

JPMORGAN CHASE & CO.

# Ink.com

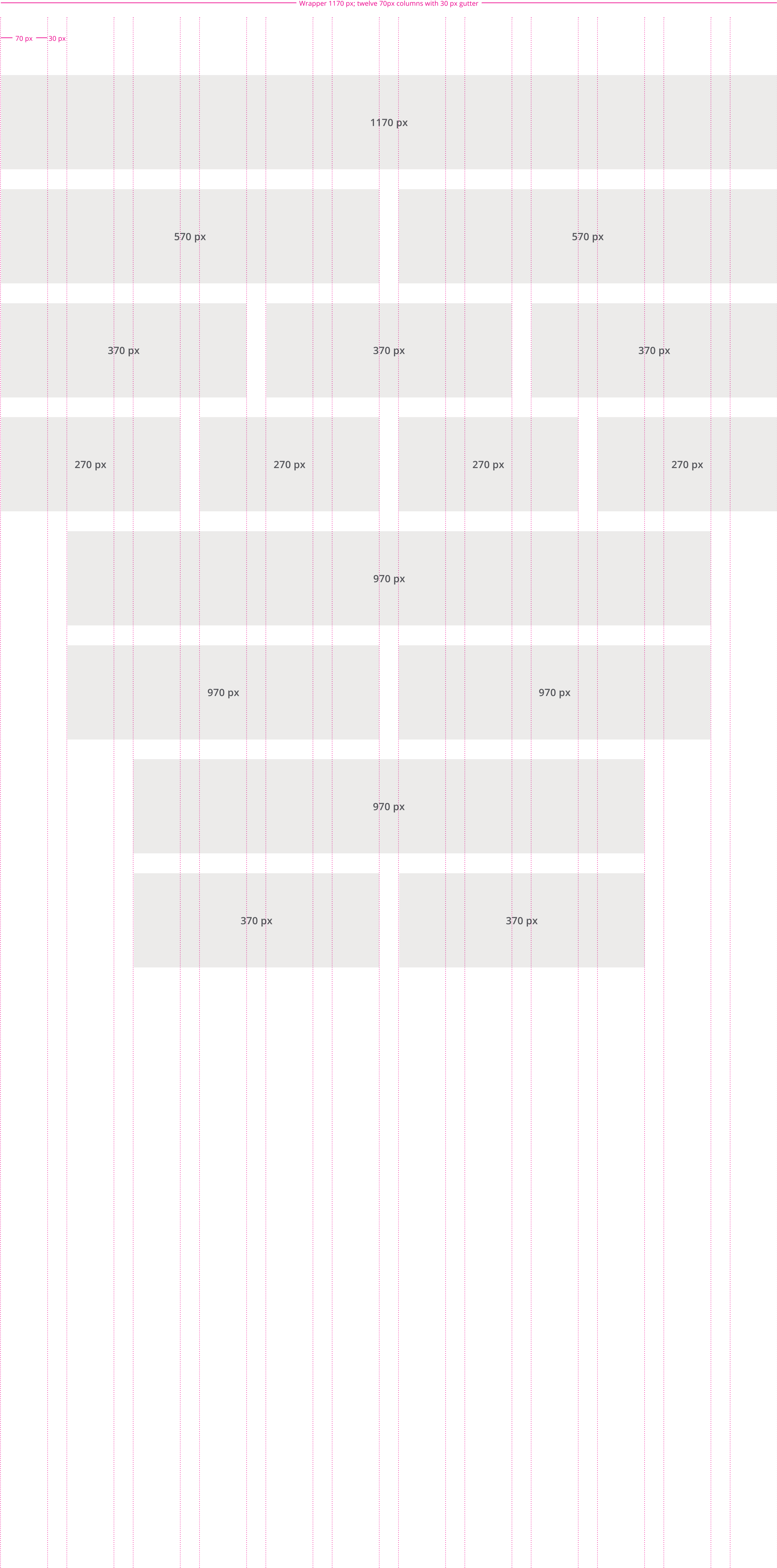
## Master Style Sheet, desktop

---

JPMC Corporate Digital Group  
November 8, 2016

**PROTOTYPE LINKS**

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



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.

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

Headline

font: regular 48px/54px Tiempos headline, serif;  
color: #0f2d51;  
margin: bottom 10px

Byline

font: regular 21px/27px Tiempos headline, serif;  
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: #555559;

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 medium 27px/35px Tiempos Text, serif;  
letter-spacing: 0.01 em;  
color: #646469;

Pull Quotes

font: ital medium 75px/35px Tiempos Text, serif;  
color: #59aadd;  
position: top -0.03 em;

RELATED EYEBROW

font: regular 19px/21px Open Sans, sans;  
color: #646469;  
style: all caps  
border: bottom 1 px, #646469;  
margin: bottom 5 px;

relatedTags

font: regular 19px/36px Open Sans, sans;  
color: #8a8a8d;

Archive Headline

font: regular 21px/25px Tiempos headline, serif;  
color: #0f2d51;

Archive Author

font: regular 19px/25px Tiempos headline, serif;  
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**  
Archive Author

**Archive Headline**  
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 Tiempos, serif;  
color: #222a56;  
margin: bottom 10px

## Byline

font: regular 21px/27px Tiempos headline, serif;  
color: #777779;  
margin: bottom 10px

## Listing Summary

font: regular 16px/21px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #555559;  
Note: 230 characters maximum. The rule is handled at the div level

## Listing Subhead

font: light 16px/24px Tiempos headline, serif;  
color: #555559;  
margin: bottom 20px

## Listing Archive Eyebrow

font: medium 27px/48px Tiempos headline, serif;  
color: #0f2d51;  
margin: bottom 10px

## Listing Archive Month

font: regular 19px/27px Open Sans, sans;  
letter-spacing: 0.01 em;  
color: #555559;  
margin: bottom 15px

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

## Archive Headline

font: regular 21px/25px Tiempos headline, serif;  
color: #0f2d51;

## Archive Author

font: regular 19px/25px Tiempos headline, serif;  
color: #777779;

## Listing Archive Year

font: medium 27px/30px Tiempos headline, serif;  
color: #0f2d51;  
margin: bottom 30px

## Load More

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



Header Navigation  
full width x 85 px

Main Image  
970 x 600 px  
(ratio 97:60)

- Article Div: 770 px



# 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.

9

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 Mentitum dignissim per in, et voluptatum adversarium vel.

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9



## RELATED EYEBROW

## #Related #tags

## RELATED EYEBROW

9

## Archive Headline

by Archive Author

9

## Archive Headline

## Archive Headline

by Archive Author

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

Footer Navigation  
full width x 235 px



# Headline

## Byline

Date

9

Body Copy — ipsum dolo 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.

470 px

Image Preview Div

470 x 315 px

Aligned with top of 2nd paragraph;  
float left;

30 px right margin, 60 px bottom margin;  
caption is centered within bottom margin

a:hover image size 110%

onClick opens slide show



*Caption — ipsum dolor sit*

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  
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 Mentitum dignissim per in, et voluptatum adversarium vel.

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verat.

9





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. Mentium 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

>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. Mentium dignissim per in, et voluptatum adversarium vel.

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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.”

15px

Home Page

# 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

40px

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

40px

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

40px

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

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.

30px

Three-up story module  
Image: 370/350px

2 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. It 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

45px

70px

30px

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

70px

# Ink

277 Park Avenue, 14th Floor  
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Contact Kevin Sylvester with story or photo ideas; contact Cameron Martin for distribution questions.

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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

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

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

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 JUNE 2016

> 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  
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**Managing Editor**  
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Colors

---

List all colors and values

CTAs

---

Show all interactive elements

CTA

---

Show all interactive elements