


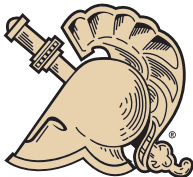








APPENDIX B

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MARCH 29, 2012

U.S. MILITARY ACADEMY BLACK KNIGHTS



<p>CAPEMAN 1</p> 	<p>ATHENA HELMET 2</p> 	<p>KICKING A MULE 3</p> 
<p>SECONDARY MARK</p> <p>Licensees can modify the marks below to include any sport name, club name, or academic department within the sword using the approved font.</p>		
<p>4</p> 	<p>5</p> 	<p>6</p> 
<p>7</p> <p>SWISS "A"</p> 	<p>8</p> 	<p>9</p> <p>CLASSIC "A"</p>  <p>10</p> <p>WEST POINT CREST</p>  <p>The use of this logo requires a special license and a 12% royalty.</p>

<p>VERBIAGE</p> <table border="0"> <tr> <td>United States Military Academy ®</td> <td>Army Football</td> </tr> <tr> <td>U. S. Military Academy ®</td> <td>Army Sprint Football™</td> </tr> <tr> <td>USMA ®</td> <td>Army Golf™</td> </tr> <tr> <td>West Point ®</td> <td>Army Gymnastics™</td> </tr> <tr> <td>Duty, Honor, Country ®</td> <td>Army Hockey™</td> </tr> <tr> <td>The Long Gray Line ®</td> <td>Army Lacrosse™</td> </tr> <tr> <td>Black Knights ®</td> <td>Army Rifle™</td> </tr> <tr> <td>Army Black Knights™</td> <td>Army Soccer™</td> </tr> <tr> <td>Go Army™</td> <td>Army Softball™</td> </tr> <tr> <td>Beat Navy™</td> <td>Army Swimming™</td> </tr> <tr> <td>Army Rabble Rousers™</td> <td>Army Track™</td> </tr> <tr> <td>Army Baseball™</td> <td>Army Volleyball™</td> </tr> <tr> <td>Army Basketball™</td> <td>Army Wrestling™</td> </tr> <tr> <td>Army Cross Country™</td> <td>Army Cheerleading™</td> </tr> <tr> <td>Army Diving™</td> <td>All For the Corps™</td> </tr> </table> <p>West Point may replace Army.</p>	United States Military Academy ®	Army Football	U. S. Military Academy ®	Army Sprint Football™	USMA ®	Army Golf™	West Point ®	Army Gymnastics™	Duty, Honor, Country ®	Army Hockey™	The Long Gray Line ®	Army Lacrosse™	Black Knights ®	Army Rifle™	Army Black Knights™	Army Soccer™	Go Army™	Army Softball™	Beat Navy™	Army Swimming™	Army Rabble Rousers™	Army Track™	Army Baseball™	Army Volleyball™	Army Basketball™	Army Wrestling™	Army Cross Country™	Army Cheerleading™	Army Diving™	All For the Corps™	<p>GENERAL INFORMATION</p> <table border="0"> <tr> <td>LOCATION: WEST POINT, NY</td> <td>ESTABLISHED DATE: 1802</td> </tr> <tr> <td>MASCOT: BLACK KNIGHTS</td> <td>CONFERENCE: PATRIOT LEAGUE (except Hockey & Wrestling)</td> </tr> <tr> <td>MASCOT NICKNAME: N/A</td> <td>FOOTBALL CONFERENCE: INDEPENDENT</td> </tr> </table> <p>CREST COLORS</p> <p>CREST BLUE PANTONE 286 CREST GOLD PANTONE 109 CREST GREEN PANTONE 339 CREST RED PANTONE 199 CREST BROWN PANTONE 470 CREST BLACK PANTONE PROCESS BLACK</p>	LOCATION: WEST POINT, NY	ESTABLISHED DATE: 1802	MASCOT: BLACK KNIGHTS	CONFERENCE: PATRIOT LEAGUE (except Hockey & Wrestling)	MASCOT NICKNAME: N/A	FOOTBALL CONFERENCE: INDEPENDENT
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<p>DCA MARK</p> 	<p>CUSTOM LETTERS AND NUMBERS 11</p> <p>13</p> <p>ABCDEFGHIH IJKLMNOPQR STUVWXYZ 0123456789</p>
<p>WORD MARK</p> <p>12</p> 	<p>14</p> <p>ABCDEFGHIH IJKLMNOPQR STUVWXYZ 0123456789</p>

<p>COLOR INFORMATION</p> <p>You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</p>										
<p>SCHOOL COLORS</p> <p>GOLD GRAY BLACK WHITE</p>	<p>PANTONE COLORS</p> <p>PANTONE 467 PANTONE COOL GRAY 5 PANTONE PROCESS BLACK WHITE</p>	<p>THREAD COLORS</p> <table border="0"> <tr> <td>MADEIRA 1738</td> <td>RA 1260</td> </tr> <tr> <td>MADEIRA 1011</td> <td>RA 2592</td> </tr> <tr> <td>BLACK</td> <td>BLACK</td> </tr> <tr> <td>WHITE</td> <td>WHITE</td> </tr> </table>	MADEIRA 1738	RA 1260	MADEIRA 1011	RA 2592	BLACK	BLACK	WHITE	WHITE
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WHITE	WHITE									
<p>GOLD</p>	<p>GRAY</p>	<p>BLACK</p>								

<p>ADDITIONAL PERTINENT INFORMATION</p>																										
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