

## Ben.geek.nz Logo Brief

### Values:

Ben.geek.nz is the *most personal* take on gadgets and technology you will find in New Zealand.

Ben is passionate. Ben speaks his mind. Ben is genuine. Ben will talk to you personally.

### Logo preferences:

- Clean.
- Modern.
- Helvetica?
- Web 2.0 but not too much.
- Perhaps incorporate personal physical attributes? The black glasses? The rotund face? Shit maybe not.
- I'm open on colours, and will take advice on overall website palette if required.

