

Ink.com

Master stylesheets & redlines – desktop

JPMC Corporate Digital Group
December 1, 2016

PROTOTYPE LINK
<https://invis.io/HS9KGAOC3>

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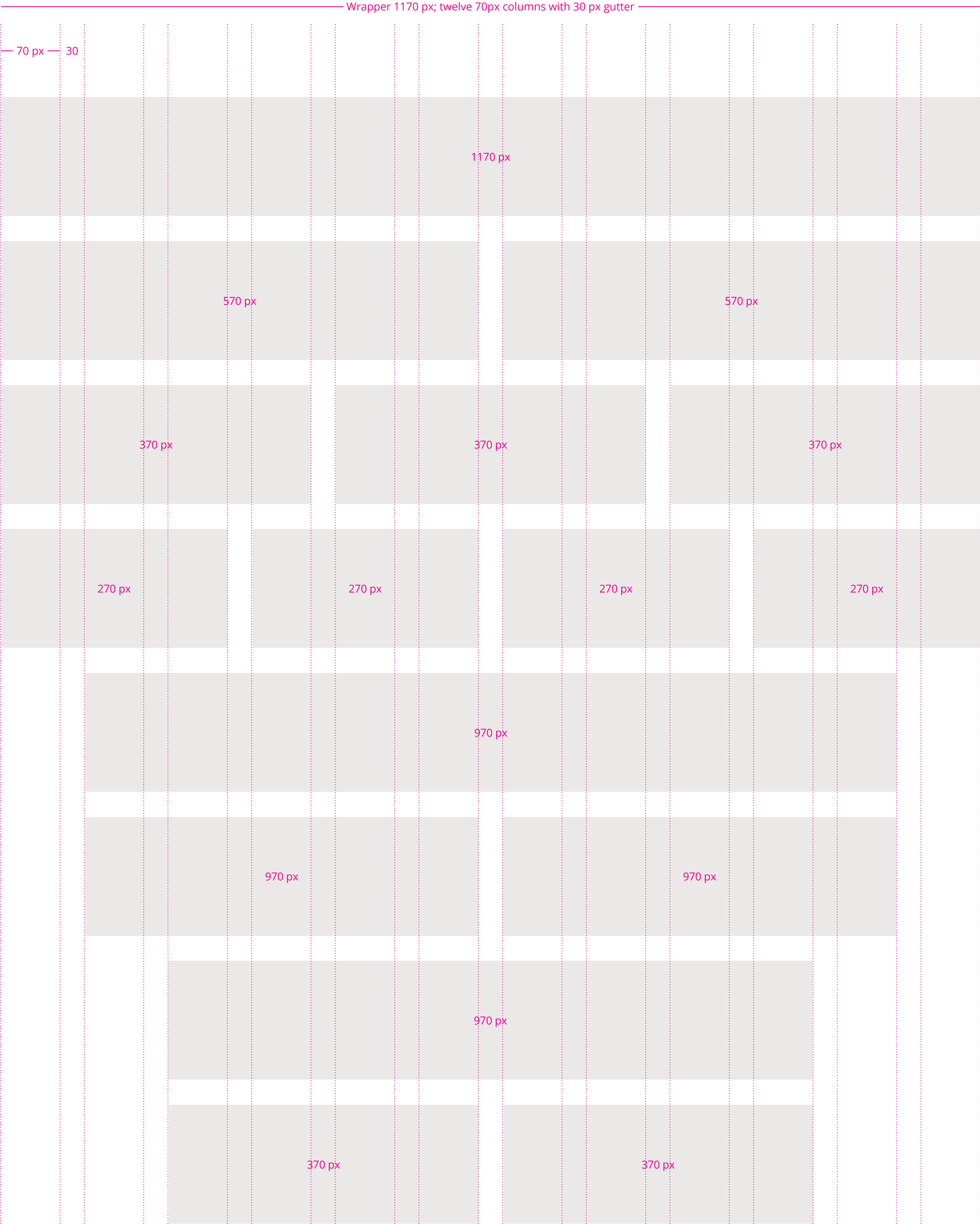
archive 38–39

search 40

Ink.com

I. Structure & Styles

- column grid & div harmonics 3
- type styles – landing pages 4
- type styles – article pages 5
- hover states – landing pages 6
- hover states – article pages 7
- sprites & colors..... 8



Page Title

Date Month 2016, Volume 13, No. 7

 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

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

▼ May 2016

Archive Headline

by Archive Author

Archive Headline

by Archive Author

> Landing Archive Month

> 2015 Landing Archive Year

> Load more

SEARCH RESULTS



Search Results Headline

by Search Results Author

Date



Search Results Headline that goes to two lines

by Search Results Author

Date



Search Results Headline

by Search Results Author

Date



> Load more

Q: Homepage quote

Page Title

font: bold 80/90px Amplitude, sans;
color: #0f2d51;
border: bottom 3px, #0f2d51;
Note: the bottom rule should be about 10px from the baseline of the Page Title

Date

font: regular 16px/21px Open Sans, sans;
color: #767676;

EYEBROW

font: bold 17px/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: #767676;
margin: bottom 10px

Landing Summary

font: regular 16px/21px Open Sans, sans;
letter-spacing: 0.01 em;
color: #505050;
Note: 230 characters maximum.
Note: 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;
Note: the bottom rule should be about 10px from the baseline of the Landing Archive Eyebrow

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: #767676;

Landing Archive Year

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

Load More

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

SEARCH RESULTS

font: regular 21px/25px Amplitude, sans;
color: #646464;
margin: bottom 5px

Search Results Headline

font: regular 32px/35px Amplitude, sans;
color: #0f2d51;
margin: bottom 5px

Search Results Author

font: regular 21px/25px Amplitude, sans;
color: #767676;
margin: bottom 5px

Q

font: bold 43px/35px Amplitude, sans;
color: #59aadd;

Homepage quote

font: italic 27px/35px Amplitude, sans;
color: #767676;

 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. 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.



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 17px/21px Amplitude, sans;
letter-spacing: 0.05 em;
color: #59aadd;

Headline

font: regular 52px/54px Amplitude, sans;
color: #0f2d51;
margin: bottom 10px

Byline

font: light 25px/27px Amplitude, sans;
color: #767676;
margin: bottom 10px

Date

font: regular 16px/21px Open Sans, sans;
color: #767676;

 - line space

Represents one empty line of body copy, equivalent to 16/21 px

Sub-headline

font: light 28px/35px 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 16px/21px Open Sans, sans;
letter-spacing: 0.01 em;
color: #333;

Body Copy Ital

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

Caption

font: ital 16px/21px Open Sans, sans;
letter-spacing: 0.01 em;
color: #767676;

Q & A

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

Pull Quote

font: ital 35px/38px Celeste, serif;
letter-spacing: 0.01 em;
color: #646464;

Pull Quotes

font: bold 75px/38px Amplitude, serif;
color: #59aadd;
position: top -0.03 em;

RELATED EYEBROW

font: light 17px/21px Amplitude, sans;
color: #646464;
style: all caps
border: bottom 1 px, #646469;
Note: the bottom rule should be about 5px from the baseline of the Related Eyebrow

#relatedTags

font: regular 16px/21px Open Sans, sans;
color: #767676;

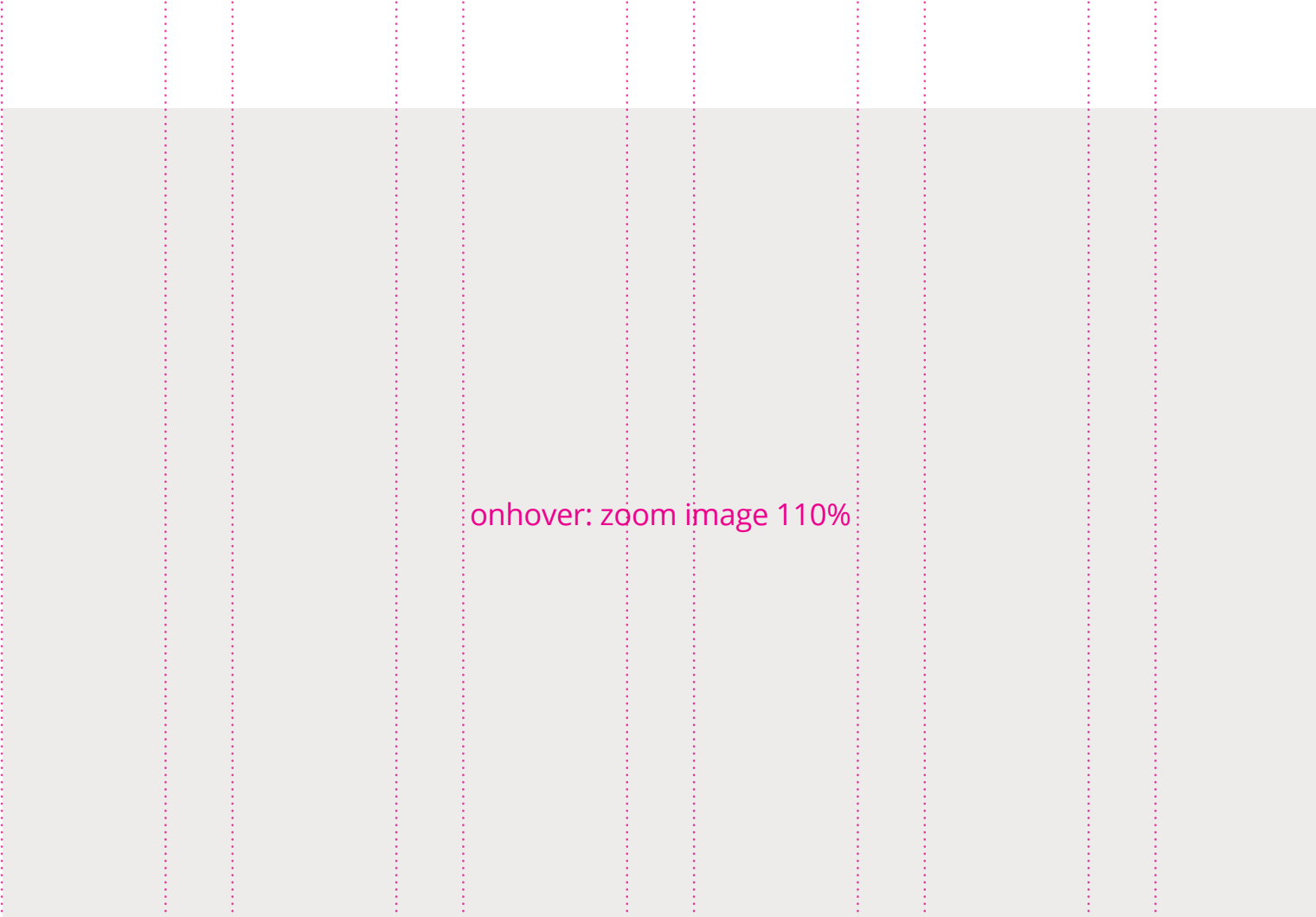
Archive Headline

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

Archive Author

font: light 17px/25px Amplitude, sans;
color: #767676;

The overall rubric for hover stats is that images zoom 110% and link to articles or popups
Text links underline and link to stories or landing pages
action links change color to light blue #59aadd - these can be either text or iconic, but they perform actions rather than sending the user to a location (opening an accordian, performing a search, advancing a slideshow)



 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

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

Landing Archive Eyebrow

> Landing Archive Month

✓ May 2016

Archive Headline

by Archive Author

Archive Headline

by Archive Author

> Landing Archive Month

> 2015 Landing Archive Year

> Load more

SEARCH RESULTS



Search Results Headline

by Search Results Author

Date



Search Results Headline that goes to two lines

by Search Results Author

Date



> Load more

All image links have image zoom 110%
all text links underline on hover

Image links to article
Eyebrow links to category landing page
Headline links to article
byline links to search results for author
summary isn't clickable

Eyebrow links to category landing page
Headline links to article
byline links to search results for author
subheads aren't clickable

For the accordian module, onhover over the month and year changes color (#59aadd), while the article links receive an underline.
The caret animates down when the accordian opens
Only the headlines are clickable
The full page archive follows th same rubric

The search results page has underline links (headline and author, the date is not clickable) with a blue hover on load more

The overall rubric for hover stats is that images zoom 110% and link to articles or popups
Text links underline and link to stories or landing pages
action links change color to light blue #59aadd - these can be either text or iconic, but they perform actions rather than sending the user to a location (opening an accordian, performing a search, advancing a slideshow)



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. 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.



RELATED EYEBROW



#relatedTags

RELATED EYEBROW



Archive Headline

by Archive Author



Archive Headline

by Archive Author

- all text links underline on hover
- Eyebrow links to category landing page
- byline links to search results for author
- related links to search results populated with that term
- Archive headline links to article
- archive author links to search results

Rules & Borders

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



Eyebrow icons



Nav search



image modal close



article print/email icons



slideshow icon



previos next for image carousel



homepage logo



footer logo



nav logo



nav logo

Colors



JPMC Dark Blue; #0f2d51



JPMC Light Blue; #59aadd



Body Copy #333



Medium Grey #646464



Light Grey #767676



Rules & Borders #c9c8c7



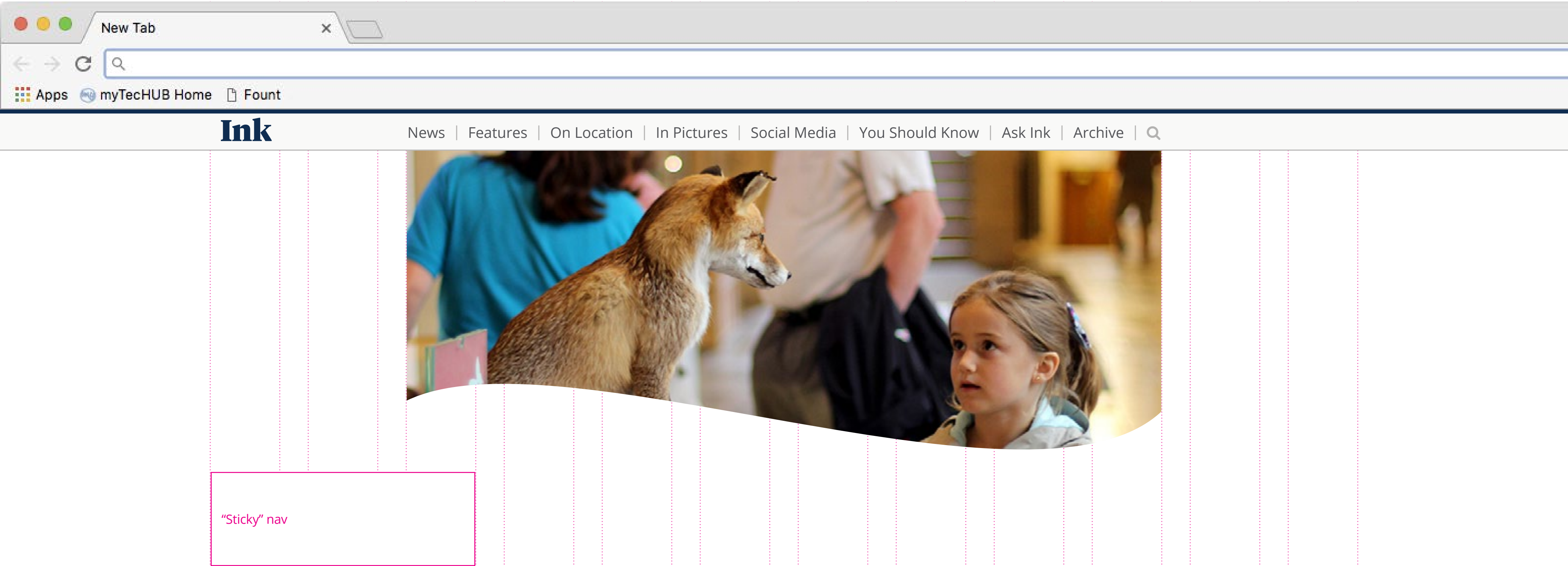
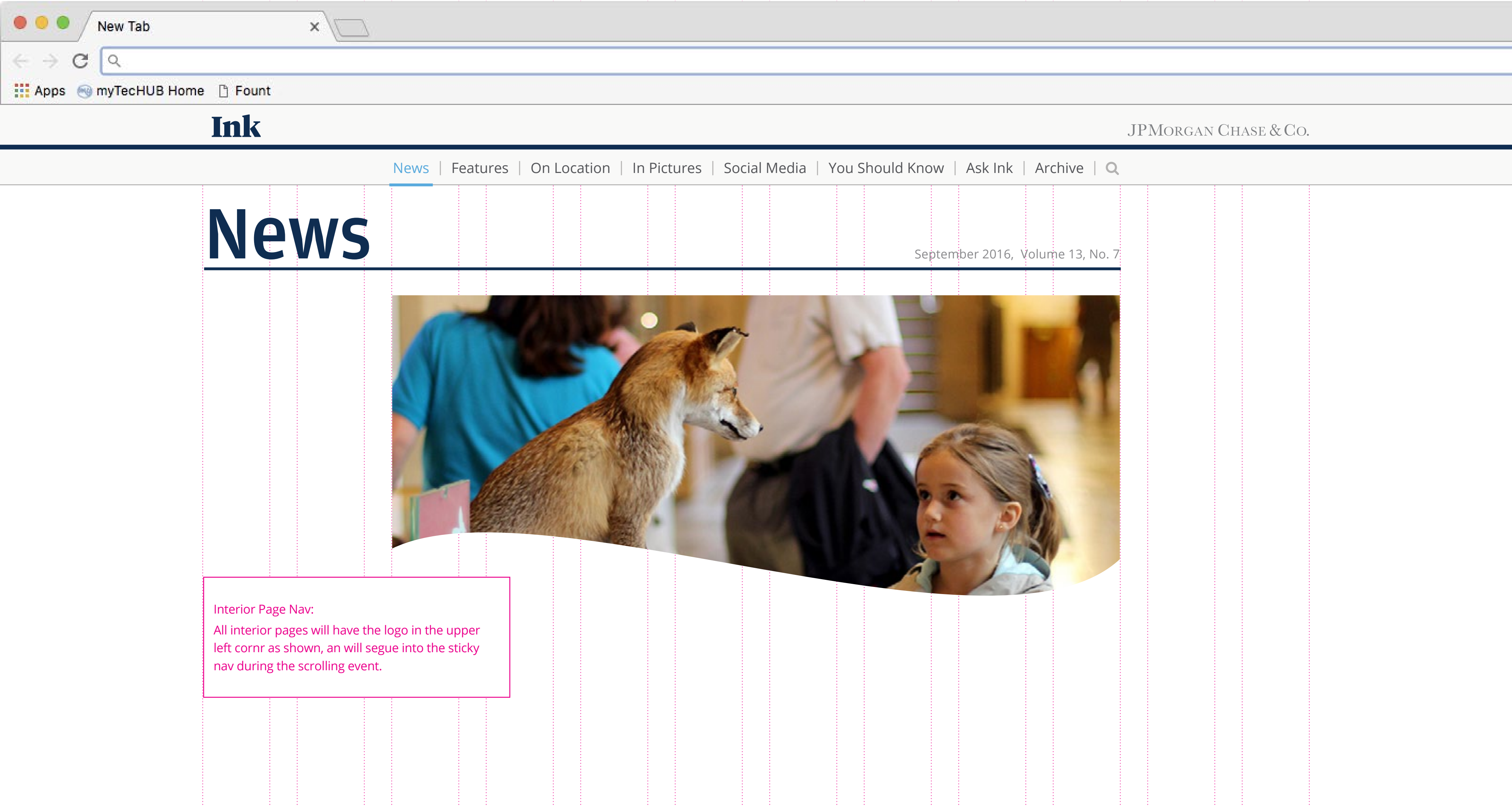
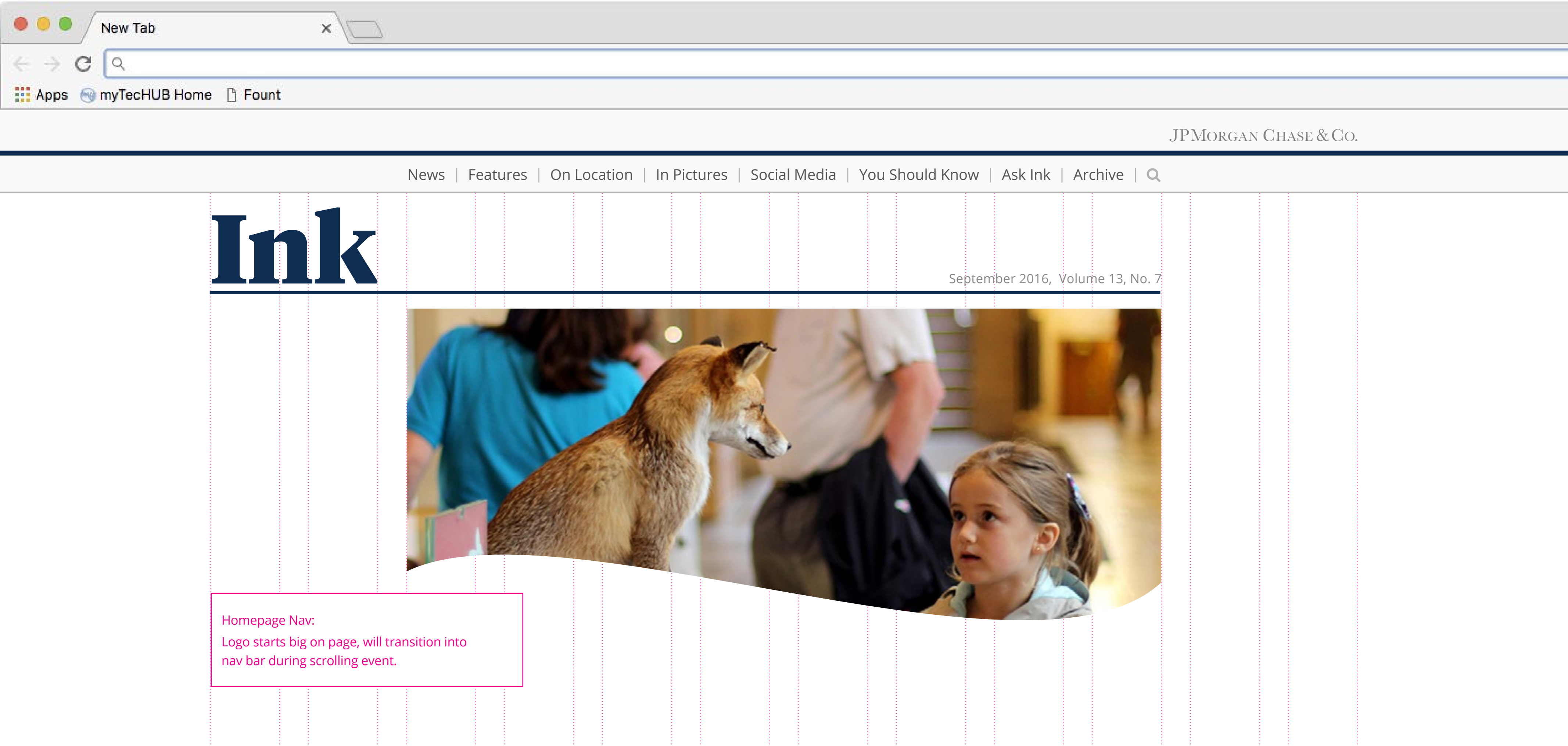
Nav Grey #fbfbfb

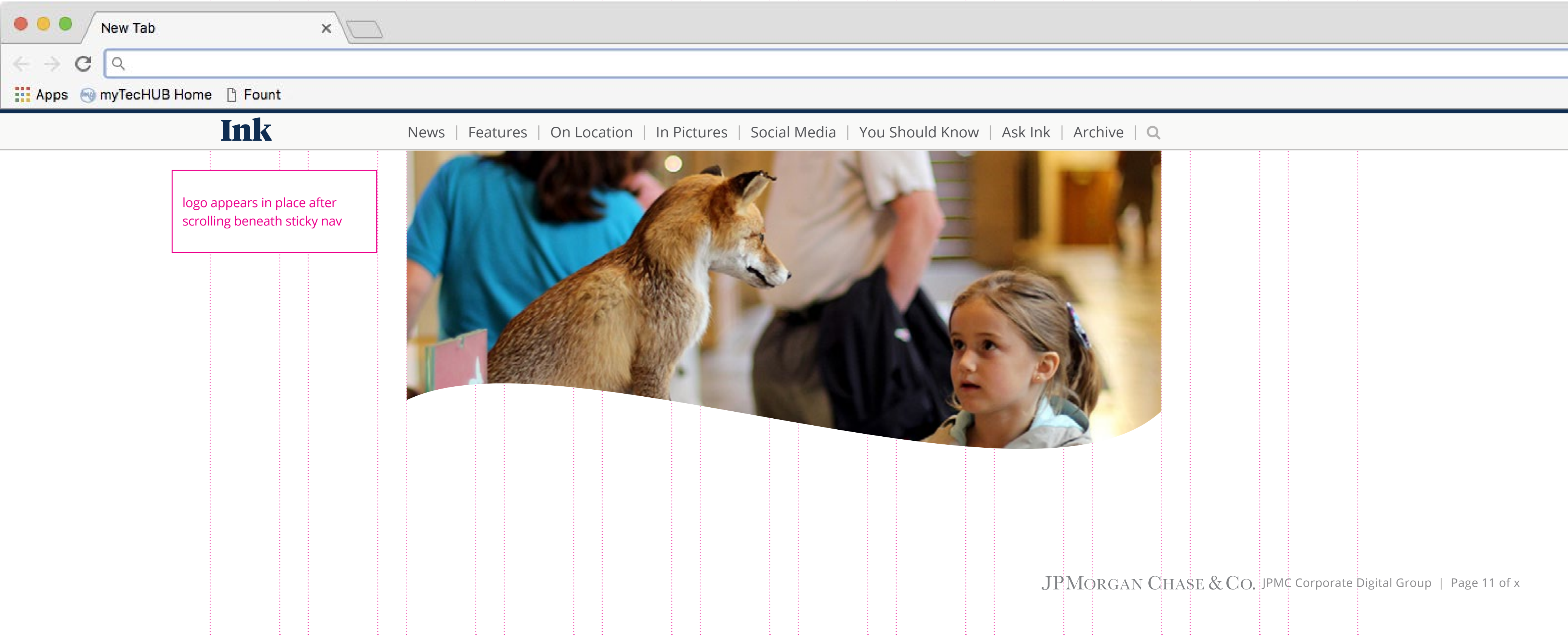
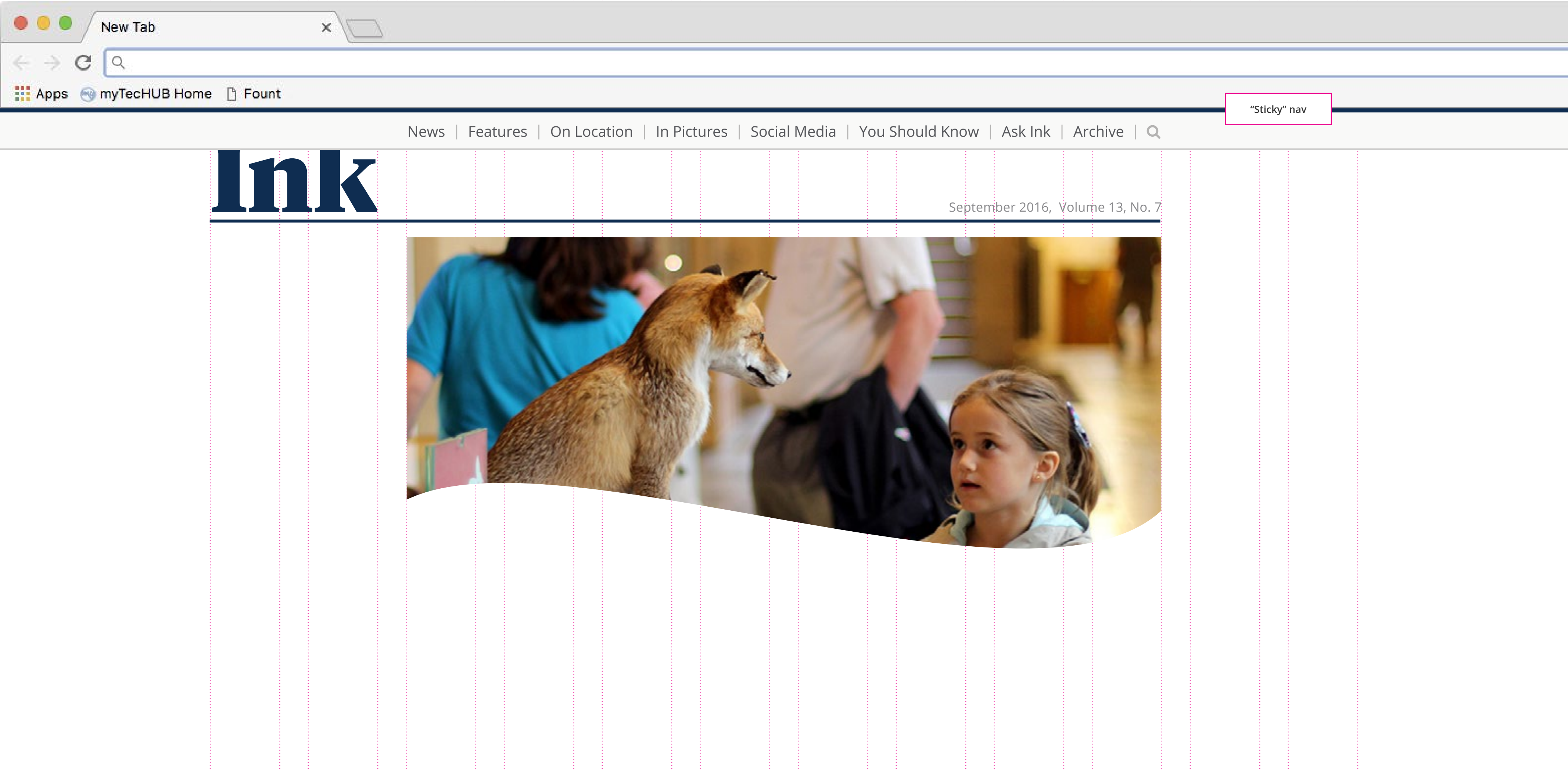
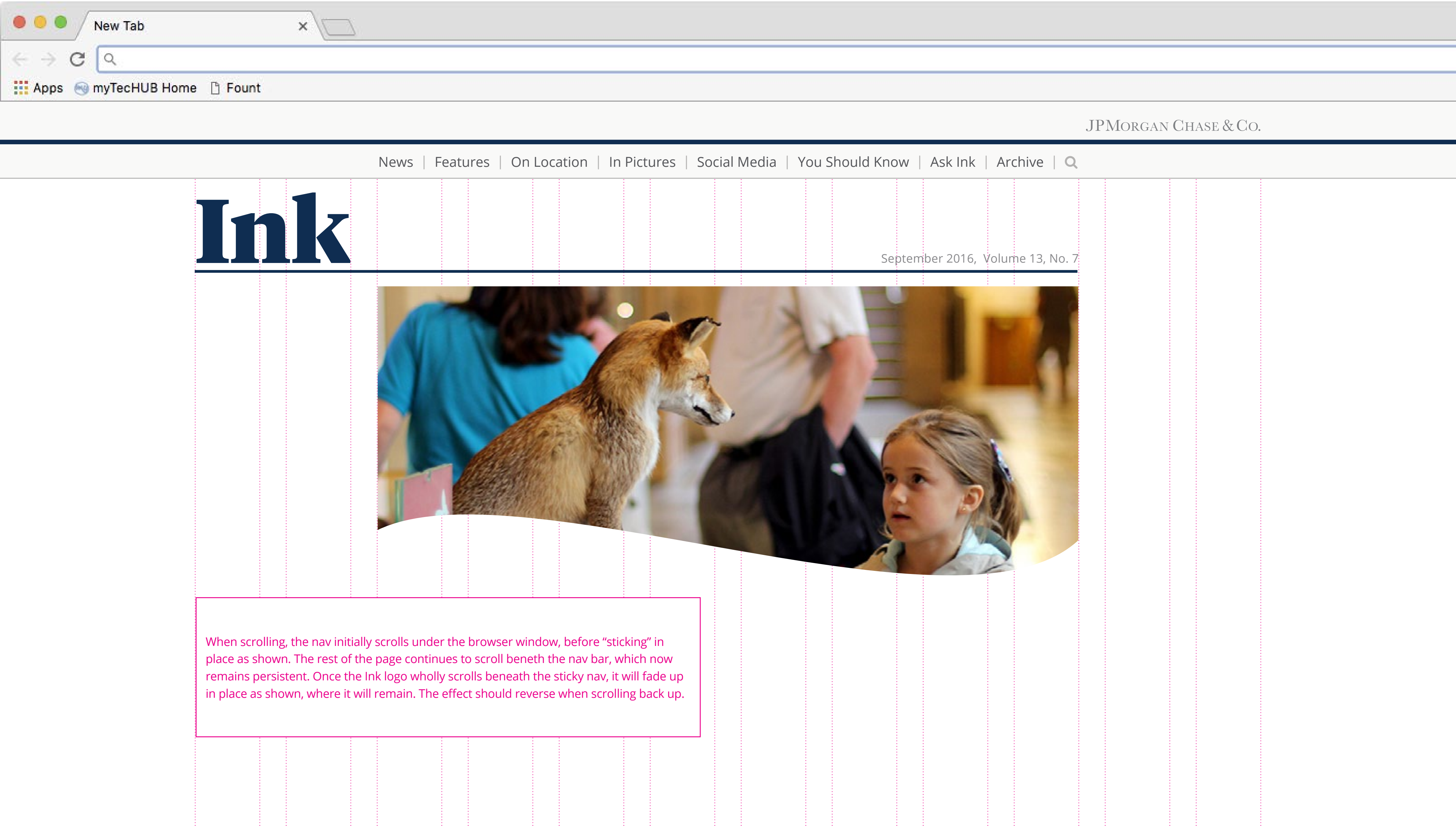


global nav.....10-13

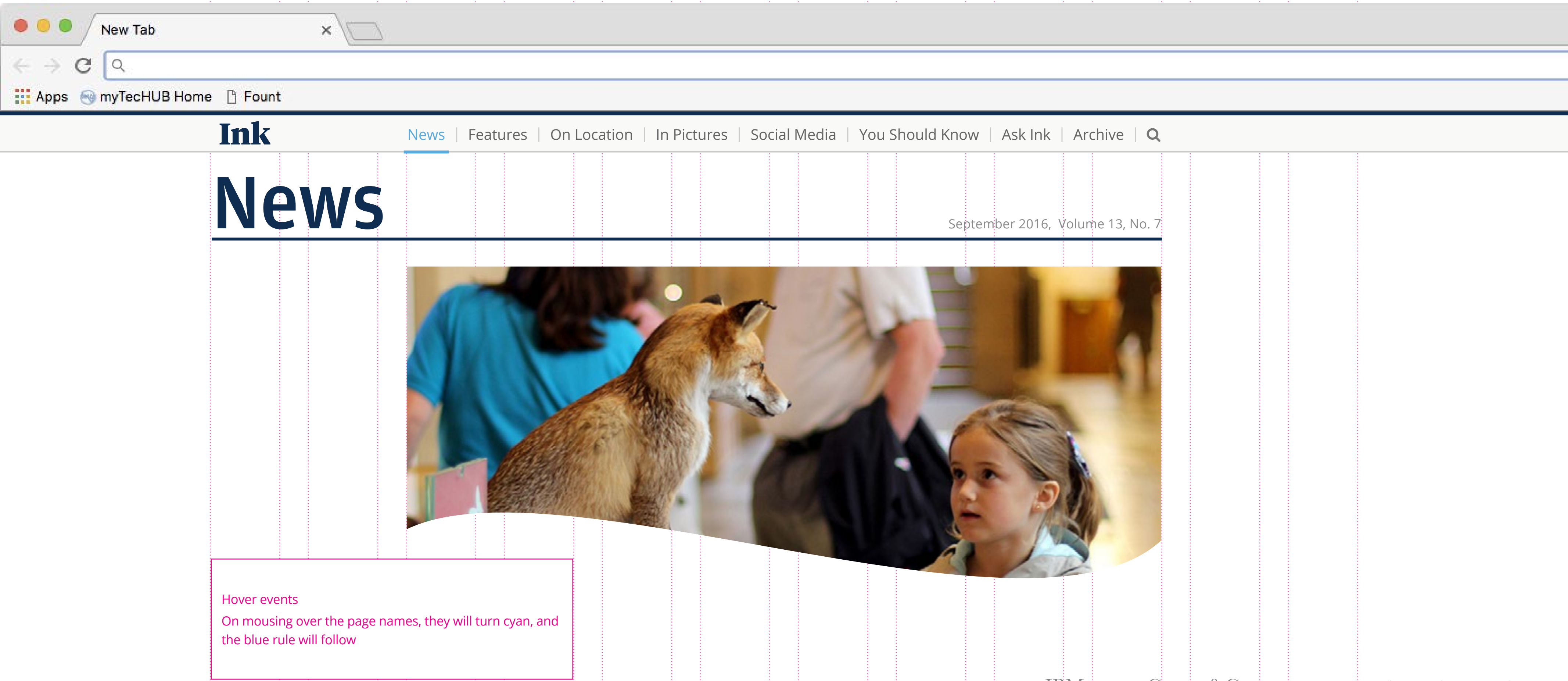
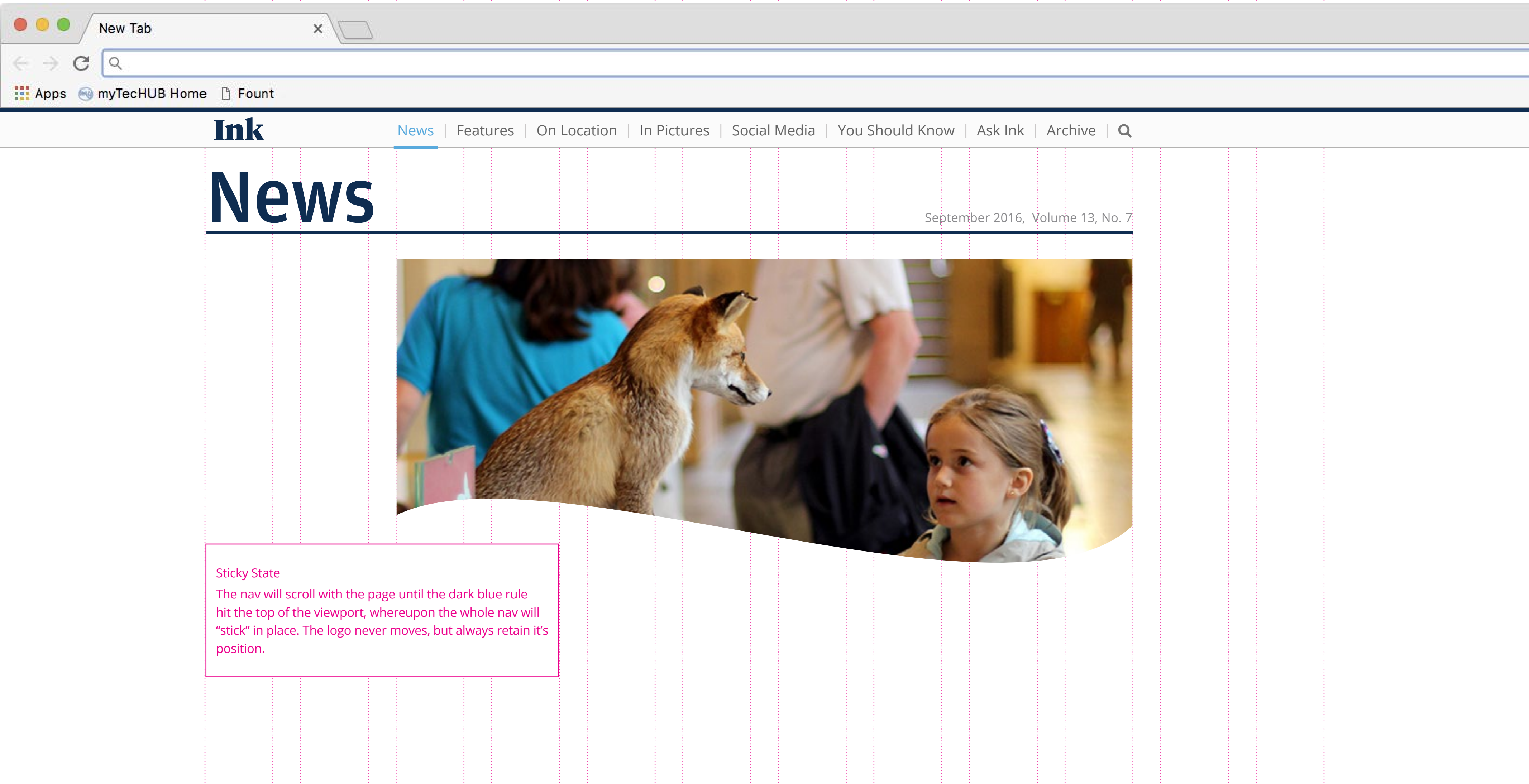
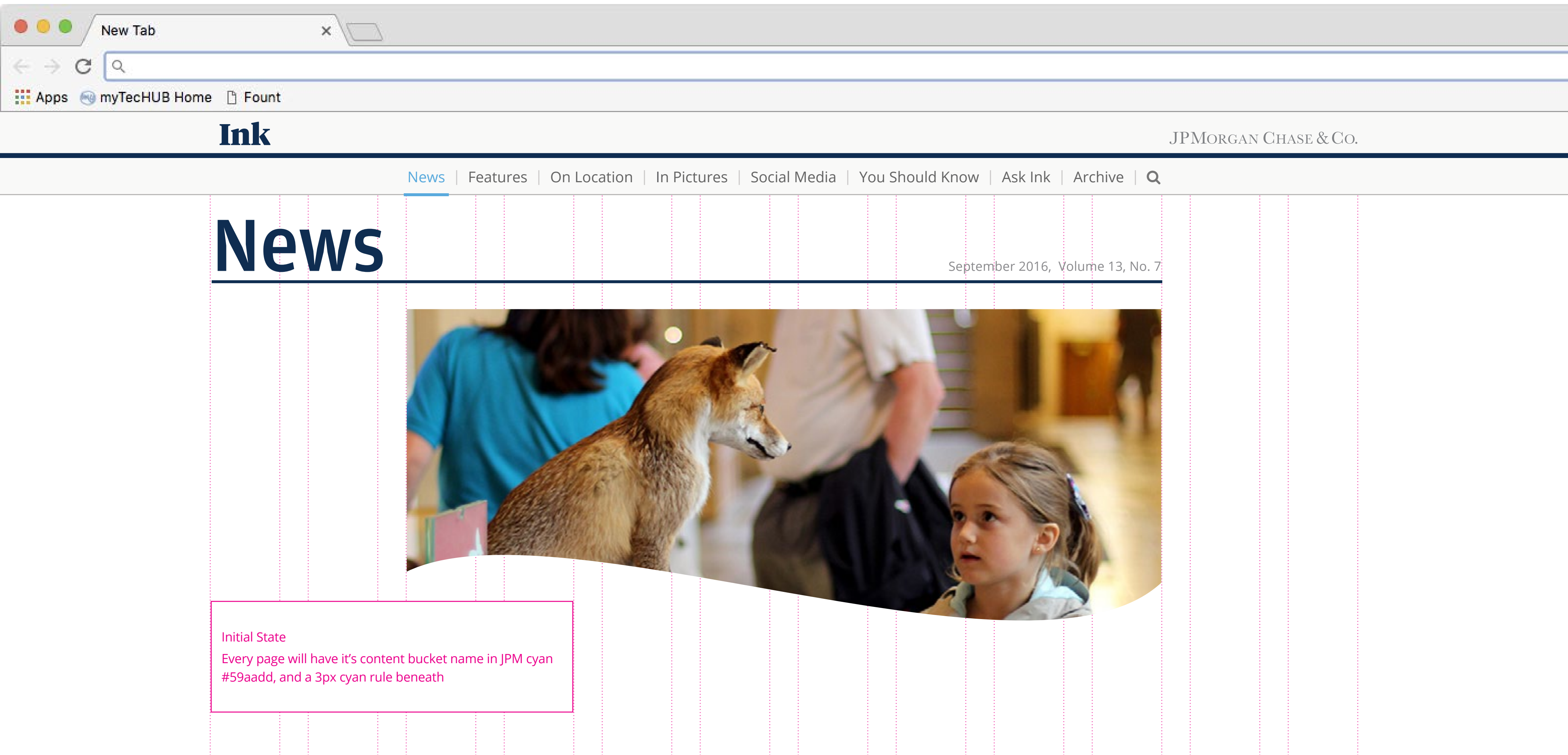
footer 14

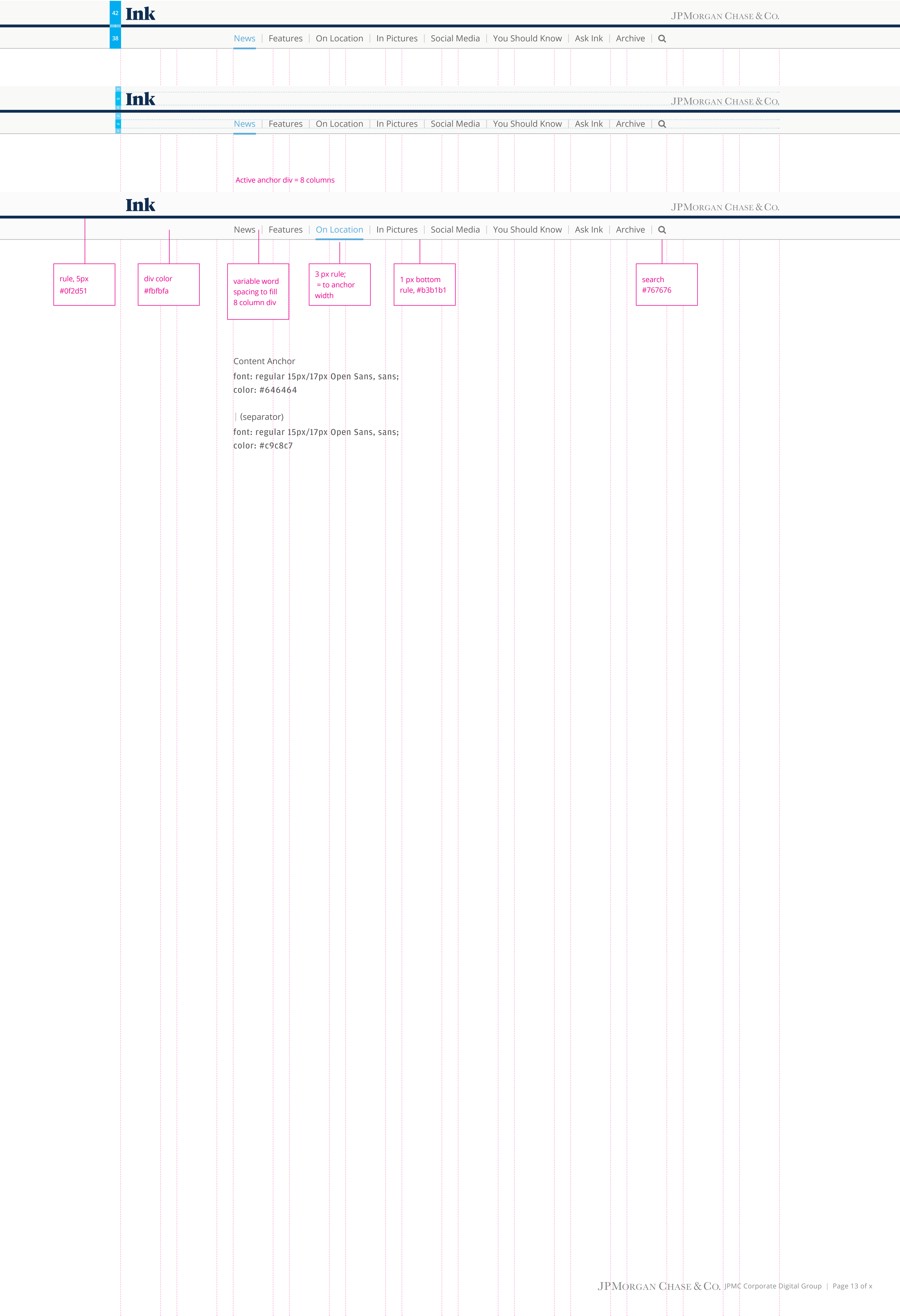
The main nav has three main states: 1. Homepage; 2. Internal Pages; 3. Sticky





The global nav has two interactive features, “stickiness” and hover events





24

40

24

20

36

20

15

40

15

Ink

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

Managing Editor, Kevin Sylvester
(212) 622-6882

Senior Editor, Cameron Martin
(212) 648-1021

Associate Editor, Christopher Duray
(212) 622-9886

Contact Kevin Sylvester with story or photo ideas; contact Cameron Martin for distribution questions.
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Top Text
font: regular & semibold, 14/20 px Open Sans, sans;
color: #0f2d51

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

Blue: #0f2d51
Grey

1 px rule 970 px, #0f2d51

Ink

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

245

15

245

15

245

Contact Kevin Sylvester with story or photo ideas; contact Cameron Martin for distribution questions.
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#fbfbfb

#0f2d51

Editors contact center aligned
between 3 divs, within an 8 column
width wrapper

home page. 16

landing page overview 17

landing page modules 18–19

archive module 20

q&a variation 21

Page Title

Date Month 2016, Volume 13, No. 7

Header Navigation
full width x 85 px

Image Div
770 x 475 px

Text Div
770 x ∞ px

Text Div
770 x ∞ px

Text Div
770 x ∞ px

Text Div
770 x ∞ px

Text Div
770 x ∞ px

Text Div
770 x ∞ px

Archive module

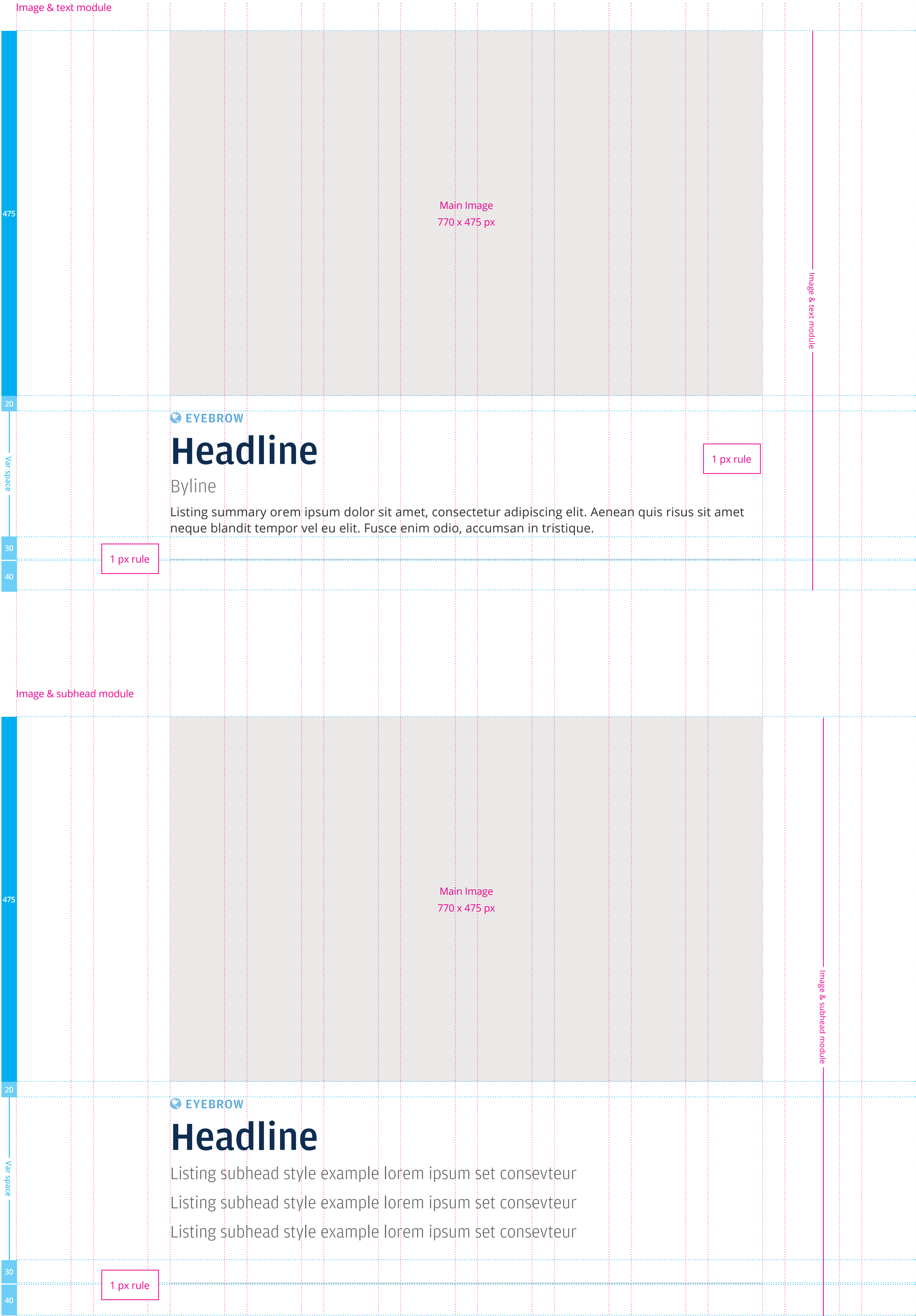
Footer Navigation
full width x 235 px

The landing pages template can accommodate many different layouts depending on the content bucket. It is composed of several modules consisting of image and text, or just text, either in a single column or double.

The number of modules per page can change but the cascading order of the modules never changes:

- Image & text/subhead
- text/subhead only
- two column text/subhead

Also note that every landing page on the site should lead off with an image & text/subhead module. Styles for each module follow this page



Text module

Var space

30

40

EYEBROW

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.

1 px rule

text only module

Subhead only module

Var space

30

40

EYEBROW

Headline

Subhead style example lorem ipsum set consevteur

Subhead style example lorem ipsum set consevteur

Subhead style example lorem ipsum set consevteur

1 px rule

subhead only module

Two-column tex/subhead only module

Var space

30

40

EYEBROW

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.

1 px rule

Var space

8

40

EYEBROW

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.

EYEBROW

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.

30

40

EYEBROW

Headline

Subhead style example lorem ipsum

Subhead style example lorem ipsum set consevteur

Subhead style example lorem ipsum set consevteur

30

40

The text has a minimum padding of 30 px; in this module, can that space be variable so that the bottom rules of each div in the row align?

1

2

3

4

The text boxes “fill up” from left to right, top to bottom

Article Div: 770 px

Landing Archive Eyebrow

15

> Landing Archive Month

15

15

> May 2016

15

Archive Headline

by Archive Author

1

Archive Headline

by Archive Author

15

> Landing Archive Month

20

> 2015 Landing Archive Year

20

> Load more

75

20

Footer Navigation

full width x 235 px

Landing Archive Eyebrow

> Landing Archive Month

> May 2016

Archive Headline

by Archive Author

1

Archive Headline

by Archive Author

> Landing Archive Month

> 2015 Landing Archive Year

> Load more

The archive accordion div sits at the bottom of every landing page, just above the footer. It presents all previous articles associated with that landing page bucket, organized by month and year.

Clicking on a month opens an accordion menu (all content flows down page) revealing all the stories for that month. Clicking a story title will take them to that story.

Clicking on a year will reveal all of the months in that year. Clicking any accordion item should collapse any previously open items.

JPMORGAN CHASE & CO.

JPMC Corporate Digital Group

Page 20 of x

Type style changes on the Ask Ink landing page

Var space

30

40

EYEBROW

Headline

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?

1 px rule

with hero image 23

text only 24

subheads & images 25

subheads only 26

85

Header Navigation
full width x 85 px

20

Main Image
970 x 600 px

600

– 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

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, et voluptatum adversarium vel.

9

Tem qui dolupta suntur aut ex exesto 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 atiscipium
quaspit, am faceri doles diorro odit venis aborrum que velisquatio excea suntum quatibus estrum
cum respisciti dolo vendignim quamustempos voluptat ea verferchitae dolupta tureria velit expersp
ellore, sim nus vel earum cupitibus cus ad et escid qui custioritet, sin parit, cum quis ressituris re
verat.

- Var space

- Var space

Related articles module

Footer: Navigation
full width x 235 px

85

30


Var space

75

Var space

Article Div: 770 px

Header Navigation
full width x 85 px

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. Mentitum dignissim per in, et voluptatum adversarium vel.

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, et voluptatum adversarium vel.

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.

Related articles module

Footer Navigation
full width x 235 px

JPMORGAN CHASE & CO. JPMC Corporate Digital Group | Page 24 of x

85

30

Var space

25

245

30

Var space

25

25

245

30

Var space

75

Article Div: 770 px

Header Navigation
full width x 85 px



Headline

Byline

Date

Image
470 x 245 px

Sub-headline style encouraged to complete annual Code of Conduct requirements

JPMorgan Chase Corporate employees across the globe are reminded to complete the firm’s annual Code of Conduct training, which starts this month. “The Code of Conduct provides the framework to guide us, embedding the values of integrity, fairness and accountability in everything we do,” Chairman & CEO Jamie Dimon said in a message to all employees. “It’s up to each of us to follow the letter and spirit of the Code and its related policies. We all have an obligation to treat our customers and clients fairly — and to raise our hand when we see something wrong or suspect something isn’t right.” While you’re completing the training, you must also affirm that you’re in compliance with the Code and certify your outside activities.

Image
470 x 245 px

Sub-headline style encouraged to complete annual Code of Conduct requirements

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Related articles module

Footer Navigation
full width x 235 px

1 px rule

JPMORGAN CHASE & CO. JPMC Corporate Digital Group | Page 25 of x

85

30

25

25

75

Var space

Var space

Var space

Article Div: 770 px

Header Navigation
full width x 85 px

EYEBROW

Headline

Byline

Date

Sub-headline style encouraged to complete annual Code of Conduct requirements

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Sub-headline style encouraged to complete annual Code of Conduct requirements

JPMorgan Chase Corporate employees across the globe are reminded to complete the firm's annual Code of Conduct training, which starts this month. "The Code of Conduct provides the framework to guide us, embedding the values of integrity, fairness and accountability in everything we do," Chairman & CEO Jamie Dimon said in a message to all employees. "It's up to each of us to follow the letter and spirit of the Code and its related policies. We all have an obligation to treat our customers and clients fairly — and to raise our hand when we see something wrong or suspect something isn't right." While you're completing the training, you must also affirm that you're in compliance with the Code and certify your outside activities.

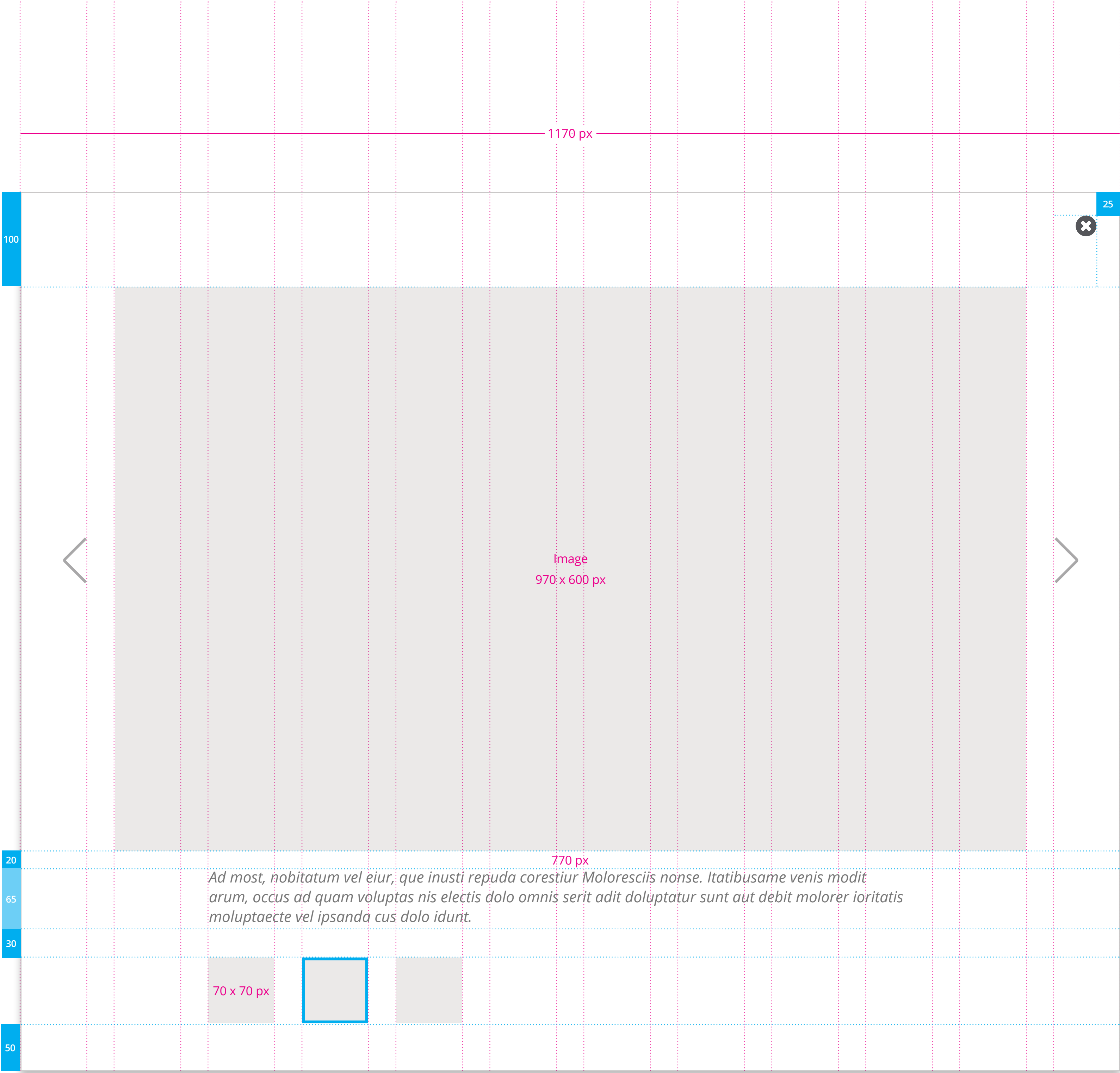
Related articles module

Footer Navigation
full width x 235 px

1 px rule

- image preview 28
- image viewer 29
- info box 30
- pull quote. 31
- related articles 32





Modal image pop up (activated when the viewer clicks image link). Fully responsive, specs are max size.
Viewer moves through slide show with arrows or by clicking on the thumbnail. Active image has 3 px rule #59aadd
Underlying screen image should be faded back 90%

CSS drop shadow



Headline

Byline

Date



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370 px

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Hometown I was born in Park Ridge, Ill.

Family I have a long-time partner, Byron Heidenreich.

First job I did the obligatory stint as a waitress.

Hobbies Reading, hiking and traveling.

Tactics for staying healthy I pay attention to what I eat, try to get enough sleep and stay in touch with friends and family.

Favorite movie “Random Harvest” with Ronald Colman and Greer Garson.

20

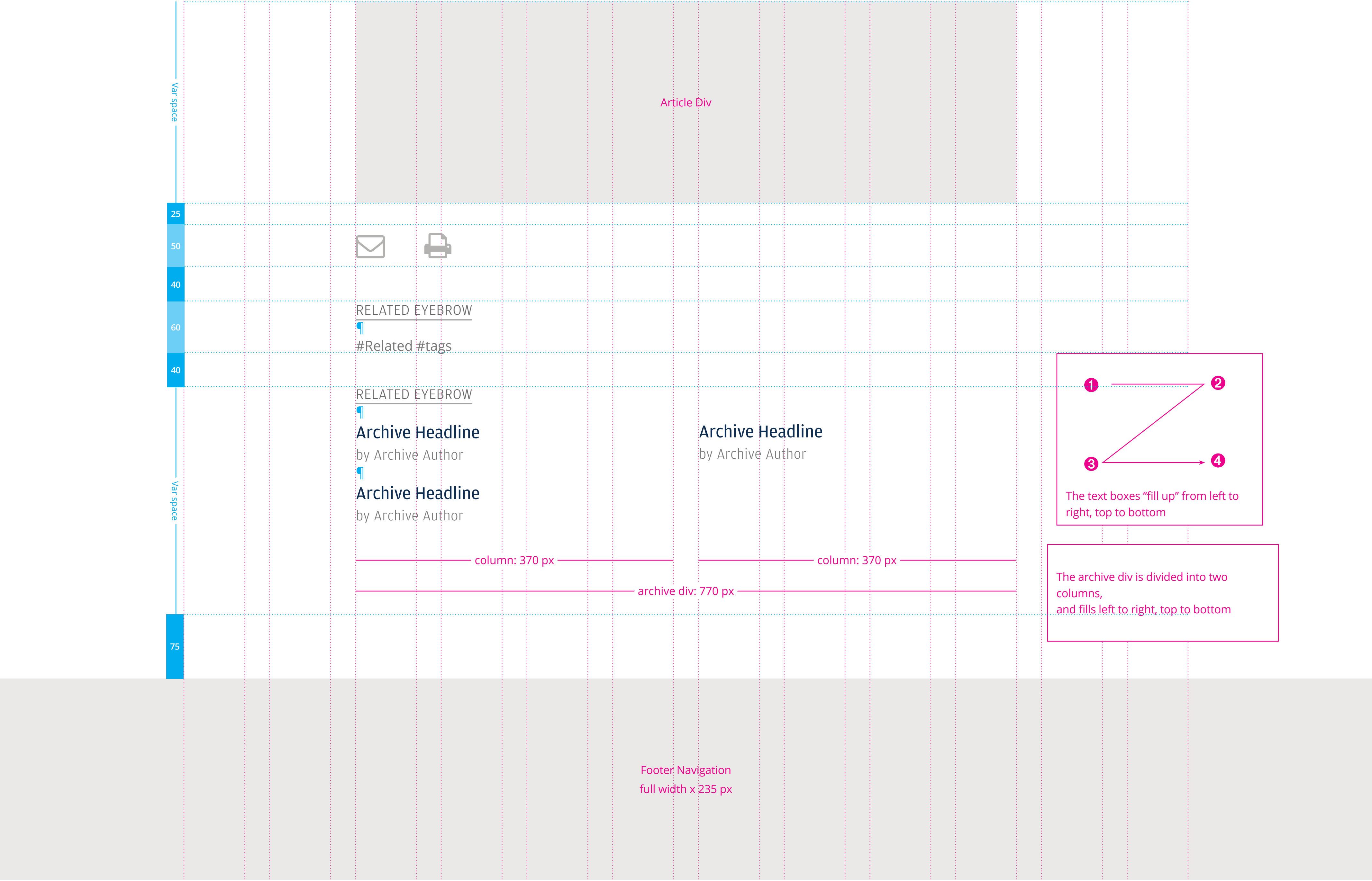
30

Info box div; float right, top aligned with first scentence of body copy.

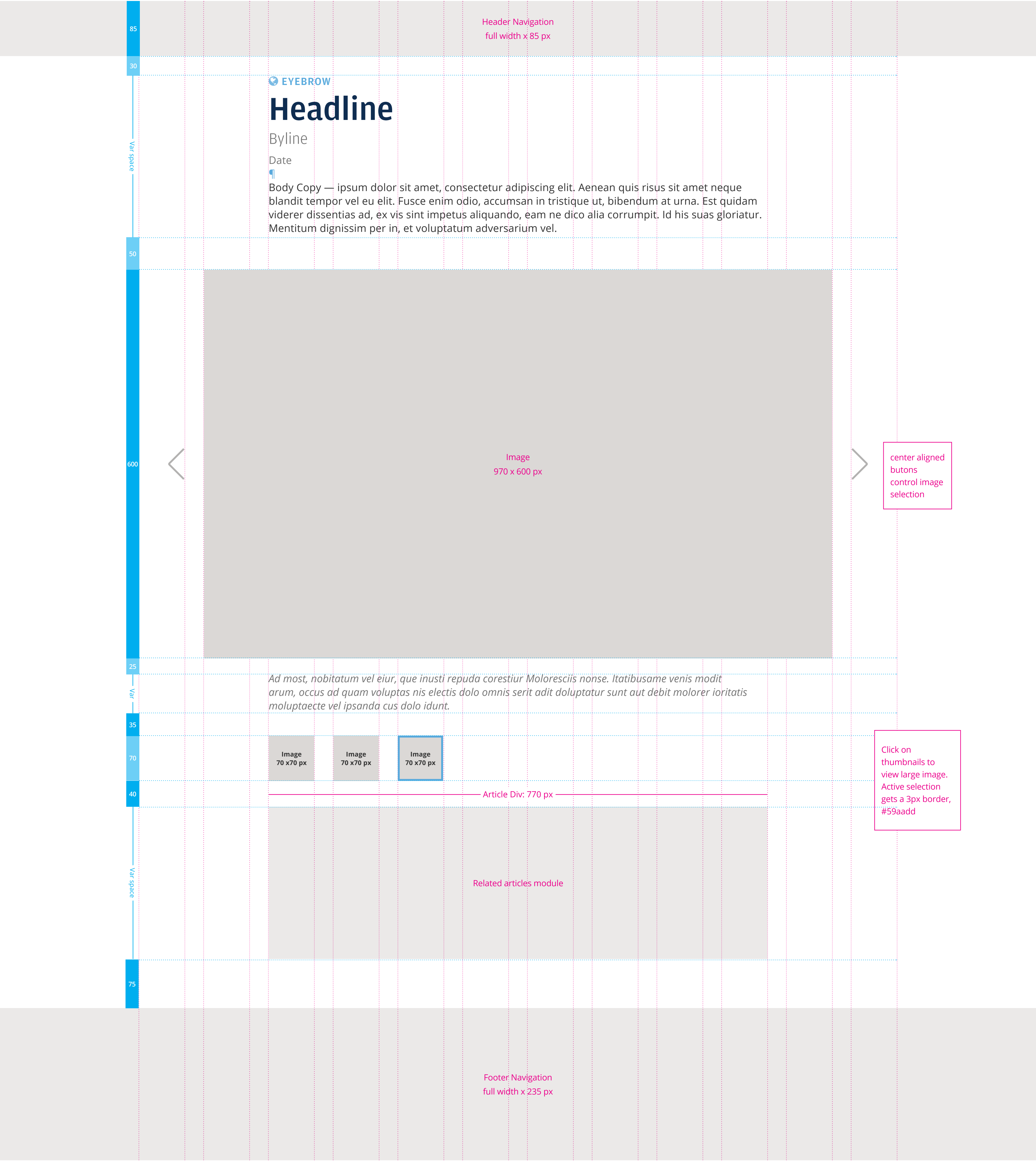
1 px border, #b3b1b1, 20 px padding, 30 px left & bottom margins

Text is body copy regular & bold, will need CMS inputs for “category (bold)” and “answer (regular)” fields. Dv height dependent on text.

There should be a 25 px space between entries, with a 1 px rule in the center of the space, #c9c8c7



- image carousel 34
- image article 35
- social media 36
- q&a 37
- archive 38–39
- search 40



Article Div: 770 px

Header Navigation
full width x 85 px

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Headline

Byline

Date



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Related articles module

Footer Navigation
full width x 235 px

- Wrapper 1170 px; twelve 70px columns with 30 px gutter

85

Header Navigation
full width x 85 px

20

Main Image
970 x 600 px

600

30

– Article Div: 770 px



Headline

Date

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?*

A: Recognizing that many employees use text, email and smartphones rather than a traditional desk phone and voicemail, the firm has eliminated voicemail boxes for many employees in non-client facing roles. If you have difficulty reaching a tech person by phone, please use the Button, e-mail or Lync.

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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1 px rule

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

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Related articles module

Footer Navigation
full width x 235 px

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

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

Wrapper 1170 px; twelve 70px columns with 30 px gutter

Header Navigation
full width x 85 px

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Ink Archives

June 2016



Archive Headline

by Archive Author

Archive Headline Agnit ius endeliberati blabo.

by Archive Author

Archive Headline Volorerio idunt quam ulluptus

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by Archive Author

Landing Archive Month

April 2016

March 2016

2015 Landing Archive Year

2014 Landing Archive Year

Load more

The initial state of the page has the previous months archive load. Clicking on any month or year will collapse the current open tab. Clicking on a year will open the months for that year. Clicking on a month will show the cover of that months print edition and all stories in two columns, split evenly. The stories are listed in the order in which they appear in each issue (ie. news, features etc.)
Aside from the two column layout of the stories, this page is styled and functions the same as the archive accordion module

The width of the two columns is less important than maintaining a 30 px gutter between them.

