



USMA Internal Art Sheet

Current Revision Date: 7/13/15

Verbiage

United States Military Academy ®	Long Gray Line ®
USMA ®	Black Knights ®
West Point ®	Go Army ™
Army ®	Beat Navy ™
Army West Point ™	All For the Corps ™
Duty Honor Country ®	

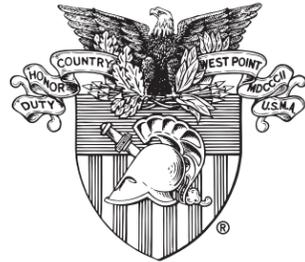
Established: 1802	Location: West Point, NY	Nickname: Black Kinights
Mascot Name: Army Mule	Conference: Patriot League (exept hockey/wrestling), Football Independent	

Gold	Black	Gray	White
PANTONE 467 MADEIRA: 1738 RA: 1260	PANTONE PROCESS BLACK C MADEIRA: 1000 RA: 2296	PANTONE COOL GRAY 5 MADEIRA: 1011 RA: 2592	WHITE MADEIRA: 1002 RA: 2297

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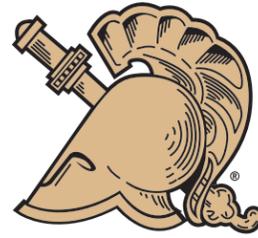
Crest Marks



Word Mark

UNITED STATES MILITARY ACADEMY
WEST POINT®

Athena Helmet



* Kicking Mule



Athletics Marks

Athena Shield Marks



ARMY WEST POINT™

Classic A



United States Military Academy Preparatory School Marks

* USMAPS Mark



* Swiss A



Additional Pertinent Information

- West Point Crest permitted on products for resale
- No alterations to West Point Crest permitted
- No overlaying/intersecting graphics to West Point Crest permitted
- University licenses consumables
- University licenses health and beauty products
- Unviersity permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other permitted
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

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