



# **Germ Busters**

**Healthy Hands, Healthy Minds**

# **Pandemic's End Sparks Health Neglect Among Uni Students**

After the pandemic, university students' reduced attention to hygiene and early illness signs poses health risks. Frequent social interactions increase susceptibility to various diseases, potentially disrupting academic and overall well-being.



## **Purpose**

### ***Supporting Students' Healthy University Life***

University students' reduced attention to hygiene and early illness signs poses health risks. Frequent social interactions increase susceptibility to various diseases, potentially disrupting academic and overall well-being.

## **Approach**

### ***Delivering Activities Tailored to Students***

Moving away from basic hygiene campaigns that fades into the backdrop of conventional handwashing stations, our approach is to produce content that captivates their interest.

## **Vision**

### ***Changing Perceptions of Hygiene Control***

Dispelling the group awareness among students that discourages actions like handwashing or using disinfectant before meals, or staying indoors when feeling unwell, based on the behavior of others.

## **Audience**

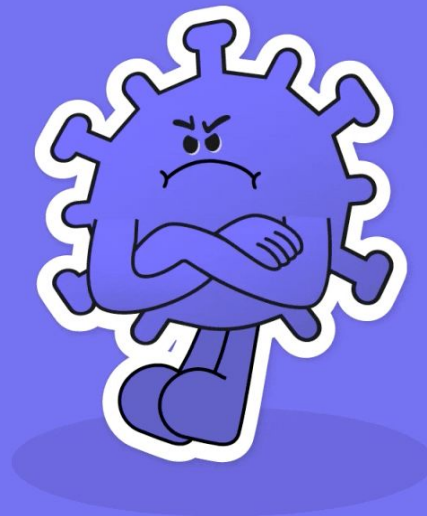
### ***University Students***

University students from the Gen-Z demographic, who are tech-savvy, socially conscious, and appreciate interactive experiences.



## ***Germ Mascots***

They are small but mighty and nasty germ! This fun character embodies the spirit of the GermBusters campaign, battling them and promoting hand hygiene with a playful charm. This naughty mascot is the representative for our mission to make hand sanitising a cool and enjoyable habit.



## *Primary Colours*

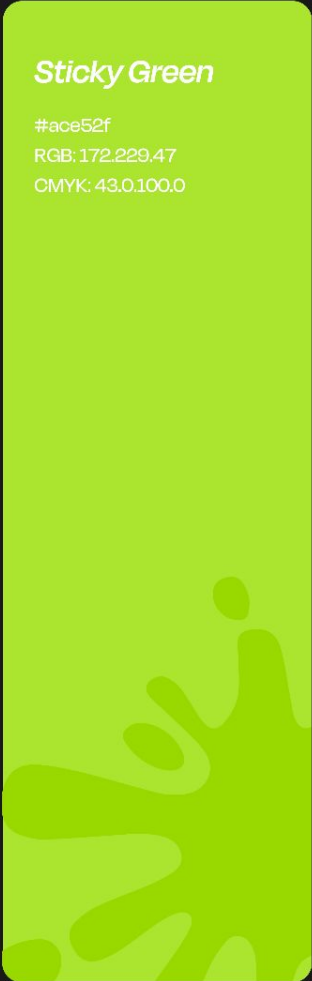
Our main color palette combines vibrancy and purpose. 'Sticky Green' and 'Sick Purple' represent germs and illness, while 'Cool Black' unites the palette, highlighting our trendy approach to engaging Gen Z. White reflects the cleanliness we strive for.

### *Cool Black*

#1a1a1a  
RGB: 26.26.26  
CMYK: 73.67.65.78


### *Sticky Green*

#ace52f  
RGB: 172.229.47  
CMYK: 43.0.100.0



### *Sick Purple*

#6a67e8  
RGB: 106.103.239  
CMYK: 69.64.0.0



### *White*

#ebebcb  
RGB: 235.235.235  
CMYK: 7.5.5.0



**Obviously**

Condensed Bold

**Obviously**

Condensed Black

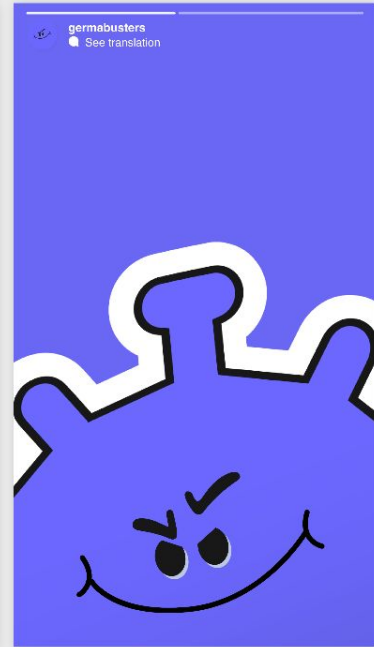
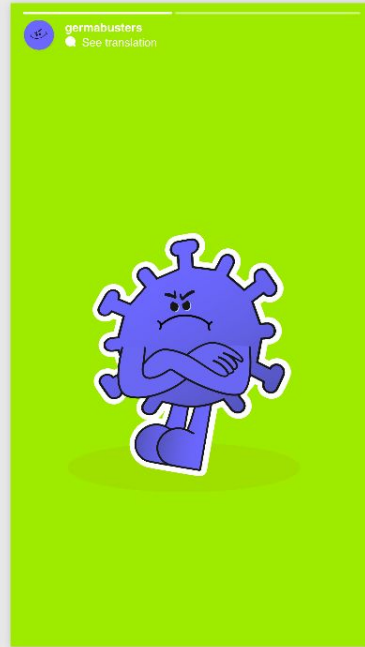
***Obviously***

*Condensed Black Italic*



***Beat  
the Germ!***





**Beat  
the Germs!**

**Germ  
Busters**  
Healthy Hands, Healthy Minds



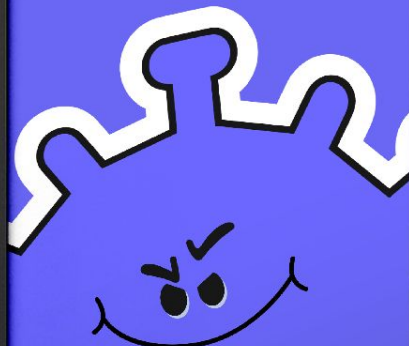
Germ Busters



Germ Busters



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***Be a GermBuster  
and combat germs  
in 20 seconds!***

Bust germs and have a blast with our fun-filled GermBusters challenge! It takes 20 seconds to sanitise our hands. In this 20 seconds, participants will challenge fun games of healthy activities and combat germs on their hands. Through engaging activities and social media sharing, students can join the GermBusters movement for a safer, healthier campus experience.





## ***Check out our awesome GermBusters sanitiser bottles***

*Designed to make hand hygiene a trendy habit!*

With their fun designs and vibrant colors, they're not just sanitisers; they're fashion statements that students will want to show off to their friends. Carry them with you everywhere and be a part of the GermBusters squad, spreading clean hands and good vibes all around campus!





## ***Gear Up with GermBusters Swag!***

Join in the fun at our pop-up games, and you could get a free disinfectant bottle and some stickers. Don't miss your chance to be a GermBuster and fight germs in style – all while having a blast!

