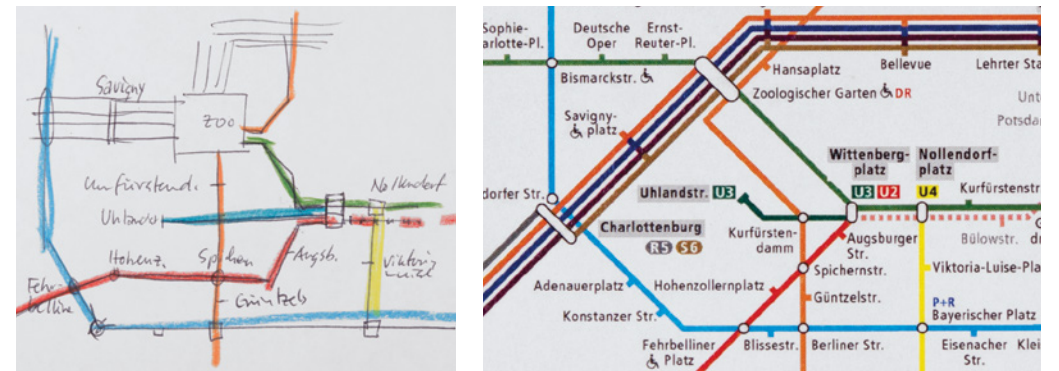




Right: Hand-drawn sketch by Brigitte Hartwig for the new transport network diagram beside a detail from the printed map from 1994  
 Bottom: In late 1988 Konrad Lorenzen became director of the Berlin public transport company. Unlike his predecessors, he understood the importance of a unified signage system, and so offered the contract to Erik Spiekermann and MetaDesign. Here he proudly shows the first of the new large-size network maps, now hanging behind the tracks at all stations.



The new signage typeface 'Transit' included pictograms, easy to use as fonts.