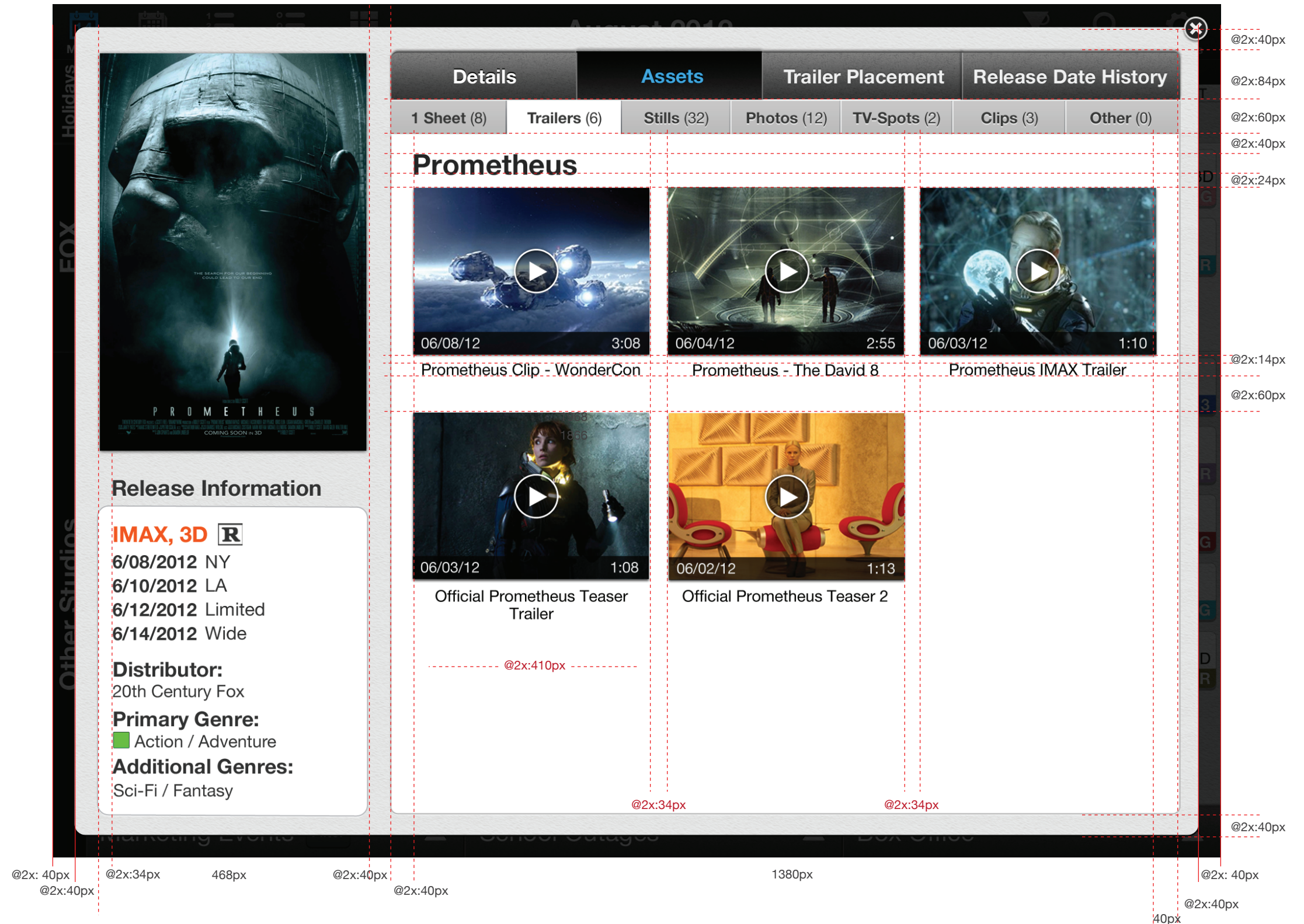
## Margin

## Sizes

## Sizes

## Typography

## Typography









## Trailer Placement

## Margin

## Margin

## Sizes

Data R

Poster Thumbnails: h:140px x (94px??)

## Typography

Movie Title: @2x: 30px Bold

Date/Format/Trailer Version: @2x: 30px #333



## Trailer Placement

## Margin

## Margin

## Sizes

## Typography

[illegible]