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- Long Gray Line®
- All for the Corps™
- Go Army™
- Beat Navy™
- Black Knights®
- Army Black Knights™
- West Point Prep Black Knights™

Colors
- Army Black (Pantone Process Black)
- Army Gold (Pantone 467)
- Army Gray (Pantone Cool Gray 5)

Entertainment Services
- Knight Vision™
- Sports Network™
- Event Staff™
- Media Relations™