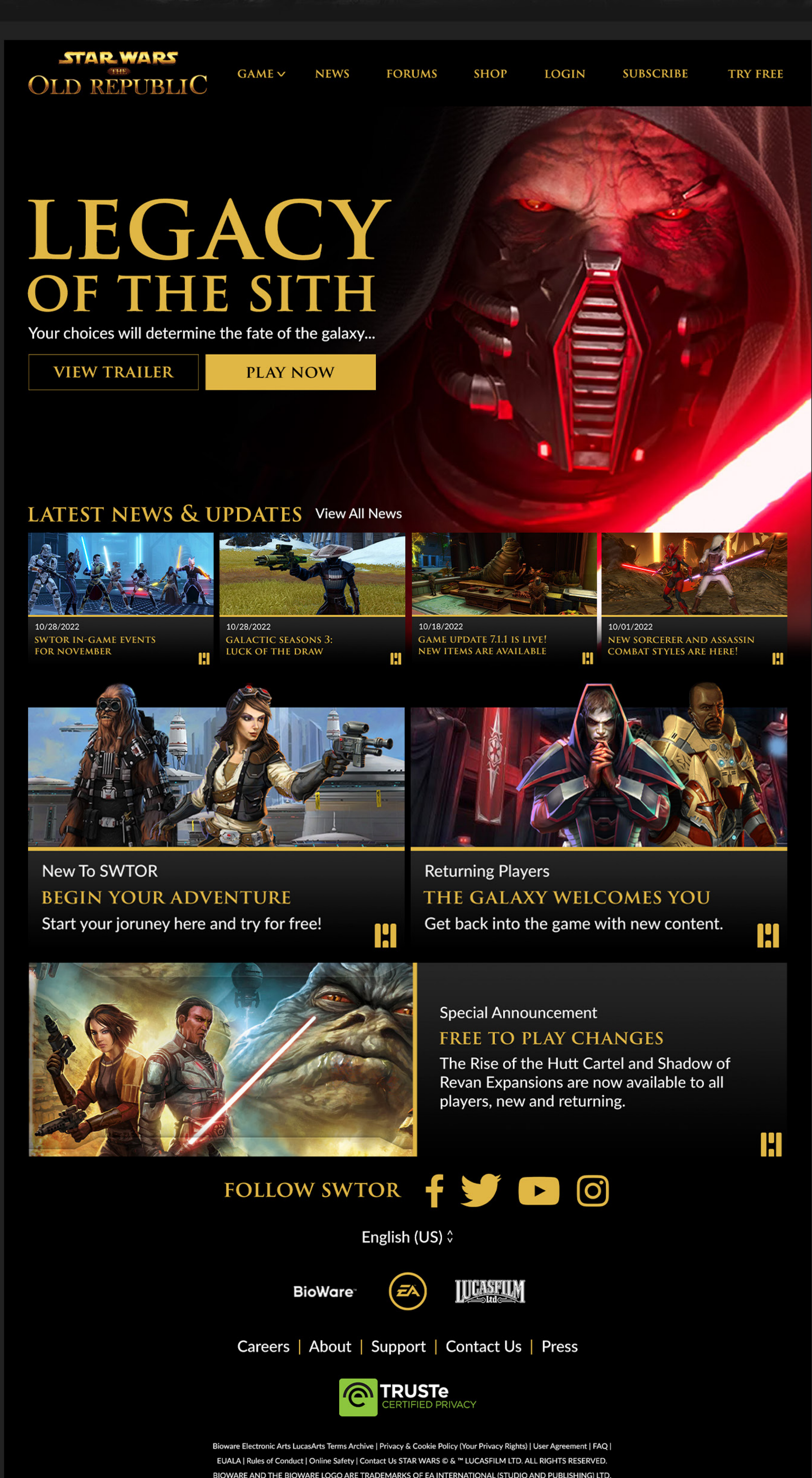
STAR WARS
THE OLD REPUBLIC
SITE RE-DESIGN

By Nick Donato


STAR WARS THE OLD REPUBLIC
GAME
NEWS
FORUMS
SHOP
LOGIN
SUBSCRIBE
TRY FREE

LEGACY OF THE SITH

Your choices will determine the fate of the galaxy...

VIEW TRAILER
PLAY NOW

LATEST NEWS & UPDATES View All News

10/28/2022 SWTOR IN-GAME EVENTS FOR NOVEMBER

10/28/2022 GALACTIC SEASONS 3: LUCK OF THE DRAW

10/18/2022 GAME UPDATE 7.1.1 IS LIVE! NEW ITEMS ARE AVAILABLE

10/01/2022 NEW SORCERER AND ASSASSIN COMBAT STYLES ARE HERE!

New To SWTOR
BEGIN YOUR ADVENTURE
Start your joruney here and try for free!

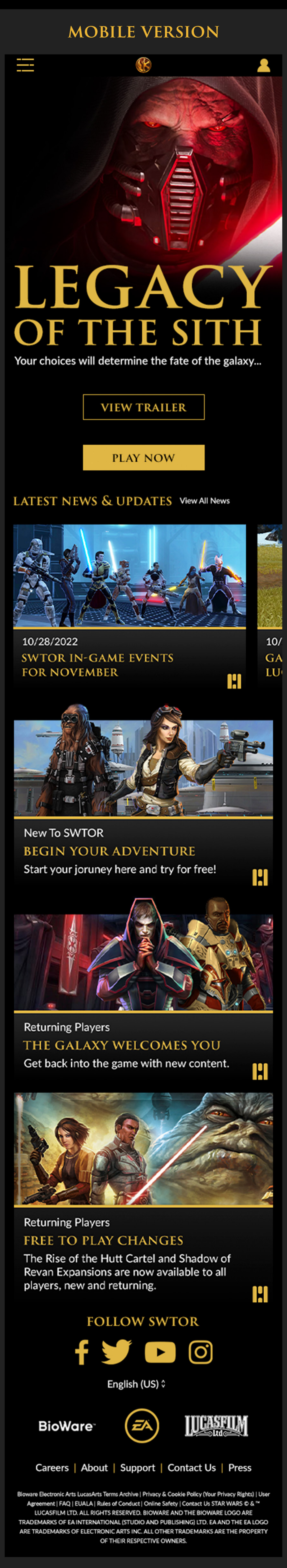
Returning Players
THE GALAXY WELCOMES YOU
Get back into the game with new content.

Special Announcement
FREE TO PLAY CHANGES
The Rise of the Hutt Cartel and Shadow of Revan Expansions are now available to all players, new and returning.

FOLLOW SWTOR
English (US)
BioWare
EA
LUCASFILM Ltd
Careers | About | Support | Contact Us | Press
TRUSTe CERTIFIED PRIVACY

Bioware Electronic Arts LucasArts Terms Archive | Privacy & Cookie Policy (Your Privacy Rights) | User Agreement | FAQ | EUALA | Rules of Conduct | Online Safety | Contact Us STAR WARS © & ™ LUCASFILM LTD. ALL RIGHTS RESERVED. BIOWARE AND THE BIOWARE LOGO ARE TRADEMARKS OF EA INTERNATIONAL (STUDIO AND PUBLISHING) LTD. EA AND THE EA LOGO ARE TRADEMARKS OF ELECTRONIC ARTS INC. ALL OTHER TRADEMARKS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS.

MOBILE VERSION



LEGACY OF THE SITH

Your choices will determine the fate of the galaxy...

VIEW TRAILER
PLAY NOW

LATEST NEWS & UPDATES View All News

10/28/2022
SWTOR IN-GAME EVENTS FOR NOVEMBER

New To SWTOR
BEGIN YOUR ADVENTURE
Start your joruney here and try for free!

Returning Players
THE GALAXY WELCOMES YOU
Get back into the game with new content.

Returning Players
FREE TO PLAY CHANGES
The Rise of the Hutt Cartel and Shadow of Revan Expansions are now available to all players, new and returning.

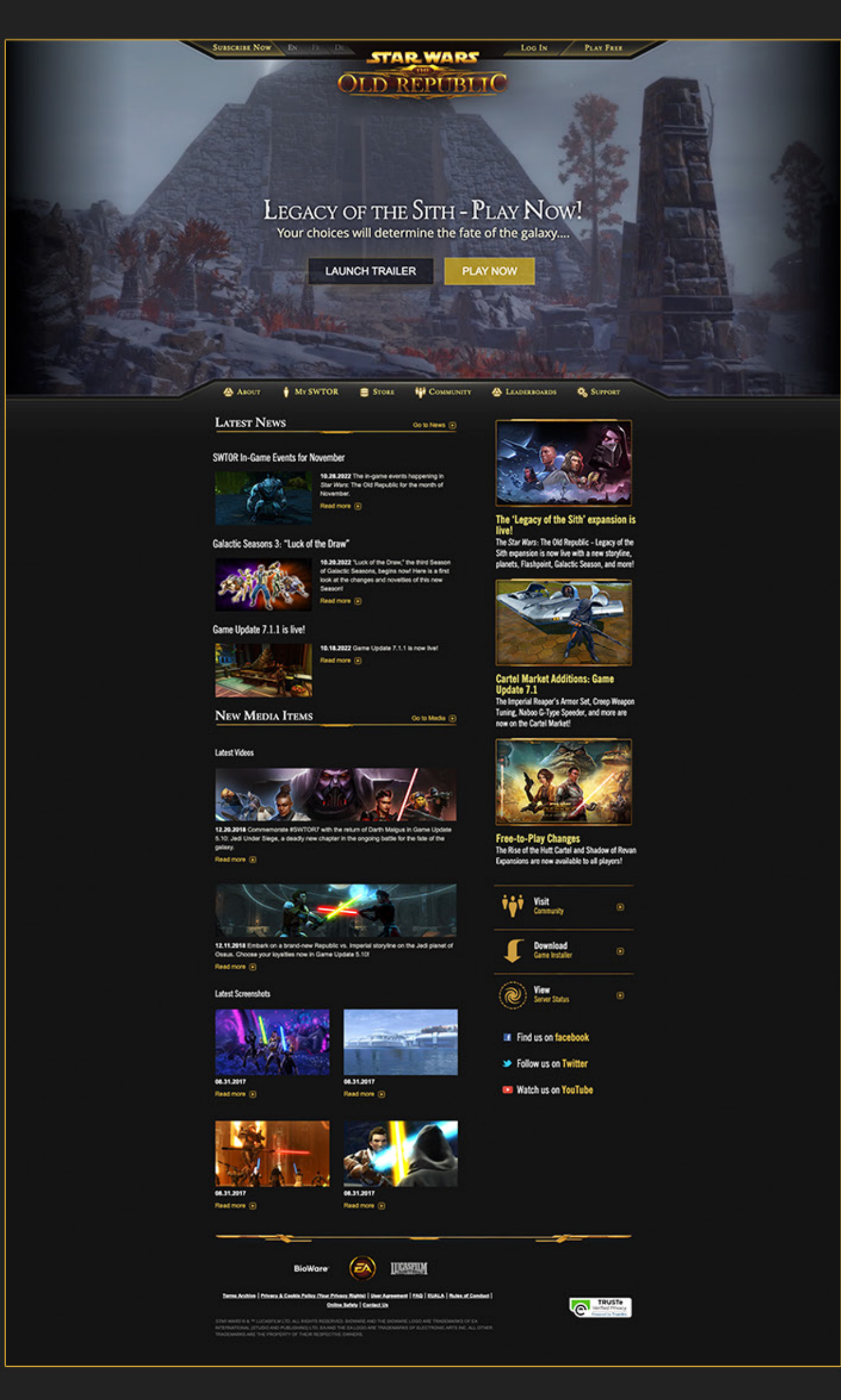
FOLLOW SWTOR
English (US)
BioWare
EA
LUCASFILM Ltd
Careers | About | Support | Contact Us | Press

Bioware Electronic Arts LucasArts Terms Archive | Privacy & Cookie Policy (Your Privacy Rights) | User Agreement | FAQ | EUALA | Rules of Conduct | Online Safety | Contact Us STAR WARS © & ™ LUCASFILM LTD. ALL RIGHTS RESERVED. BIOWARE AND THE BIOWARE LOGO ARE TRADEMARKS OF EA INTERNATIONAL (STUDIO AND PUBLISHING) LTD. EA AND THE EA LOGO ARE TRADEMARKS OF ELECTRONIC ARTS INC. ALL OTHER TRADEMARKS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS.

RESEARCH

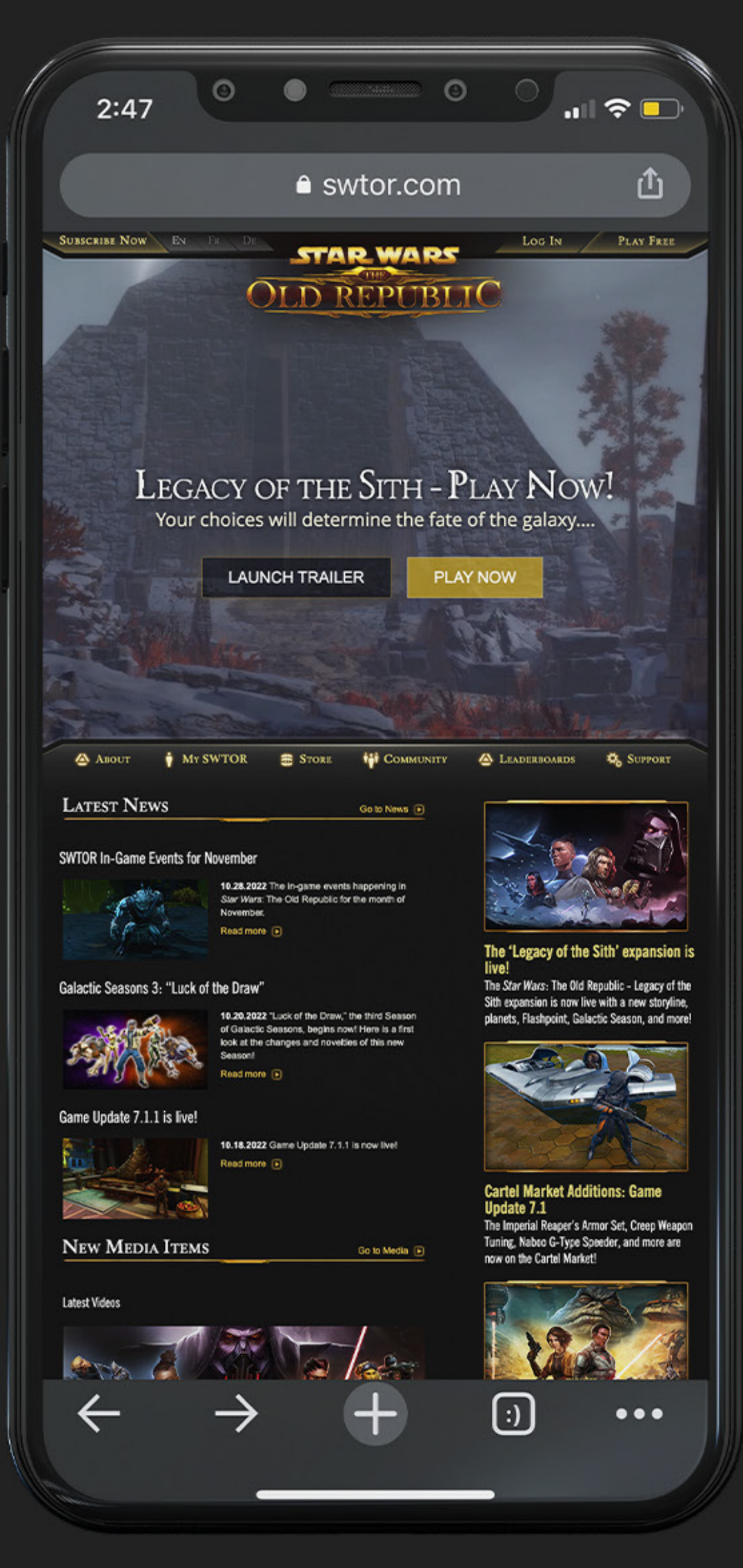
Current Site

It is important to note that the current SWTOR site does not have a responsive mobile version. If you visit the current site on a phone, it displays the desktop version. The current site has not been updated in years, I studied their style and considered what content changes would be a better visual and user experience.



Legacy of the Sith - Play Now!
Your choices will determine the fate of the galaxy....

LAUNCH TRAILER
PLAY NOW
Latest News
New Media Items

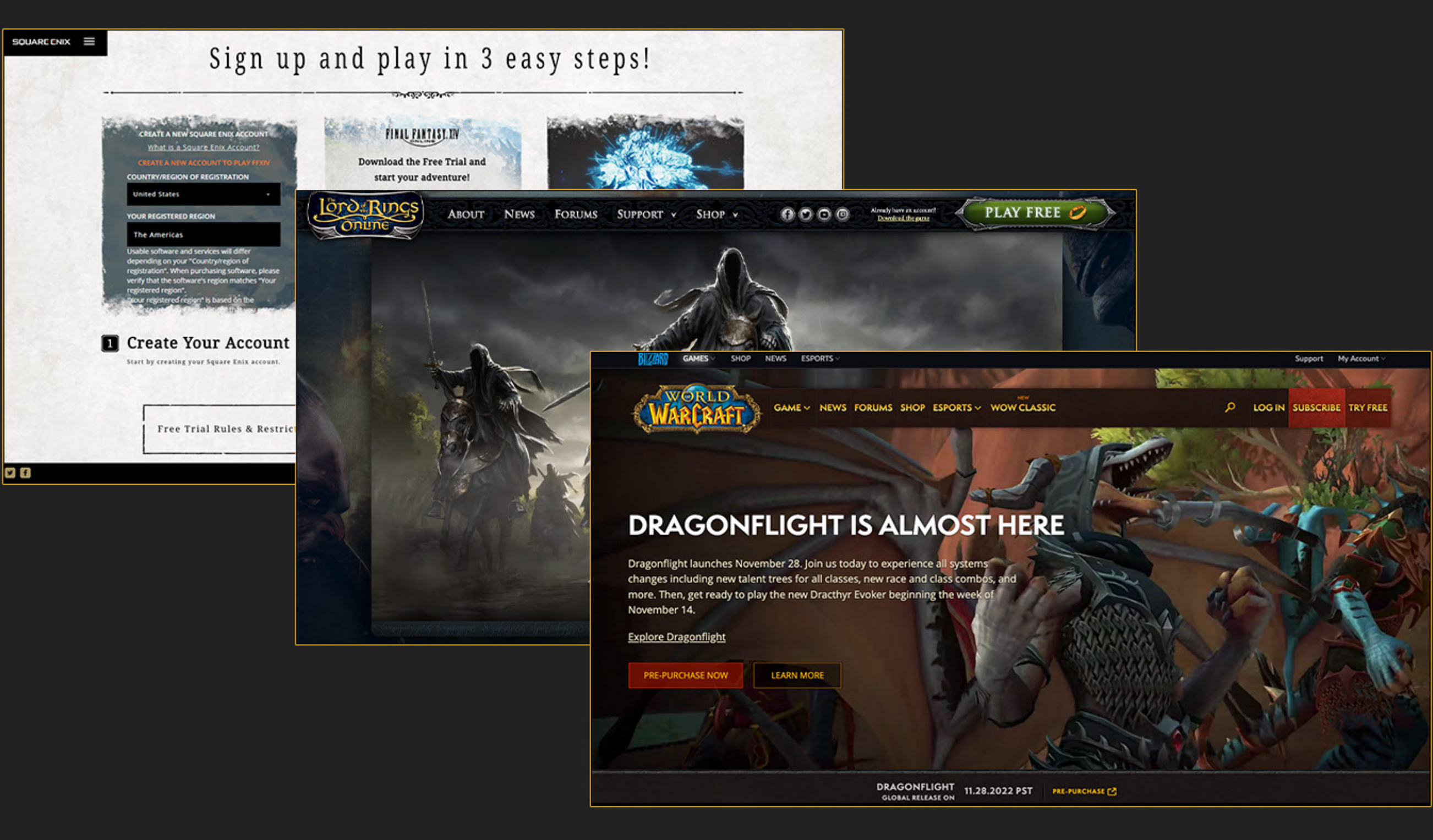

2:47
swtor.com

Legacy of the Sith - Play Now!
Your choices will determine the fate of the galaxy....

LAUNCH TRAILER
PLAY NOW
Latest News
New Media Items

Competition

I focused on other MMO game sites to understand what visual elements were effective or not. WoW, FF, STO and LotRO are competitor sites I looked into, most of these sites also look like they need updating. Their competition lead me to a design language that I felt would fit a more modern market and still have a Star Wars/SWTOR influence on the style.



Sign up and play in 3 easy steps!

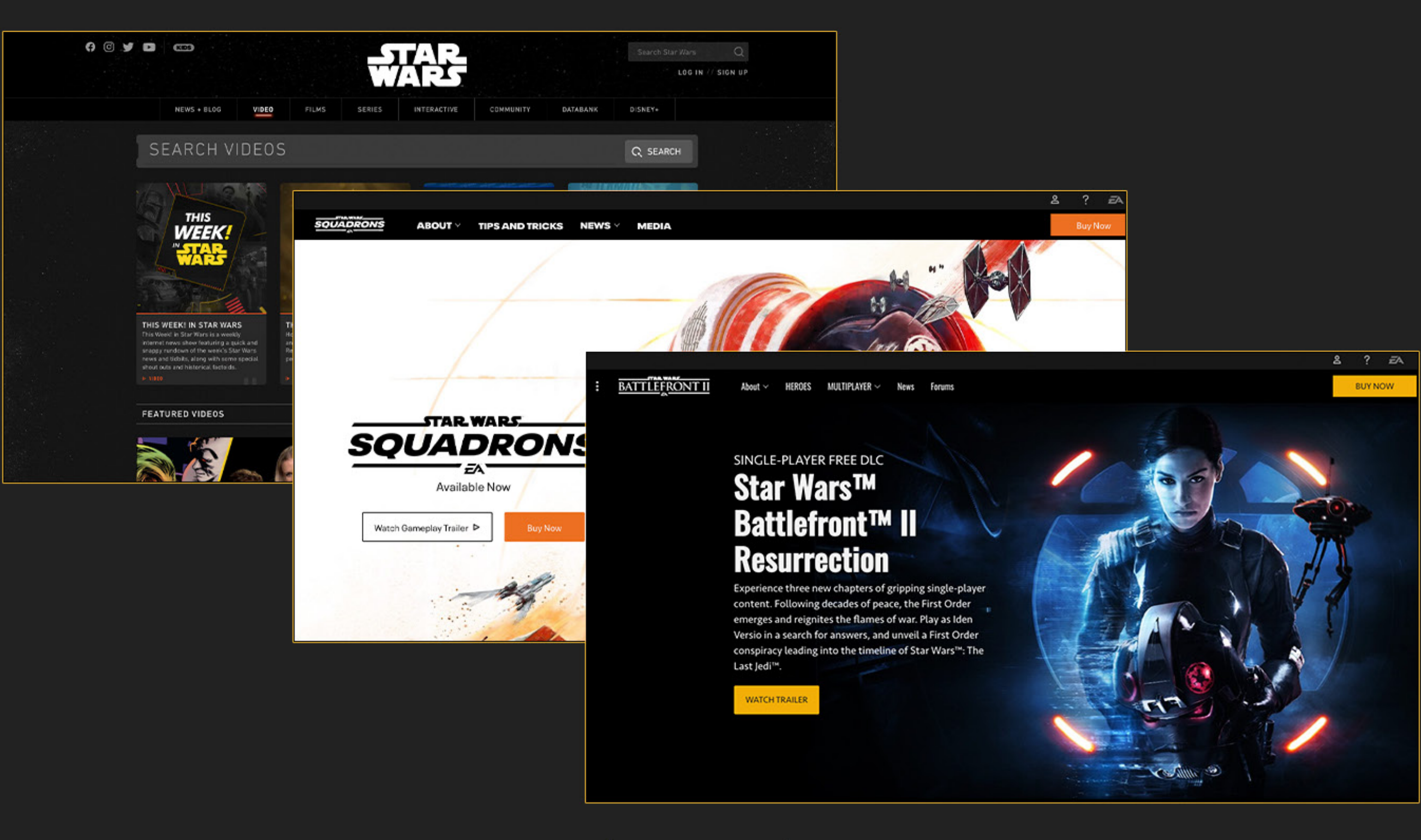
DRAGONFLIGHT IS ALMOST HERE

Dragonflight launches November 28. Join us today to experience all systems changes including new talent trees for all classes, new race and class combos, and more. Then, get ready to play the new Dracthyr Evoker beginning the week of November 14.

SQUARE ENIX
Create Your Account
Lord of the Rings Online
PLAY FREE
World of Warcraft
PRE-PURCHASE NOW
LEARN MORE

Inspiration

All of SWTOR's branding throughout the years has utilized their concept art and impressive cinematic trailers. I wanted to take their greatest strengths and feature them more prominently on their new site. Externally I was inspired by modern site's such as StarWars.com (ironic to look for inspiration from the main source of Star Wars for a game right?) and other's such as EA's own Battlefront II and Squadrons games.



SINGLE-PLAYER FREE DLC
Star Wars™ Battlefront™ II Resurrection
Experience three new chapters of gripping single-player content. Following decades of peace, the First Order emerges and reignites the flames of war. Play as Iden Versio in a search for answers, and unveil a First Order conspiracy leading into the timeline of Star Wars™: The Last Jedi™.

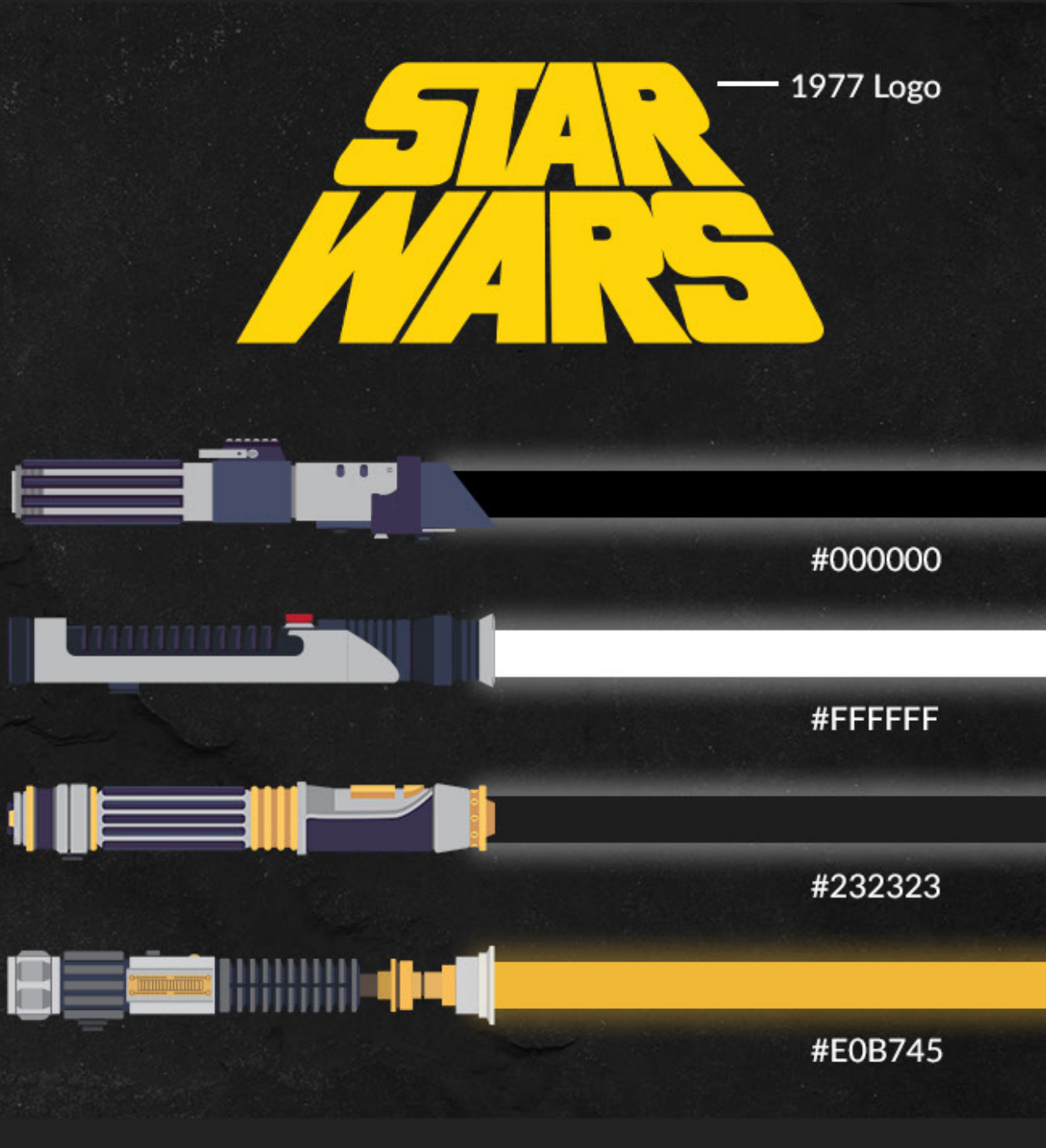
STAR WARS
SEARCH VIDEOS
THIS WEEK! STAR WARS
STAR WARS SQUADRONS
Available Now
Watch Gameplay Trailer
Buy Now
WATCH TRAILER

VISUAL IDENTITY

Color Choices

Star Wars is universally identified by white or yellow font against a black background. From the first film in 1977 to it's future projects, it has been a tradition of utilizing some variation of those colors. The Old Republic is set 4,000 years before the films and it's current logo has a bronze-gold coloring to signify the past.

I wanted to maintain that basic trinity of colors, finding a middle ground between the original SW yellow logo and the bronze coloring of SWTOR's logo. The rest of the site I wanted to be clean and modern, using black backgrounds and 2 monotone colors, with a little bit of grey to distinguish some images from the background.


1977 Logo
STAR WARS
#000000
#FFFFFF
#232323
#E0B745

Typography

The Old Republic logo is made from an edited version of Trajan Pro 3. It's used throughout their website as main headline texts in all caps and I wanted to keep that for my re-design.

The body and sub headline texts are Lato, sentence case. I wanted a clean and easy to read font for longer lines of text.

TRAJAN PRO 3
Headlines

Lato
Sub Headlines & Body Copy

STAR WARS THE OLD REPUBLIC
GAME
NEWS
FORUMS
SHOP
LOGIN
SUBSCRIBE
TRY FREE
LEGACY OF THE SITH
Your choices will determine the fate of the galaxy...
VIEW TRAILER
PLAY NOW
2:47
swtor.com
LATEST NEWS & UPDATES
View All News