

APPENDIX A
Trademark Management Policy & Procedures – External Use

1. **Royalty-free use** of the Indicia specified herein is limited to routine, non-commercial use by closely-affiliated organizations (but not for the benefit of *individuals* in those organizations).
2. Use of USMA Indicia which exceeds routine business operations, including the offer or sale of any item (whether or not a profit is realized) and/or promotion of *sponsorship or fundraising activity*, requires express authorization from the USMA Licensing Director at licensing@usma.edu. This constraint applies regardless of whether fundraising is a routine business activity for closely-affiliated organizations (e.g., West Point Association of Graduates).
3. The use of Licensed Indicia is limited as follows:
 - a. Use of the ATHENA SHIELD, CADET STENCIL, CLASSIC A, and ARMY is limited to events and activities directly related to Army West Point Athletics (e.g., tailgates).
 - b. Use of other USMA Indicia requires express authorization from the USMA Licensing Director at licensing@usma.edu.
4. The following **disclaimer** must *prominently* feature in all of your organization's operations which feature the authorized USMA Indicia – especially *in conjunction with any duly approved fundraising activity or membership drives*:

DISCLAIMER: This private organization is a non-federal entity and not an official activity of the United States Military Academy. It is not endorsed, recommended, or favored by the United States government. The views and opinions expressed by this organization do not necessarily state or reflect those of the United States Military Academy, Department of the Army, or Department of Defense.
5. The following use of USMA 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.
6. USMA reserves the right to **deny licensing** of any item which is perceived as inconsistent with USMA's image and mission. For this reason, USMA generally does 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 (with a limit of one licensed item per authorized recipient).
7. USMA Indicia must be reproduced in accordance with USMA **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 USMA 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 USMA Indicia, or elements thereof, to create a *unique logo, symbol, or crest* constitutes modification. **Personalization** of USMA Indicia is limited to the following: *identifying information may be placed in a ring which encircles the WEST POINT CREST*, similar to the image below:



c. Use of other designs in conjunction with USMA Indicia is prohibited without express written authorization by the Licensing Director. When so approved, **stand-off spacing** is required between USMA Indicia and any other image or design. A minimum of 1/4 inch space around USMA 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 USMA Licensing Director is required for any co-branded or similar events, activities, and operations.

d. Appropriate **trademark notice 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 USMA 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).

f. Items bearing USMA Indicia must be produced by a **licensed vendor**, even when royalties are not charged and/or items are offered at-cost. A list of *approved licensees* is available at <https://www.usma.edu/trademark>.

g. 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.