

Program for Interprofessional Practice,
Education and Research (PIPER)

Branding

- visual identity with reference to many parts making a whole
- convey the idea of interconnecting or interweaving
- convey the idea of the whole being more than the sum of the parts
- established, strong feel

Website

- profile upcoming educational events
- profile accomplishments and research endeavours
- engage students and encourage participation in events concerning aboriginal health, collaboration, communication skills, case studies and simulation lab



The Program for Interprofessional Practice, Education and Research (PIPER) provides educational experiences for multiple health care disciplines. Learning together, students understand and appreciate other's roles in health care services. Students learn respect and value input from other disciplines and are better prepared for collaboration following graduation.

Electra creates a visual identity for the program and a resource-rich website.

PIPER



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