

## New logo being sought for Orangeville Transit

Orangeville Transit has launched a logo design contest. With a new fleet of larger buses, municipal transit service is looking to rebrand itself.

Residents of Dufferin County have been invited to review the contest rules on the Town's website at [www.orangeville.ca](http://www.orangeville.ca) and to submit logo designs until April 25.

When developing artwork for the logo, individuals are encouraged to consider the context of the local area and the history of Orangeville Transit. The winning logo may be reproduced for display in a variety of formats including online, print, buses, clothing, and other visual collateral.

The preferred design will have a horizontal orientation. The winning designer will receive a \$500 award and the logo will be displayed on the Town's four transit buses and related marketing materials. The deadline to enter the contest is 2 p.m. Wednesday, April 25. No more than three entries may be submitted by an entrant.

Orangeville Transit has been in existence for more than 25 years. It currently runs three looped bus routes throughout the Town of Orangeville, all terminating at an on-street transfer point located on Fourth Street, north of Broadway.

In 2017, the Town purchased two 30-foot low-floor buses. In 2018, two additional low-floor buses will be added to the vehicle fleet. The new logo is being considered to rebrand the transit system, enhance its presence in the community, and encourage use of the service.