

Empresspreneur®

CROWNING
MEN AND
WOMEN
THAT REIGN
IN LIFE AND
BUSINESS.



BEHIND THE BRAND

WITH 26+ YEARS OF HOSPITALITY AND DESIGN EXPERIENCE, SKILLS IN GRAPHIC DESIGN, PHOTO EDITING, AI CREATION, EVENT PLANNING, AND A DEEP PASSION FOR CREATIVITY, LADY T BRINGS A BLEND OF FIRST-CLASS SERVICE AND INNOVATIVE ARTISTRY TO EVERY CLIENT'S JOURNEY.



LADY T SERVES AS THE CREATIVE DIRECTOR, GUIDING THE VISION, ART, AND STRATEGY FOR THE BUSINESS AND CLUB MEMBERS.

EMPRESSPRENEUR EXISTS TO EMPOWER BUSINESS PERSONS & ENTREPRENEURS WITH THE CONFIDENCE AND CLARITY TO OWN THEIR UNIQUE BRAND BRILLIANCE.



SERVICES

BRANDING & MARKETING

DESIGNING PRINTING AND POSTING:

GRAPHICS/LOGOS/WEBSITES

FLIERS

POSTERS

BROCHURES

BANNERS

BUSINESS CARDS

POWERPOINT PRESENTATIONS

INDOOR AND OUTDOOR SIGNS

PHOTOGRAPHY

VIDEOGRAPHY

AI CREATION

SOCIAL MEDIA MAINTENANCE (LINKEDIN, IG, FACEBOOK, ETC.)

MARKET RESEARCH

ORDERING MARKETING MATERIALS

MAINTAINING THEMED DECOR

EVENT PLANNING AND LOGISTICS:

DEVELOPING AND MAINTAINING BUDGET

SOURCING VENDORS

ORGANIZING DECOR, AND DECORATING

ORDERING FOOD AND BEVERAGES

SETUP AND BREAKDOWN

ON-SITE MANAGEMENT, EXECUTION AND OVERSEEING EVENTS FROM
START TO FINISH

EVENT PLANNING



OUR BRAND STORY

MISSION

TO SHARPEN SIGNATURE
STORIES THROUGH
MARKETING AND BRAND
DEVELOPMENT SERVICES.

VISION

A BOUTIQUE-NETWORK
FOR BUSINESS PERSONS
EMPOWERING BRAND
GROWTH THROUGH
MERCHANDISE AND
MARKETING.

VALUES

ROYAL EXCELLENCE
LEGACY LEADERSHIP
CREATIVE SOVEREIGNTY
COLLABORATIVE
EMPOWERMENT
IMPACT & INFLUENCE

THIS WOMAN HAD A DIFFERENT VISION. SHE BELIEVED THAT A BRAND SHOULD FEEL LIKE A CROWN, NOT A MASK. THAT WHEN BUSINESS PERSONS LEAD WITH THEIR TRUTH, THEY DON'T JUST SELL A PRODUCT, THEY CREATE A MOVEMENT. SHE SAW THAT STORYTELLING WASN'T JUST A TOOL BUT A STAGE WHERE THE BRAND COMMANDS ATTENTION.



VISUAL IDENTITY

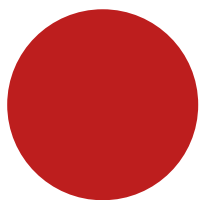
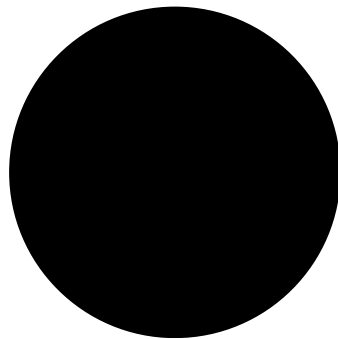
CROWN



MOOD BOARD



COLOR PALETTE



TYPOGRAPHY

Edwardian Script

TRAJAN

CONTACT



EMAIL

CUSTOMERSERVICE@EMPRESSPRENEUR.SHOP

WEBSITE

WWW.EMPRESSPRENEUR.SHOP

SOCIAL MEDIA

[HTTPS://WWW.INSTAGRAM.COM/EMPRESSPRENEURCLUB](https://www.instagram.com/empresspreneurclub)

[HTTPS://WWW.FACEBOOK.COM/GROUPS/EMPRESSPRENEURCLUB](https://www.facebook.com/groups/empresspreneurclub)

[HTTPS://WWW.TIKTOK.COM/@EMPRESSPRENEURCLUB](https://www.tiktok.com/@empresspreneurclub)

READY TO REIGN? TEXT OR CALL

213.278.7905



Empresspreneur

BRANDING CLUB



CROWNING MEN AND WOMEN THAT
REIGN IN LIFE AND BUSINESS

REGAL RIDES



ABOUT

REGAL RIDES WAS BORN FROM ONE SIMPLE IDEA: TRAVEL SHOULD FEEL LIKE AN ARRIVAL. WHAT STARTED AS A SINGLE CAR AND A SINGLE DRIVER WITH A FIERCE ATTENTION TO DETAIL TURNED INTO A TRANSPORTATION SERVICE BUILT AROUND ONE PROMISE – TREAT EVERY PASSENGER REGALLY.

REGAL RIDES COMBINES PUNCTUALITY WITH PRESENCE. OUR VEHICLES ARE IMMACULATE, OUR DRIVERS PROFESSIONAL AND DISCREET, AND OUR SERVICE IS DELIBERATELY HUMAN: WARM GREETINGS, HELPFUL SMALL TOUCHES, AND THE KIND OF RELIABILITY THAT REMOVES STRESS FROM EVERY TRIP. WE SERVE EXECUTIVES CATCHING FLIGHTS, FAMILIES CELEBRATING WEDDINGS, AND ANYONE WHO BELIEVES THEIR TIME AND COMFORT DESERVE RESPECT.

TODAY REGAL RIDES IS MORE THAN TRANSPORT, IT'S A STANDARD. EVERY BOOKING IS CURATED, EVERY ROUTE OPTIMIZED, AND EVERY PASSENGER TREATED AS THE VIP THEY ARE. WHETHER IT'S A DAILY COMMUTE OR A ONCE-IN-A-LIFETIME EVENT, REGAL RIDES TURNS MOVEMENT INTO AN EXPERIENCE WORTH REMEMBERING.

VISUAL IDENTITY

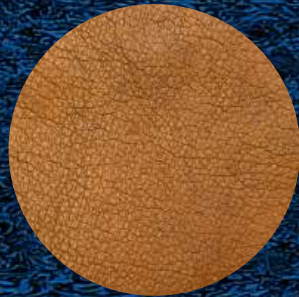
GOLD



NAVY



TAN



TYPOGRAPHY

BASKERVILLE

VISION

MISSION

TO ELEVATE EVERY RIDE INTO A DIGNIFIED, EFFORTLESS EXPERIENCE WHERE PUNCTUALITY, COMFORT, AND HUMAN WARMTH RULE THE ROAD.

VISION

A WORLD WHERE TRAVEL ALWAYS ARRIVES WITH EASE, AND EVERYONE ON THE MOVE FEELS RESPECTED, CARED FOR, AND –IN A WORD–REGAL.

BRAND PILLARS (WHAT WE DELIVER)

- DEPENDABILITY: ON-TIME EVERY TIME.
- COMFORT: CLEAN, CALM, THOUGHTFULLY EQUIPPED VEHICLES.
- PROFESSIONALISM: DRIVERS WHO ARE COURTEOUS, DISCREET, AND TRAINED.
- PERSONAL TOUCH: SMALL GESTURES THAT MAKE BIG MEMORIES.

BRAND PERSONALITY / VOICE

- WARMLY CONFIDENT – POLISHED BUT APPROACHABLE.
- CALM & ASSURED – UNRUFFLED COMPOSURE, PRACTICAL ELEGANCE.
- ATTENTIVE – NOTICES THE LITTLE THINGS THAT MAKE A TRIP SPECIAL.

TAGLINE

- ARRIVE

INSPIRATION



FOUNDER'S STORY

LOU DIDN'T START REGAL RIDES WITH A FLEET OF LUXURY VEHICLES OR A HIGH-RISE OFFICE. IN FACT, THE COMPANY WAS BORN FROM THE BACKSEAT OF A MODEST SEDAN AND A VISION FAR BIGGER THAN THE ROAD AHEAD.

RAISED IN A HARDWORKING FAMILY, LOU LEARNED EARLY THAT TRANSPORTATION ISN'T JUST ABOUT MOVING PEOPLE FROM POINT A TO POINT B, IT'S ABOUT HOW THEY FEEL ALONG THE WAY. WHETHER IT WAS DRIVING RELATIVES TO SPECIAL OCCASIONS OR OFFERING FRIENDS A SAFE RIDE HOME, LOU NOTICED THE SAME THING EVERY TIME: PEOPLE REMEMBER THE EXPERIENCE MORE THAN THE VEHICLE.

AFTER YEARS OF WORKING IN VARIOUS SERVICE JOBS – AND PICKING UP SIDE GIGS AS A DRIVER, LOU BEGAN TO SEE A GAP IN THE MARKET. TRANSPORTATION COULD BE FUNCTIONAL, FAST, AND FRIENDLY, BUT RARELY DID IT FEEL *REGAL*. LOU IMAGINED A SERVICE WHERE EVERY CLIENT WAS TREATED LIKE ROYALTY: PROMPT ARRIVALS, PRISTINE VEHICLES, PROFESSIONAL DRIVERS, AND THE KIND OF PERSONAL TOUCHES THAT MAKE EACH RIDE UNFORGETTABLE.

IN 2019, ARMED WITH ONE VEHICLE, A STRONG WORK ETHIC, AND A RELENTLESS COMMITMENT TO SERVICE, LOU FOUNDED *REGAL RIDES*. THE MISSION WAS CLEAR: ELEVATE TRANSPORTATION INTO AN EXPERIENCE THAT BLENDS COMFORT, RELIABILITY, AND LUXURY – WITHOUT LOSING THE WARMTH OF PERSONAL CONNECTION.

FOUNDER'S STORY

TODAY, REGAL RIDES IS TRUSTED FOR AIRPORT TRANSFERS, EXECUTIVE TRAVEL, WEDDINGS, AND MILESTONE CELEBRATIONS. LOU STILL BELIEVES IN THE SAME SIMPLE TRUTH THAT STARTED IT ALL: **EVERY PASSENGER DESERVES TO FEEL LIKE THE MOST IMPORTANT PERSON ON THE ROAD**.

WHAT BEGAN AS ONE DRIVER'S DREAM IS NOW A GROWING FLEET – BUT THE REAL ENGINE OF *REGAL RIDES* REMAINS THE SAME: LOU'S PASSION FOR TURNING EVERY TRIP INTO A FIRST-CLASS MEMORY.



FLEET





renaissance

REVIVING BEAUTY



Visual IDENTITY



Red: HEX 8B0000

Gold: Combo +E48D97

Typography: Custom

Brand STORY

Founded by visionary Viola, Renaissance was born from a desire to remind every individual that beauty is not just seen, it should be revived. In a world that often dictates trends, Viola sought to create a makeup brand that empowers people to reclaim their confidence and express their true selves. Each product is crafted to celebrate individuality, transform routine into ritual, and inspire the wearer to embrace their own Renaissance.

Tagline: Reviving Beauty





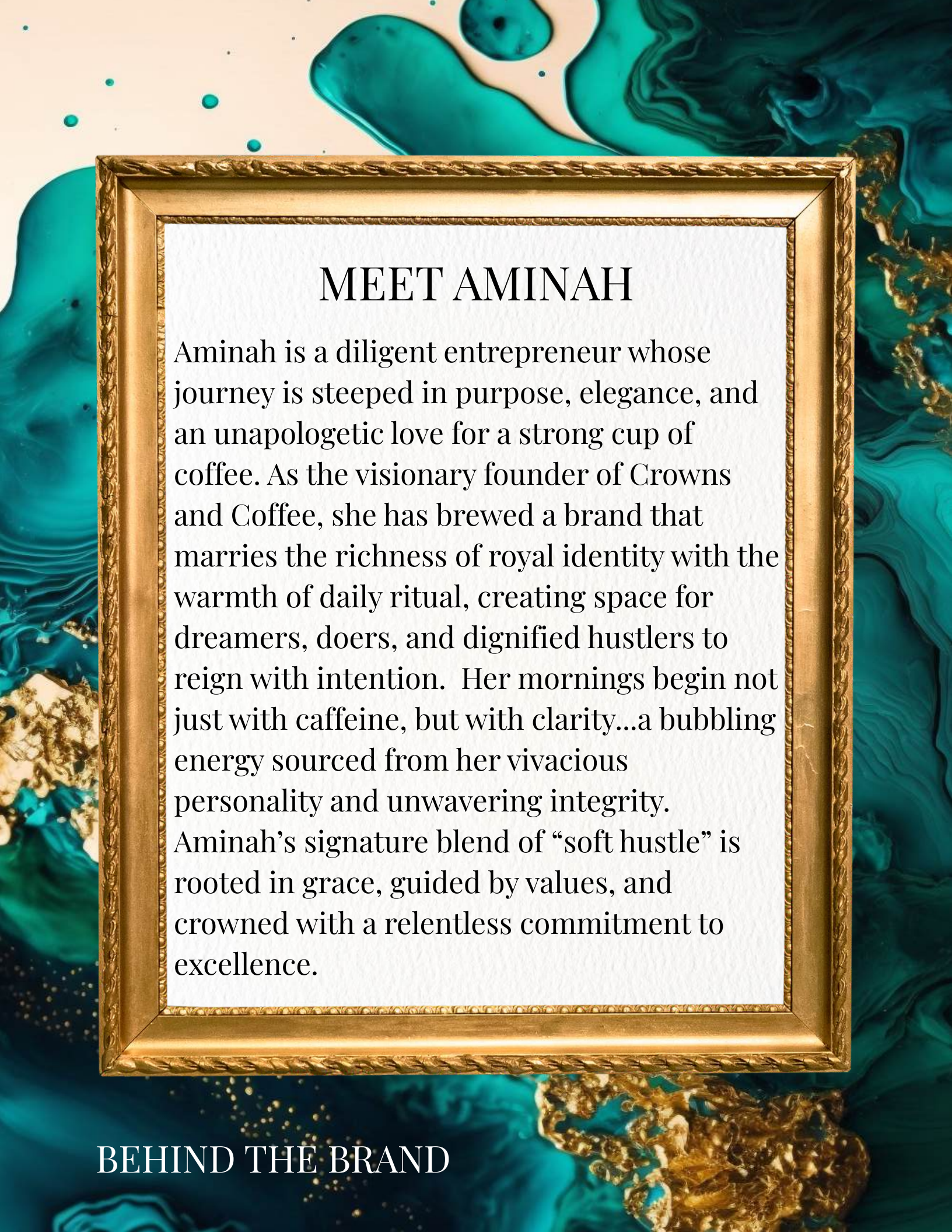
CROWNS & COFFEE



MEET THE FOUNDER



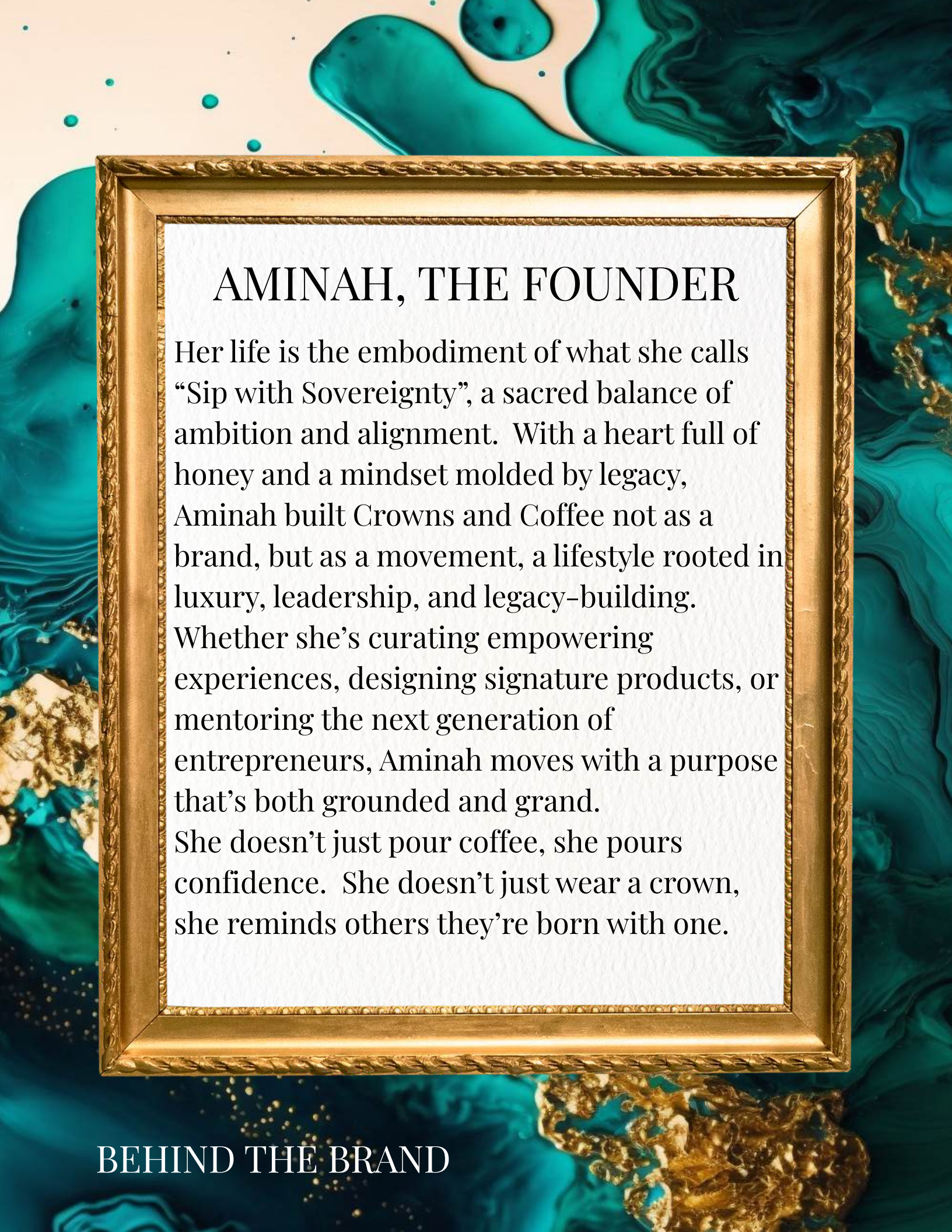
BEHIND THE BRAND



MEET AMINAH

Aminah is a diligent entrepreneur whose journey is steeped in purpose, elegance, and an unapologetic love for a strong cup of coffee. As the visionary founder of Crowns and Coffee, she has brewed a brand that marries the richness of royal identity with the warmth of daily ritual, creating space for dreamers, doers, and dignified hustlers to reign with intention. Her mornings begin not just with caffeine, but with clarity...a bubbling energy sourced from her vivacious personality and unwavering integrity. Aminah's signature blend of "soft hustle" is rooted in grace, guided by values, and crowned with a relentless commitment to excellence.

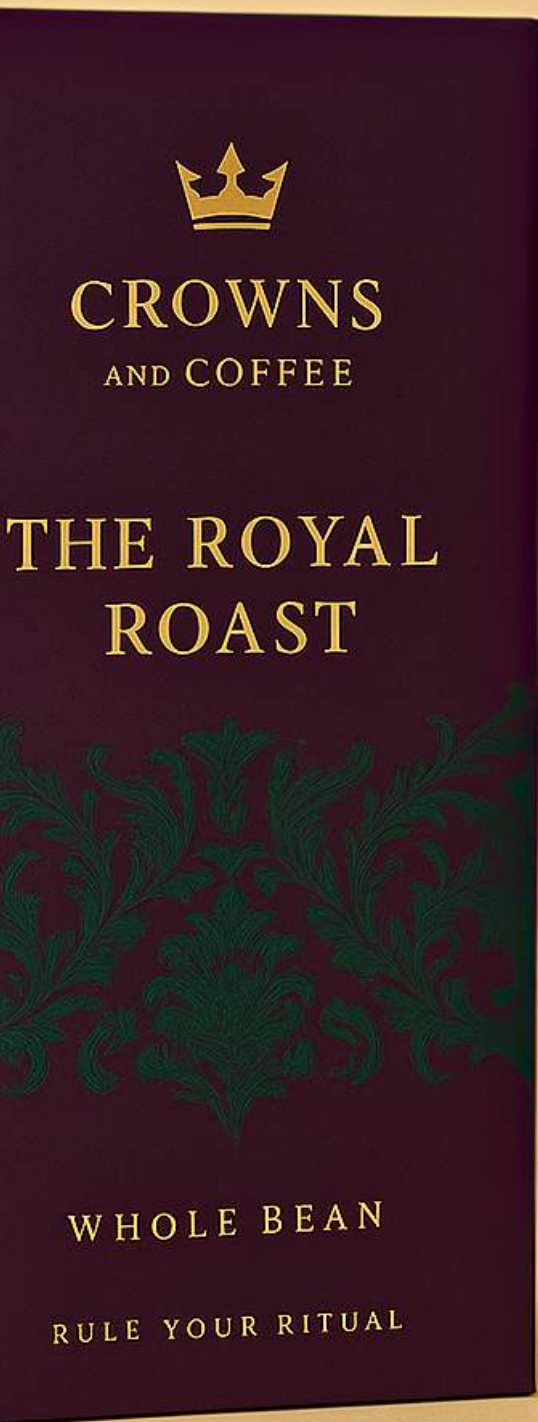
BEHIND THE BRAND



AMINAH, THE FOUNDER

Her life is the embodiment of what she calls “Sip with Sovereignty”, a sacred balance of ambition and alignment. With a heart full of honey and a mindset molded by legacy, Aminah built Crowns and Coffee not as a brand, but as a movement, a lifestyle rooted in luxury, leadership, and legacy-building. Whether she’s curating empowering experiences, designing signature products, or mentoring the next generation of entrepreneurs, Aminah moves with a purpose that’s both grounded and grand. She doesn’t just pour coffee, she pours confidence. She doesn’t just wear a crown, she reminds others they’re born with one.

BEHIND THE BRAND



PRODUCT SUITE & LOGO

LUXURY



ROYAL PURPLE
EMERALD GREEN CHAMPAGNE



MOOD BOARD

The background is a vibrant teal and gold marbled pattern, resembling liquid paint or stone. A thick, ornate gold frame with a rope-like texture is centered on the page. Inside the frame, the text "SIP WITH SOVEREIGNTY" is written in a white, serif font. The marbling features swirling teal and gold patterns, with some areas showing more gold than others.

SIP WITH SOVEREIGNTY

TAGLINE