

In cases where ANTO cooperates with partners to jointly produce ads and posters, it is often difficult to convey a visually coherent and uniform impression. The partner's corporate design must be visually attractive in itself while at the same time blending in well with that of ANTO.

As a rule, cooperative ads consist of two basic elements: ANTO's visual and the cooperation partner's ad section. These two elements need to be linked together as much as possible, so that the ad is not perceived as two parts, but as one unit, in its entirety.

For this purpose, it is possible to overlay our pictures with white boxes which are displayed at only 90% opacity. Further visual links are the use of the CI font, the logo and the sideshots in the partner section.