



SPORTS RELEASE

ARMY WEST POINT ATHLETICS

Office of Athletic Communications | 639 Howard Road | West Point, NY 10996 | (845) 938-3303 | FAX: (845) 446-2556
GoArmyWestPoint.com | [Twitter.com/ArmyWestPoint](https://twitter.com/ArmyWestPoint) | [Facebook.com/ArmyWestPoint](https://facebook.com/ArmyWestPoint) | [Instagram @ArmyWestPoint](https://instagram.com/ArmyWestPoint)

For Immediate Release (April 13, 2015)
Contact: Ryan Yanoshak (845-938-7197)

Army West Point Athletics Rebrand

The points below will assist in your coverage of Army West Point Athletics

LOGO

Athena Shield should be used in all cases. The Classic A remains as a secondary mark. All other marks have been retired.

NAME

CORRECT: Army West Point when referring to any of the 28 NCAA teams

INCORRECT: Army or West Point

MISC: Army West Point will not be practical for every situation. In some cases, just Army is appropriate, including Go Army and the Army-Navy Game presented by USAA.

NICKNAME

CORRECT: Army West Point will continue to be referred to as the Black Knights

SECONDARY: Cadets can be used as a secondary reference

COLORS

The official colors have not changed. The proper color usage for Army West Point remains Pantone 467 C (gold); Process Black C and Cool Gray 5 C.

FONT

Army West Point will use United Sans Regular Bold as a headline, Calibri as a body font and the newly created Army West Point Stencil font for specialty situations.

SOCIAL MEDIA

All Army West Point social media handles now reflect Army West Point. The primary athletic Twitter handle is @GoArmyWestPoint. To view all social media accounts visit goARMYsports.com/socialmediacentral.

WEB SITE

For the next two months, goARMYsports.com will continue to serve as the web home of the Black Knights. On July 1, the home page will be GoArmyWestPoint.com.