

## **He-Be**

In Greek mythology goddess Hebe, daughter of Zeus and his wife Hera, represents youth — eternally holding it in Olympian chalices in her role as heavenly cupbearer. We applied this concept of the "fountain of youth" to high performance smoothie brand He•Be in both its name, branding identity, and packaging design. We created a three-tiered mark, its elements stacked on top of one another, to symbolize a fountain shape — a nod to the brand's commitment to rejuvenating customers' lifestyles.