



Leverage
P L A N N E R S

Leverage Planners Brand Kit

Brand Foundations

- **Mission & Values:** Our Dharma—our guiding mission—is to help people eliminate financial anxiety. When wealth confidence becomes the norm and a clear financial path is established for future generations, our Dharma will be fulfilled.
- **Voice & Tone:** Speak with purpose, and put people first, first-principles thinking—solving problems from the ground up based on fundamental truths, not outdated industry habits or mass opinion.
- **Audience Persona:** Blue Jean Millionaires
- **Positioning:** We believe in first-principles thinking—solving problems from the ground up based on fundamental truths, not outdated industry habits or mass opinion.

Logos

Main Logo



Main Logo + Motto



LP Phone + Web



LP + Phone



Main Logo White Letters



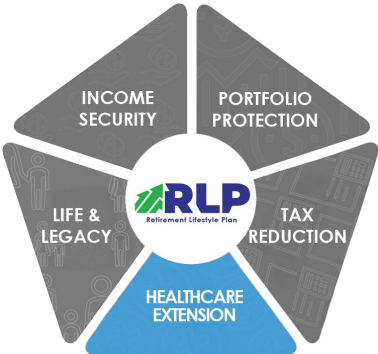
LPWM Transparent



Main Logo White Letters + Motto



RLP - 5 Pillars

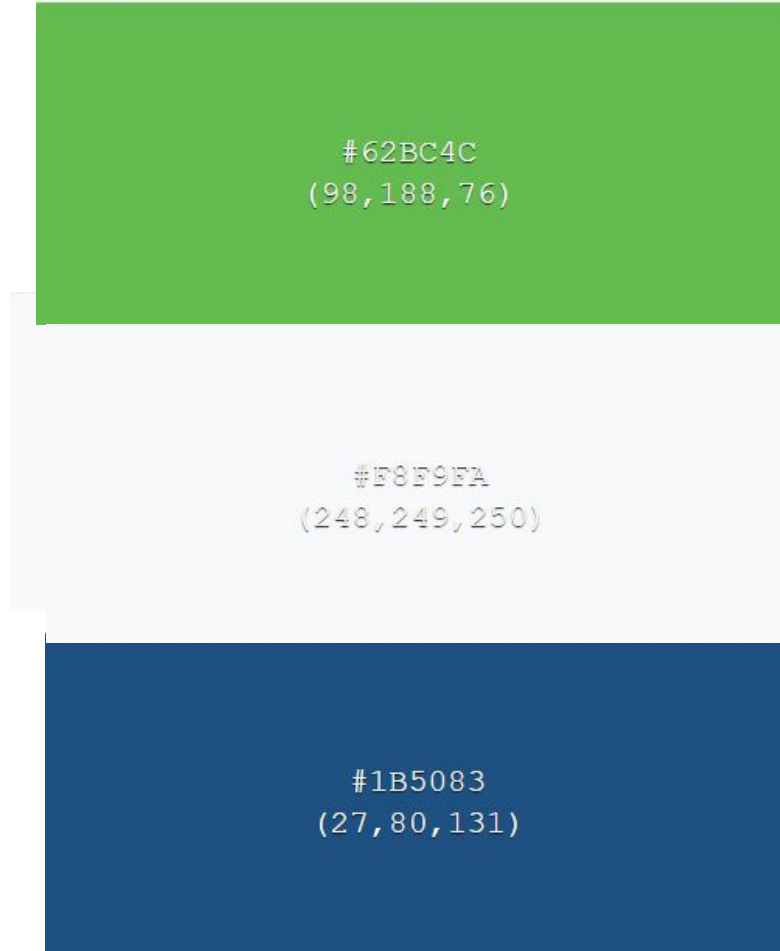


Color Palette

Green: 62bc4c

White: f8f9fa

Blue: 1b5083



Typefaces

- Century Gothic Pro Regular
- *Times New Roman Italic*
- Segoe UI (on Google use Noto Sans or Open Sans)
- Oxygen Sans Book

Usage Example

Header -> **Seqoe UI Bold (if using Google use Noto Sans or Open Sans)**

Sub Heading -> Oxygen Sans Book

Body Copy -> Segoe UI Normal

Jack McGovern Bio

Jack is a seasoned financial advisor with over 20 years of experience in sales and financial planning. Known for his client-first approach and ability to simplify complex financial topics, he helps individuals and families build lasting financial security. A third-generation Army veteran, Jack brings discipline, dedication, and a deep sense of service to every client relationship.



David Donhoff Bio

David brings over 30 years of experience in financial planning and investment management to Leverage Planners Wealth Management. As the founder of No Bull Financial—now Leverage Planners—he is committed to helping clients build, protect, and sustain their wealth. With a background in professional portfolio trading and degrees in business and psychology from San Diego State University, David combines strategic insight with a deep understanding of client behavior.

