Ink.com

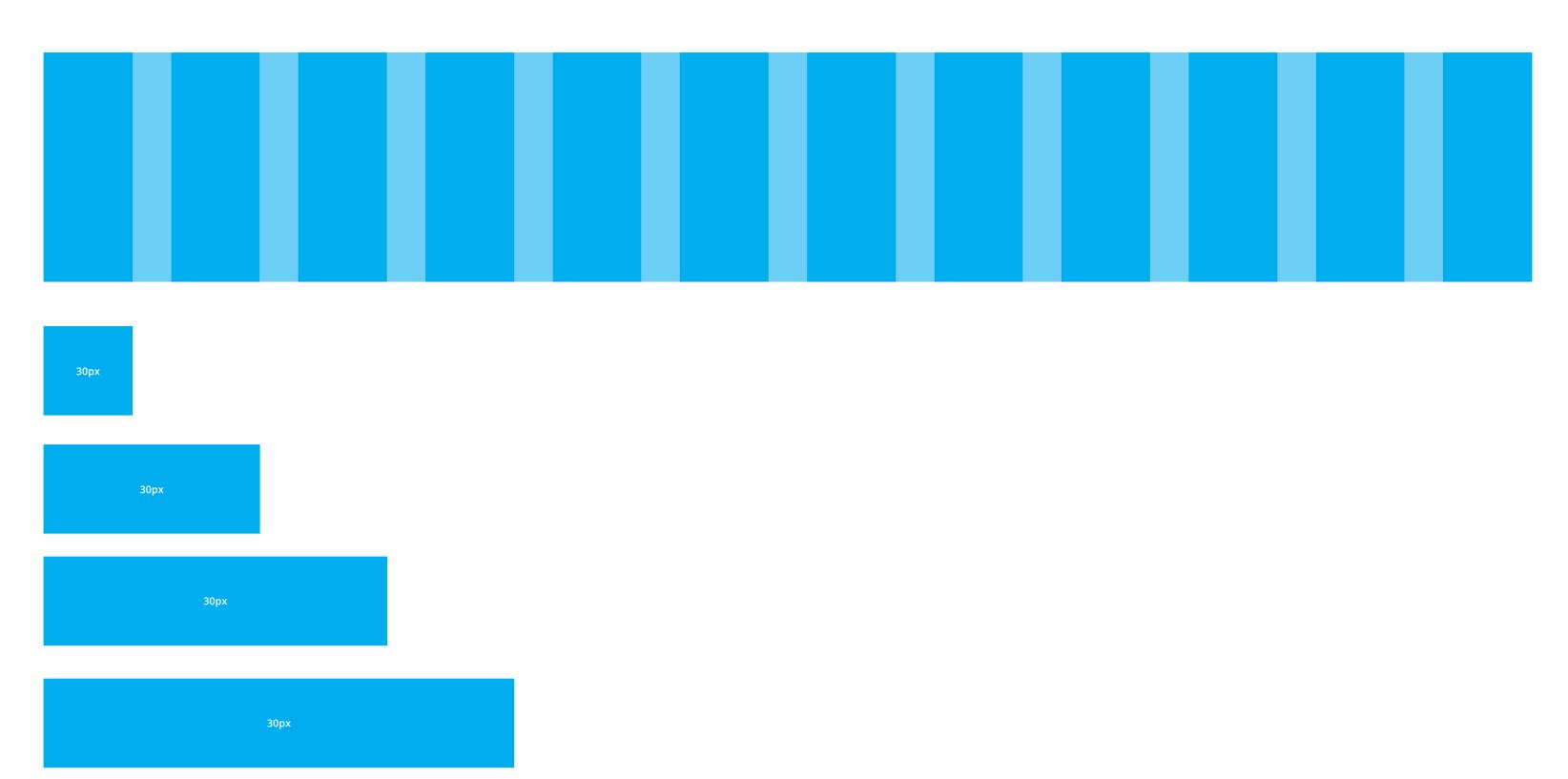
Master Style Sheet, desktop

JPMC Corporate Digital Group October 24, 2016

PROTOTYPE LINKS

https://invis.io/2N8J0MDDG

12 column grid, each column is 70px wide, with 15px margins for a 30px gutter Max width is 1170px, or 1200px if including 15px of outside margins Mobile breakpoint is 768px



Typography

I've endevored 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 typeography 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.

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

Caption — nobitatum vel eiur, que inusti repuda corestiur.

66 Pull Quote — quis in cum nim de esciento. 99

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

Ink JPMORGAN CHASE & CO.

News | Features | On Location | In Pictures | Social Media | You Should Know | Ask Ink | Archive | Search Q



Ink

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.

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.

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.

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?

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.

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.

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

> 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.

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.

Three-up story module Image: 370/350px

Three-up story module Image: 370/350px

Three-up story module Image: 370/350px

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.

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.

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.



Q: I was on the road and I needed to ask a question of our tech people.

One-up pull-quote module div: 770px wide, depth tbd by copy limit ot a message that said I h s unavailable — please try again inter. How can it be that our tech people don't have voicemail?

Our Favorite Posts for August ¬ extra line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus

EYEBROW

sit amet neque blandit tempor vel eu elit. Fusce enim odio, accumsan in tristique ut, biben.

1 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.

Ink

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News | Features | On Location | In Pictures | Social Media | You Should Know | Ask Ink | Archive | Search Q





Feature story module Image: 770/475px

15px SYEBROW

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.

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.

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Byline Listing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean quis risus sit amet

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> February 2016

> January 2016

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