

# Ink.com

## Master Style Sheet, desktop

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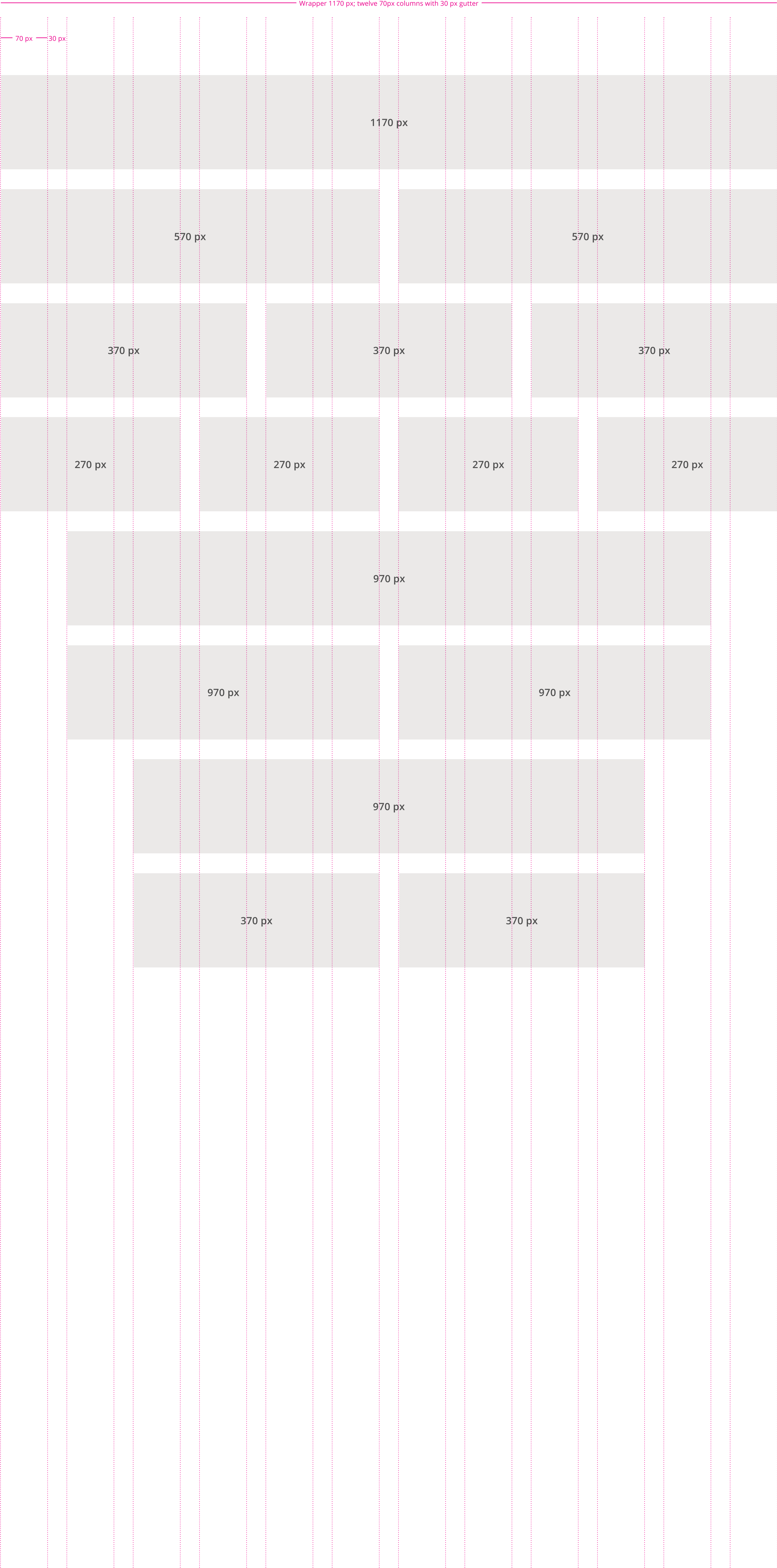
JPMC Corporate Digital Group  
November 14, 2016

**PROTOTYPE LINKS**

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

**UPDATES**

Nov 22; updated all type styles — pages 3–4;  
started archive accordion menu, page 14



 EYEBROW

# Headline

Byline

Date

¶

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. 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.

¶

**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.*

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

RELATED EYEBROW

#relatedTags

RELATED EYEBROW

## Archive Headline

by Archive Author

EYEBROW

font: medium 17px/21px Amplitude, sans;  
letter-spacing: 0.05 em;  
color: #59aadd;

### Headline

font: regular 52px/54px Amplitude, sans;  
color: #0f2d51;  
margin: bottom 10px

Byline

font: light 25px/27px Amplitude, sans;  
color: #777779;  
margin: bottom 10px

Date

font: regular 16px/21px Open Sans, sans;  
color: #8a8a8d;

Body Copy

font: regular 16px/21px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #505050;

### Body Copy Bold

font: bold 16px/21px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #555559;

*Caption*

font: ital 16px/21px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #8a8a8d;

*Pull Quote*

font: ital 35px/38px Celeste, serif;  
letter-spacing: 0.01 em;  
color: #646469;

### Pull Quotes

font: bold 75px/35px Anplitude, serif;  
color: #59aadd;  
position: top -0.03 em;

RELATED EYEBROW

font: light 17px/21px Amplitude, sans;  
color: #646469;  
style: all caps  
border: bottom 1 px, #646469;  
margin: bottom 5 px;

relatedTags

font: regular 17px/36px Open Sans, sans;  
color: #8a8a8d;

### Archive Headline

font: regular 21px/25px Amplitude, sans;  
color: #0f2d51;

Archive Author

font: light 17px/25px Amplitude, sans;  
color: #777779;

 EYEBROW

# Listing Headline

Byline

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.

 EYEBROW

# Listing Headline

Listing Subhead omnit essediam eaturio corestis etur, sam, sandit ut hario

Velia dis elique ni bercienihil in nobit laborum ad eum hicaeptaque consed unt porrum

Odipsapel ma sum imo cusanimus, conem veriorpor milicta

## Listing Archive Eyebrow

> Listing Archive Month

 > May 2016

### Archive Headline

by Archive Author

### Archive Headline

by Archive Author

 > Listing Archive Month

> Listing Archive Month

> Listing Archive Month

> 2015 Listing Archive Year

> Load more

EYEBROW

font: bold 15px/21px Open Sans, sans;  
letter-spacing: 0.05 em;  
color: #59aadd;

### Listing Headline

font: medium 42px/48px Amplitude, sans;  
color: #222a56;  
margin: bottom 10px

Byline

**font:** light 25px/27px Amplitude, sans;  
**color:** #777779;  
**margin:** bottom 10px

Listing Summary

font: regular 16px/21px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #505050;  
Note: 230 characters maximum. The rule is handled at the div level

Listing Subhead


font: regular 25px/28px Celeste, serif;  
color: #555559;  
margin: bottom 20px

### Listing Archive Eyebrow

font: medium 27px/48px Amplitude, sans;  
color: #0f2d51;  
margin: bottom 10px

Listing Archive Month

font: light 21px/27px Amplitude, sans;  
letter-spacing: 0.01 em;  
color: #555559;  
margin: bottom 15px

 Bottom margin is for text spacing. The rule/accordian spacing is handled at the div level.

### Archive Headline

font: regular 21px/25px Amplitude, sans;  
color: #0f2d51;

Archive Author

font: light 17px/25px Amplitude, sans;  
color: #777779;

### Listing Archive Year

font: regular 27px/30px Amplitude, sans;  
color: #0f2d51;  
margin: bottom 30px

Load More

font: regular 15px/21px Open Sans, sans;  
color: #555559;



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  
(ratio 97:60)

30

Article Div: 770 px

EYEBROW

# Headline

Byline

Date



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.



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.



Tem qui dolupta suntur aut ex excesto deles aut occae prae comnis moluptaes mos ut ped mo ium estis volupti ostios atur sit eatet aute ni omnim eaquis re, sum, simagnis ellacceptatus de voluptas consequi consecate volut estio. Andam, acculla boriore stiamus eliscid quis reperit atiscipicium quaspit, am faceri doles diorro odit venis aborrum que velisquatio excea suntum quatibus estrum cum respisciti dolo vendignim quamustempos voluptat ea verferchitae dolupta tureria velit expersp ellore, sim nus vel earum cuptibus cus ad et escid qui custioritet, sin parit, cum quis ressinturis re verat.



50

40

RELATED EYEBROW

#Related #tags

Var

50

RELATED EYEBROW



Archive Headline

by Archive Author



Archive Headline

by Archive Author

Var

50

column: 370 px

column: 370 px

archive div: 770 px

The archive div is divided into two columns,  
and fills left to right, top to bottom

75

Footer Navigation  
full width x 235 px





21

20

Var space

EYEBROW

Headline

Byline

Date

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

Tem qui dolupta suntur aut ex excesto deles aut occae prae comnis moluptaes mos ut ped mo ium estis volupti ostios atur sit eatet aute ni omnim eaquis re, sum, simagnis ellacceptatus de voluptas consequi consecate volut estio. Andam, acculla boriore stiamus eliscid quis reperit atiscipicium quaspit, am faceri doles diorro odit venis aborrum que velisquiatio excea suntum quatibus estrum cum rerspisciti dolo vendignim quamustempos voluptat ea verferchitae dolupta tureria velit expersp ellore, sim nus vel earum cuptibus cus ad et escid qui custioritet, sin parit, cum quis ressinturis re verat.

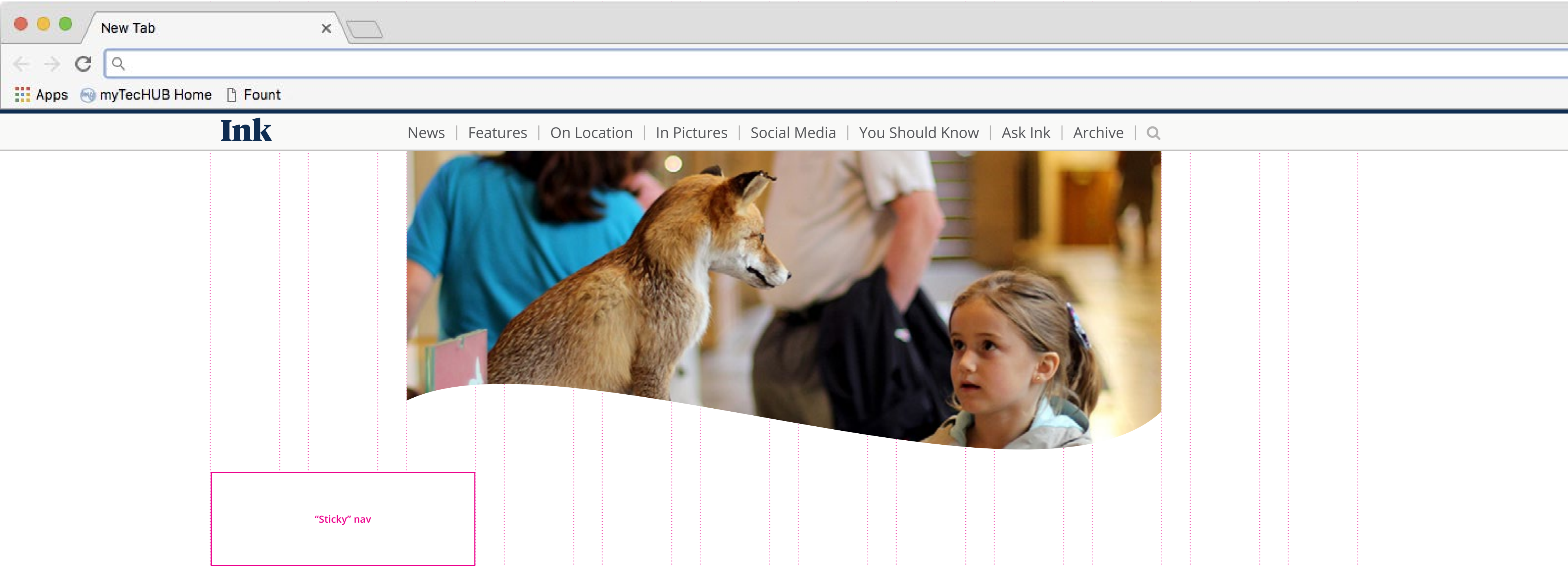
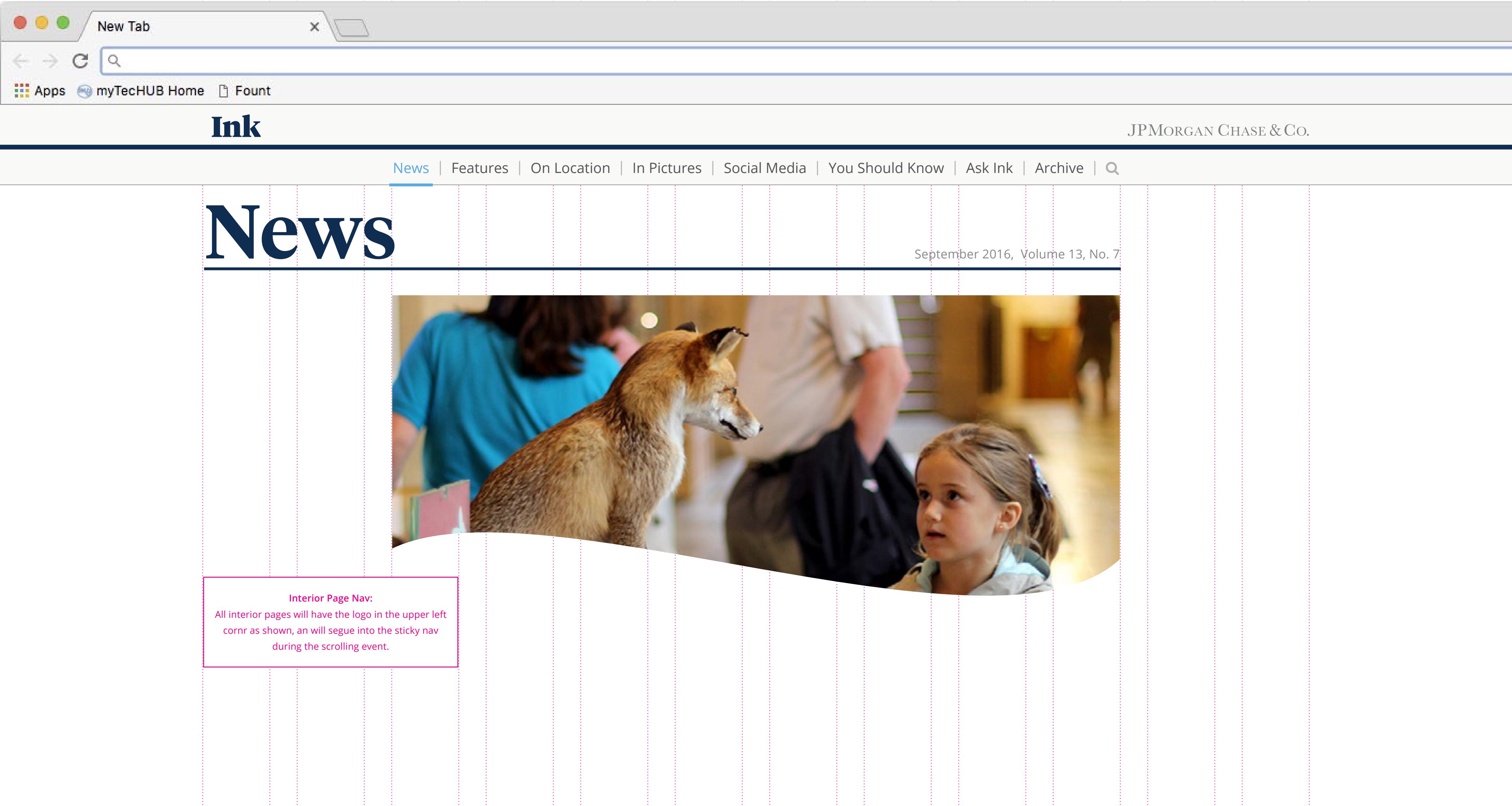
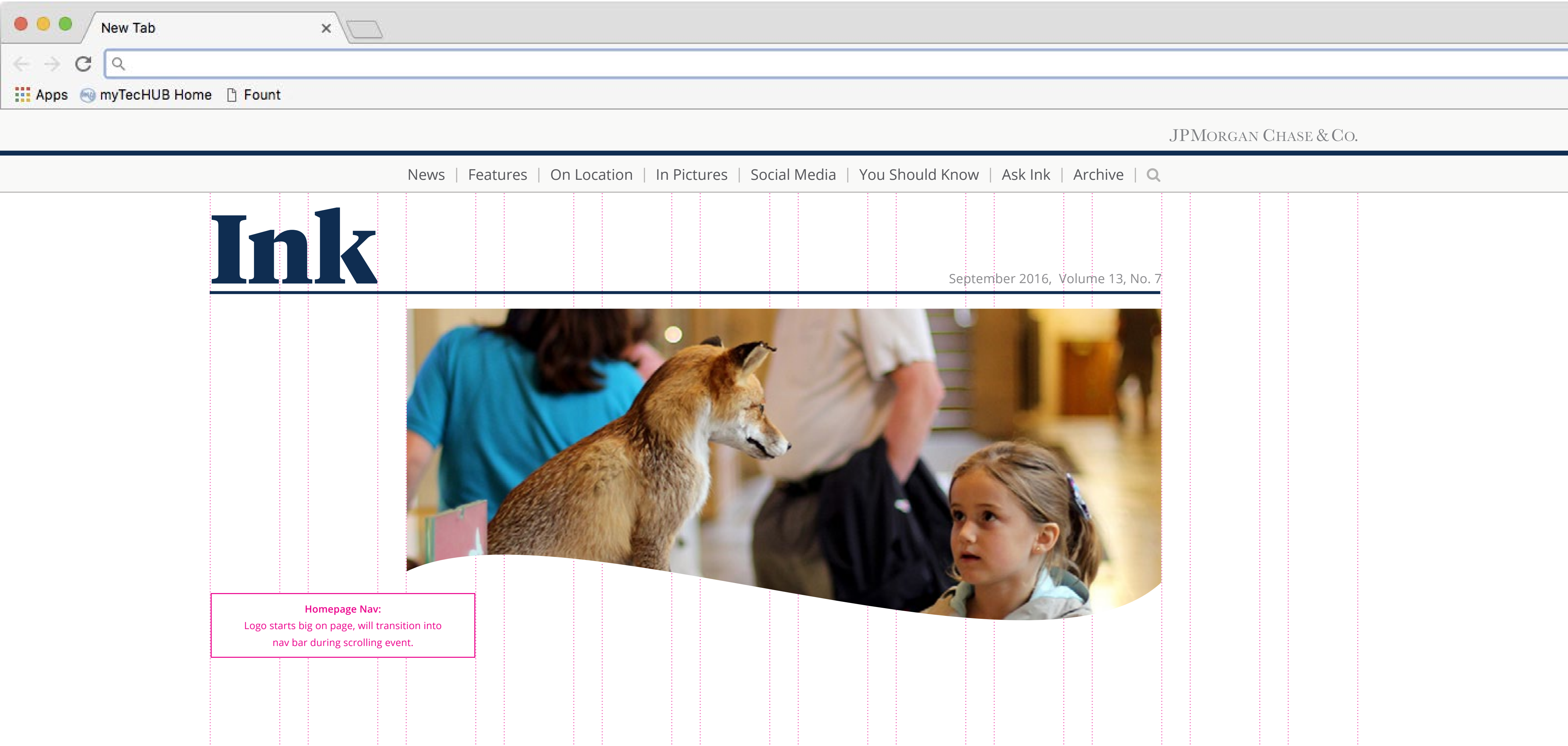
Tem qui dolupta suntur aut ex excesto deles aut occae prae comnis moluptaes mos ut ped mo ium estis volupti ostios atur sit eatet aute ni omnim eaquis re, sum, simagnis ellacceptatus de voluptas consequi consecate volut estio. Andam, acculla boriore stiamus eliscid quis reperit atiscipicium quaspit, am faceri doles diorro odit venis aborrum que velisquiatio excea suntum quatibus estrum cum rerspisciti dolo vendignim quamustempos voluptat ea verferchitae dolupta tureria velit expersp ellore, sim nus vel earum cuptibus cus ad et escid qui custioritet, sin parit, cum quis ressinturis re verat.

“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.”



Main Nav - Introduction

The main nav has three main states: 1. Homepage; 2. Internal Pages; 3. Sticky

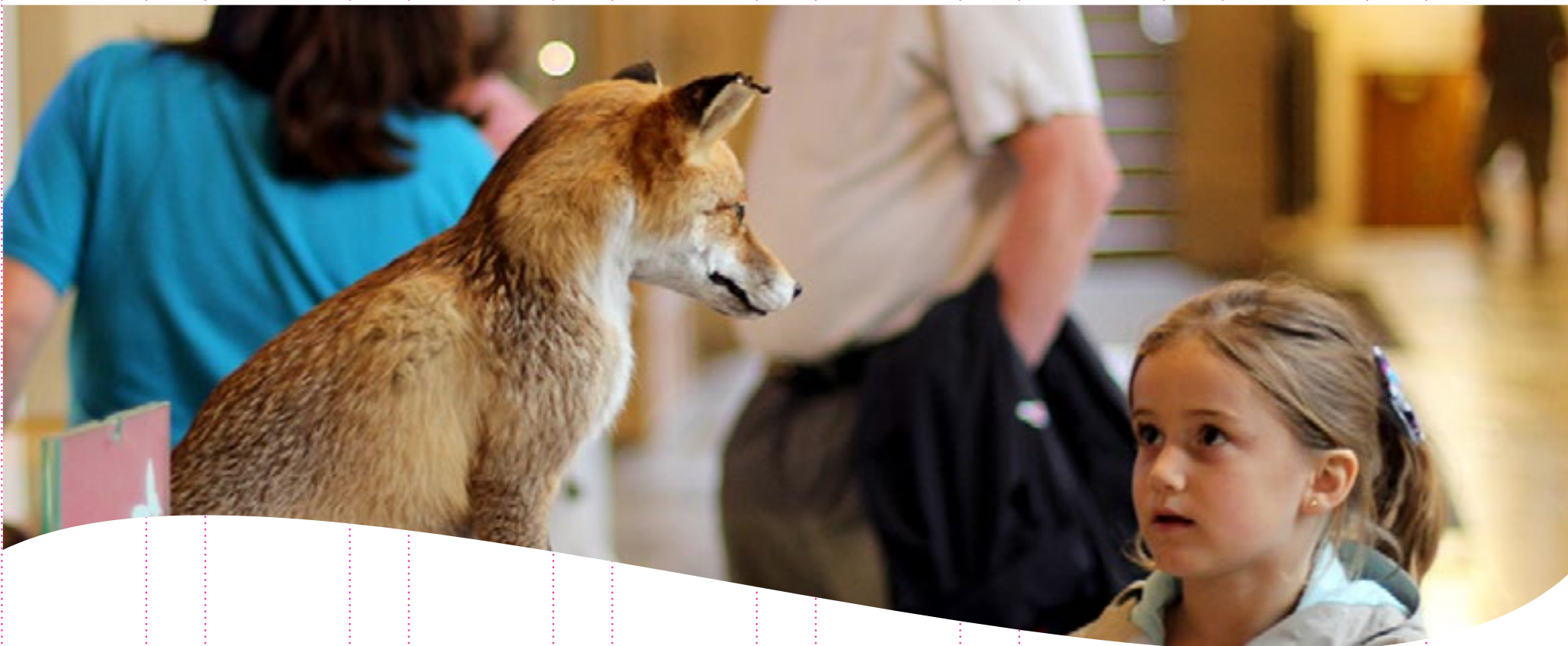






# Ink

September 2016, Volume 13, No. 7



When scrolling, the nav initially scrolls under the browser window, before “sticking” in place as shown. The rest of the page continues to scroll beneath the nav bar, which now remains persistent. Once the Ink logo wholly scrolls beneath the sticky nav, it will fade up in place as shown, where it will remain. The effect should reverse when scrolling back up.



# Ink

September 2016, Volume 13, No. 7



“Sticky” nav



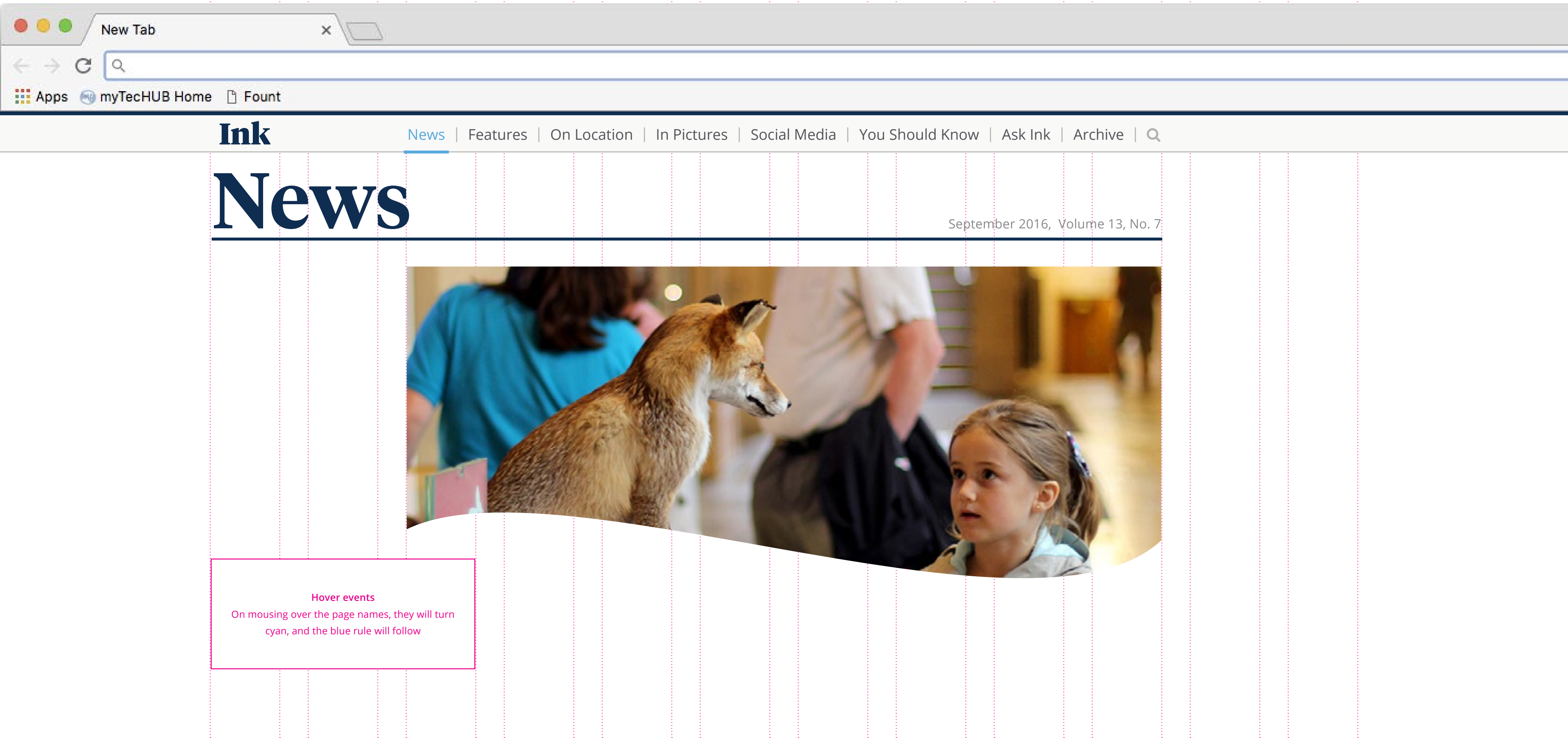
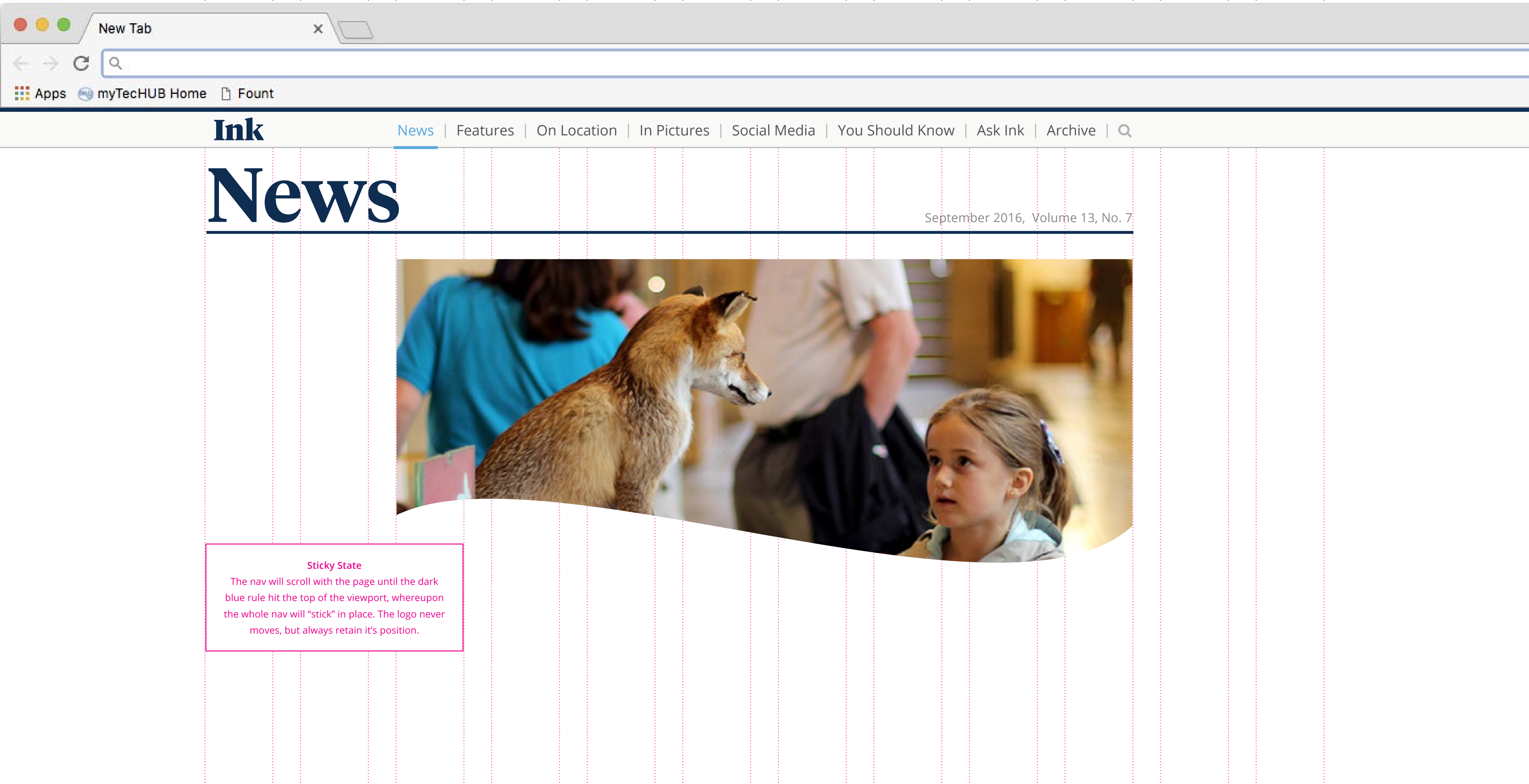
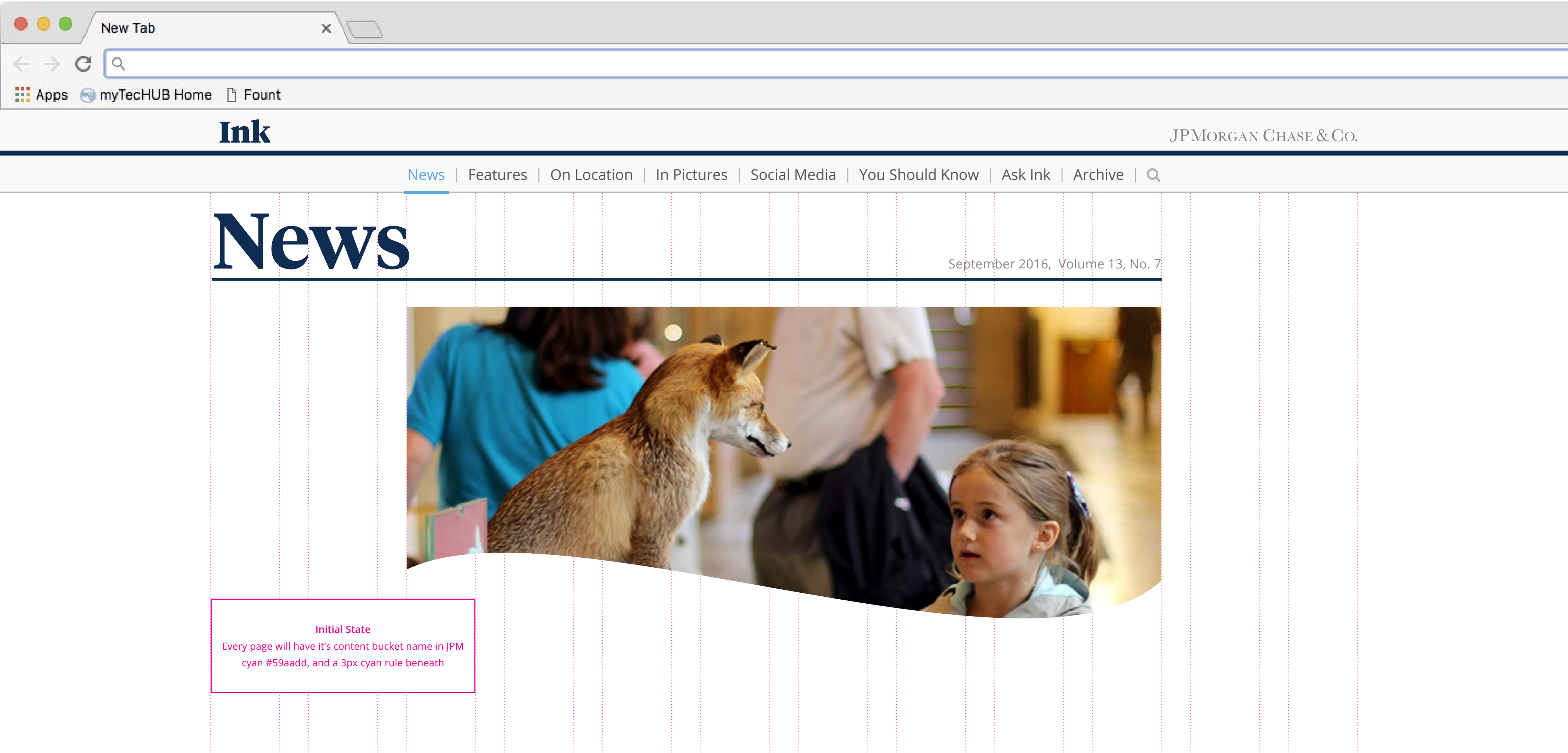
# Ink

logo appears in place after scrolling beneath sticky nav

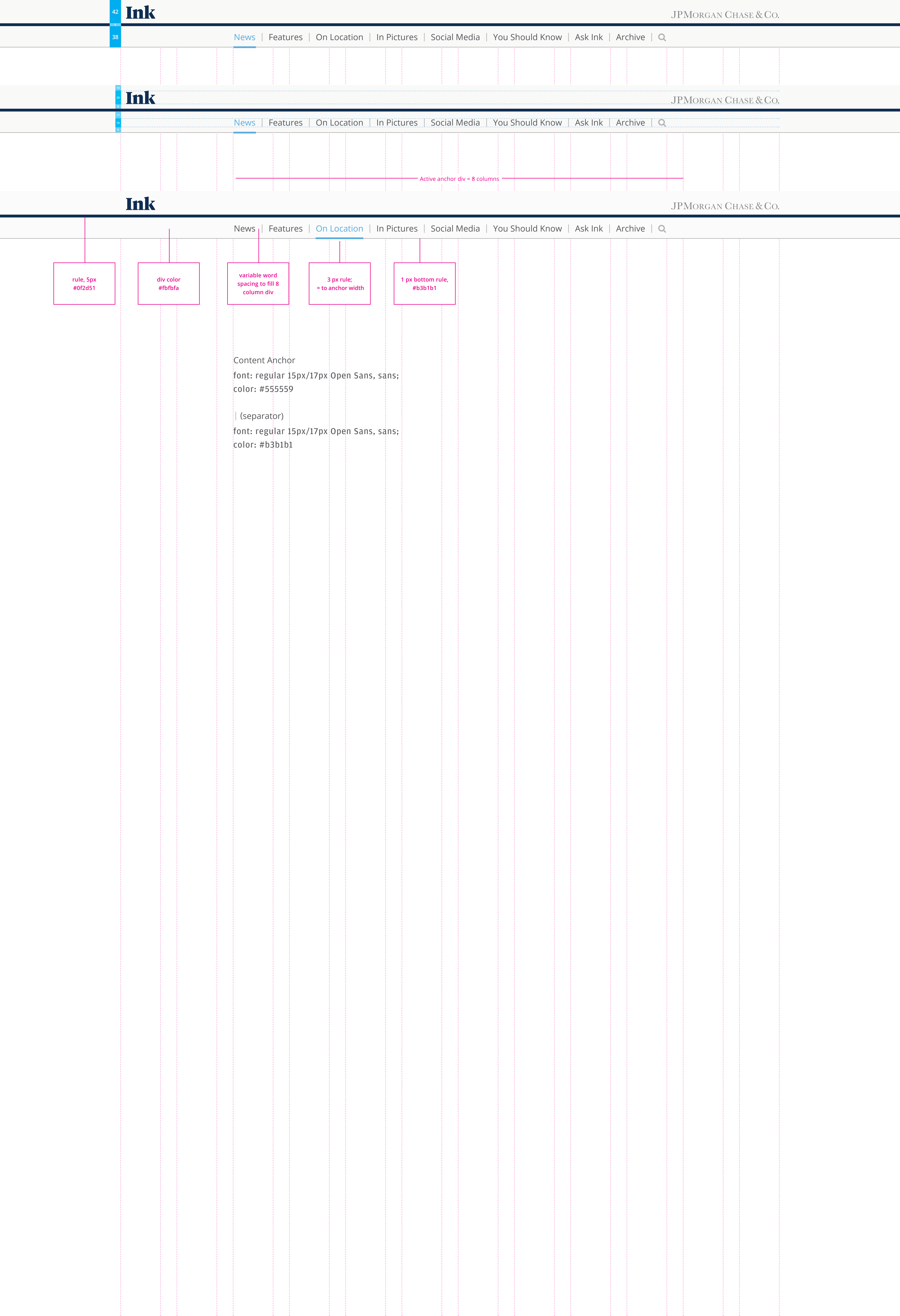




The internal nav has two interactive features, “stickiness” and hover events







Home Page

15px

# 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

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

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

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. I 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

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



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

ITED 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

277 Park Avenue, 14th Floor  
Mail Code: NY1-L193, New York, NY 10172

**Managing Editor**  
Kevin Sylvester  
(212) 622-6882

**Senior Editor**  
Cameron Martin  
(212) 648-1021

**Associate Editor**  
Christopher Duray  
(212) 622-9886

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

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Article Div: 770 px

News Archive

> June 2016

< May 2016

On the Job with Some Other Dude  
by Archive:Author

15 Minutes with Sandra Day  
by Archive:Author

> April 2016

> March 2016

> 2015

> Load more

The archive accordion div sits at the bottom of every landing page, just above the footer. It presents all previous articles associated with that landing page bucket, organized by month and year.

Clicking on a month opens an accordion menu (all content flows down page) revealing all the stories for that month. Clicking a story title will take them to that story.

Clicking on a year will reveal all of the months in that year. Clicking any accordion item should collapse any previously open items.

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