



AN INTRODUCTION • SEPTEMBER 30, 2026

SIDES x Sovereign Jet

Who we are, how we work, and what we'd build for a training business that pilots actually want to take.

WHY WE'RE HERE

**You have a serious jet and a serious idea.
Our job is to make the business look,
sound and run like it's already the best in
the category.**

From the first impression on a phone to the moment a pilot books a seat, and everything behind the scenes that makes the day run.

WHO WE ARE

Small studio. Big agency instincts. Zero fluff.

SIDES Creative helps businesses look sharper, communicate clearer, and move with more purpose, through branding, websites, campaigns and digital systems.

20 years

building brands, sites and systems

Doylestown, PA

rooted in Bucks County

Nationwide

clients from NYC shops to Chrysler



DAN SIDES • FOUNDER / CEO

When you message **SIDES**, you're talking to **Dan.**

No account managers. No tickets. No layers. Strategy, design, development and support stay in one head, so nothing gets lost in a queue.

HOW WE THINK

Every project starts with listening.

01

Strategy first

Clarity, conviction and consistency, not trends. We work out what the brand has to do before we draw it.

02

Design with purpose

Every decision is rooted in intent, crafted to move the needle, not just decorate the surface.

03

Execution without ego

We ship, measure and keep improving. The work belongs to your business, not our portfolio.

WHAT WE DO

One studio, the whole stack.

Brand & identity

Strategy, naming, logo, voice and the guidelines that keep it consistent.

Websites

Sharp, fast, search-ready sites built to convert, not just to look good.

Custom software

Booking, portals and client operating systems built around how you run.

Displays & video

Screens, loops and motion that carry the brand into a physical space.

Trade shows

Booths, collateral and the follow-up that turns a glance into a lead.

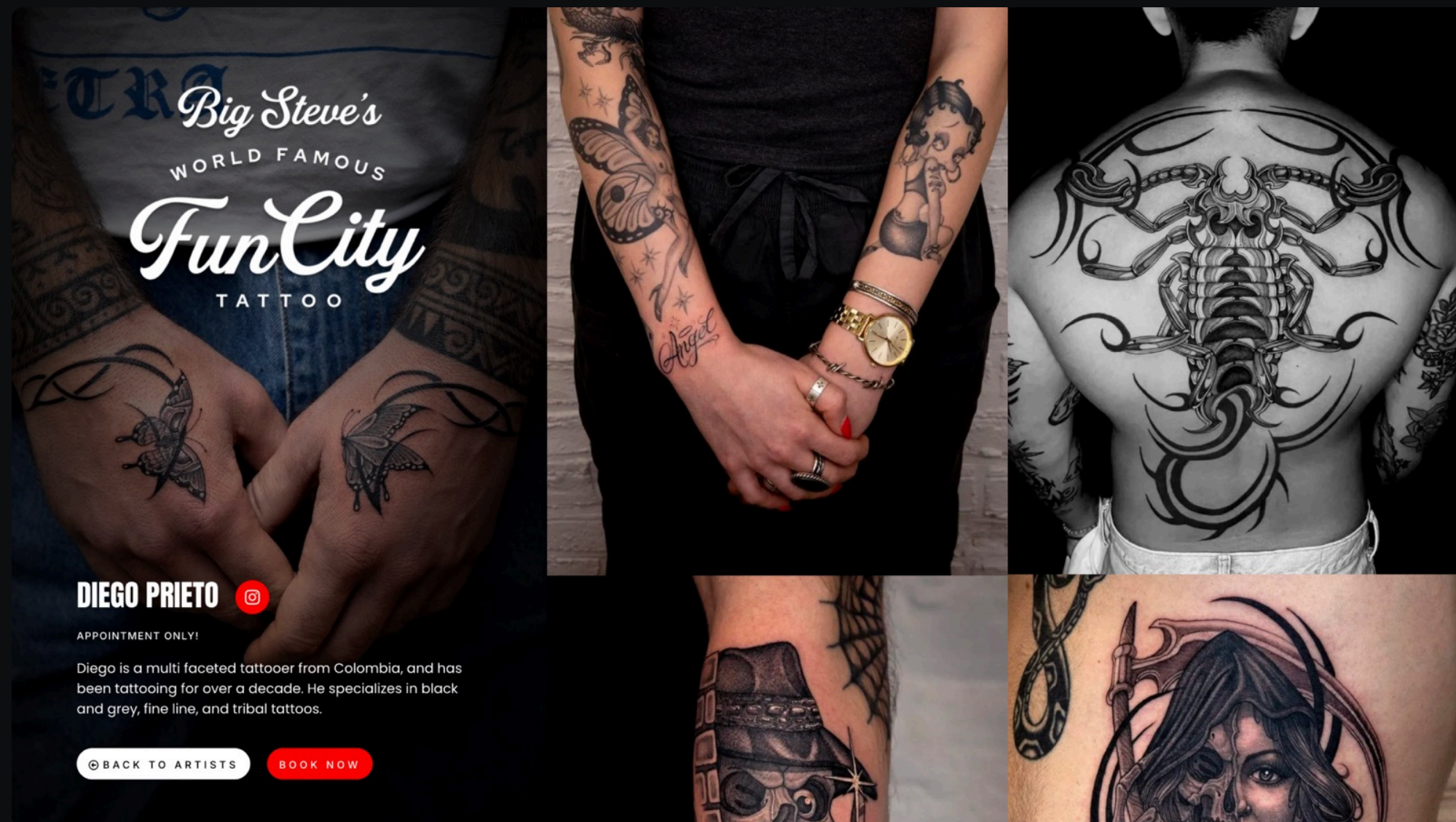
Ongoing partnership

A standing creative department: updates, campaigns and direction.

PART ONE

Selected work

Three projects that look a lot like what you're about to build.



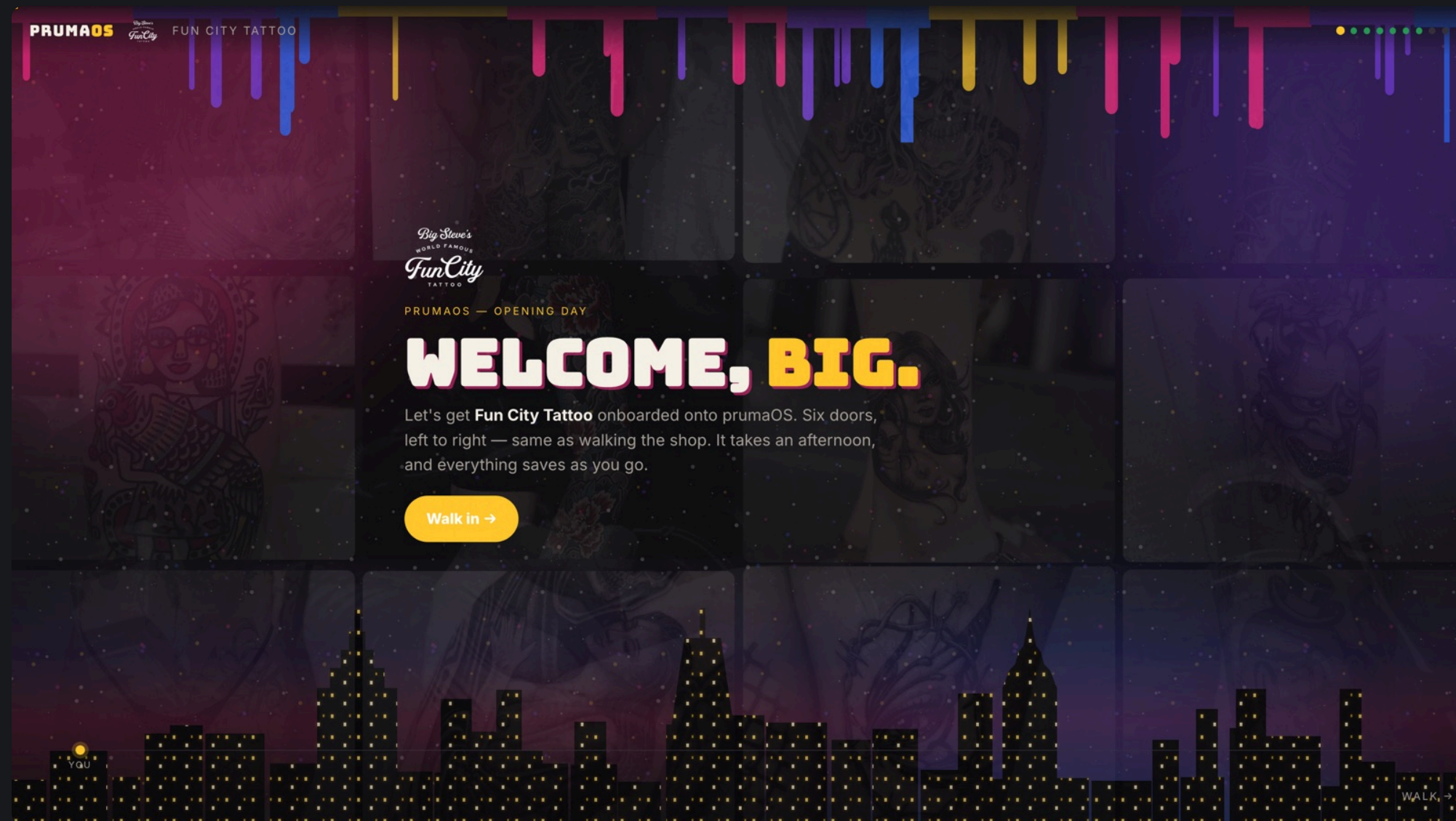
FUN CITY TATTOO · NYC

A legacy brand, modernized without losing its edge.

Brand refresh, new website and SEO for
Manhattan's oldest tattoo shop, in one of
the most crowded markets in the country.

“Our ROI on this site build was weeks!”

Fun City Tattoo

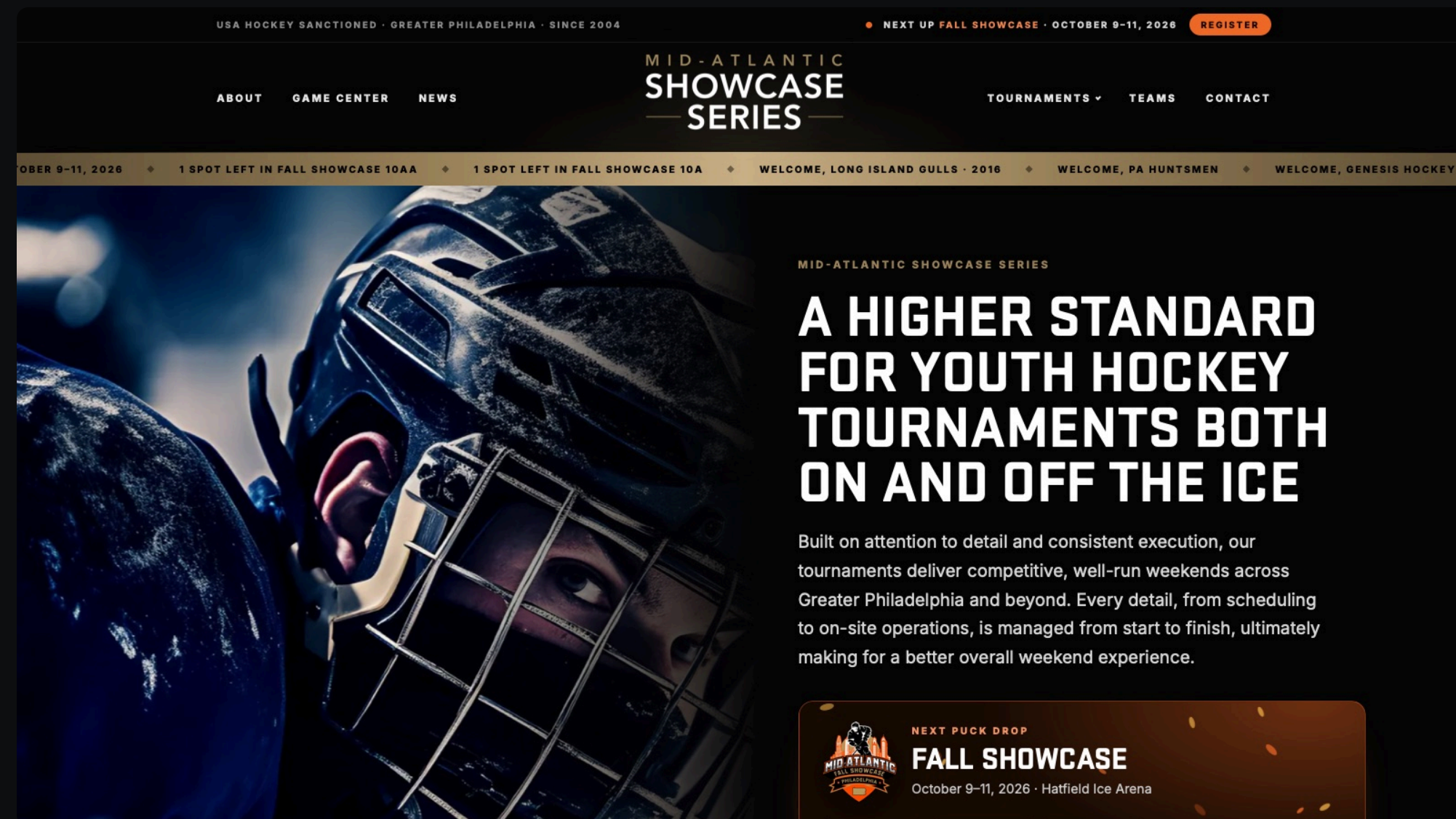


PRUMAOS · PRODUCT

A software product, built from zero.

Product, brand and platform for an operating system that runs a shop's bookings, deposits, schedule and money, white-labeled to every shop.

Shipped 1.0 in September 2026. It runs a real shop every day.



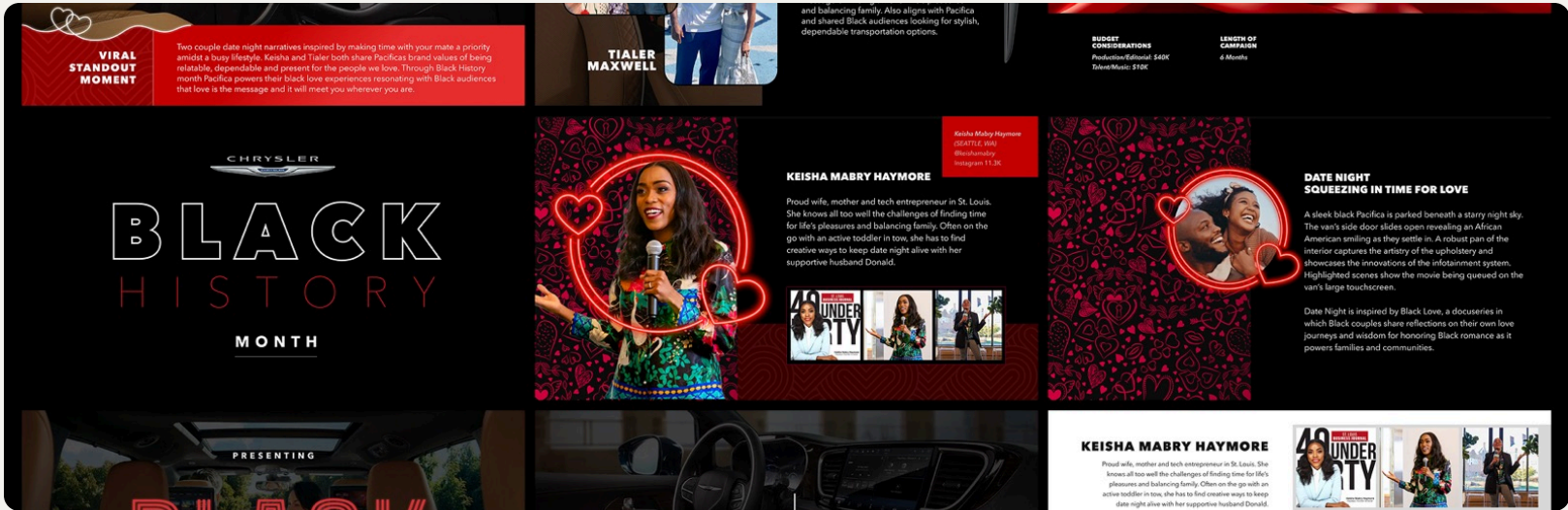
MID-ATLANTIC SHOWCASE · EVENTS

The website and the office behind it.

A new home for five youth hockey tournaments, plus the tournament office that runs registration, the site and the rink screens from one place.

Registration first: the site sells the event and the system runs it.

Also on the list



Chrysler · campaign creative



Jeep / Stellantis · global presentation system



SupplyFORCE · five-year brand partnership



Vyluma · brand for complex clinical science

HOW WE WORK

You always know where things stand.

01

Your own hub

A private page with every task, preview and milestone for your project, live, on any phone.

02

A direct line

Message Dan directly. Answers come from the person doing the work.

03

See it before it ships

Previews are clearly marked as drafts, and nothing goes live until you've seen it.

PART TWO

Sovereign Jet

What we heard, and how we'd start.

WHAT WE HEARD

“The goal isn’t to turn airline pilots into fighter pilots. It’s to make them better at being pilots.”

That line is the brand. Serious about safety, never boring. A premium experience pilots **want** to take, not just one they have to take.

The pilot books a day. The department buys a program.

The pilot

Airline, corporate, commercial and military pilots choosing training for themselves.

WHAT THEY NEED FROM THE SITE

The experience, the jet, the instructors, and a date to book.

The department

Flight departments and training organizations sending crews.

WHAT THEY NEED FROM THE SITE

Curriculum, safety case, group pricing and someone to talk to.

WHAT WE'D BUILD

A launch in four steps.

01

Brand

Name lockup, identity, voice and guidelines: premium, controlled and confident.

02

Launch site

Two doors, booking and inquiries, search-ready from day one.

03

Launch kit

Video, QR cards, a trade-show booth and a department sales deck.

04

Operations

Later: scheduling, waivers, pilot records and certificates in one system.

QUESTIONS FOR TODAY

Help us understand the mission.

01 Who is the first customer: individual pilots or departments?

03 When do you want to fly the first paying pilot?

05 Which approvals or partners shape how you sell?

02 Where is the jet based, and is it in hand?

04 What exists today: name, logo, domain, photos?

06 What does success look like a year from now?

HOW WE'D WORK TOGETHER

The Stable: your creative department, by the hour.

RECOMMENDED

The Stable

A monthly block of senior hours with a direct line to Dan. You set each month's priorities on a short call; we agree the hours before the work starts, and you see every one on your hub.

Pony

By the hour

A short list or a first project, with no commitment.



NEXT STEP

Your proposal is on this card.

Tap it with your phone: your welcome, your hub and the full proposal. Slide the hours to fit, and say yes when you're ready.

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