Minimalist.  
  
Jordan would probably want us to stop there, but we won’t.    
  
We knew from meeting with Jordan that he would want something flashy but subtle, as he described to us sitting cross-legged in a pair of retro ‘Jordans.’    
  
He wanted his design to be efficient, straight to the point.

With “black” being the only thing we could get out of him as far as color, he did mention that he liked pastels.  So we used em’ all.  But with a light touch.    
  
In an attempt to keep the page count at a *minimum*, we decided we could get the message across in just four.  Four straightforward full-page pages and a bit of a magical scrolling effect.  
  
We developed a 100% custom, lightweight solution using HTML5, CSS, and a spoonful of Javascript.