

Ink.com

Master Stylesheets – mobile

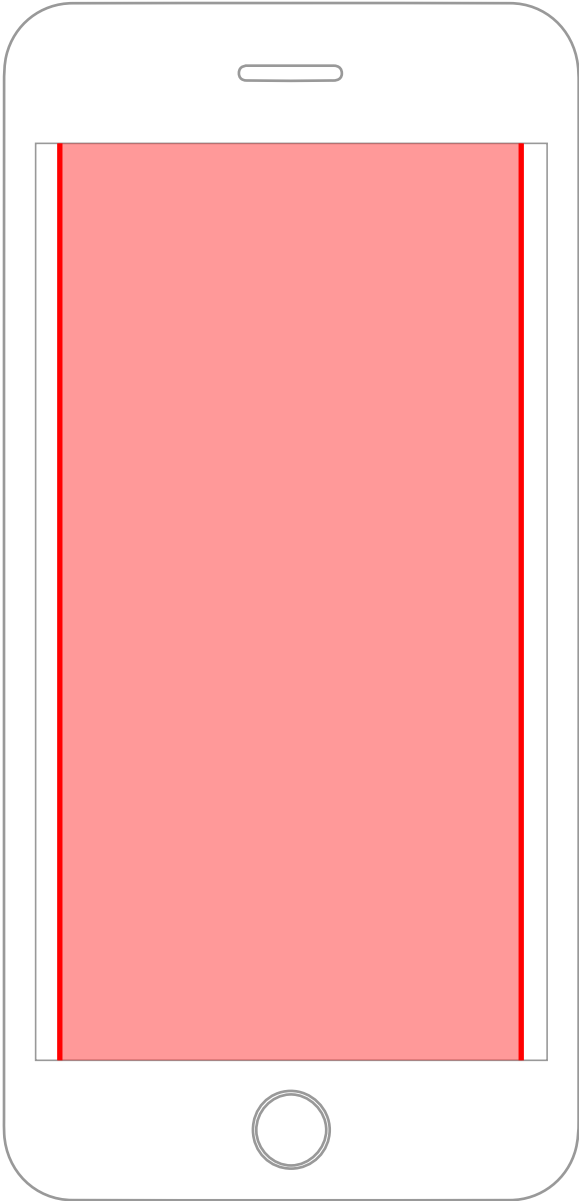
JPMC Corporate Digital Group
December 19, 2016

PROTOTYPE LINKS
<https://invis.io/5A9EI9H2F>

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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 14px Amplitude, sans;
color: #0f2d51;

Archive Author

font: light 14px 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

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Landing Archive Eyebrow

▼ Landing Archive Month

Archive Headline
by Archive Author

➤ Landing Archive Year

➤ Load more

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

Byline

font: light 14px Amplitude, sans;
color: #8a8a8a;
margin: bottom 10px

Landing Summary

font: regular 14px/20px 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 18px Amplitude, sans;
color: #0f2d51;
margin: bottom 10px

Landing Archive Month

font: light 14px Amplitude, sans;
letter-spacing: 0.01 em;
color: #555559;

Archive Headline

font: regular 14px Amplitude, sans;
color: #0f2d51;

Archive Author

font: light 14px Amplitude, sans;
color: #8a8a8a;

Landing Archive Year

font: regular 18px Amplitude, sans;
color: #0f2d51;

Load More

font: regular 14px 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

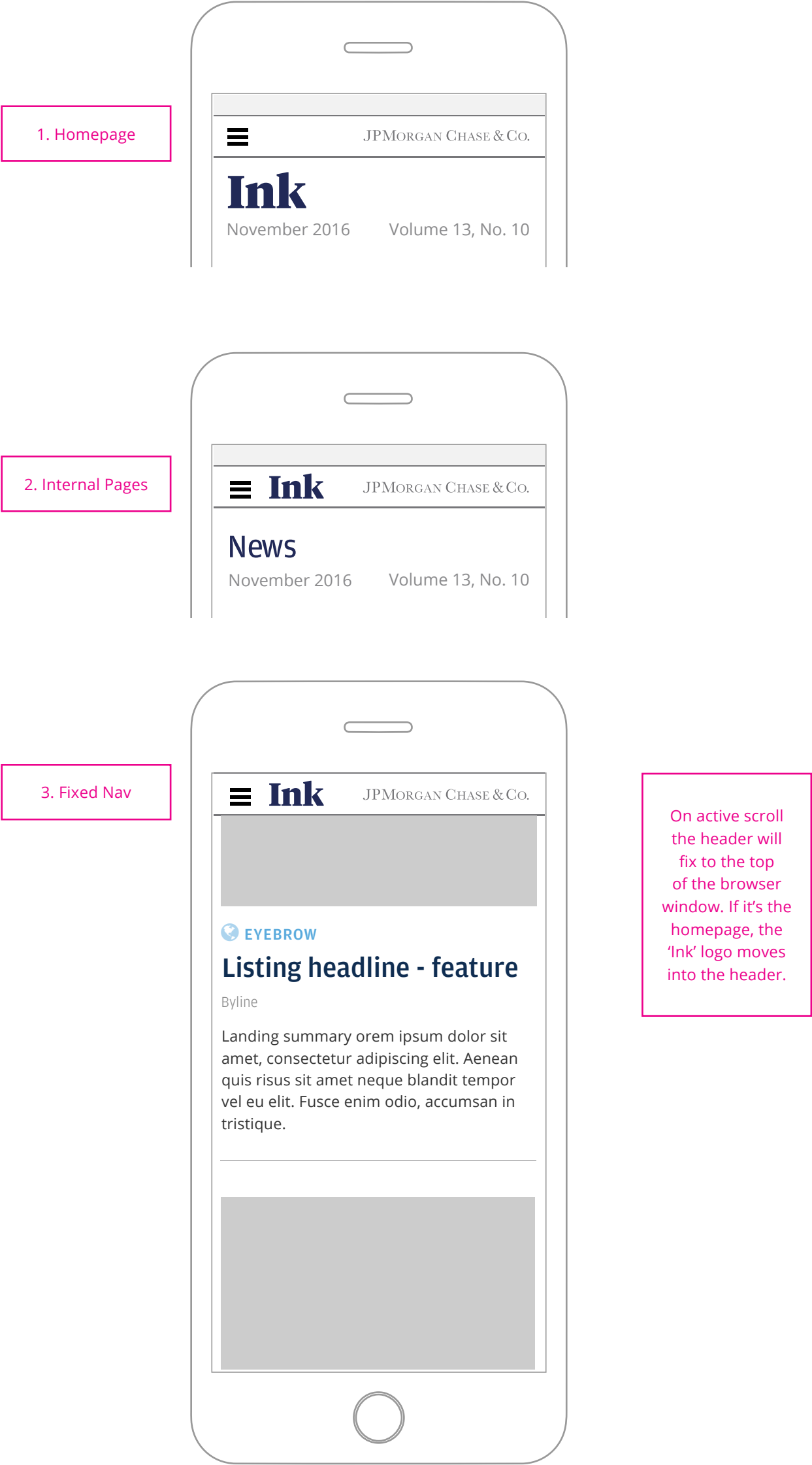
Email ASK INK questions to Cameron Martin:
cameron.d.martin@jpmchase.com

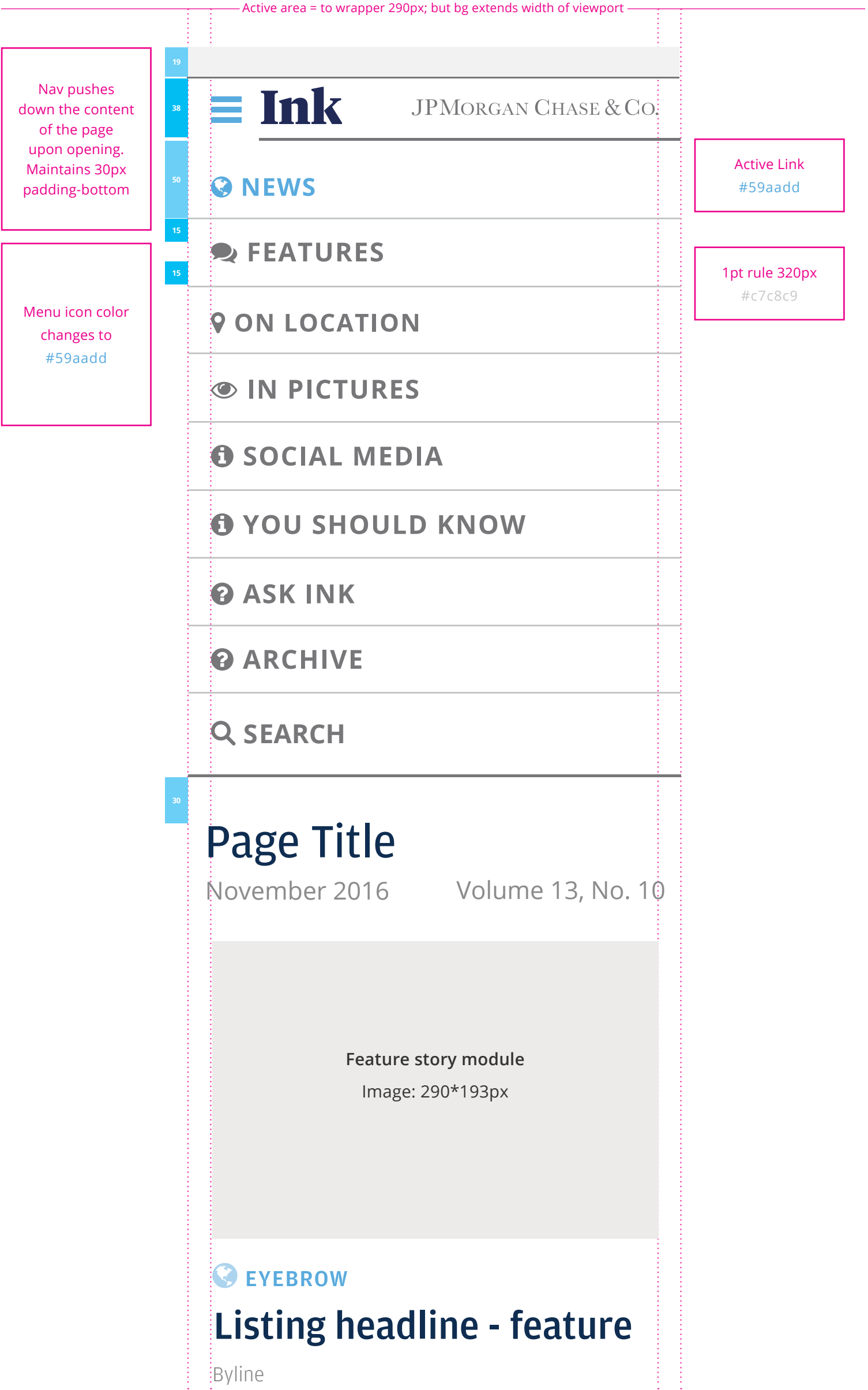
Email link styles on Object Page;
body copy, reg & bold, div has 15px padding, 1px border, all #0f2d51

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





12

22

11

11

37

14

14

143

18

Ink

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

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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

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

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#fbfbfb

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

#0f2d51

19

38

49

14

12

25

12

17

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14

JPMORGAN CHASE & CO.

Ink

November 2016

Volume 13, No. 10

Home page module

Image: 290*193px

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 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.

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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?”

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 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.

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 EYEBROW

Listing headline - no image

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 EYEBROW

Listing headline - subhead

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

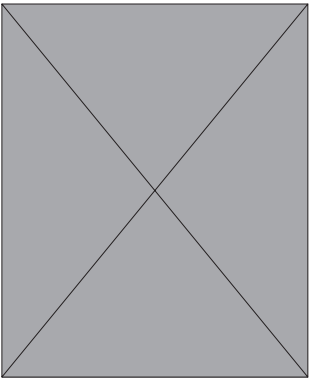
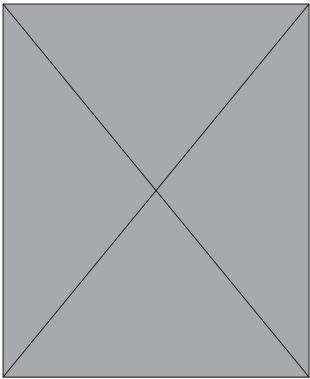
Active area = to wrapper 290px; but bg extends width of viewport

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 - 290px; but bg extends width of viewport

6

45

18

18

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News Archive

> October 2016

> September 2016

> August 2016

> Load more

Footer Navigation

full width x 284 px

Active area = to wrapper - 290px; but bg extends width of viewport

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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 - 290px; but bg extends width of viewport

Header Navigation
full width x 58 px

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Hero image module
Image: 290*193px



Article headline

Byline

Date

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Header Navigation
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Hero image module
Image: 290*193px

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Article headline

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Byline

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Date

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Header Navigation
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Article headline

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Byline

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Date

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Footer Navigation
full width x 284 px

Active area = to wrapper 290px; but bg extends width of viewport

Header Navigation
full width x 58 px

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Article headline

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Byline

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Date

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Hero image
Image: 290*193px

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Article headline

Byline

Date

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Header Navigation
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Article headline

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Byline

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Date

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mi quis varius.

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Article headline

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Byline

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Date

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

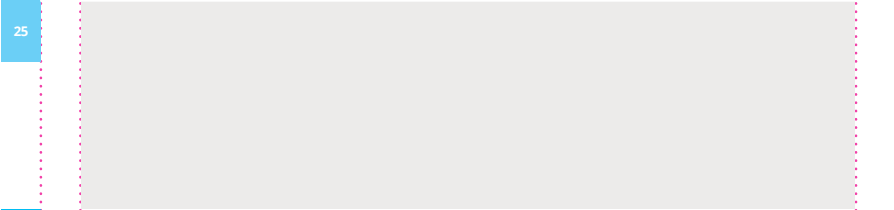
20

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ac euismod eget, bibendum sit amet
quam. Etiam elementum rhoncus eros
quis maximus. Proin congue nulla odio, in
tincidunt lacus pretium vel. Proin posuere
interdum nunc et finibus. Sed euismod ac
mi quis varius.

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#c7c8c9

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Header Navigation
full width x 58 px



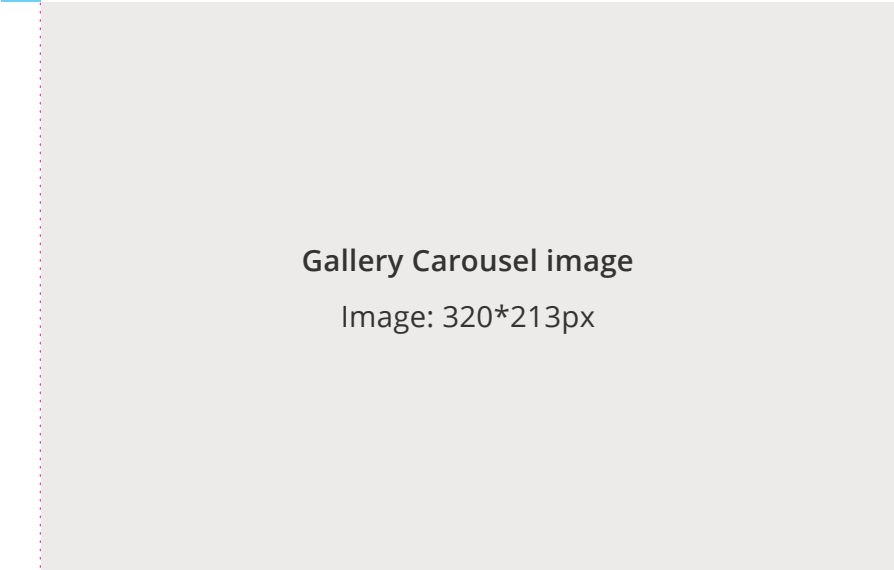
Article headline

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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Gallery Carousel image
Image: 320*213px

 Click to view slide show

Active area = to wrapper 290px; but bg extends width of viewport

Header Navigation
full width x 58 px

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. Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam. Etiam elementum rhoncus eros

25

Pull Quote Div

290 px x variable height
center aligned

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

margin: 25px top, 25px bottom;

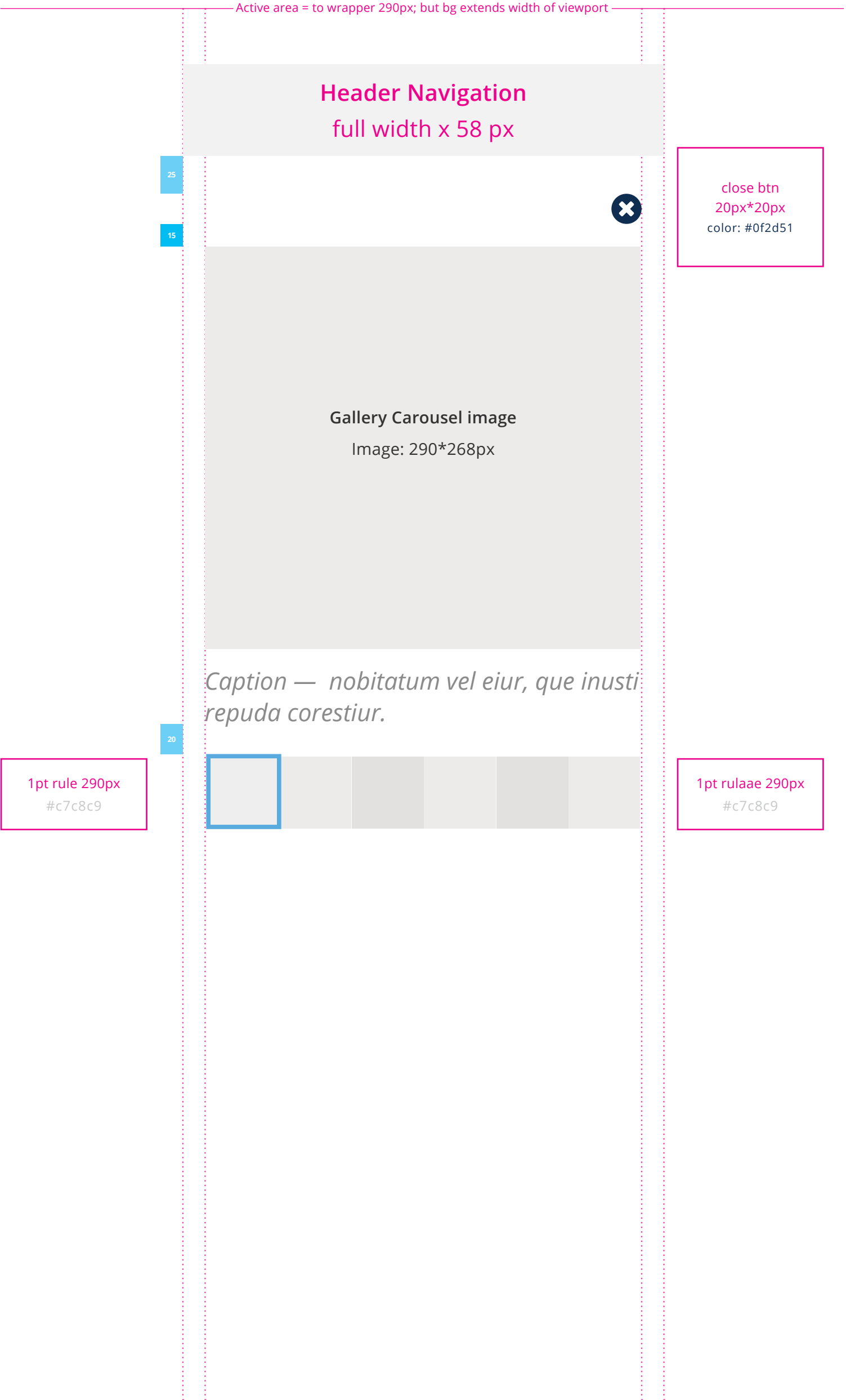
(Body Copy style has a 21 px bottom margin)

padding: 25 px 35 px;

border: 1 px top & bottom, color #JPMCcyan

25

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. Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam.



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Header Navigation
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25



Headline

Byline

Date

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam.

Var space

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Image
Image: 290*193px

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Var

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Caption — nobitatum vel eiur, que inusti repuda corestiur.

Image
Image: 290*193px

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Caption — nobitatum vel eiur, que inusti repuda corestiur.

Active area = to wrapper 290px; but bg extends width of viewport

Header Navigation
full width x 58 px

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Headline

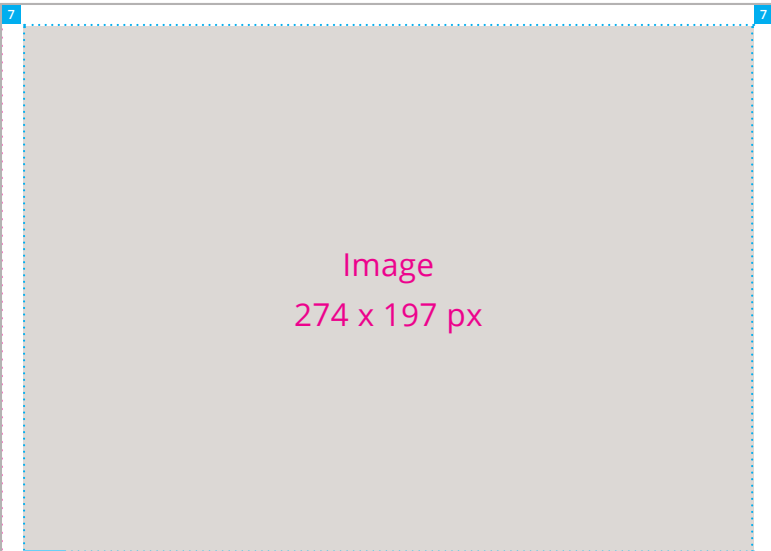
Byline

Date

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam.

Var space

15



23

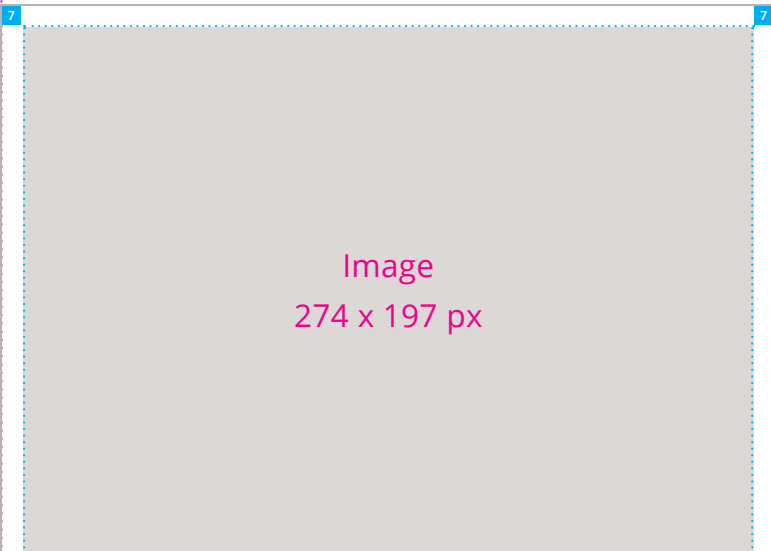
@ @body copy
June 18

8

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam.

7

15



23

@ @body copy
June 18

8

