WebAR marker guidelines

A webAR marker must be contained within a dark square frame

Our markers have a few constraints:

They must be square.

They must have a continuous black border. And, with the marker in foreground, the background must be a contrasting color (generally, a dark versus a light color or shade). By default, the border thickness is 25% of the length of an edge of the marker.

The final constraint is that the area inside the border, which we refer to as the pattern, must be rotationally asymmetric. The area inside the border can be black and white, or colored.

The inner 50% of the marker is interpreted as the marker image. Remember that the part of the image outside the inner 50% will be ignored though, and also be sure not to extend too far into the border, or else the system might not recognize the marker at all when its at a very oblique angle to the camera.

GOOD: the marker frame stands out from the background

BAD: the marker frame does not stand out from the background

GOOD: the marker image stands out from the black frame

BAD: the marker image does not stand out from the black frame