OFFICIAL BRAND GUIDELINES

BRAND STANDARDS

Logos, colors, type and usage rules for The REKAP®.

Version 1.1 · November 7, 2026
Downloads: **thekapman.com/press/**
Media: **rekap@thekapman.com**

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Who this guide is for

Reporters, producers, sponsors, partners and designers who need to show The REKAP® correctly.

Get every file

Logos (SVG, PNG), colors (ASE, CSS, JSON), fonts, photos and the media fact sheet are in one download at **thekapman.com/press/**.

Questions

Email **rekap@thekapman.com**. We reply within 1 business day.

01 · WHO WE ARE

CHICAGO'S HOME FOR UNFILTERED SPORTS TAKES

The REKAP® is Chicago's YouTube home for unfiltered sports takes. Founded in 2022 by Chicagoland Sports Hall of Fame broadcaster David Kaplan and Emmy Award-winning producer Ryan "Guff" McGuffey, the channel posts a REKAP® after every Bears, Cubs, White Sox, Bulls and Blackhawks game, plus live weekday shows and 3 team podcasts, for 244K+ subscribers and 20M+ views.

244K+
YOUTUBE SUBSCRIBERS

20M+
YOUTUBE VIEWS

5,600+
VIDEOS PUBLISHED

5
CHICAGO TEAMS COVERED

HOW THE REKAP® SOUNDS

UNFILTERED

Kap says what Chicago fans are thinking, right after the final whistle.

CHICAGO FIRST

Bears, Cubs, White Sox, Bulls and Blackhawks. Every team, every game.

FAN POWERED

Live chat, comments and questions shape every show.

CREDIBLE

A Hall of Fame broadcaster and Emmy-winning producers behind every take.

We sound like

- Direct, passionate and honest
- A friend at the bar who knows the cap sheet
- Short sentences. Strong verbs. Real numbers (244K+, 20M+).
- Signed off with TAKE THAT!

We never sound like

- Corporate, stiff or full of jargon
- Mean-spirited toward fans or players' families
- Clickbait that the video doesn't deliver
- Anyone other than Kap and the team

THE PRIMARY LOGO



1. **The RE**
   Steel letters stacked on their side. They turn KAP into REKAP®.

2. **KAP**
   REKAP® Orange to Highlight Orange, left to right, letter by letter.

3. **One word: REKAP®**
   The mark is the primary logo and stands on its own. On thekapman.com it always appears without a name line.

The original lockup with the DAVID KAPLAN name line is a secondary logo for Kap's YouTube channel art only. It is custom lettering: always use the supplied files and never retype it in a font.

PICK THE RIGHT VERSION



Primary logo, full color
Our first choice. Use on black, dark photos and video.



Primary logo, full color (light)
For white and light backgrounds: print, articles and documents.



One-color white
On REKAP® Orange, busy photos or any background where color fights.



One-color black
For one-color print, newspapers, faxes and engraving.



Square avatar
Circle-safe 1024 px files for YouTube, X, Instagram, TikTok and podcast apps.



TAKE THAT! signature line
Kap's sign-off. Merch, end cards and social. Never inside the logo.



Secondary: lockup with name line
Kap's YouTube channel art only. Never on thekapman.com.

Where are the files?
Every version comes as SVG plus 3000 px and 1200 px PNG in the brand kit at thekapman.com/press/.

05 · CLEAR SPACE AND SIZE

GIVE IT ROOM



Keep clear space of **X** on every side, where X is the width of the stacked RE. No text, graphics or edges inside it.

Minimum sizes

Primary logo
48 px · 0.5 in wide

Avatar
32 px square

Secondary lockup
120 px · 1.25 in wide

Below the minimum size, use the square avatar files in the kit. The secondary lockup's name line becomes unreadable below 120 px, so use the primary logo instead.

PLEASE DON'T



Stretch or squash it



Change the colors



Rotate or tilt it



Add shadows, glows or effects



Place it on busy patterns or photos



Use the white logo on light backgrounds



Retype the logo in a font



Fade it or lower its opacity

And on thekapman.com, never add the DAVID KAPLAN name line under the logo. The website always shows the REKAP® mark on its own.

THE COLOR PALETTE

REKAP® Orange
#F7941D
RGB 247 148 29
CMYK 0 50 100 0

Highlight Orange
#FBB040
RGB 251 176 64
CMYK 0 35 85 0

Studio Black
#070708
RGB 7 7 8
CMYK 60 40 40 100

Steel
#8A8C91
RGB 138 140 145
CMYK 45 37 33 1

White
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Deep Orange
#E8760E
RGB 232 118 14
CMYK 4 64 100 0

Live Red
#FF3B30
RGB 255 59 48
CMYK 0 88 82 0

60% Studio Black | **30% White and Steel** | **10% Orange**

CMYK values are for coated print. Always proof before a final print run. Use HEX and RGB for screens.

APPROVED PAIRINGS

WHITE ON STUDIO BLACK

20.14:1 contrast AAA text

ORANGE ON STUDIO BLACK

8.83:1 contrast AAA text

BLACK ON REKAP® ORANGE

8.83:1 contrast AAA text

BLACK ON WHITE

20.14:1 contrast AAA text

STEEL ON STUDIO BLACK

5.98:1 contrast AA text

WHITE ON REKAP® ORANGE

2.28:1 contrast Avoid for text

Black on REKAP® Orange is the signature button. Never set body text in white on orange; it fails accessibility. Live Red is for LIVE indicators only.

09 · TYPOGRAPHY

TWO TYPEFACES. THAT'S IT.

DISPLAY · ANTON

TAKE THAT!

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Headlines, numbers and on-screen titles. Always uppercase. Free from Google Fonts.

TEXT · INTER

Every game.

Aa Bb Cc 0123456789 · Regular 400 · Bold 700 · ExtraBold 800

Body copy, captions, buttons and interface. Free from Google Fonts.

HEADLINE	EVERY CHICAGO TEAM. EVERY GAME.
SUBHEAD	**Kap's instant reaction after every final**
BODY	Both fonts are in the brand kit as TTF files, with their open font licenses.

WRITE IT RIGHT

WRITE IT LIKE THIS	NOT LIKE THIS
The REKAP®	~~The Recap, ReKap, Rekap, The ReKAP~~
REKAP®	~~Rekap, ReKap, re-kap, RE-KAP~~
David Kaplan ("Kap")	~~Dave Kaplan, David Kaplin, Kapp~~
Ryan "Guff" McGuffey	~~Ryan McGuffy, Ryan MacGuffey, Ryan Guff~~
REKAP® Lunch Hour / REKAP® Rush Hour	~~Recap Lunch Hour, The Rush Hour~~
Coffee w/ Kap	~~Coffee with Cap, Coffee W Kap~~
TAKE THAT!	~~Take that, Take That~~

® REKAP® is a registered U.S. trademark (Reg. No. 7,962,631) owned by David L. Kaplan. Use ® on first mention, right after the P with no space.

Aa REKAP® is always all capitals. Write "The REKAP®" for the brand and "a REKAP®" for one video.

Numbers are numerals with a plus: 244K+ subscribers, 20M+ views, 5,500+ videos.

@ Tag YouTube @rekapdavidkaplan, X and Instagram @thekapman, TikTok @thekapman4.

TAKE THAT!

TAKE THAT!

Kap's sign-off and the brand's rallying cry. Use it on merch, end cards and social. Keep it separate from the logo, never inside the lockup.



Square avatar files (1024 px) are circle-safe for YouTube, X, Instagram, TikTok and podcast apps. Use the black avatar first; the orange version is for placements that sit on black.

OFFICIAL PHOTOS



David Kaplan with the YouTube Silver Creator Award · Photo: The REKAP®



David Kaplan on The REKAP® set · Photo: The REKAP®

Real, high-energy and unmistakably Chicago. Credit every photo "Photo: The REKAP®". Don't crop through faces, add filters or place text over Kap's face.

BOILERPLATE AND FACTS

SHORT

The REKAP® is Chicago's YouTube home for unfiltered sports reactions, with 244K+ subscribers and a REKAP® after every Bears, Cubs, White Sox, Bulls and Blackhawks game.

LONG

The REKAP® is Chicago's YouTube home for unfiltered sports takes. Founded in 2022 by Chicagoland Sports Hall of Fame broadcaster David Kaplan and Emmy Award-winning producer Ryan "Guff" McGuffey, The REKAP® posts Kap's instant reaction after every Bears, Cubs, White Sox, Bulls and Blackhawks game. The lineup includes Coffee w/ Kap every morning, the live REKAP® Lunch Hour, REKAP® Rush Hour on the evening drive, Studio 41 Football REKAP® Live and the Cubs, White Sox and Bulls REKAP® podcasts. With 244K+ subscribers, 20M+ views and 5,600+ videos, the channel earned the YouTube Silver Creator Award in 2023. Learn more at thekapman.com.

Founded	**2022, Chicago**
Founder and host	**David Kaplan ("Kap")**
Co-founder	**Ryan "Guff" McGuffey**
YouTube	**244K+ subscribers · 20M+ views**
Library	**5,600+ videos**
Teams	**Bears, Cubs, White Sox, Bulls, Blackhawks**
Podcasts	**Cubs, White Sox and Bulls REKAP®**
Honor	**YouTube Silver Creator Award (2023)**
Website	**thekapman.com**

MEDIA AND BRAND QUESTIONS

Email **rekap@thekapman.com** or use the form at **thekapman.com/contact**.

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