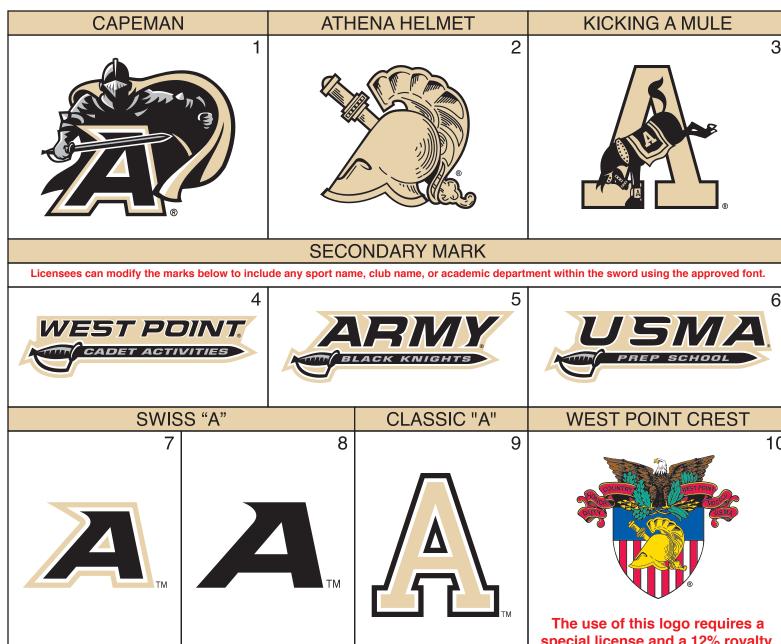
JUNE 28, 2012

U.S. MILITARY ACADEMY BLACK KNIGHTS





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COLOR INFORMATION							
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SCHOOL COLORS	PANTONE COLORS	RS THREAD COLORS					
GOLD GRAY BLACK WHITE	PANTONE 467 PANTONE COOL GRAY 5 PANTONE PROCESS BLACK WHITE	MADEIRA 1738 RA 1260 MADEIRA 1011 RA 2592 BLACK BLACK WHITE WHITE					
GOLD	GRAY	BLACK					

VERBIAGE		GENERAL INFORMATION		
U. S. Military Academy ® USMA ® West Point ® Duty, Honor, Country ® The Long Gray Line ® Black Knights ® Army Black Knights ™ Go Army ™ Beat Navy ™ Army Rabble Rousers ™ Army Baseball ™ Army Basketball ™ Army Cross Country ™	Army Football Army Sprint Football™ Army Golf™ Army Gymnastics™ Army Hockey™ Army Lacrosse™ Army Rifle™ Army Soccer™ Army Softball™ Army Swimming™ Army Track™ Army Volleyball™ Army Wrestling™ Army Cheerleading™ All For the Corps™	CREST BLUE PAI CREST GOLD PA CREST GREEN P CREST RED PAN CREST BROWN I	NTONE 109 PANTONE 339 TONE 199	

WORD MARK

UNITED STATES MILITARY ACADEMY

WEST DOTNIT

CUSTOM LETTERS AND NUMBERS

ABCDEFGH
IJKLMNDPQR
STUVWXYZ
0123456789

ABCDEFGH
IJKLMNDPQR
5TUVWXYZ
0123456789

ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
 West Point Crest permitted on products for resale: 	<u>X</u>		
 Alterations to West Point Crest permitted: 		<u>X</u>	
· Overlaying / intersecting graphics permitted with W.P. Crest:		<u>X</u>	
 University licenses consumables: 	<u>X</u>		
 University licenses health & beauty products: 	<u>X</u>		
 University permits numbers on products for resale: 	<u>X</u>		
Mascot caricatures permitted:	X		
Cross licensing with other marks permitted:	\overline{X}		

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- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Difference in letters and numbers current Boxes #16 & 17 is that numbers in Box 16 are outlined in Gold.