

OMVIC

CLIENT
Ontario Motor Vehicle Industry Council

PRODUCT/DIVISION
Take a picture campaign

ROLE
Branding and design

OVERVIEW
OMVIC (Ontario Motor Vehicle Industry Council) administers and enforces the Motor Vehicle Dealers Act, its regulations and code of ethics, as well as relevant sections of the Consumer Protection Act, on behalf of Ontario's Ministry of Government and Consumer Services.

OMVIC's mandate is to maintain a fair and informed marketplace by protecting the rights of consumers, enhancing industry professionalism and ensuring fair, honest and open competition for registered motor vehicle dealers.

