

## Public Service Nomination 2019 – «Verkehrstafel-Typo»

“Changing to public transport is worthwhile” has long been the claim of VBZ’s advertising campaign. For one thing, anyone who switches to tram and bus in the city of Zurich is spared all the road signs you have to watch out for in the car. So, this time, the VBZ slogan was conveyed in a specially-developed, eye-catching road sign typeface.

### **Verkehrstafel-Typo**

**Customer** Verkehrsbetriebe Zürich VBZ

**Creative agency** Ruf Lanz, Zurich

**Design** Mario Moosbrugger (AD), Isabelle Hauser (AD), Markus Ruf (CD),  
Danielle Lanz (CD)

**Text** Markus Ruf

**Image editing** Flaeck, Tobias Stierli

**Format** F12 (268.5 x 128 cm)

