

EUREKA3D-XR APPS DESIGN GUIDELINES



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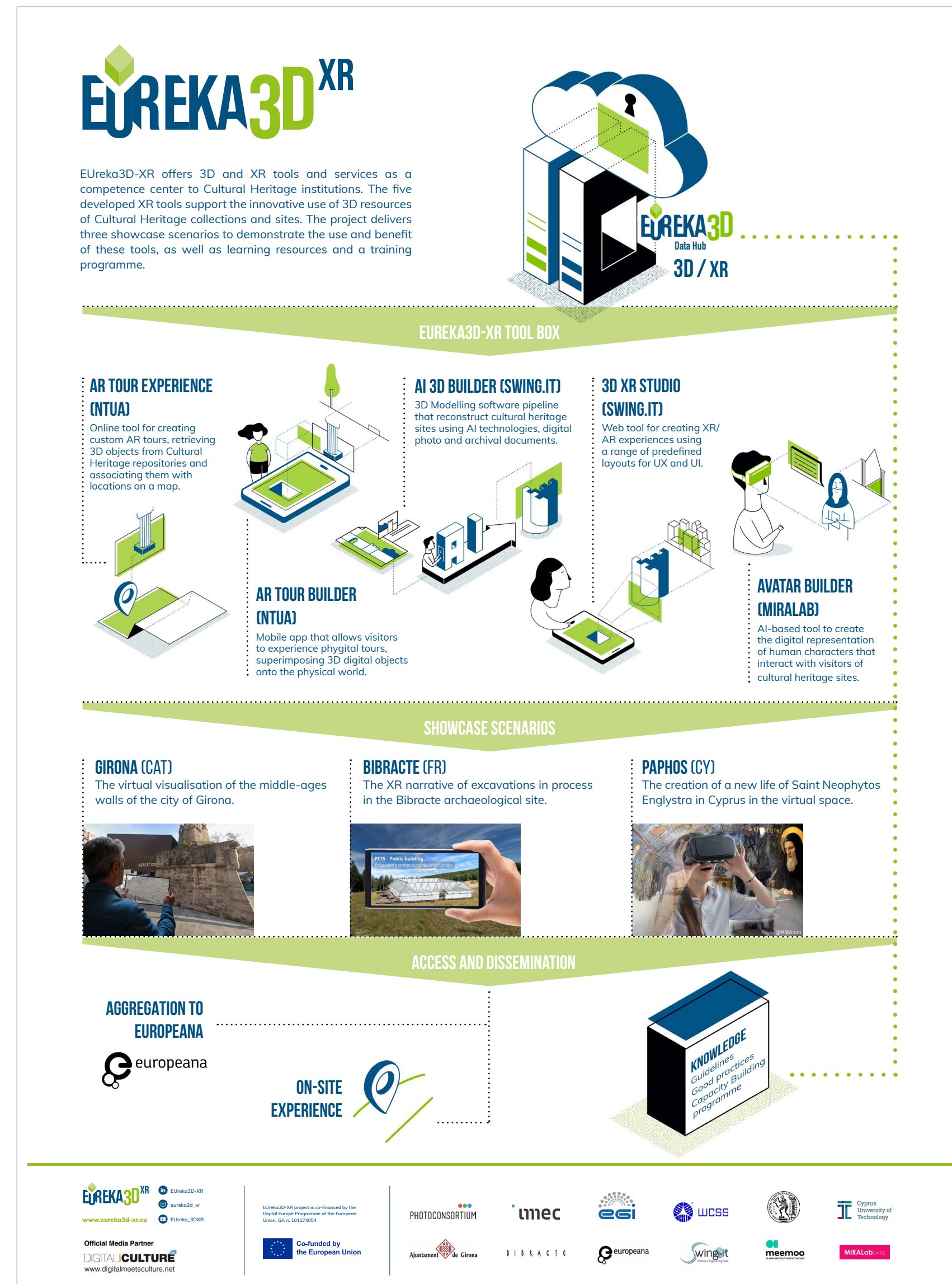
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1 INTRODUCTION

Eureka3D-XR offers 3D and XR tools and services as a competence center to Cultural Heritage institutions. The five developed XR tools support the innovative use of 3D resources of Cultural Heritage collections and sites. The project delivers three showcase scenarios to demonstrate the use and benefit of these tools, as well as learning resources and a training programme.

Guidelines objective: to give visual consistency of both project apps (**AR Tour Experience**, developed by NTUA and **3D XR Studio**, developed by Swing:It) to the end-user (visitor) and the Cultural Heritage Institutions interested in the project apps.



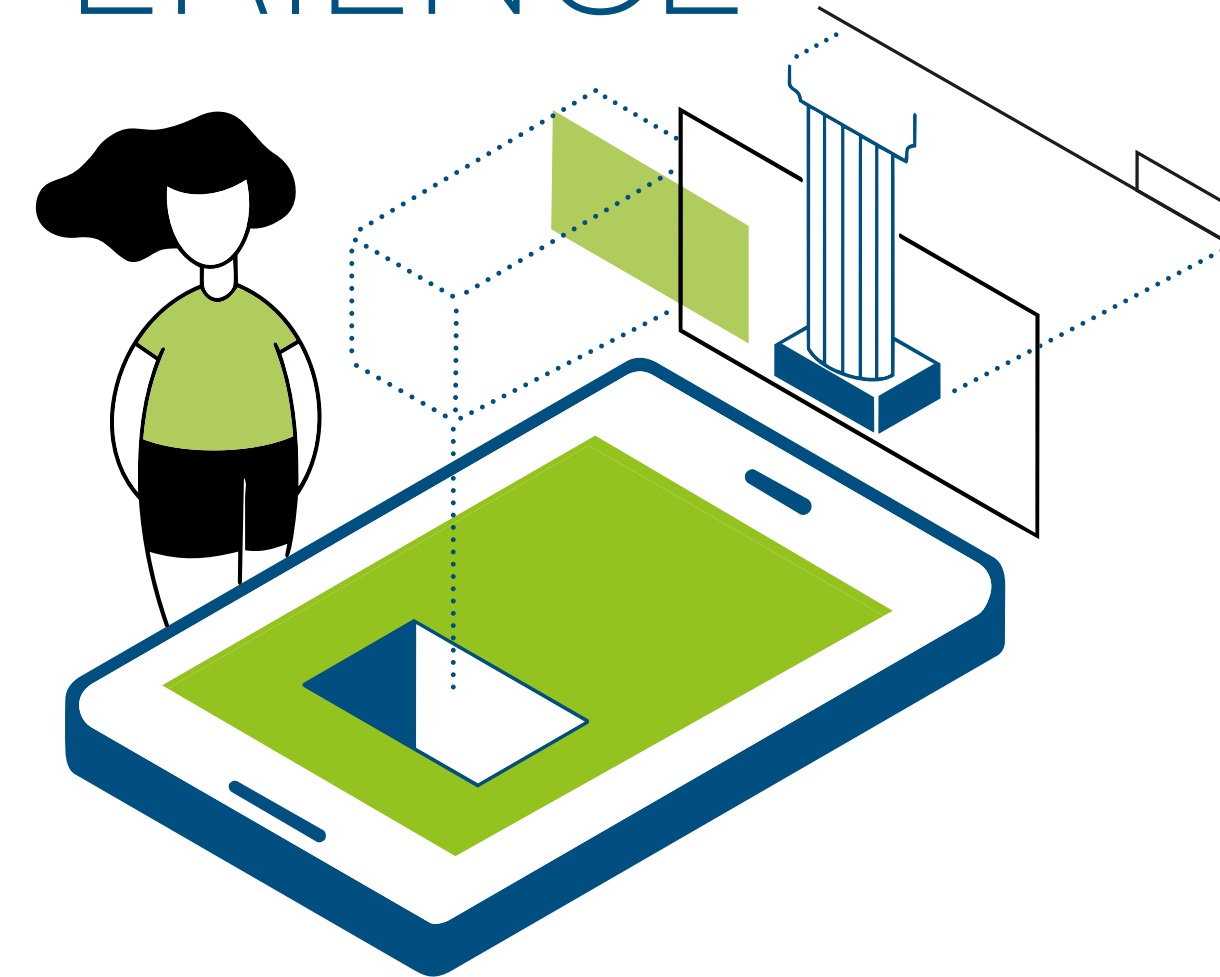
2 AR TOUR EXPERIENCE

(Developed by NTUA)

2.1 AR Tour Experience

Mobile app that allows visitors to experience phygital tours, superimposing 3D digital objects onto the physical world.

AR TOUR EXPERIENCE



2 AR TOUR EXPERIENCE

(Developed by NTUA)

2.2 APP icon

OPTION 1



OPTION 2



OPTION 3

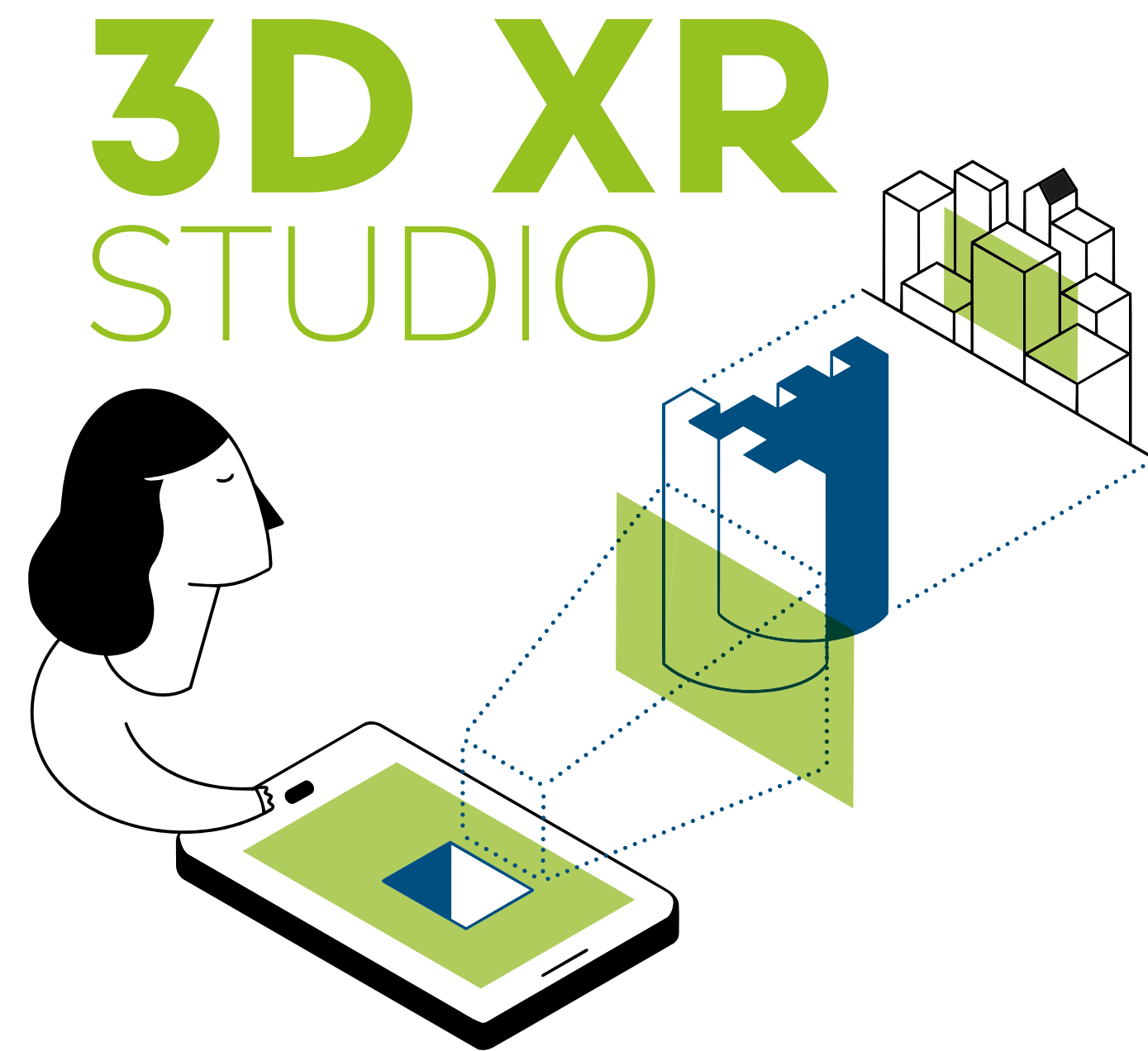


3 3D XR STUDIO

(Developed by Swing:It)

3.1 3D XR Studio

Web tool for creating XR/AR experiences using a range of predefined layouts for UX and UI.



3 3D XR STUDIO

(Developed by Swing:It)

3.2 APP icon

OPTION 1



OPTION 2



OPTION 3



OPTION 4



4 DESIGN FEATURES

4.1 Typography

A

BEBAS NEUE REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

Aa

Muli Regular

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Aa

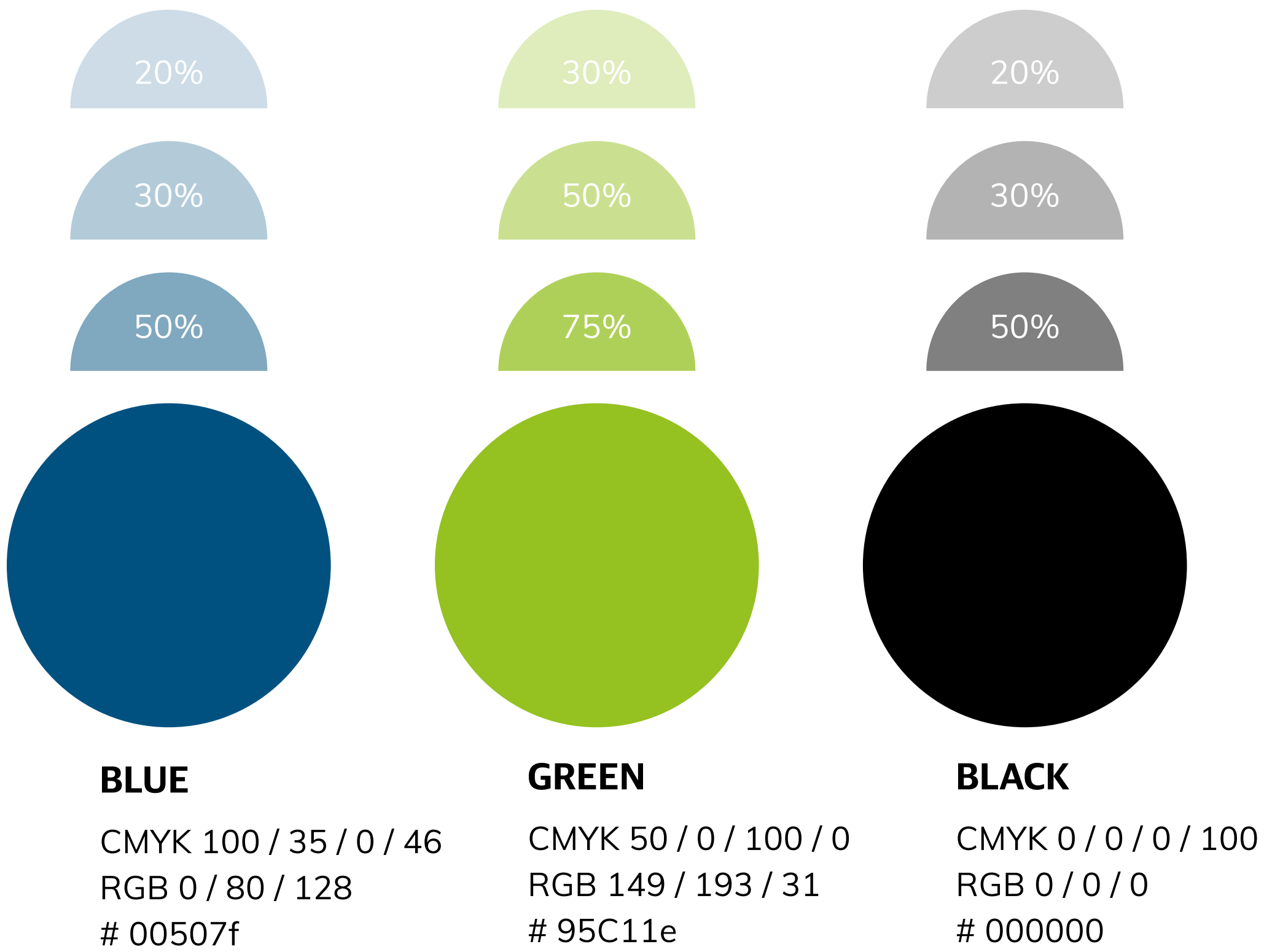
Muli Bold

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

4 DESIGN FEATURES

4.2 Color palette



4 DESIGN FEATURES

4.3 Accessibility

ACCESSIBLE TYPOGRAPHY

Minimum sizes:

- > Body text: minimum 16 px (ideal 16–18 px)
- > Avoid very small text in labels, placeholders or legal notes

Typefaces:

- > Prioritize sans-serif fonts (more readable on screens): *Muli Font Family*
- > Avoid decorative fonts for functional content

Font weight:

- > Avoid excessive use of Light / Thin
- > Prefer Regular or Medium for long-form text

Spacing and readability:

- > Line height: minimum 1.4–1.6× the font size
- > Line length: 45–75 characters per line
- > Avoid justified text (it creates visual rivers)
- > Use white space to improve comprehension

4 DESIGN FEATURES

4.3 Accessibility

COLOR CONTRAST (WCAG)

Minimum requirements:

- > Normal text: contrast ratio 4.5:1
- > Large text (≥ 18 px or ≥ 14 px bold): 3:1

Avoid:

- > Light gray text on white backgrounds
- > Text over images without an overlay
- > Conveying information only through color

CONTENT AND LANGUAGE

- > Use short, clear sentences
- > Avoid unnecessary technical jargon
- > One idea per sentence
- > Clear action labels:
 - ✗ “Accept”
 - ✓ “Accept terms and conditions”
- > Avoid excessive slang or confusing metaphors

4 DESIGN FEATURES

4.3 Accessibility

UI COMPONENTS

Buttons

- > Clear text (verb + action)
- > Minimum touch target: 44×44 px

Placeholders

- > Do not replace labels (major accessibility issue)

Errors and feedback

- > Explain what happened and how to fix it

Example: “The email address is not valid. It must contain an @ symbol.”

COGNITIVE AND VISUAL ACCESSIBILITY

- > Avoid long text blocks, use lists
- > Icons should always be supported by text
- > Allow users to increase text size (respect system settings)
- > Avoid excessive uppercase text (harder to read)

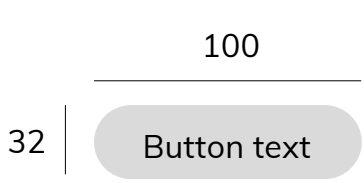
USEFUL TOOLS

- > WebAIM Contrast Checker
- > Stark (Figma plugin)

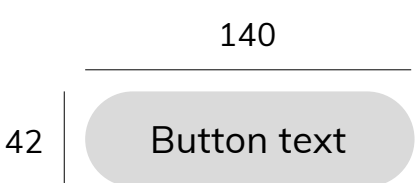
4 DESIGN FEATURES

4.4 Buttons style

Button scale



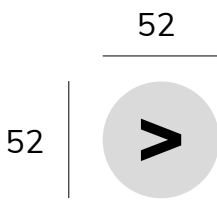
Small button



Medium button



Large button

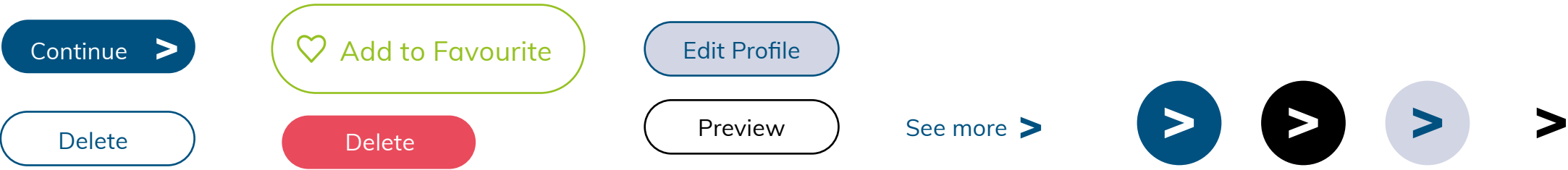


Icon button

Basic States

	Solid	Outline	20% solid	Text	Right icon	Left icon
Default				Button text		
Hover				Button text		
Pressed				Button text		
Disabled				Button text		

Examples



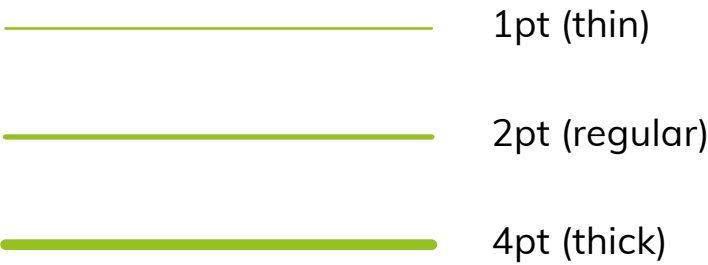
4 DESIGN FEATURES

4.5 Other design system

Spinners



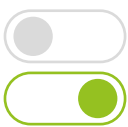
Borders thickness tokens



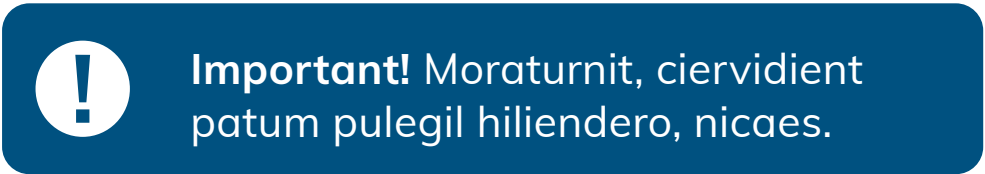
Pagination



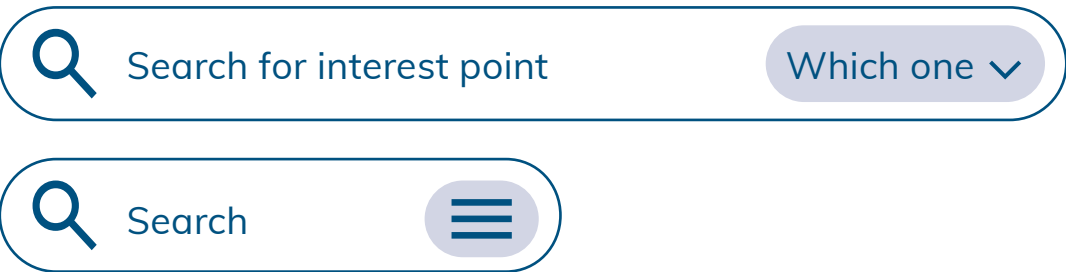
Cheekbox



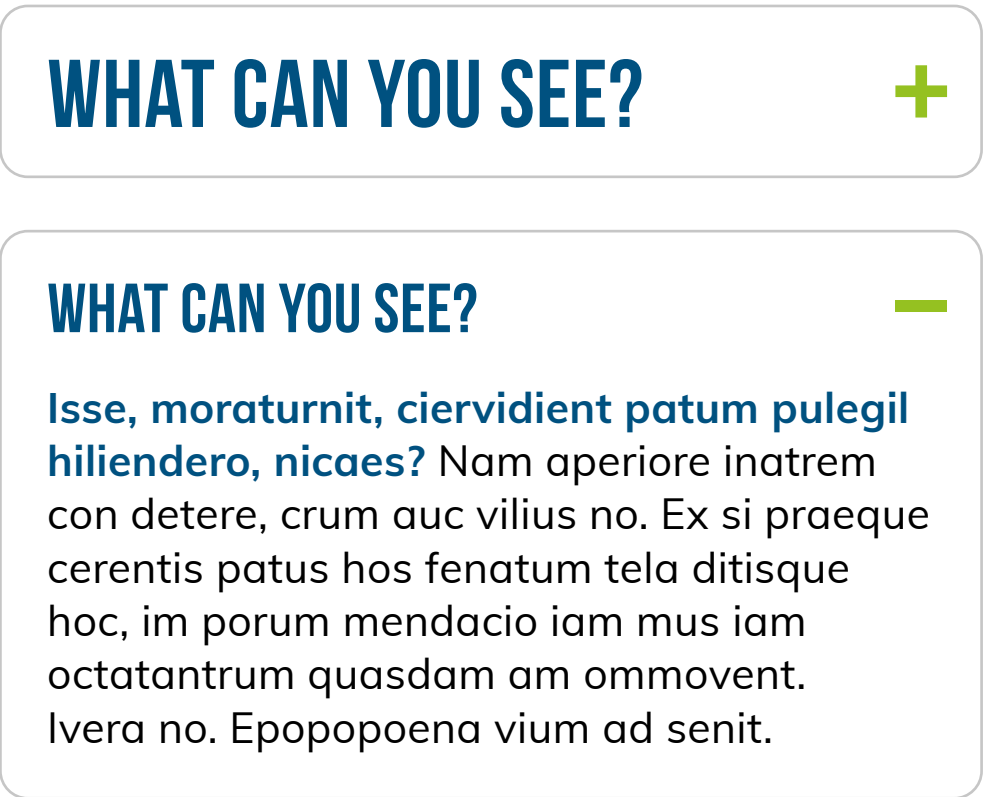
Alert banner



Text inputs



Accordion



Tabs



Avatars

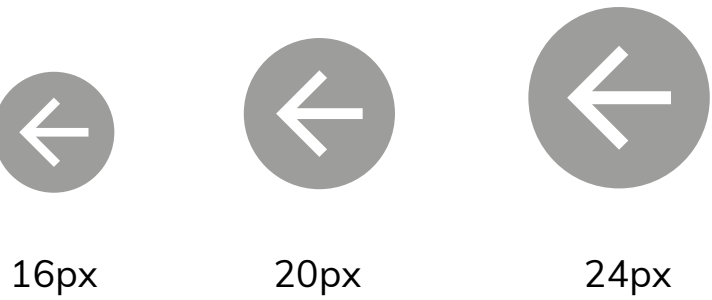


5 PICTOGRAMS

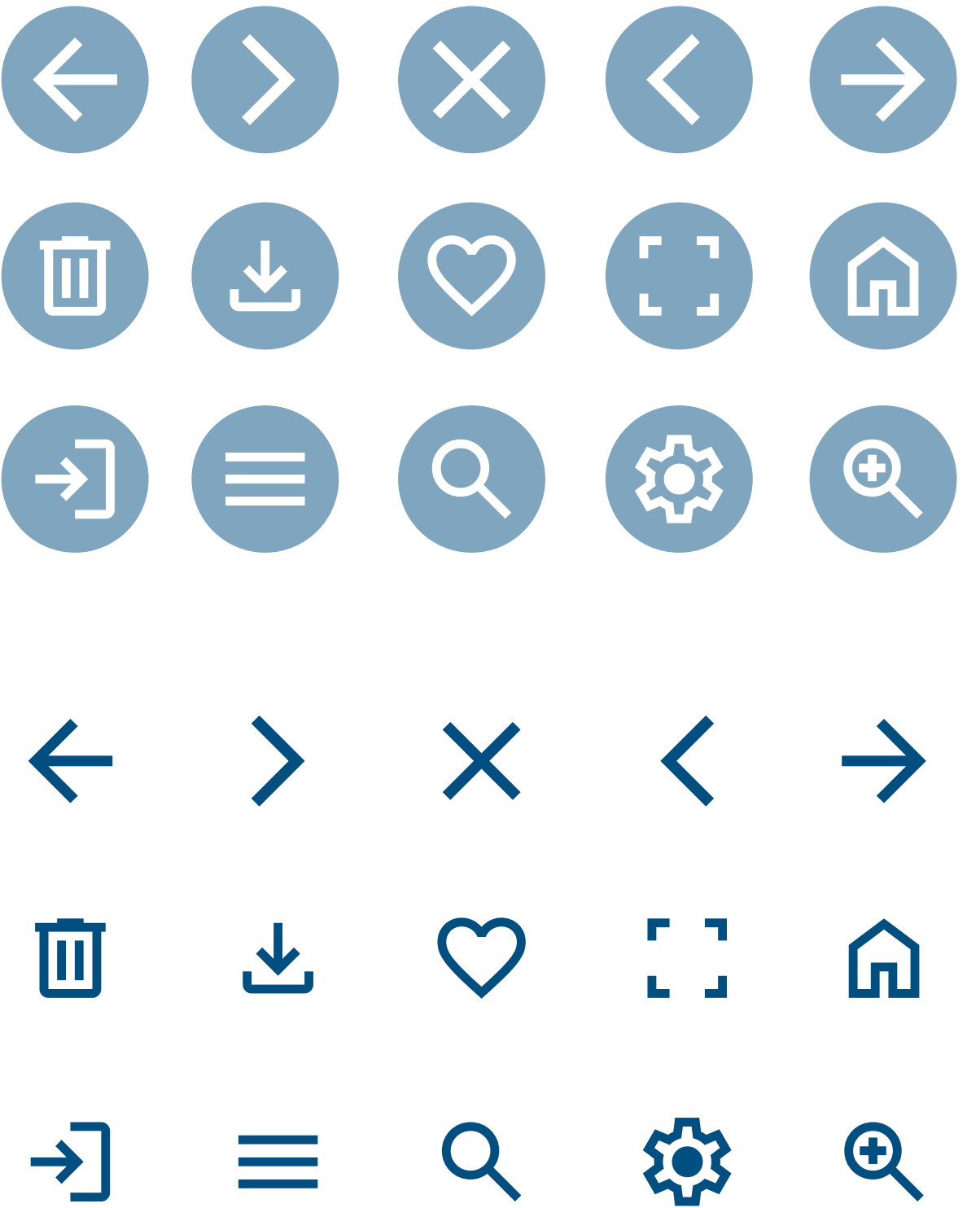
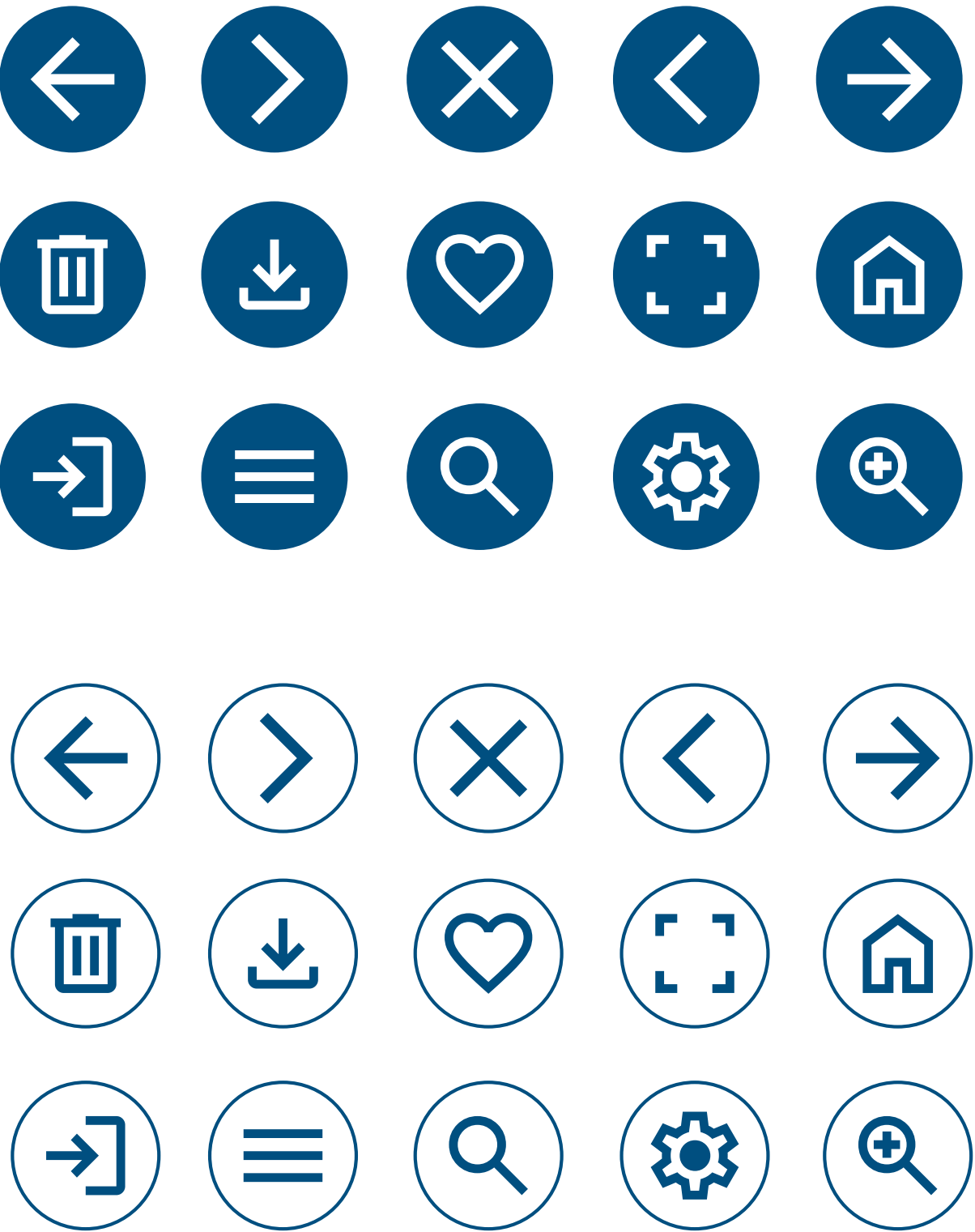
5.1 Navigation pictograms

You can use the full colour palette for the pictograms.

Pictogram rules



Examples



5 PICTOGRAMS

5.2 Marks for the POI (point of interest)

OPTION 1



OPTION 2



OPTION 3



6 SCREEN EXAMPLES



6 SCREEN EXAMPLES



6 SCREEN EXAMPLES

