



OFFICE OF THE SUPERINTENDENT
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK 10996-5000

MACS

MEMORANDUM FOR ALL United States Military Academy (USMA) Personnel and West Point Tenant Units

SUBJECT: Command Policy Letter – Trademark Management Policy & Procedures – *Internal Use*

1. PURPOSE. The policies and guidance in this paper are promulgated by the Department of Defense (DoD) and USMA Trademark Licensing Program, respectively. This paper is presented by type of use – *official* or *unofficial* use – by USMA directorates, activities, staff, faculty, cadets, and other personnel. Please refer to the appropriate section for a summary of applicable policies *after* you have reviewed the preliminary restrictions (paragraph 4a).

2. USMA's trademark program was formally established to protect and license our institutional names and identifying marks ("*indicia*"). Keep in mind that our *indicia* includes but is not limited to words, slogans, names, abbreviations, seals, crests, emblems, insignia, designs, symbols, logos, images, and/or distinctive landmarks.

3. USMA's *indicia* are registered with the United States Patent and Trademark Office (USPTO) and/or protected under State and common law. Although our *indicia* are property of the United States Army, they managed locally by the USMA Licensing Director. The Collegiate Licensing Company (CLC) administers the USMA Trademark Licensing Program through contracted agreement.

4. POLICY: Express permission ("license") is required to reproduce our *indicia* for any purpose. The following provisions identify licensed internal use. Uses not expressly permitted by these policy provisions require authorization from the USMA Licensing Director at licensing@usma.edu.

a. **Preliminary restrictions for any use of USMA *indicia* by internal user:**

(1) The following use of our *indicia* is strictly prohibited: use that promotes or suggests *discrimination* based on race, color, national origin, gender, age, or disability; use promotes, supports, or endorses *political activity, ideological movements, religious beliefs, or specific interpretations of morality*; or use that is contrary to *community relations* objectives.

(2) USMA reserves the right to *deny licensing* of any item which is perceived as inconsistent with our image and mission. For this reason, we generally do not license inherently dangerous products, such as firearms, explosives, and fuels; distilled alcohol and malt beverages; tobacco products; religious items; games of chance; sexually-suggestive products; and obscene or disparaging products and services. As a limited exception, *firearms* may be licensed for the USMA Pistol team and Graduating Classes.

(3) Our indicia must be reproduced in accordance with our *brand standards*. Approved encapsulated postscript files (EPS), suitable for high quality printing, and tagged image files (TIF) are available for design production at <https://www.usma.edu/trademark>.

(a) While our indicia may vary in size, they may never be altered. *Modification* includes but is not limited to: rotating, shifting, or tilting; altering alignment, relative size, typeface, or style (e.g., stretching and skewing); applying transparency, gradient, shadow, glow, bevel, or emboss; rearranging individual elements; cropping; and using any element in isolation (i.e., without other elements that belong to the same image).

(b) Use of our indicia, or elements thereof, to create a unique logo, symbol, or crest constitutes modification. *Personalization* of our indicia is prohibited, unless otherwise permitted below (e.g., academic departments, clubs or forums).

(c) Use of third party logos in conjunction with our indicia is prohibited without express written authorization by the Licensing Director. When so approved, *stand-off spacing* is required between our indicia and any other image or design. A minimum of 1/4 inch space around USMA's indicia (in the shape of a square; not the outline of the indicia) is typically required as a graphic boundary. Given variations in spacing requirements specific to individual designs, express written authorization by the Licensing Director is required for any *co-branded* or similar events, activities, and operations.

(d) Appropriate *trademark symbols* (® or ™) should be used on all USMA indicia in logo format, and on the first or most prominent use in text or copy.

(e) Reproduction must conform to the Pantone Matching System (PMS). Our *official colors* are Black (Pantone Process Black), Gold (Pantone 467C), Gray (Pantone Cool Gray 5C), and White (no ink). Express written authorization by the Licensing Director is required for to reproduce the mark itself in any other color (as opposed to reproducing the mark *on* an item of another color).

(5) Items bearing our indicia must be produced by a *licensed vendor*, even when royalties are not charged (due to internal use). A list of approved licensees is available at <https://www.usma.edu/trademark>.

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(6) Prior to third party reproduction and manufacture, final art designs and detailed product descriptions must be reviewed and approved. Submit required materials to licensing@usma.edu. The following *standards* are applied during review and approval: designs must be of high quality and appropriately portray USMA's image; mark selection must be appropriate to use (e.g., athletic marks are limited to athletic activities); marks shall not be incorporated into, or dominated by, other marks; and use and placement of marks do not create the appearance or suggestion of official endorsement.

b. **For official use by USMA directorates, activities, staff, faculty, and cadets:**

(1) Unless otherwise restricted below, you may reproduce the following marks, logos, and verbiage ("indicia") in support of official USMA events, activities, and operations (e.g., business cards, letterhead, mastheads): the images of the WEST POINT CREST and INSTITUTIONAL LOGO; and the verbiage WEST POINT, UNITED STATES MILITARY ACADEMY, USMA, LONG GRAY LINE, DUTY HONOR COUNTRY, ALL FOR THE CORPS, and ARMY.

(a) The INSTITUTIONAL LOGO (formerly known as the WEST POINT WORDMARK) is limited to official use only.

(b) Use of *reserved marks*, including the KICKING MULE, BLACK KNIGHT, ARMY SWORD, WEST POINT SWORD, and SWISS A, require express authorization by the Licensing Director. The CLASS CRESTS are licensed for use by their respective classes and require permission from the relevant class leadership for use.

(c) Events directly related to *Army West Point athletics* (e.g., tailgates) regardless of the host activity (e.g., Dean, Garrison) may use the ATHENA SHIELD, CADET STENCIL, and CLASSIC A in connection with those events.

(d) **Dean** (e.g., academic departments and centers) should use the ATHENA HELMET as a primary mark for their events, activities, and operations. Those activities may include identifying information, so long as *personalization is limited to the ring surrounding the ATHENA HELMET*.

(e) **United States Corps of Cadets (USCC)** (e.g, SCPME, DMI, DPE), other than Directorate of Cadet Activities (DCA), should use the ATHENA HELMET as a primary mark for their events, activities, and operations. Those activities may include identifying information, so long as *personalization is limited to the ring surrounding the ATHENA HELMET*.

(f) **Directorate of Cadet Activities (DCA)** events, activities, and operations related to competitive, military, hobby, and support clubs and forums should use the ATHENA SHIELD as a primary mark, and the CADET STENCIL or CLASSIC A as

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secondary marks, for their events, activities, and operations. Those clubs may include identifying information, so long as *personalization is limited to the band of text below the ATHENA SHIELD or CADET STENCIL*. To ensure consistency within DCA, *uniforms and/or other apparel designs must be reviewed and approved by the Licensing Director prior to production*.

(g) **DCA** events, activities, and operations related to academic, religious, and diversity clubs and forums should use the ATHENA HELMET as a primary mark for their events, activities, and operations. Those clubs may include identifying information, so long as *personalization is limited to the ring surrounding the ATHENA HELMET*. To ensure consistency within DCA, *uniforms and/or other apparel designs must be reviewed and approved by the Licensing Director prior to production*.

(h) **Directorate of Admissions (DAD)** should use the ATHENA HELMET as a primary mark for their events, activities, and operations. *Identifying information, however, may include “The Corps Starts Here” within the ring surrounding the ATHENA HELMET*.

(i) **United States Military Academy Preparatory School (USMAPS)** should use the SWISS A or ARMY SWORD as primary marks for their events, activities, and operations. Given NCAA guidance to distinguish USMAPS from USMA, the use of any other indicia must be reviewed and approved by licensing@usma.edu.

(j) **United States Army Garrison – West Point (USAG-WP)** should use the ATHENA HELMET as a primary mark for their events, activities, and operations. Those activities may include identifying information, so long as *personalization is limited to the ring surrounding the ATHENA HELMET*.

(k) **Tenant activities** (e.g., Keller Army Community Hospital) may use the ATHENA HELMET as a primary mark for their events, activities, and operations. Those activities may include identifying information, so long as *personalization is limited to the ring surrounding the ATHENA HELMET*.

c. For unofficial use by USMA directorates or activities, and staff, faculty, or cadets:

(1) The policies and guidance identified in this paper relate to your *unofficial* use as *individual* personnel at USMA. Keep in mind that external use policies and guidance may apply when you are acting as a member, or on behalf of a private organization. Other restrictions also apply to your operation of a home-based business, or crafting of hand-made and consumable items. Please refer to <https://www.usma.edu/trademark> for more information.

(2) You must obtain express authorization from the Licensing Director for the *offer or sale* of any items bearing our indicia, whether or not a profit is realized, as well

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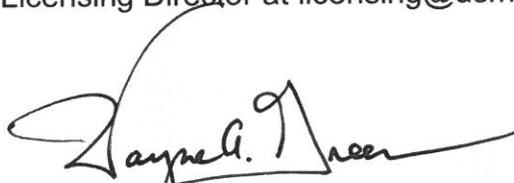
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as the use of our indicia to promote events and activities which include *commercial sponsorship and/or fundraising*.

(3) The following standards are applied during review and approval: designs must be of high quality and appropriately portray USMA's image; mark selection must be appropriate to use (e.g., athletic marks are limited to athletic activities); marks shall not be incorporated into or dominated by other designs or images; and use/placement of marks do not create the appearance or suggestion of official endorsement.

5. This policy memorandum will remain in effect until superseded or rescinded.

6. The point of contact is the USMA Licensing Director at licensing@usma.edu or 845-938-8762.

A handwritten signature in black ink, appearing to read "Wayne A. Green". The signature is fluid and cursive, with a large initial "W" and a long horizontal stroke extending to the right.

WAYNE A. GREEN
Colonel, U.S. Army
Chief of Staff