

STRATEGIC BRANDING & DESIGN SERVICES COMPETITION

Metrolinx is seeking a highly qualified and experienced best-in-class supplier with an established track record to provide strategic branding and design services support for GO Transit projects. Deliverables will include interior station design, wayfinding and exterior/interior equipment design.

The successful proponent must demonstrate superior proven capabilities and relevant experience in the retail, transportation and hospitality industries. The contract will be non-exclusive and will be for a one (1)-year term.

Interested companies should remit a signed letter of intent by **mail, fax or email (PDF document)** to the Ontario Government Advertising Review Board. In return, they will be invited to a **mandatory briefing meeting** and will receive an information package, including the qualifying criteria and capability questionnaire. The selection panel will develop a short list from the questionnaire responses and invite capability presentations.

Letters of intent should be clearly marked "**METROLINX – STRATEGIC BRANDING & DESIGN SERVICES COMPETITION**" and must be received at the Advertising Review Board office at the address below, **no later than 4:00 p.m. on Tuesday, April 3, 2012.**

The mandatory briefing of proponents will be held on Thursday, April 12, 2012. Full details will be provided to companies that submit a Letter of Intent by the required deadline.

Advertising Review Board
Ministry of Government Services
Room M2-56, Macdonald Block
900 Bay Street, Toronto, ON M7A 1N3
Telephone: (416) 327-2183
Fax: (416) 327-2179
Email: ARB.General@ontario.ca

Cette information est disponible en français.

(TRILLIUM & ONTARIO LOGO AS PER SAMPLE)