

THE POWER TO  
PROTECT IS IN



YOUR HANDS.

# Atlantic Health System

## 2025 Hand Hygiene Campaign

By: Nat Ocello

**Objective:** Create a mascot, slogan, or theme for AHS 2025 Hand Hygiene Campaign, promoting the importance of keeping your hands clean.



*Mascot*

THE **POWER** TO  
**PROTECT** IS IN  
**YOUR HANDS.**

*Slogan*

**The Mascot:** Dr. Soap wants YOU to keep your hands clean for the safety of yourself and others. Inspired by the iconic “Uncle Sam, I Want You” posters, this poster is impactful, bold, and memorable. I used AHS’ logo colors to reinforce brand identity and recognition.

**The Slogan:** “The power to protect is in your hands.” has a sense of urgency, responsibility, and importance. This slogan paired with the Dr. Soap Mascot, emphasizes the impact individuals have on others when they wash their hands and prevent the spread of sickness, infections, and diseases.

**Mock-Ups:** Below are images to show the diversity each design element has to offer.

