

U.S. MILITARY ACADEMY BLACK KNIGHTS



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

VERBIAGE	GENERAL INFORMATION
United States Military Academy ® 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 Diving™	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™
	LOCATION: WEST POINT, NY MASCOT: BLACK KNIGHTS MASCOT NICKNAME: N/A ESTABLISHED DATE: 1802 CONFERENCE: PATRIOT LEAGUE (except Hockey & Wrestling) FOOTBALL CONFERENCE: INDEPENDENT
	CREST COLORS
	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
<small>West Point may replace Army.</small>	

WORD MARK	
UNITED STATES MILITARY ACADEMY <hr/> WEST POINT®	11
CUSTOM LETTERS AND NUMBERS	
ABCDEFGH IJKLMNOPQR STUVWXYZ 0123456789	12
ABCDEFGH IJKLMNOPQR STUVWXYZ 0123456789	13

COLOR INFORMATION			
<small>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.</small>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
GOLD GRAY BLACK WHITE	PANTONE 467 PANTONE COOL GRAY 5 PANTONE PROCESS BLACK WHITE	MADEIRA 1738 MADEIRA 1011 BLACK WHITE	RA 1260 RA 2592 BLACK WHITE
GOLD	GRAY	BLACK	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• West Point Crest permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to West Point Crest permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with W.P. Crest:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's 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.			_____
• Difference in letters and numbers current Boxes #16 & 17 is that numbers in Box 16 are outlined in Gold.			_____

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