

# Ink.com

## Master Stylesheets – Tablet (992 & 768)

---

JPMC Corporate Digital Group  
December 19, 2016

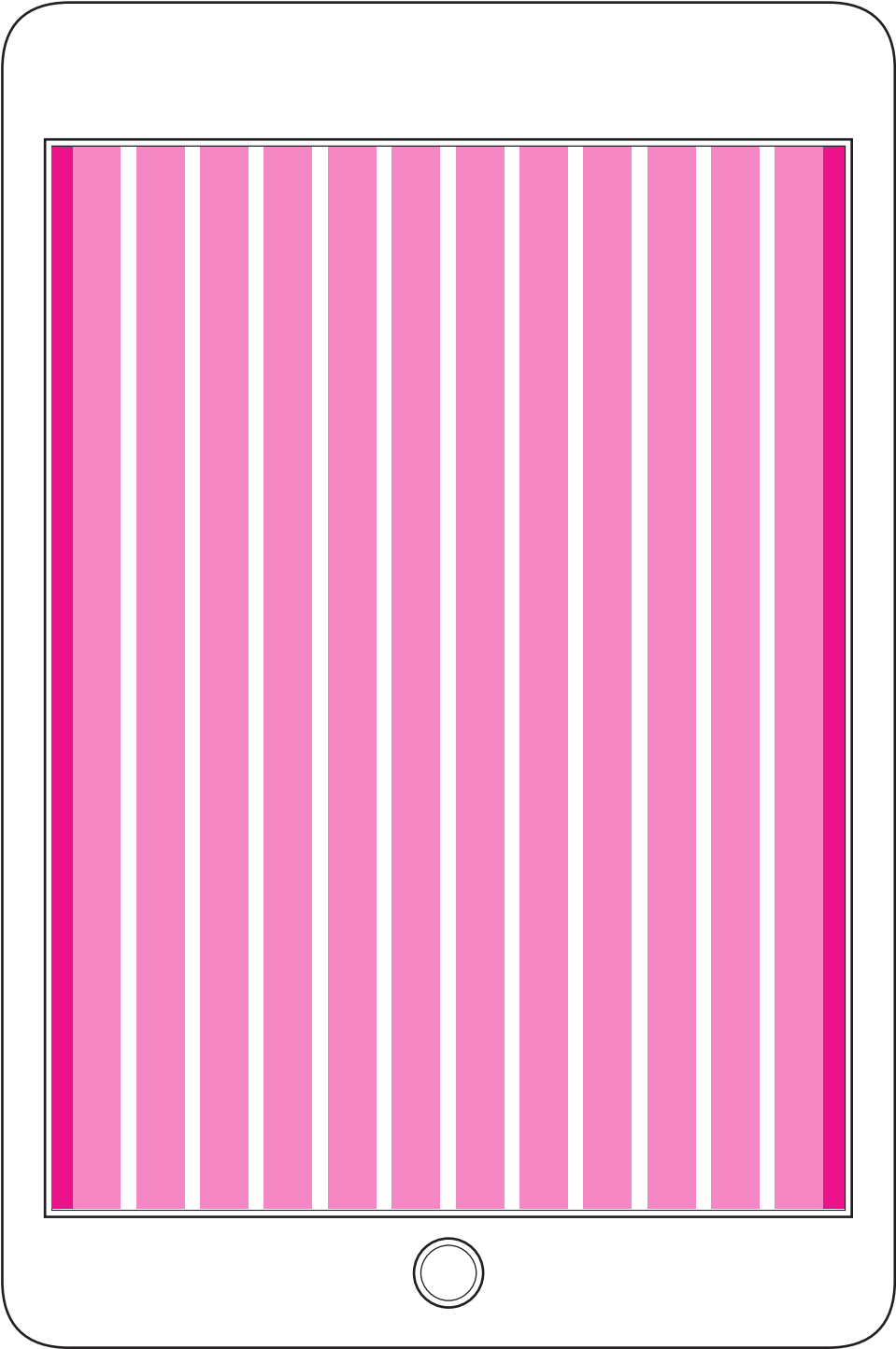
**PROTOTYPE LINKS**  
<https://invis.io/5A9EI9H2F>

### CONTENTS

- I. Structure & Styles**
  - The Column Grid & Div Harmonics . . . .2
  - Type Styles — Article Pages. . . . .3
  - Type Styles — Landing Pages . . . . .4
  - Sprites & Colors . . . . .5
- II. Universal Navigation**
  - main nav . . . . .6
  - footer. . . . .8
- III. Landing Page Templates**
  - home page . . . . .9
  - landing page . . . . .10
  - archive . . . . .11
- III. Landing Page Modules & Variations**
  - archive listing module . . . . .12
- III. Article Templates**
  - with hero image . . . . .14
  - with list violator . . . . .15
  - text only. . . . .16
  - subheads & images . . . . .17
  - subheads only. . . . .18
- IV. Article Template Violators**
  - image preview. . . . .19
  - pull quote . . . . .20
- V. Image Carousel Template**
  - . . . . .21
- VI. Image Article Template**
  - . . . . .22
- VI. Social Media Article Template**
  - . . . . .23
- VI. Post Article Module Template**
  - . . . . .24

The Column Grid & Div Harmonics . . . . .

26px 940px 26px



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 16px Amplitude, sans;  
letter-spacing: 0.05 em;  
color: #59aadd;

**Headline**  
font: medium 42px Amplitude, sans;  
color: #0f2d51;  
margin: bottom 15px

Byline  
font: regular 16px Open Sans, sans;  
color: #767676;  
margin: bottom 10px

Date  
font: regular 14px Open Sans, sans;  
color: #767676;

**¶ - 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 14px 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: #767676;

**Q & A**  
font: medium 22px Amplitude, sans;  
color: #59aadd;

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

**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: #767676;

**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

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

### Landing Archive Eyebrow

▼ Landing Archive Month

Archive Headline  
by Archive Author

➤ Landing Archive Year

➤ Load more

**Page Title**

font: medium 31px Amplitude, sans;  
color: #0f2d51;  
border: bottom 3px, #0f2d51;

Date

**font:** regular 14px Open Sans, sans;  
**color:** #767676;

**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: #767676;  
margin: bottom 10px

Landing Summary

font: regular 14px 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:** #767676;

**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**

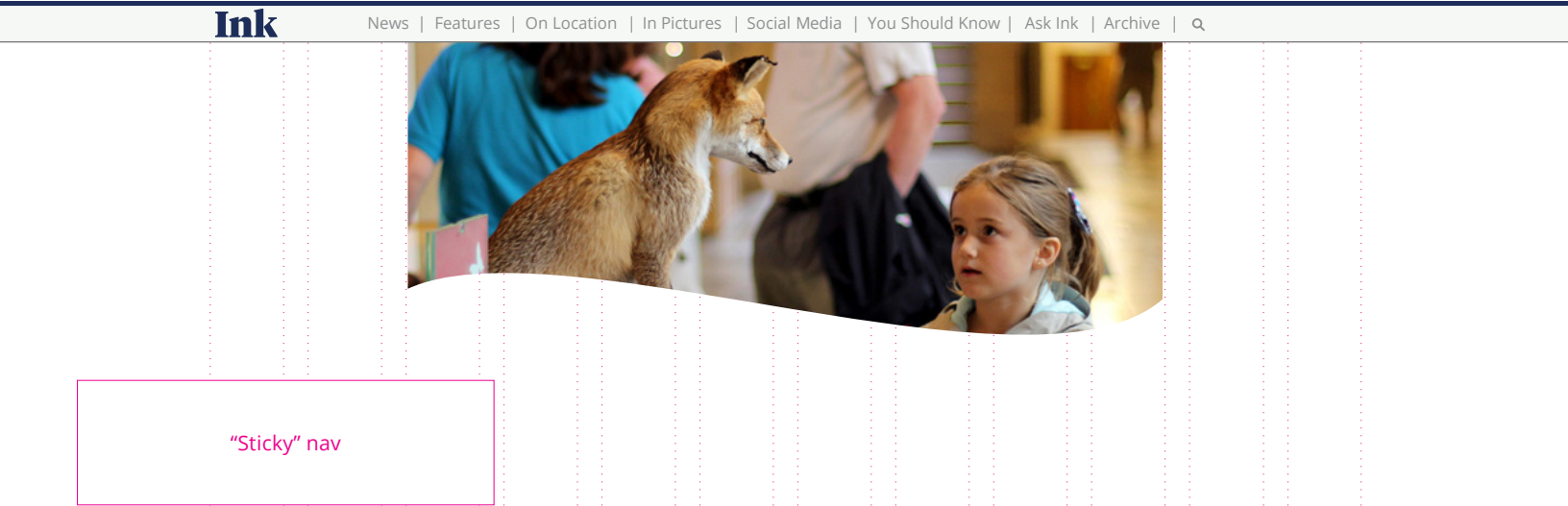
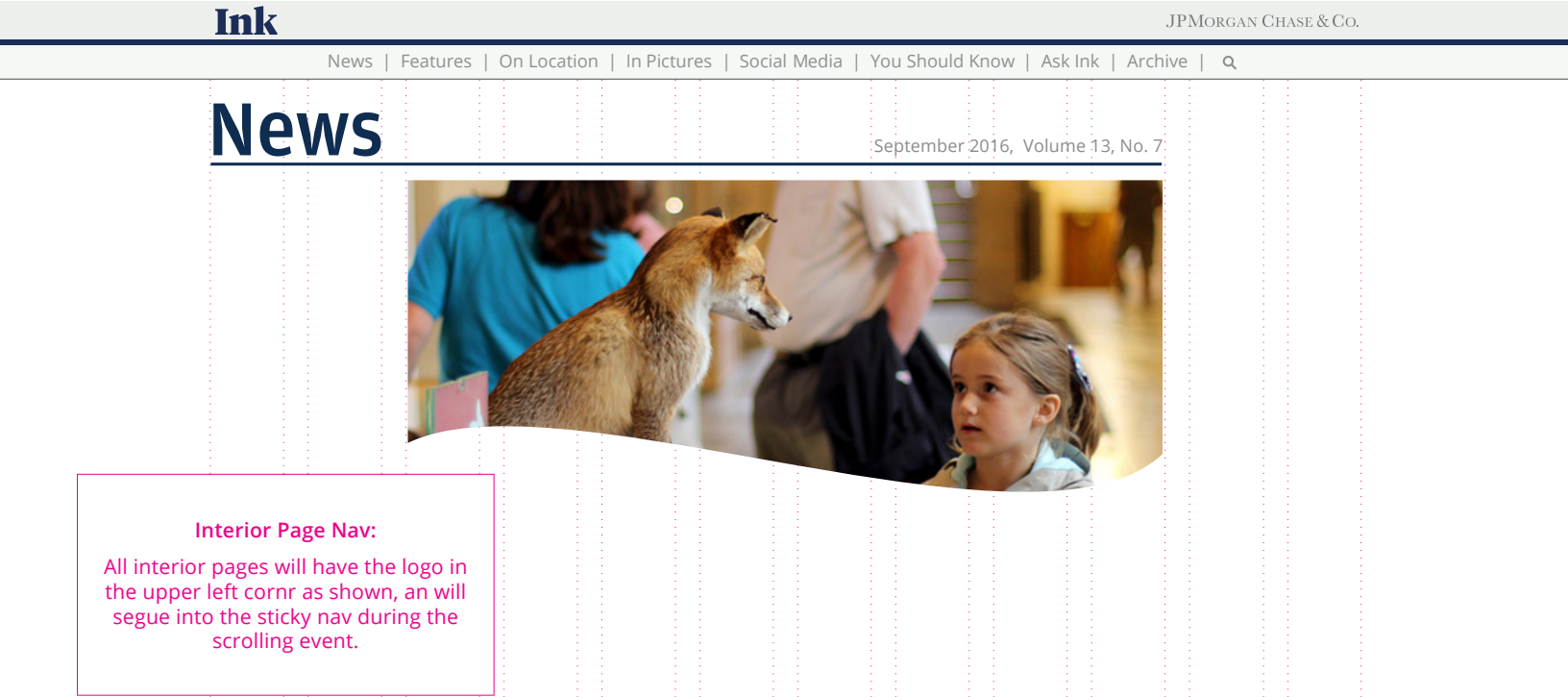
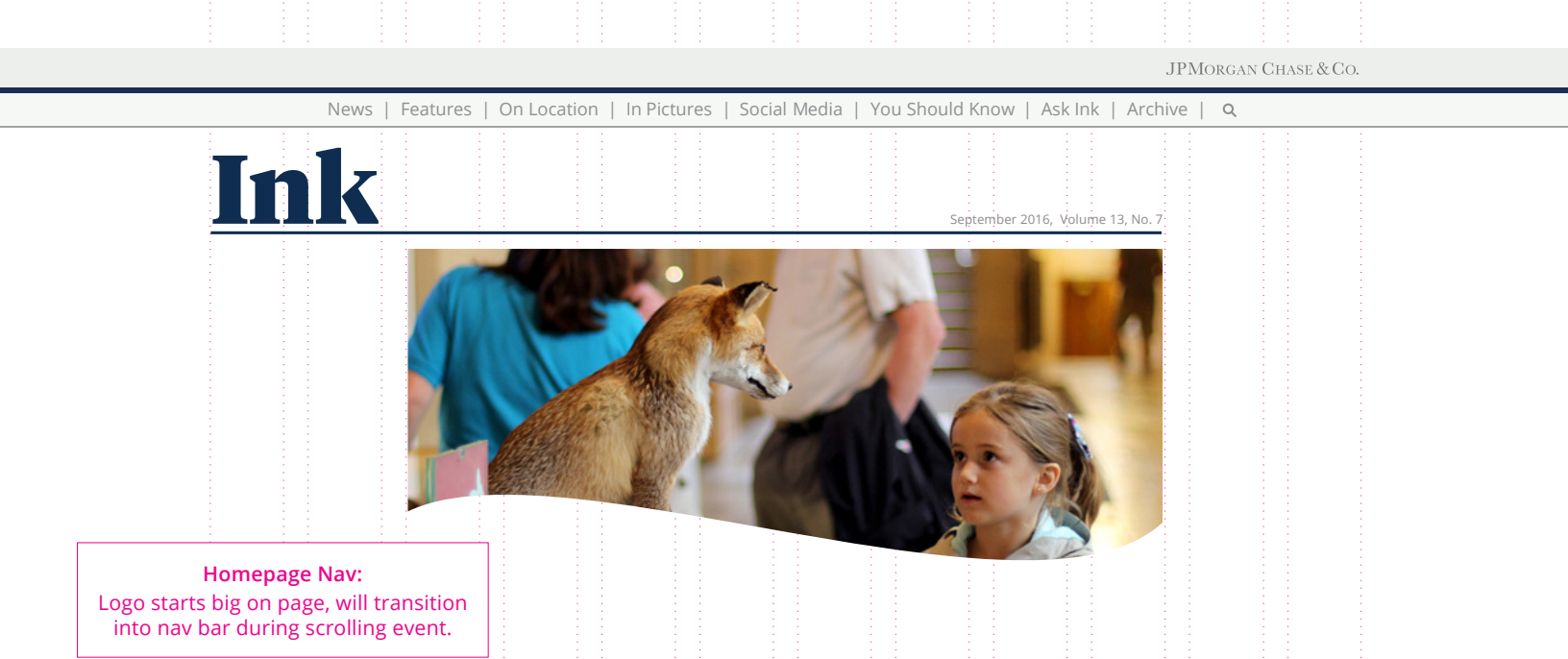
Email link styles on Object Page;  
body copy, reg & bold, div has 15px padding, 1px border, all #0f2d51

Colors

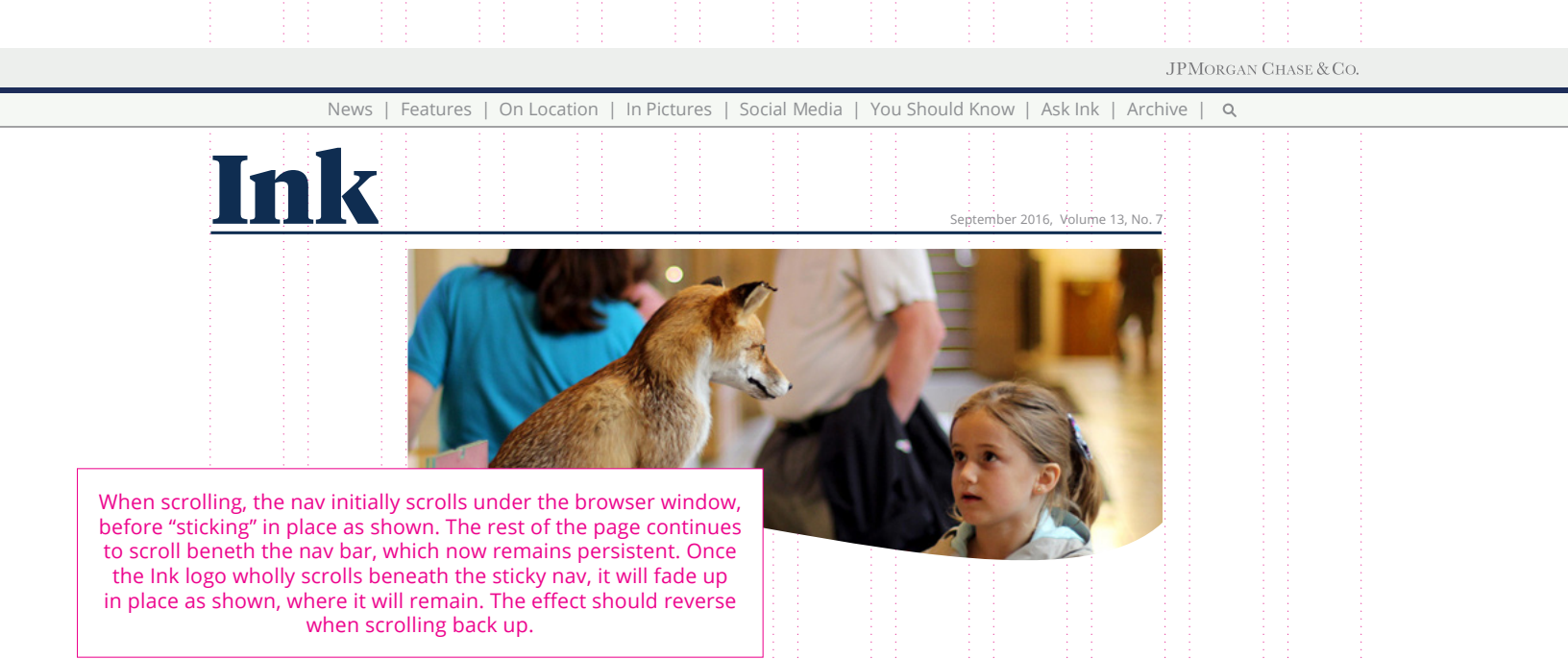
-  JPMC Dark Blue; #0f2d51
-  JPMC Light Blue; #59aadd
-  Body Copy #333
-  Medium Grey #646464
-  Light Grey ##767676
-  Rules & Borders #c9c8c7
-  Nav Grey #fbfbfb

Main Nav - Structure

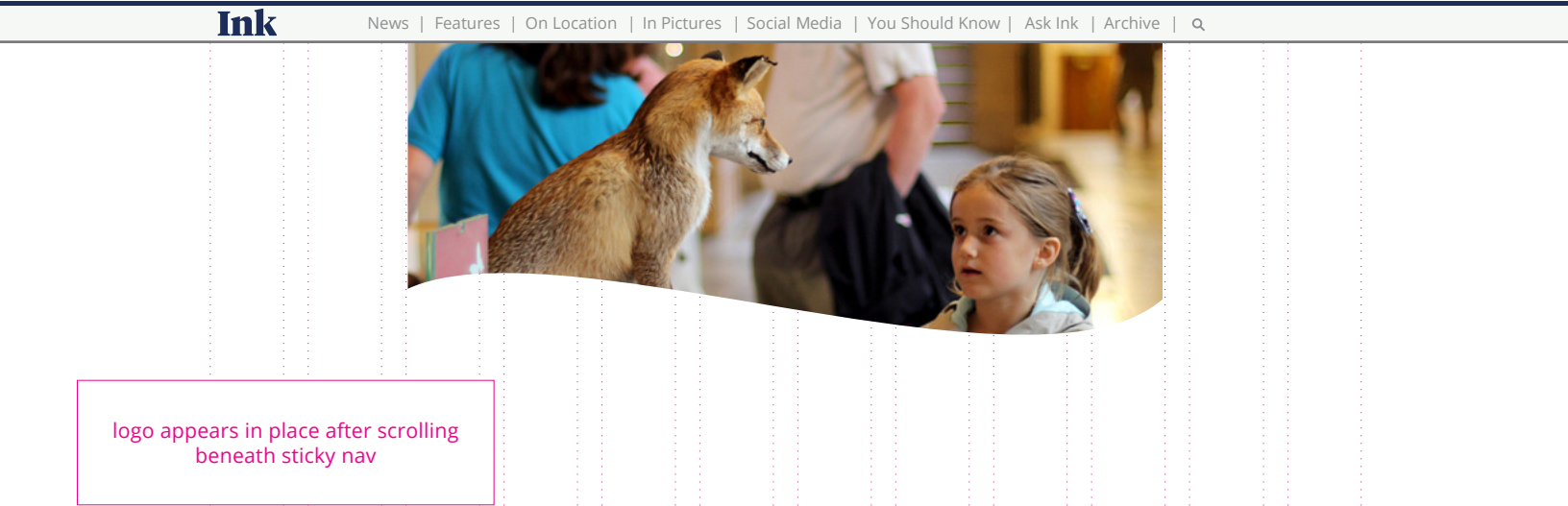
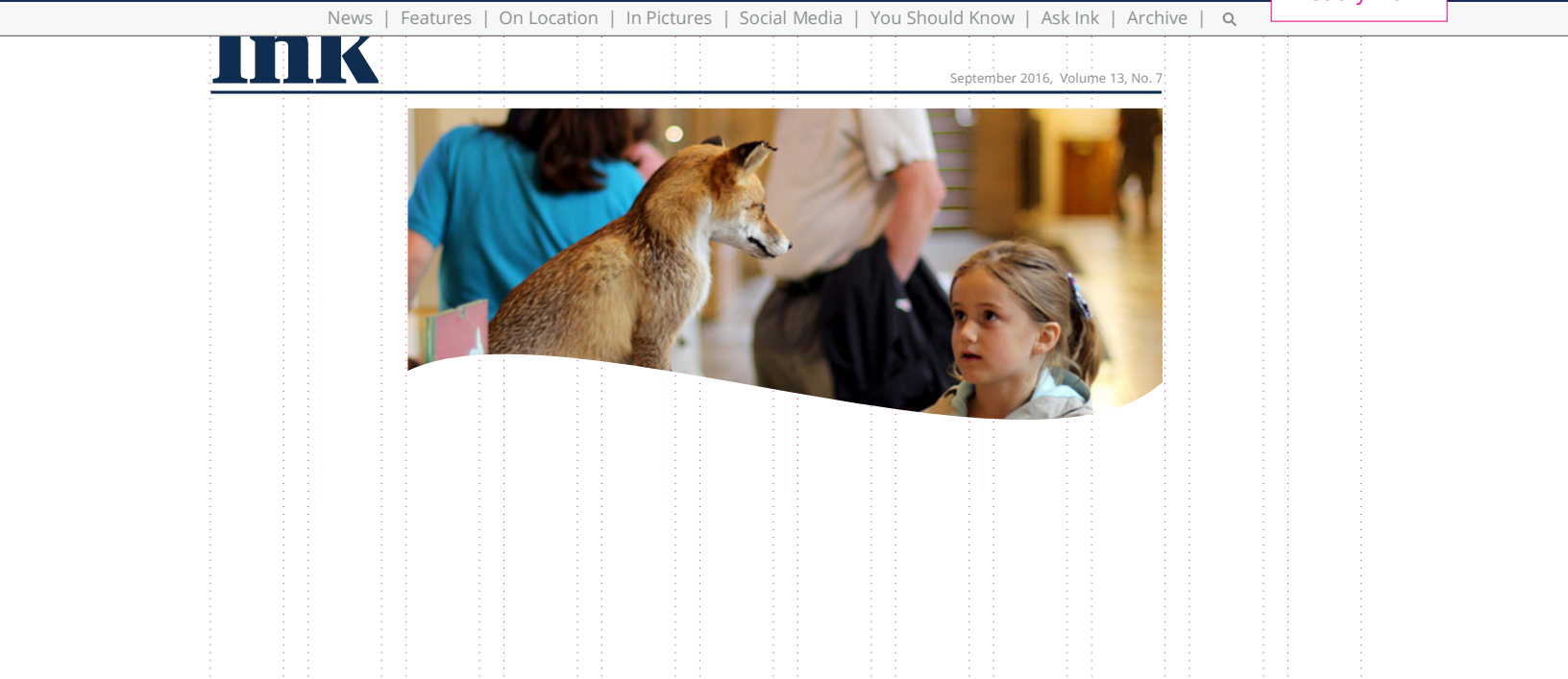
The main nav has three main states: 1. Homepage; 2. Internal Pages; 3. Fixed Nav



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



“Sticky” nav





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

Ink

JPMORGAN CHASE & CO.

News | Features | On Location | In Pictures | Social Media | You Should Know | Ask Ink | Archive | Q

# News

September 2016, Volume 13, No. 7



Initial State

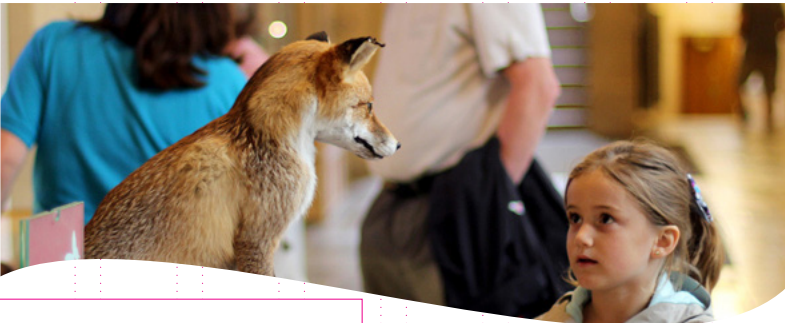
Every page will have it's content bucket name in JPM cyan #59aadd, and a 3px cyan rule beneath

Ink

News | Features | On Location | In Pictures | Social Media | You Should Know | Ask Ink | Archive | Q

# News

September 2016, Volume 13, No. 7



Sticky State

The nav will scroll with the page until the dark blue rule hit the top of the viewport, whereupon the whole nav will "stick" in place. The logo never moves, but always retain it's position

Ink

News | Features | On Location | In Pictures | Social Media | You Should Know | Ask Ink | Archive | Q

# News

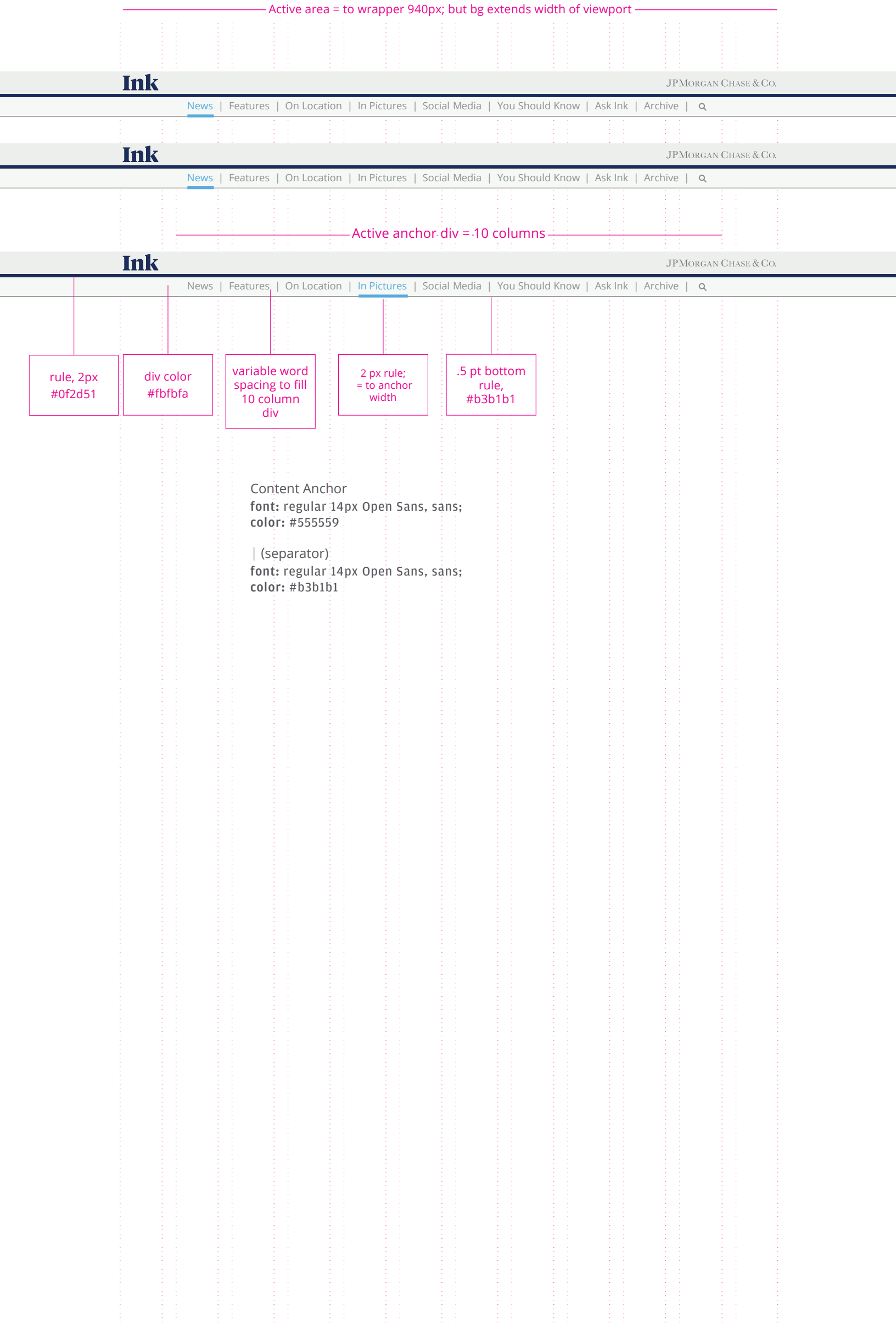
September 2016, Volume 13, No. 7



Hover events

On mousing over the page names, they will turn cyan, and the blue rule will follow







## Address Text

font: regular & semibold, 13 px  
Open Sans, sans; color: #0f2d51

## Editor Text

font: regular & semibold, 12 px  
Open Sans, sans; color: #0f2d51

**Bottom Text**

```
font: regular, 10 px Open Sans, sans;  
color: #fff
```

