Ink.com
Master Stylesheets – mobile
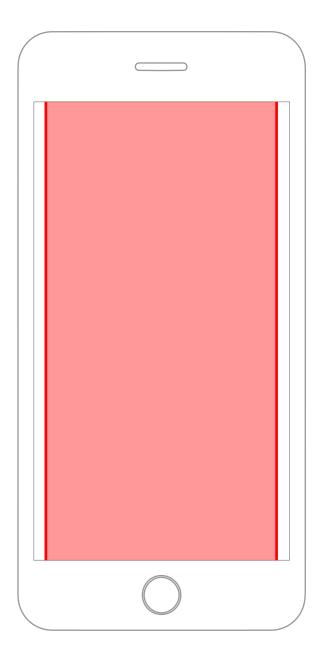
PROTOTYPE LINKS
https://invis.io/2N8J0MDDG

CONTENTS

The Column Grid & Div Harmonics . . . .

🌐 **EYEBROW**

Headline

Byline
¶
Date
¶
Sub-headline – 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. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

¶

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.

¶

Body Copy Italic - 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.

¶

Q: *Body copy italics*
¶

> ❝ *Pull Quote — quis in cum nim de esciento.* ❞

¶

RELATED EYEBROW
¶
#relatedTags
¶
RELATED EYEBROW
¶

Archive Headline
by Archive Author
¶

Archive Headline
by Archive Author

EYEBROW
font: medium 15px Amplitude, sans;
letter-spacing: 0.05 em;
color: #59aadd;

Headline
font: medium 26px Amplitude, sans;
color: #0f2d51;
margin: bottom 10px

Byline
font: regular 14px Open Sans, sans;
color: #8a8a8a;
margin: bottom 10px

Date
font: regular 14px Open Sans, sans;
color: #8a8a8a;

¶ - line space
Represents one empty line of body copy, equivalent to 15px

Sub-headline
font: light 14px Amplitude, sans;
color: #646464;
margin: bottom 10px

Body Copy
font: regular 16px/21px Open Sans, sans;
letter-spacing: 0.01 em;
color: #333;

Body Copy Bold
font: bold 14px Open Sans, sans;
letter-spacing: 0.01 em;
color: #333;

Body Copy Ital
font: ital 14px Open Sans, sans;
letter-spacing: 0.01 em;
color: #333;

Caption
font: ital 14px Open Sans, sans;
letter-spacing: 0.01 em;
color: #8a8a8a;

Q & A
font: medium 25px/21px Amplitude, sans;
color: #59aadd;

Pull Quote
font: ital 16px Celeste, serif;
letter-spacing: 0.01 em;
color: #646464;

Pull Quotes
font: bold 35px Amplitude, serif;
color: #59aadd;
position: top -0.03 em;

RELATED EYEBROW
font: light 14px Amplitude, sans;
color: #646464;
style: all caps
border: bottom 1 px, #646469;

#relatedTags
font: regular 14px Open Sans, sans;
color: #8a8a8a;

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

Archive Author
font: light 17px/25px Amplitude, sans;
color: #8a8a8a;

PAGE TITLE

November 2016   Volume 13, No. 10

🌐 **EYEBROW**

Landing Headline

Byline

Landing 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**

Landing Headline

Byline

Landing 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

Page Title
font: bold 80/90px Amplitude, sans;
color: #0f2d51;
border: bottom 3px, #0f2d51;

Date
font: regular 16px/21px Open Sans, sans;
color: #8a8a8a;

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

Landing Headline
font: medium 42px/48px Amplitude, sans;
color: #0f2d51;
margin: bottom 10px

Byline
font: light 25px/27px Amplitude, sans;
color: #8a8a8a;
margin: bottom 10px

Landing 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

Landing Subhead
font: light 23px/28px Amplitude, sans;
color: #646464;
margin: bottom 15px

Landing Archive Eyebrow
font: medium 27px/32px Amplitude, sans;
color: #0f2d51;
margin: bottom 10px

Landing Archive Month
font: light 21px/27px Amplitude, sans;
letter-spacing: 0.01 em;
color: #555559;

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

Archive Author
font: light 17px/25px Amplitude, sans;
color: #8a8a8a;

Landing Archive Year
font: regular 27px/30px Amplitude, sans;
color: #0f2d51;

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

Rules & Borders
All rules and borders are consistent across the site,
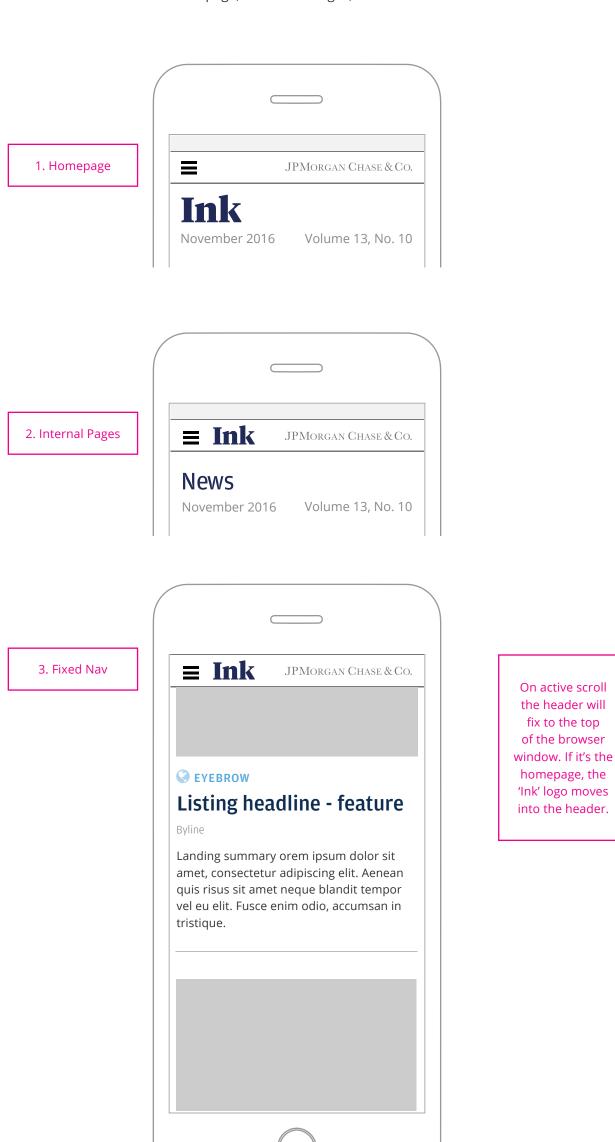with a variable length depending on context.
1px; #c9c8c7

Email ASK INK questions to Cameron Martin:
cameron.d.martin@jpmchase.com

Email link styles on Object Page;
body copy, reg &
bold, div has 15
px padding, 1px
border,
all #0f2d51

Colors

JPMC Dark Blue; #0f2d51

JPMC Light Blue; #59aadd

Body Copy #333

Medium Grey #646464

Light Grey #8a8a8a

Rules & Borders #c9c8c7

Nav Grey #fbfbfb

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

1. Homepage

≡   JPMorgan Chase & Co.

Ink

November 2016   Volume 13, No. 10

2. Internal Pages

≡   **Ink**   JPMorgan Chase & Co.

News

November 2016   Volume 13, No. 10

3. Fixed Nav

≡   **Ink**   JPMorgan Chase & Co.

🌐 **EYEBROW**

Listing headline - feature

Byline

Landing 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.

On active scroll the header will fix to the top of the browser window. If it's the homepage, the 'Ink' logo moves into the header.

Active area = to wrapper 340 px; but bg extends width of viewport

Nav pushes down the content of the page upon opening. Maintains 30px padding-bottom

Menu icon color changes to #59aadd

Active Link #59aadd

1pt rule 320px
#c7c8c9

Ink   JPMorgan Chase & Co.

19
38
50
15
15

🌐 **NEWS**

💬 **FEATURES**

📍 **ON LOCATION**

👁 **IN PICTURES**

ℹ **SOCIAL MEDIA**

ℹ **YOU SHOULD KNOW**

❓ **ASK INK**

❓ **ARCHIVE**

🔍 **SEARCH**

30

Page Title

November 2016   Volume 13, No. 10

Feature story module

Image: 290*193px

🌐 **EYEBROW**

Listing headline - feature

Byline

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

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Cameron Martin
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If you have a story or photo idea, contact
Kevin Sylvester by email or at (212) 622-6882

For distribution questions please email
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intranet search for 'Ink.'

`12` `22` `11` `11` `37` `14` `14` `143` `18`

Top Text

font: regular & semibold, 14/20 px
Open Sans, sans; color: #0f2d51

Blue: #0f2d51
Grey

Bottom Text

font: regular, 13/16 px Open Sans, sans;
color: #fff

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

Managing Editor
Kevin Sylvester
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`93` `6` `93` `6` `93`

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intranet search for 'Ink.'

1 px rule 290px,
#0f2d51

#fbfbfb

Editors contact
center aligned
between 3 divs,
within an 3
column width
wrapper

#0f2d51

JPMorgan Chase & Co.

Ink

November 2016   Volume 13, No. 10

Home page module
Image: 290*193px

🌐 **EYEBROW**

Headline - feature

Byline

Landing 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.

❓ **ASK INK**

Q: *"I was on the road and I needed to ask a question of our tech people. I called his number and I got a message that said I have reached someone who is unavailable — please try again later. How can it be that our tech people don't have voicemail?"*

Ink JPMorgan Chase & Co.

Page Title

November 2016   Volume 13, No. 10

Feature story module
Image: 290*193px

🌐 **EYEBROW**

Listing headline - feature

Byline

Landing 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 - no image

Landing 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.
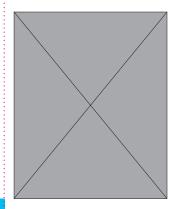

🌐 **EYEBROW**

Listing headline - subhead

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

49

14

12

25

Ink Archive

⌄ June 2016

15

🌐 **EYEBROW**   🌐 **EYEBROW**

15

Main Archive Title   Main Archive Title

Main Archive Title that goes long   Main Archive Title that goes long

Main Archive Title   Main Archive Title

25

25

Active area = to wrapper 340 px; but bg extends width of viewport

6

14

21

15

News Archive

> October 2016

> September 2016

> August 2016

> Load more

Footer Navigation
full width x 284 px
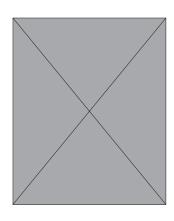
Active area = to wrapper 340 px; but bg extends width of viewport

News Archive

⌄ October 2016

Archive Headline
by Archive Author
¶
Archive Headline
by Archive Author

› September 2016

› August 2016

› Load more

Footer Navigation
full width x 284 px