



Rogue Studios is a multidisciplinary creative studio helping brands, businesses, and organisations communicate with clarity and confidence.

From strategy and branding to digital design and campaign rollout, we deliver creative that connects, performs, and lasts.



Capabilities.



BRANDING

Strategic brand development, identity refreshes, and visual systems that tell your story with consistency. From naming and logo design to brand guidelines and rollout, we create brands built to last.

DIGITAL

Websites and landing pages that combine design and performance. We design and build responsive websites, digital campaigns, and SEO-ready content that drive engagement and results.

PRINT & PUBLICATIONS

Capability statements, brochures, and project documents that balance storytelling and structure. Our print work blends editorial design expertise with precise production knowledge.

CAMPAIGN CREATIVE

Campaign concepts, social content, and advertising that connect. From business development collateral to milestone activations, we create work that cuts through and builds brand awareness.

SIGNAGE & ENVIRONMENTS

Wayfinding systems, braille and tactile signage, and large-format graphics designed for visibility and clarity. We help brands translate identity into the built environment.

ONGOING SUPPORT

Flexible retainers that provide on-demand creative support — giving you a dedicated design team when and where you need it.

Meet Ryan — Rogue-in-Chief.



Ryan Turner leads Rogue Studios — an award-winning designer, art director, and strategist with more than 25 years in the industry. With a background in graphic design and a master's in marketing, Ryan has built a talented team that shares his commitment to his craft and creative integrity.

Fuelled by family, footy, and far too much coffee, he guides Rogue with a hands-on approach and an eye for detail that defines everything the studio creates.

E. ryan@roguestudios.com.au | P. +61 410 521 203

Based in Sydney. Delivering globally.



From local to global.

Rogue Studios helps brands tell their stories with purpose and creativity.

From community organisations to national campaigns, our work spans industries including sport, construction, retail, and not-for-profit. Every project is built on collaboration and trust, combining strategy and design to create work that connects and performs.

Here are some of the clients we've partnered with and created for along the way.



FREEDOM

Thakita



ajk OUTFITTERS

BodyShopNews
International

IQL
SMARTER LIGHTING SOLUTIONS



SKY
ELEVATORS



PING

ECCO
GOLF



AXALTA



TAMBURLAINE
ORGANIC WINES



LUX BUILDING



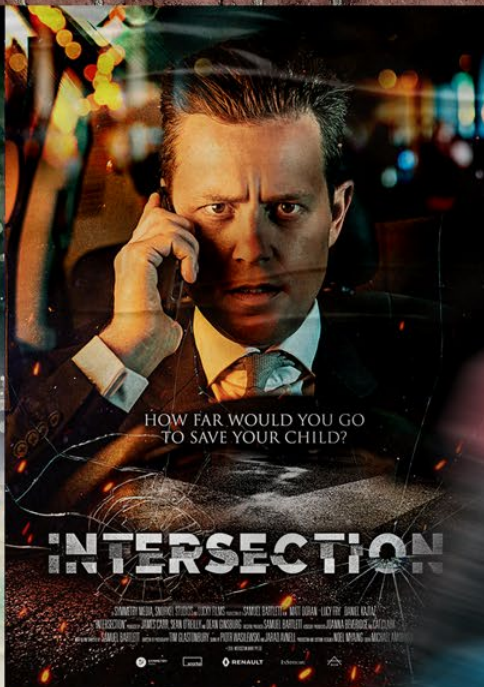
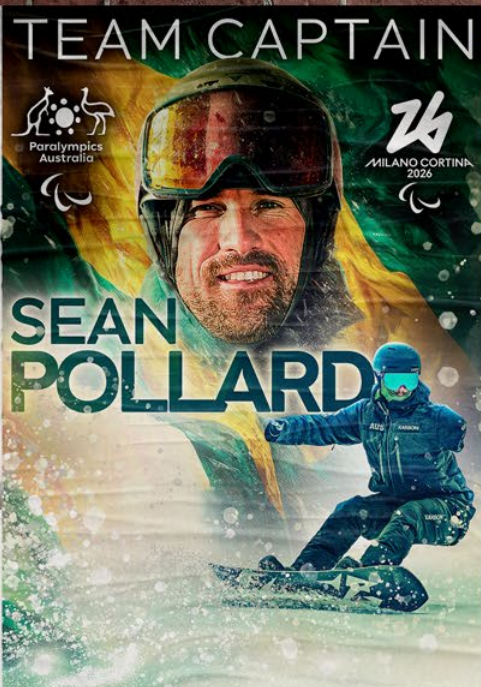
JONES LANG LASALLE



CONCEPT PAINTS

KONAMI





Long-Term Partnership Opportunities.



STRATEGIC PARTNERS

We don't see projects as one-offs. Every collaboration is the start of a longer journey. Rogue builds lasting relationships by understanding your business, anticipating needs, and becoming a trusted creative extension of your team.



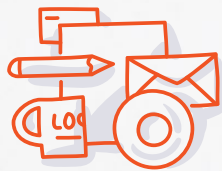
COLLABORATIVE PROCESS

We work shoulder to shoulder with clients, from concept to delivery. Every idea is refined through collaboration — ensuring outcomes that feel aligned, intentional, and true to your brand.



FLEXIBLE RETAINERS

Our retainers are designed to grow with you. Whether your focus shifts from brand to digital or campaign to signage, we adjust seamlessly, keeping you agile while maintaining creative consistency.



END-TO-END EXCELLENCE

With experience across brand, digital, campaigns, and print, we see the whole picture. Our multidisciplinary approach ensures every piece connects — visually, strategically, and practically.



EVOLVING TOGETHER

Creative industries evolve fast, and so do we. Our process is built on learning, adaptation, and innovation, ensuring your brand stays ahead of trends without losing authenticity.



CREATIVITY THAT DELIVERS

At Rogue, creativity isn't just about making things look great — it's about making them work. We find smart, unexpected solutions that drive engagement and get results, no matter the challenge.

Dec 22

my FREEDOM

What's new for the latest S-class model year

What's new 10

- ...at's new for
- ...vided by Mercedes-Benz media
- ...ROKUU from Sony Pictures Entertainment exper
- Comfort front-head restraints with additional cushion
- Special-protection version of the luxury model likewise
- 



directly from their vehicles. It includes a curated library of films available for streaming, enriching the Mercedes entertainment bundle.

The Mercedes-Benz S-Class holds off the new model year with visual and technical upgrades, with customers able to place orders with dealers from April 2004. The first vehicles will arrive at sales partners at the end of July (Europe), and in September (China), and in September of two new engine choices of two new exterior finishes, verde silver metallic, Comfortbrass metallic, and a new interior restraint with additional leather. The standard equipment has been added to the Mercedes-Benz S-Class. The new Mercedes-Benz S-Class is wearing

offerings by an integration of
entertainment's (SPE)
RIDEVU service. RIDEVU
provides access to a diverse
range of video entertainment directly
in their vehicle. It provides users
with advanced controls and features
designed specifically for the car. These
enable consumers to conveniently
stream SPE content on demand.

[illegible]

The customisation options as part of the MANIPARTUS programme. Previous product upgrades include, for example, the steering wheel of the MBUX Zero Layer user interface and the ultimate sound experience with Dolby Atmos. OLED centre displays are also now standard, as is MBUX Entertainment Plus, in addition to music streaming services and Internet radio. MBUX also offers video streaming via YouTube and PEXTV. The customisation packages include entertaining new games that can be played on the infotainment screen, the adjustment of interior settings, and extended protection functions for vehicles with DIGITAL LIGHT.



Mercedes-Benz has further optimised the MBUX user interface: suggestions for assisted parking are now located more intuitively in the menu and therefore easier for the customer to use. This pre-installation for the Digital Vehicle is already available in Europe, and in future also available in the U.S. and Canada. In addition, the pre-installation will be usable with compatible Android smartphones.

Another new feature is the automatic door lock system. The occupant presses a button on the door handle to help draw attention to the passenger side door. The door is activated by opening a near door for a longer period of time on the assumption that people have entered the vehicle and are in the backseat. The Mercedes-Benz now offers an SAE Level 2 (1) driving assistance systems. The Mercedes-Benz Automatic Lane Change (ALC) function now offers an SAE Level 2 (1) driving assistance systems. The Mercedes-Benz Automatic Lane Change (ALC) function now offers an SAE Level 2 (1) driving assistance systems.

**SMARTER SYSTEM FOR
SMARTER ENERGY SAVINGS**

[illegible]

TECHNICAL SUPPORT RIGHT-TO-REPAIR
LOGGING DATA TO IMPROVE ADAS
— FULL REPORT



Mercedes-Benz Club of NSW

Edition 276 Local
Torque
 A spiral staircase is visible in the background of the book cover.

my **FREEDOM**

Why join myFre

| | SPEND | REVENUE |
|---------------------|--------|---------|
| Change swares | \$1000 | \$50 |
| Delivery charges | \$2000 | \$30 |

- ✓ Free to join
- ✓ Receive a \$50 myFreedom Reward Voucher for every \$1,000 spent
- ✓ 60 Days Extended Change of Mind for Homewares
- ✓ Free Metro Online Delivery over \$50
- ✓ Sold Frame Warranty extended to 12 Years
- ✓ VIP access to events and member exclusive promotions



Scan the code
code
my

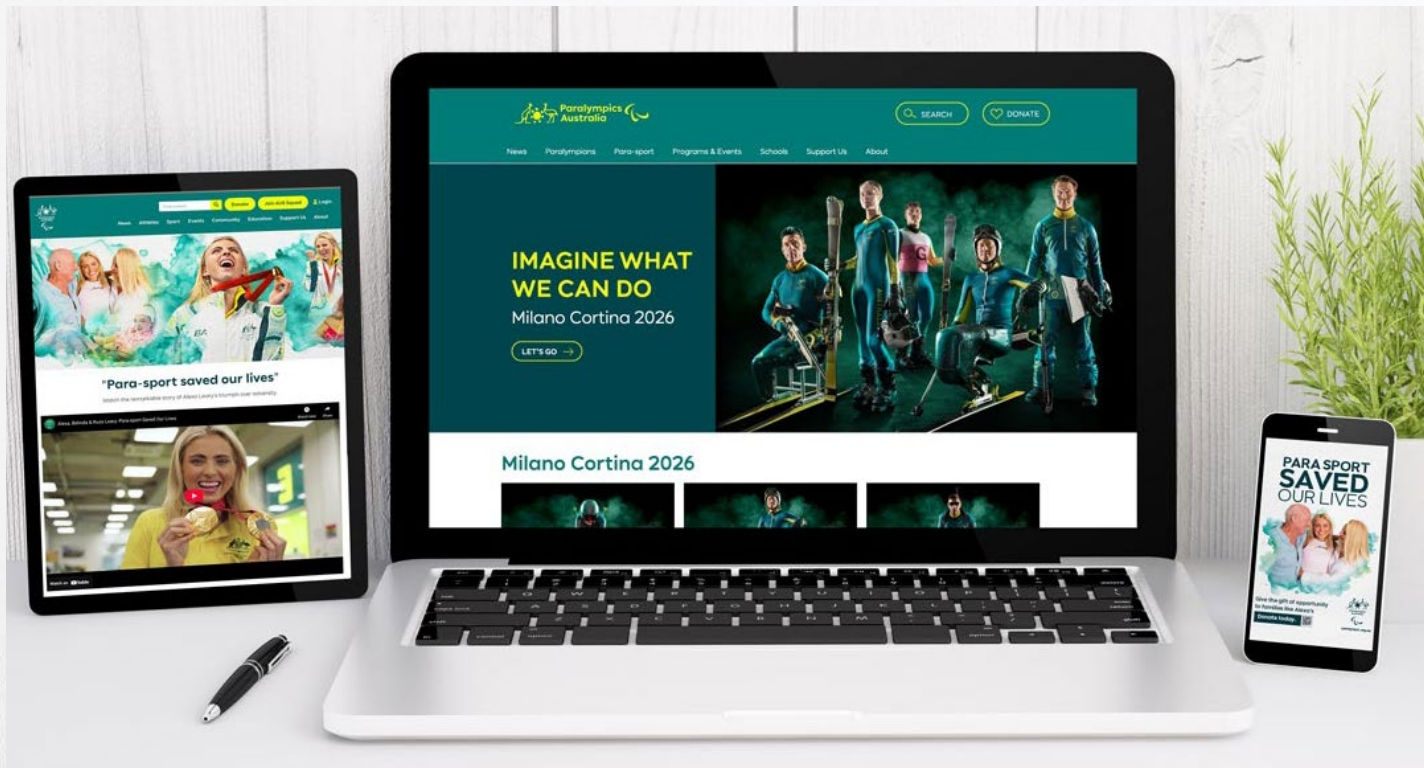
Case study: Paralympics Australia.



Rogue Studios has been Paralympics Australia's creative partner for several years, delivering design across branding, campaigns, digital, print, and events. We've supported national fundraising and direct mail campaigns, developed digital templates and social assets to tell athlete stories, and provided creative direction for the Australian Paralympic Team uniforms, incorporating Indigenous design elements that celebrated culture on the world stage.

Our work has extended into large-scale OOH advertising, venue signage, and accessible wayfinding systems, including event design for stage environments, screens, and collateral for national launches and international competitions. We've also created campaign microsites, sponsor presentations, and video packages that ensure every touchpoint is consistent, engaging, and world-class.

A highlight was designing the look and feel of the Australian Paralympic Village for Paris 2024 — crafted remotely from Sydney but designed to inspire athletes and reflect Australian identity throughout the Village experience. In addition, Rogue developed the full sub-brand and visual guidelines for Para Powerlifting Australia, giving the sport its own distinct identity while remaining connected to the broader Paralympics family.



Creative Highlight.

PARALYMPICS AUSTRALIA PARIS 2024 SOCIAL CAMPAIGN

Rogue supported Paralympics Australia through the full Games cycle — from the build-up to Paris 2024 to live coverage during the event. In the lead-up, we created content to celebrate team announcements, countdowns, and milestones. During the Games, our designs captured medal wins and key achievements in real time, keeping channels world-class throughout.

Using the green and yellow palette accented with gold, the visuals incorporated medal designs and the Indigenous *Journey* motif. Medal wrap-ups even reflected athletes' skin tones in gold, silver, and bronze — a subtle but powerful way to honour achievement. This campaign wasn't just design — it was storytelling that presented athletes as elite competitors first, shifting perception from disability to achievement, victory, and resilience.



The Impact.

- 45,000 new followers gained across Paralympics Australia channels.
- 45 million social impressions across August-September 2024.
- 6% engagement rate, dramatically above industry benchmarks (0.3% Facebook, 1.57% Instagram, 0.072% X).
- Community response was overwhelming, with feedback like:

“Can you buy these?”

“This is so cool!”

“This needs to be on a mural in town.”

Beyond numbers, the work contributed to a shift in perception. Audiences saw Paralympians as elite athletes whose joy, resilience, and success define them — not their disability.



Featured Work.

MAKITA AUSTRALIA “Choose Your Side” DIGITAL CAMPAIGN

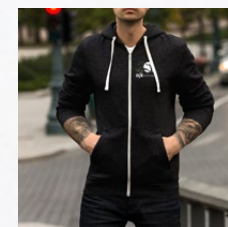
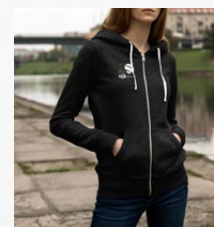
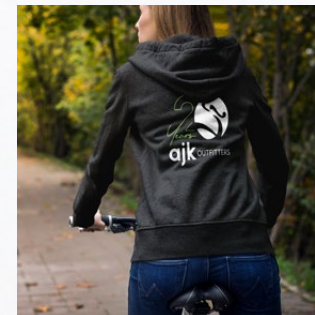
Rogue Studios created the “Choose Your Side” digital campaign for Makita Australia — a bold, competitive concept featuring former NRL athletes Wade Graham and Denan Kemp, each representing their state in a light-hearted rivalry that tapped into Australian sporting culture. Designed exclusively for social and digital channels, the campaign promoted limited-edition Tax Time tool kits through a dynamic series of Facebook and Instagram posts that energised both trade and sporting audiences. With sharp art direction, team-based colour palettes, and authentic athlete storytelling, the campaign achieved exceptional traction online — generating widespread engagement and leading to a complete sell-out of all models within the promotional period.



Featured Work.

AJK OUTFITTERS — 20TH ANNIVERSARY BRANDING & EVENT CREATIVE

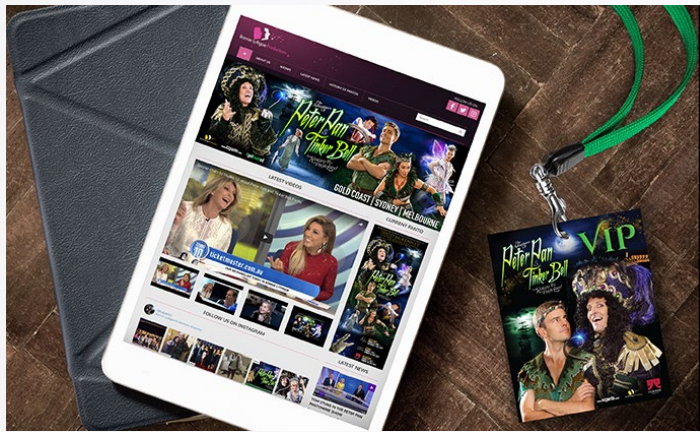
Rogue Studios developed the branding and creative direction for AJK Outfitters' 20th Anniversary celebrations, marking two decades of excellence in the construction and outfitting industry. The work included a commemorative brand lock-up, refined invitation suite, and event design that reflected AJK's evolution and professionalism. Built on our broader creative partnership — including the company's website redesign and capability materials — the anniversary campaign positioned AJK as a mature, confident leader entering its next chapter.



Featured Work.

BONNIE LYTGOE PRODUCTIONS KEY ART & THEATRE CAMPAIGNS

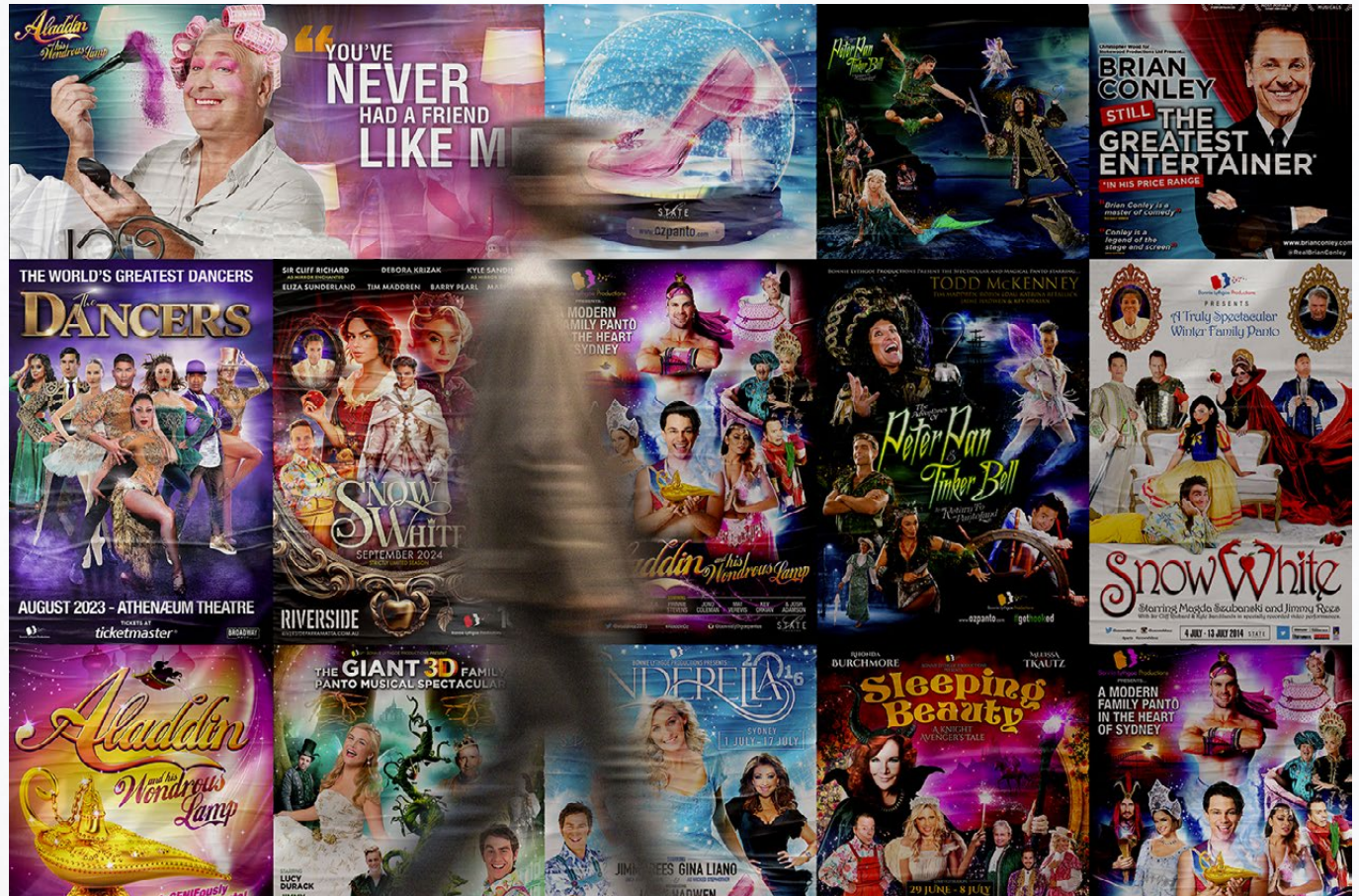
For more than a decade, Rogue Studios has collaborated with Bonnie Lythgoe Productions to create striking key art, promotional materials, and campaign visuals for their annual pantomime productions. From Snow White and Aladdin to Sleeping Beauty, each show has demanded its own theatrical flair and cinematic storytelling. Our long-standing partnership has produced dozens of iconic posters, programs, and digital campaigns that have become a recognisable hallmark of Bonnie Lythgoe's productions across Australia and beyond.



Every design or concept that Rogue Studios has created for Bonnie Lythgoe Productions is absolutely gorgeous and I cannot thank them enough. They go the extra mile at every turn and the results exceed our wildest expectations. Without a moment's hesitation I will always recommend Ryan and the team to anyone looking for any graphic design work.

Bonnie Lythgoe.

BONNIE LYTGOE PRODUCTIONS.



Featured Work.



WEB DESIGN + DEVELOPMENT

Rogue Studios designs and builds websites that combine performance and strong visual storytelling. Each project is crafted to express the client's brand, communicate their value, and create a seamless user experience that works across all devices.

Our recent work spans industries from construction and sport to retail and professional services, with every site designed to look exceptional and work flawlessly. Whether launching a new brand or evolving an established one, our approach balances design precision with strategic intent — ensuring every website delivers measurable impact and a strong creative identity.



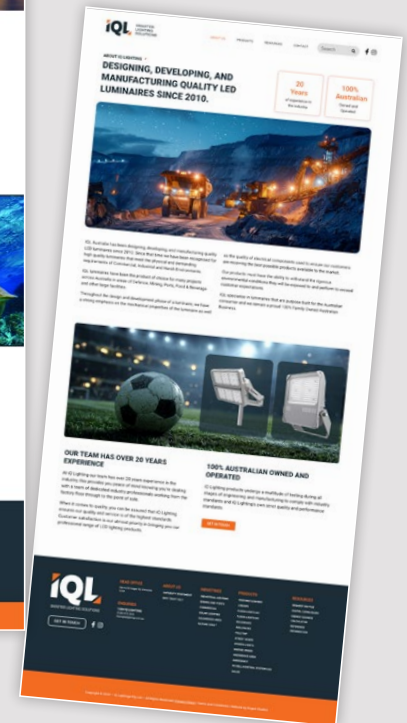
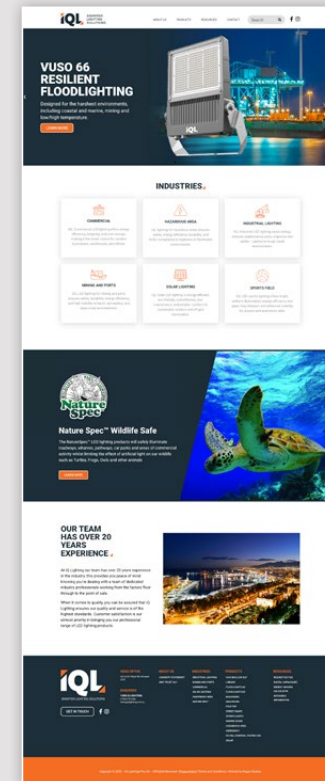
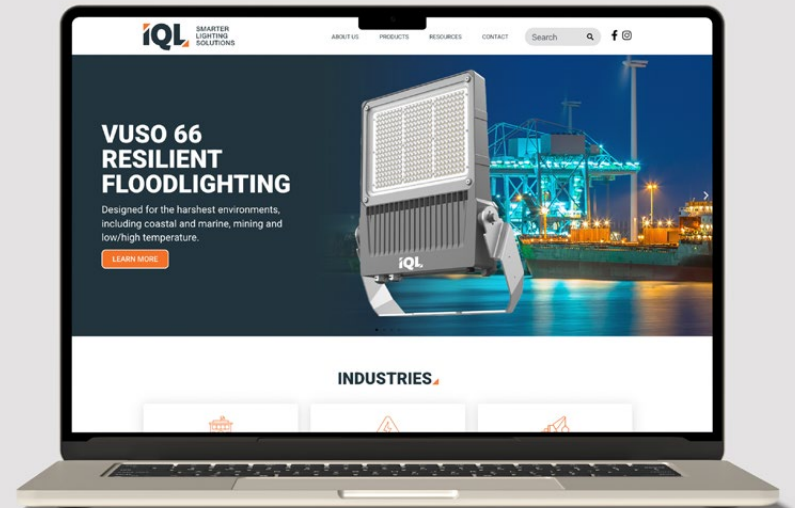
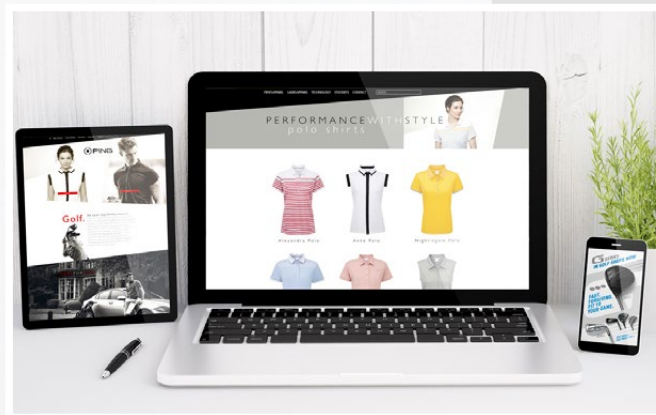
“

Working with Ryan makes the design piece of the project so simple! He gets the brief, presents great concepts, and nails the job each and every time. Anything creative, Rogue Studios are a must!



Luke Edmonds

CNX2SPORTS





Why Go Rogue?

At Rogue Studios we know what it takes to build something that lasts. For more than 15 years, we've helped organisations across sport, trade, not-for-profit, retail, and construction find their voice and bring it to life.

We believe the best work comes from collaboration. When we connect closely with your team, we deliver creative that's sharp, effective, and built for real-world impact. One week it's campaign content lighting up social feeds, the next it's signage for a fitout or a digital campaign that drives results.

What ties it all together is simple. Purpose and creativity. Every project, whether it is a capability statement, a brand refresh or a new website, has the same goal to connect and deliver.

Going Rogue means choosing bold, strategic creativity — and having a partner with you every step of the way. That's what it is to be *Different by Design*.





ROGUESTUDIOS
DIFFERENT BY DESIGN

+61 410 521 203 | hello@roguestudios.com.au | roguestudios.com.au