

JPMORGAN CHASE & CO.

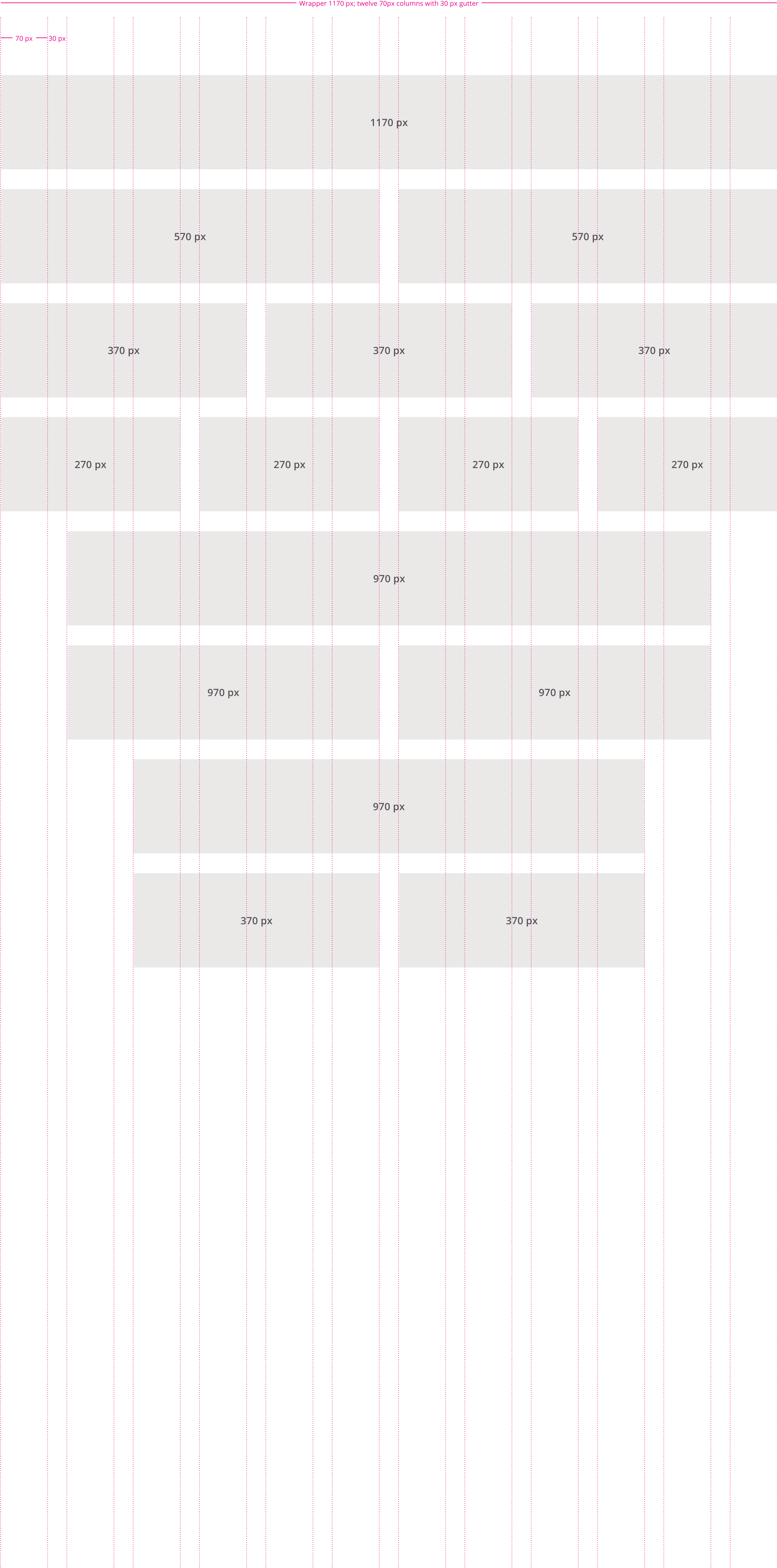
Ink.com

Master Style Sheet, desktop

JPMC Corporate Digital Group
November 2, 2016

PROTOTYPE LINKS

<https://invis.io/2N8J0MDDG>



I've endeavored to make as many styles as possible universal across the site. There are two main “sets”, that share universal styles, but also contain unique styles: listing/landing pages, and story/content pages. While there are exceptions which will be covered individually, the majority of the site typography follows the styles set forth below,

 EYEBROW

Listing Headline

Byline

Listing Subhead

Listing Summary - consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, bibendum at urna.

RELATED EYEBROW

> Archive Listing Month

✓ Archive Listing Month

Archive Listing Headline
Archive Listing Byline

> Load more

 EYEBROW

Headline

Byline

Date

Sub-head — encouraged to complete annual Code of Conduct requirements

Body Copy - dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut.

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Caption — nobitatum vel eiur, que inusti repuda corestiur.

“Pull Quote — quis in cum nim de
esciento.”

RELATED EYEBROW

#relatedTags

RELATED EYEBROW

Related Headline
Related Byline

Date

Global Styles

EYEBROW

font: bold 15px/21px Open Sans, sans;
letter-spacing: 0.01 em;
color: #0099ff;
padding: 0

Byline

font: regular 21px/27px Tiempos, serif;
letter-spacing: 0 em;
color: #777779;
padding: bottom 10px

Landing Page Styles

Listing Headline

font: medium 42px/48px Tiempos, serif;
letter-spacing: 0 em;
color: #222a56;
padding: bottom 10px

Listing Subhead

font: regular 27px/32px Tiempos, serif;
letter-spacing: 0 em;
color: #555559;
padding: bottom 20px

Listing Summary

font: regular 16px/21px OPen Sans, sans;
letter-spacing: 0.01 em;
color: #555559;
padding: bottom 35px
margin: bottom 50px
border: bottom 1px, #b3b1b1
Note: the bottom rule is variable based on overall height of it’s row.

Article Page Styles

Wrapper 1170 px; twelve 70px columns with 30 px gutter

85

Header Navigation
full width x 85 px

20

600

Main Image
970 x 600 px

30

Article Div: 770 px

 EYEBROW

Headline

Byline

Date

↪ extra line of Body Copy

Body Copy — ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, bibendum at urna. Est quidam viderer dissentias ad, ex vis sint impetus aliquando, eam ne dico alia corrumpit. Id his suas gloriatur. Mentitum dignissim per in, et voluptatum adversarium vel.

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↪ extra line of Body Copy



RELATED EYEBROW

#Related #tags

Related Styles Placeholder

I'm still working out the global related and archive styles

75

Footer Navigation
full width x 235 px



Headline

Byline

Date

→ extra line of Body Copy

Body Copy — ipsum dolo sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, bibendum at urna. Est quidam viderer dissentias ad, ex vis sint impetus aliquando, eam ne dico alia corrumpit. Id his suas gloriatur. Mentium dignissim per in, et voluptatum adversarium vel.

Image Preview Div

470 x 315 px

Aligned with top of 2nd paragraph;
float left;

30 px right margin, 60 px bottom margin;
caption is centered within bottom margin

a:hover image size 110%

onClick opens slide show



Caption — ipsum dolor sit

lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean quis risus sit amet neque blandit tempor vel eu elit.
Fusce enim odio, accumsan in tristique ut, bibendum at
urna. Est quidam viderer dissentias ad, ex vis sint impetus
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verat.

- extra line of Body Copy



21

20

Var space

EYEBROW

Headline

Byline

Date

↪ extra line of Body Copy

Body Copy — ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, bibendum at urna. Est quidam viderer dissentias ad, ex vis sint impetus aliquando, eam ne dico alia corrumpit. Id his suas gloriatur. Mentitum dignissim per in, et voluptatum adversarium vel.

41

970 px

Pull Quote Div

970 px x variable height

center aligned

Behaves like a paragraph block of text, and can be inserted after any paragraph

margin: 20 px top, 40 px bottom;

(Body Copy style has a 21 px bottom margin)

padding: 30 px 20 px;

border: 1 px top & bottom, color #JPMCcyan

40

Var space

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, bibendum at urna. Est quidam viderer dissentias ad, ex vis sint impetus aliquando, eam ne dico alia corrumpit. Id his suas gloriatur. Mentitum dignissim per in, et voluptatum adversarium vel.

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↪ extra line of Body Copy

“Pull Quote — quis in cum nim de esciento. acestotat quis in cum nim de esciento bernam qui auteni omnieni hilitassit quodi tecabo. Aciiscil exeres evelenescit dolo vendionseque num is est, aliquat.”

15px

Home Page

Ink

July 2016

Volume 13, No. 7

Feature story module
Image: 770/475px

Main Image to Feature Story, or any story really. The homepage currently shows at least 1 story from each of the main content buckets, but is flexible enough to feature any content configuration.

Can we link the hover states on the image and headline? (mousing over the image changes it and also underlines the headline, and vice versa.) They are both anchored to the article.

The eyebrows are anchored to the bucket landing page (same as main nav), and the by-line anchors to the search page results for that author. The summary text is not clickable.

20px
EYEBROW

Listing headline - feature story

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

Two-up story module
Image: 570/350px

Most of these story modules are designed the same, with variations in size to account for single, double, or triple modules per row. In instances where there is no author, there will still need to be an extra space between the headline and summary copy equal to one line of copy.

The bottom rules should align along each row.

20px
EYEBROW

Listing headline

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

Two-up story module
Image: 570/350px

Question: How should we determine the depth of each row? Should they always remain the same depth regardless of content, from issue to issue, or should it vary, with a maximum depth limit?

20px
EYEBROW

Listing headline

→ extra line

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

7 px

One-up story module
Image: 970/600px

The current layout of the homepage is very specific, and not ment to be flexible (that is, the CMS user does not get to decide the configuration of the rows, just the content.

For example, I currently have this story-module designated as “On Location”, but it can contain a story from any content bucket, but the rhythm and sequence of the rows should not change: feature story, two-up, one-up, three-up, one-up quote, two-up.

If, in the future they require greater flexibility, we should design additional layouts for them, rather than handing over complete control of how these module rows are laid out.

20px
EYEBROW

Listing Headline consisting of two lines

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

Three-up story module
Image: 370/350px

20px
EYEBROW

Listing Headline on two lines

→ extra line

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

Three-up story module
Image: 370/350px

1 EYEBROW

Listing Headline on two lines

→ extra line

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

Three-up story module
Image: 370/350px

2 EYEBROW

Listing Headline on two lines

→ extra line

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

70px
ASK?INK

Q: *I was on the road and I needed to ask a question of our tech people. I didn't get a message that said I had a question. It was unavailable — please try again later. How can it be that our tech people don't have voicemail?*

One-up pull-quote module
div: 770px wide, depth tbd by copy limit

30px

15px
EYEBROW

Our Favorite Posts for August

→ extra line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, biben.

7 px

15px
EYEBROW

Don't Fall Victim to a Social Engineering Hack!

→ extra line

Posting excessive details about your job and personal information can allow criminals to appear legitimate when planning social engineering and phishing attacks, and can also put you at risk for identity theft. Here are some tips to keep you and the company safe.

30px

70px

Ink

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Contact Kevin Sylvester with story or photo ideas; contact Cameron Martin for distribution questions.

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Listing Page

News

July 2016

Volume 13, No. 7

Feature story module
Image: 770/475px

15px EYEBROW

Listing headline - feature story

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

40px

Story module image
Image: 770/475px

15px EYEBROW

Listing headline

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

40px

15px EYEBROW

Listing headline

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

40px

15px EYEBROW

Listing headline

Byline

Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique.

30px

40px

15px NEWS

News in Brief

Employees encouraged to complete annual
Code of Conduct requirements

Employee Opinion Survey results show colleagues
feel more engaged

Track your progress through July 31

40px

RELATED EYEBROW

> June 2016

> May 2016

> April 2016

< March 2016

A Tree Grows in Brooklyn

by Author Dent

What Technology Wants

by Author Dent

The Man Who Mistook his Wife for a Hat

by Author Dent

Infinite Jest

by Author Dent

A Funny Thing Happened on the Way to the Water Cooler

by Author Dent

The Good, the Bad, and the Misinformed

by Author Dent

> February 2016

> January 2016

> Load more

Ink

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Colors

List all colors and values

CTAs

Show all interactive elements

CTA

Show all interactive elements