Ink.com
Master Stylesheets – mobile

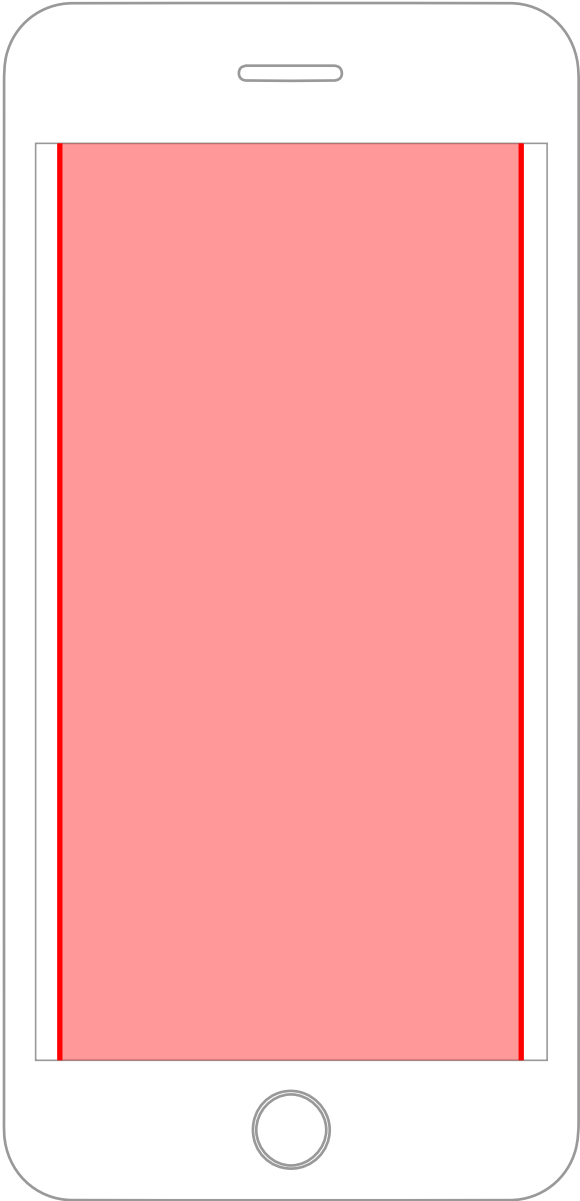JPMC Corporate Digital Group
December 19, 2016

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

CONTENTS

The Column Grid & Div Harmonics . . . .

———————— 15px 290px 15px ————————

🌐 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: #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 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: #767676;

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: #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: bold 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,
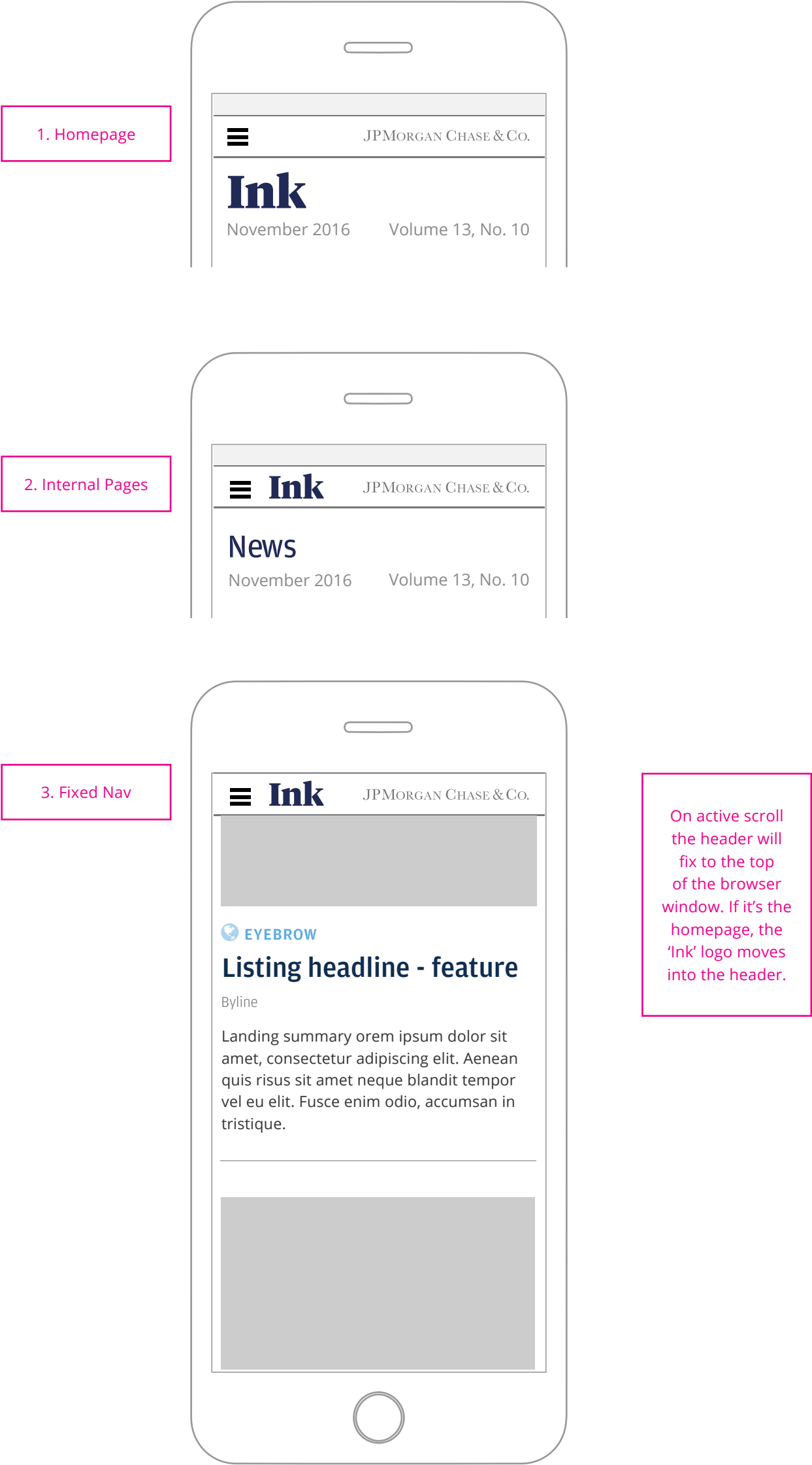with a variable length depending on context.
1px; #c9c8c7

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

Email link styles on Object Page;
body copy, reg & bold, div has 15 px 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

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

1. Homepage

≡   JPMorgan Chase & Co.

Ink

November 2016   Volume 13, No. 10

2. Internal Pages

≡ **Ink**   JPMorgan Chase & Co.

News

November 2016   Volume 13, No. 10

3. Fixed Nav

≡ **Ink**   JPMorgan Chase & Co.

🌐 **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.

On active scroll the header will fix to the top of the browser window. If it's the homepage, the 'Ink' logo moves into the header.

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

Nav pushes down the content of the page upon opening. Maintains 30px padding-bottom

Menu icon color changes to #59aadd

Top Border rule
320px 1px #646464
Bottom rule
273px 2px #646464

Active Link
#59 aadd

1pt rule 320px
#c7c8c9

Ink JPMorgan Chase & Co.

19
38
50
15
15

🌐 NEWS

💬 FEATURES

📍 ON LOCATION

👁 IN PICTURES

👍 SOCIAL MEDIA

ℹ YOU SHOULD KNOW

❓ ASK INK

📁 ARCHIVES

🔍 SEARCH

30

Page Title

November 2016   Volume 13, No. 10

Feature story module
Image: 290*193px

🌐 EYEBROW

Listing headline - feature

Byline

10	
25	
10	
10	**Ink** 277 Park Avenue, 14th Floor Mail Code: NY1-L193, New York, 10172
43	**Managing Editor** **Senior Editor** **Associate Editor** Kevin Sylvester Cameron Martin Christopher Duray (212) 622-6882 (212) 648-1021 (212) 622-9886
10	
14	
143	If you have a story or photo idea, contact Kevin Sylvester by email or at (212) 622-6882 For distribution questions please email Cameron Martin or call him at (212) 648-1021 To receive Ink electronically instead of paper, visit the "Manage my subscription" page on our website, which can be found by doing an intranet search for 'Ink.'
18	

Top Text

font: regular & semibold, 11/13 px
Open Sans, sans; color: #0f2d51

Bottom Text

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

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

Managing Editor **Senior Editor** **Associate Editor**
Kevin Sylvester Cameron Martin Christopher Duray

96 96 96

(212) 622-6882 (212) 648-1021 (212) 622-9886

If you have a story or photo idea, contact
Kevin Sylvester by email or at (212) 622-6882

For distribution questions please email
Cameron Martin or call him at (212) 648-1021

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visit the "Manage my subscription" page on
our website, which can be found by doing an
intranet search for 'Ink.'

1 px rule 290px,
#0f2d51

#fbfbfb

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

#0f2d51

Ink

November 2016   Volume 13, No. 10

Home page module
Image: 290*193px

🌐 **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.

❓ **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?*"

Landing summary orem ipsum dolor sit amet, consectetur adipiscing elit.

Ink JPMorgan Chase & Co.

Page Title

November 2016   Volume 13, No. 10

Feature story module
Image: 290*193px

🌐 **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.

🌐 **EYEBROW**

Listing headline - no image

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.

🌐 **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

Ink Archive

⌄ June 2016

🌐 **EYEBROW**

Main Archive Title

Main Archive Title that goes long

Main Archive Title

🌐 **EYEBROW**

Main Archive Title

Main Archive Title that goes long

Main Archive Title

> October 2016

> September 2016

> August 2016

> Load more

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

News Archive

6
45
> October 2016

15
15
> September 2016

> August 2016

> Load more

50

Footer Navigation
full width x 284 px

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

25

Hero image module
Image: 290*193px

15

🌐 **EYEBROW**

15

Article headline

15

Byline

15

Date

15

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.

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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25

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

Header Navigation
full width x 58 px

25

Hero image module

Image: 290*193px

15

🌐 **EYEBROW**

15

Article headline

Byline

15

Date

15

15

List Item 01: Class aptent taciti sociosqu ad litora torquent

List Item 02: Class aptent taciti sociosqu ad litora torquent

List Item 03: Class aptent taciti sociosqu ad litora torquent

List Item 04: Class aptent taciti sociosqu ad litora torquent

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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.

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

Header Navigation
full width x 58 px

🌐 **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.

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis 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.

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

25

🌐 **EYEBROW**

15

Article headline

15

Byline

15

Date

15

Hero image
Image: 290*193px

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

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Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis 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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25

1pt rule 290px
#c7c8c9

🌐 **EYEBROW**

Article headline

Byline

Date

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

Header Navigation

full width x 58 px

🌐 **EYEBROW**

Article headline

Byline

Date

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

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis 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.

🌐 **EYEBROW**

Article headline

Byline

Date

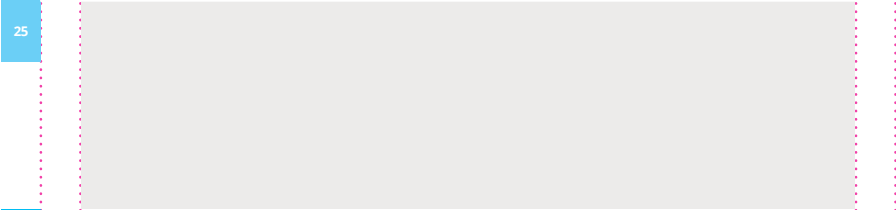Landing Subhead omnit essediam eaturio corestis etur, sam, sandit ut hario

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis 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.

1pt rule 290px
#c7c8c9

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

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🌐 **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.

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam. Etiam elementum rhoncus eros quis maximus. Proin congue nulla odio, in tincidunt lacus pretium vel.

15

Gallery Carousel image
Image: 320*213px

▶ *Click to view slide show*

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
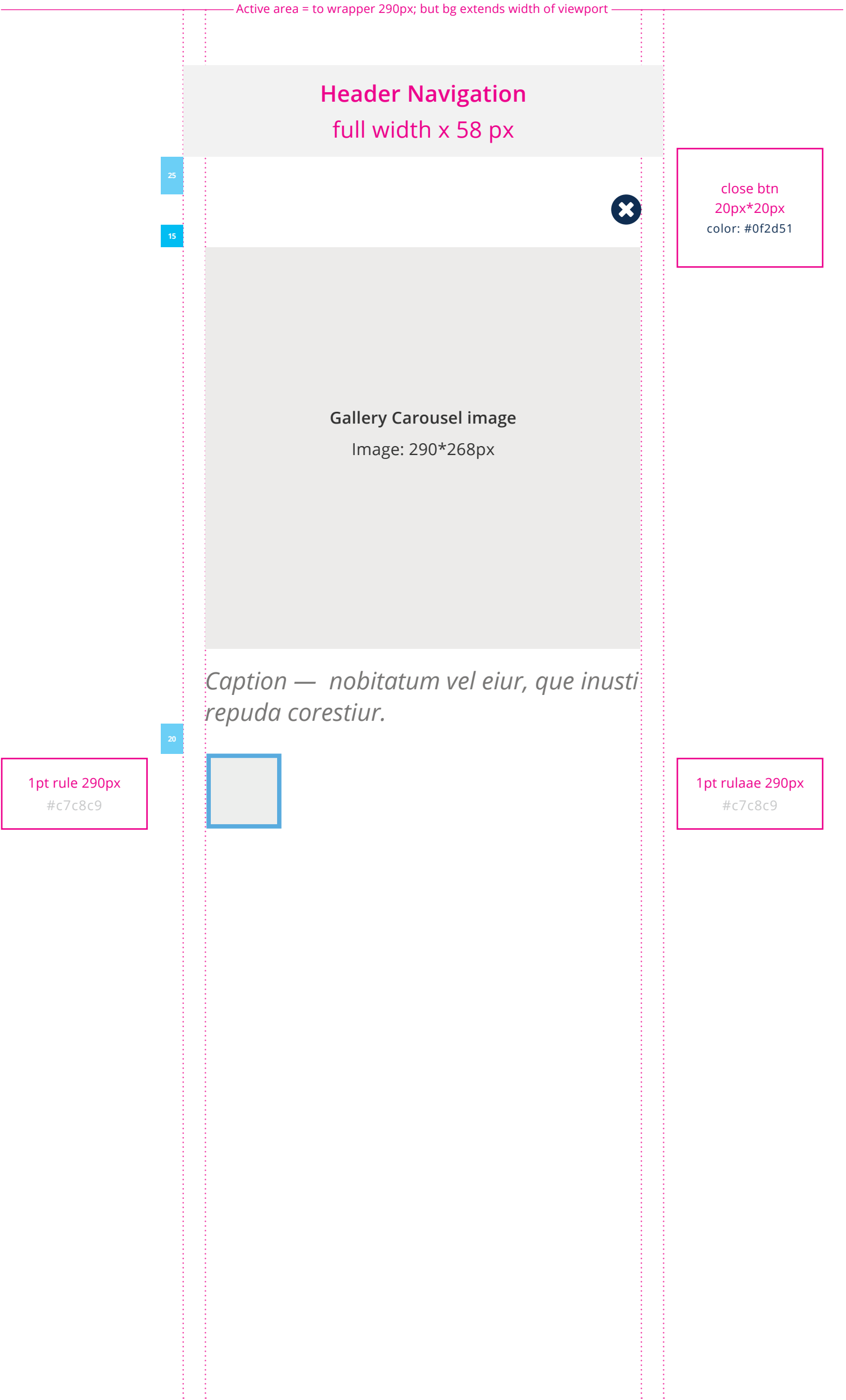
margin: 25px top, 25px bottom;

(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.

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

Header Navigation
full width x 58 px

25

15

close btn
20px*20px
color: #0f2d51

Gallery Carousel image

Image: 290*268px

Caption — nobitatum vel eiur, que inusti repuda corestiur.

20

1pt rule 290px

#c7c8c9

1pt rulaae 290px

#c7c8c9

Var space

Var

Var

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

25

Var space

🌐 **EYEBROW**

Headline
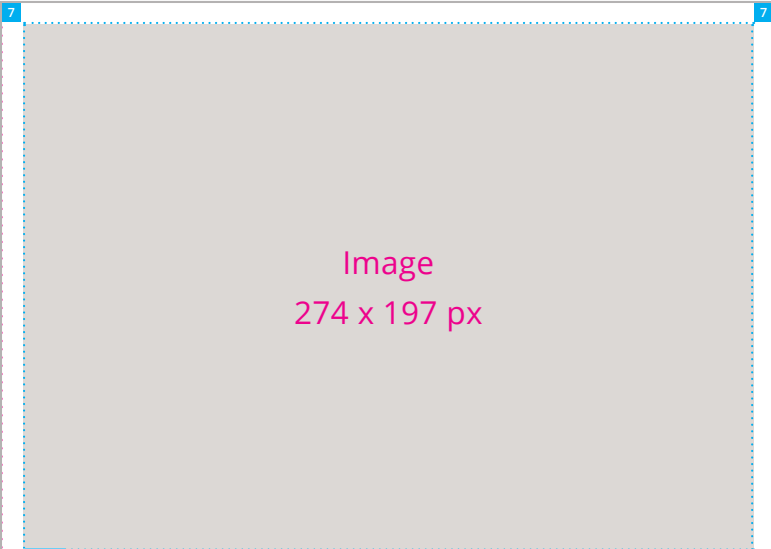
Byline

Date

Sed sed sapien arcu. Donec elementum ullamcorper gravida. In magna mi, facilisis ac euismod eget, bibendum sit amet quam.
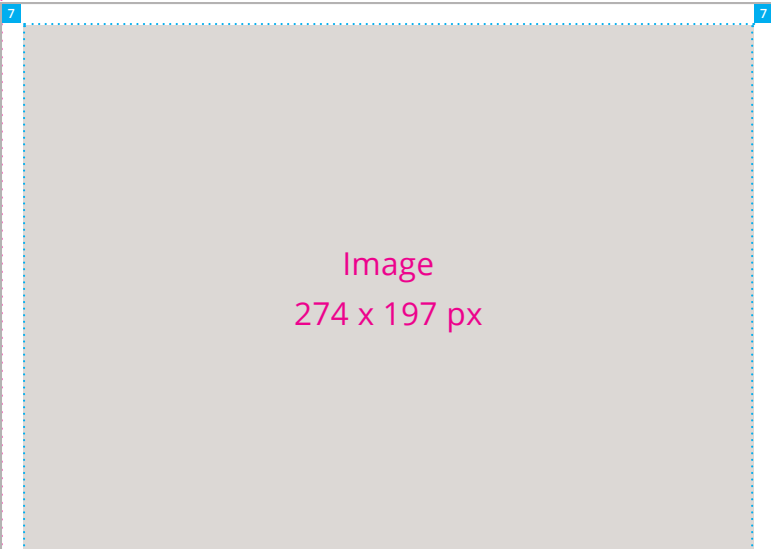
15

7   7

Image
274 x 197 px

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   7

15

7   7

Image
274 x 197 px

23

◎ @body copy
June 18

8

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

Var space

25

Article Div

36

RELATED EYEBROW

#relatedTags

36

RELATED EYEBROW

Archive Headline
by Archive Author

Archive Headline
by Archive Author

50

Footer Navigation
full width x 284 px