

Ink.com

Master Stylesheets – mobile

JPMC Corporate Digital Group
November 30, 2016

PROTOTYPE LINKS

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

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with hero imagex

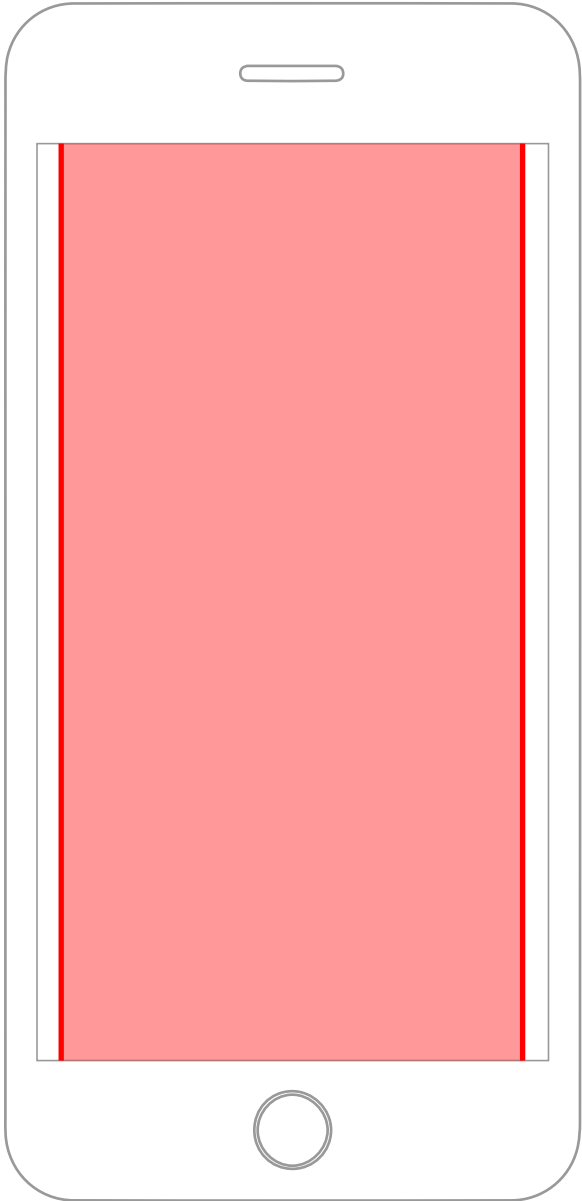
text only.x

subheads & imagesx

subheads only.x

IV. Article Template Violators

image preview



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.



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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

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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 16px Amplitude, sans;
color: #646464;
margin: bottom 20px

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 15px padding, 1px border, all #0f2d51

Colors



JPMC Dark Blue; #0f2d51



JPMC Light Blue; #59aadd



Body Copy #333



Medium Grey #646464



Light Grey #8a8a8a

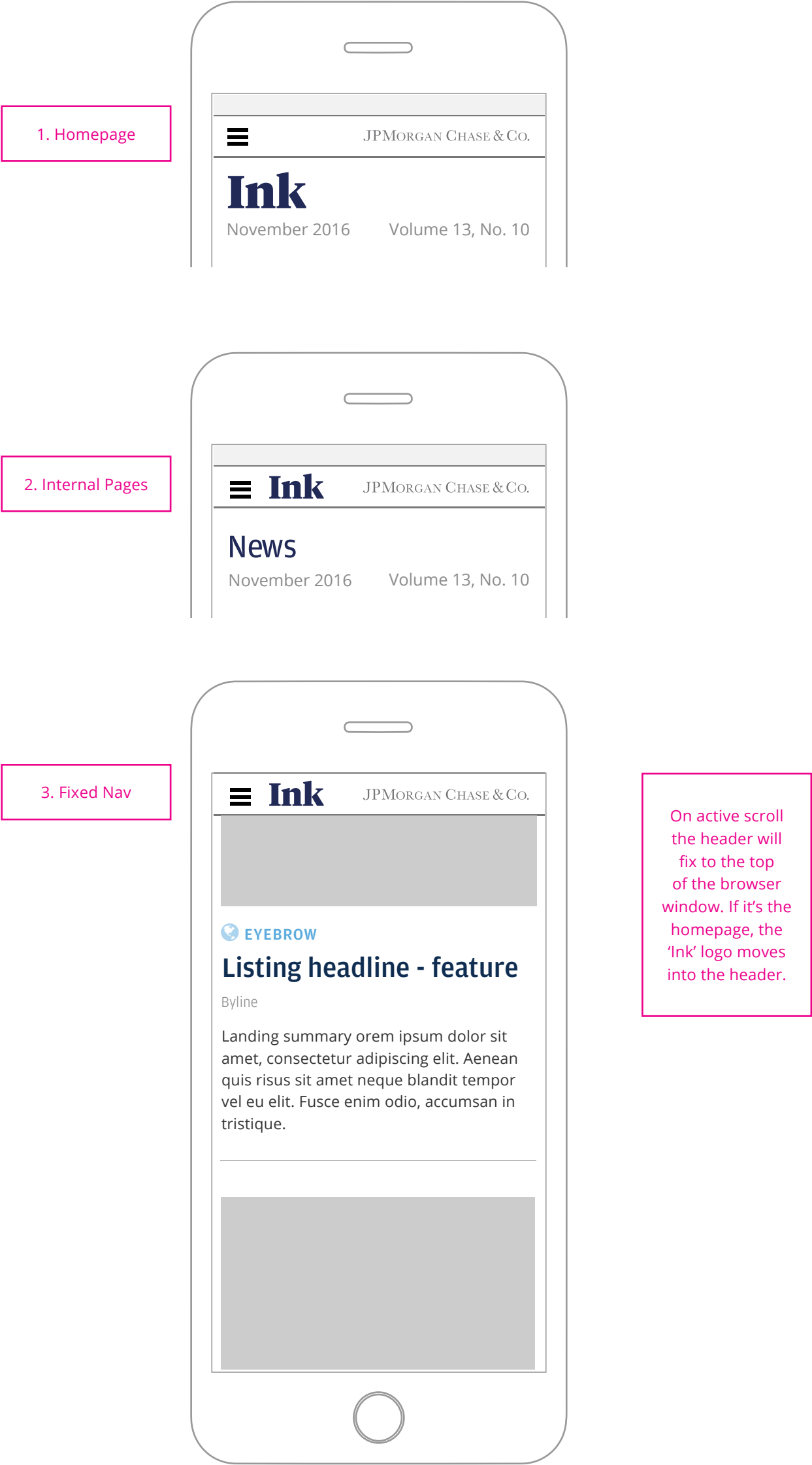


Rules & Borders #c9c8c7



Nav Grey #fbfbfb

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



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

Page Title

November 2016 Volume 13, No. 10

Feature story module
Image: 290*193px

EYEBROW

Listing headline - feature

Byline

12

22

11

11

37

14

14

143

18

Ink

277 Park Avenue, 14th Floor
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For distribution questions please email Cameron Martin or call him at (212) 648-1021

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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

1 px rule 290px, #0f2d51

Ink

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#fbfbfb

Editors contact center aligned between 3 divs, within an 96 column width wrapper

#0f2d51

19

38

49

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JPMORGAN CHASE & CO.

Ink

November 2016

Volume 13, No. 10

Home page module

Image: 290*193px

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 EYEBROW

Headline - feature

Byline

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 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?”

25

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 EYEBROW

Listing headline - feature

Byline

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 EYEBROW

Listing headline - subhead

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

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

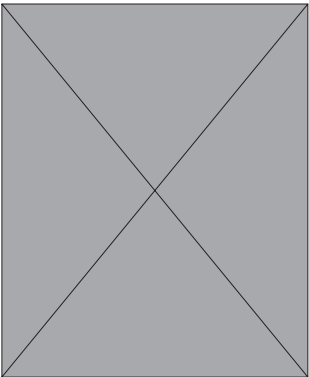
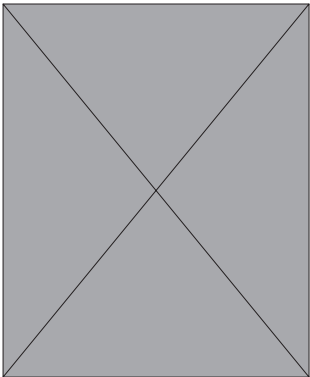
Header Navigation

full width x 58 px

- 49
- 14
- 12
- 25

Ink Archive

▼ June 2016



EYEBROW



EYEBROW

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

48

> October 2016

> September 2016

> August 2016

> Load more

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

- 6
- 45
- 18
- 18

News Archive

> October 2016

> September 2016

> August 2016

> Load more

- 50

Footer Navigation
full width x 284 px

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

6
15

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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

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

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Ink

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JPMORGAN CHASE & Co.

25

Hero image module

Image: 290*193px

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EYEBROW

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Article headline

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Byline

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Date

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Landing summary orem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec convallis purus. Integer fringilla ultricies dictum. Suspendisse id ultricies sapien. In malesuada efficitur dolor, vel posuere nisl consectetur sit amet. Proin malesuada mi vitae sem faucibus, sit amet finibus dolor pulvinar. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus nisi sem, varius a euismod id, interdum quis diam.

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JPMORGAN CHASE & Co.

Hero image module

Image: 290*193px

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 EYEBROW

Article headline

Byline

Date

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List Item 03: Class aptent taciti sociosqu ad litora torquent

List Item 04: Class aptent taciti sociosqu ad litora torquent

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Ink

JPMORGAN CHASE & Co.

EYEBROW

Article headline

Byline

Date

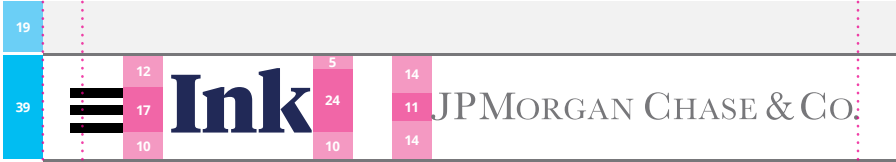
Pellentesque mauris augue, maximus id neque vel, interdum varius eros. Nullam vel nulla feugiat, volutpat velit ut, tincidunt urna. Donec ornare maximus gravida. Fusce ornare sapien dui, nec luctus neque pretium iaculis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Footer Navigation

full width x 284 px

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



Article headline

Byline

Date



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interdum nunc et finibus. Sed euismod ac
mi quis varius.



Article headline

Byline

Date

1pt rule 290px
#c7c8c9