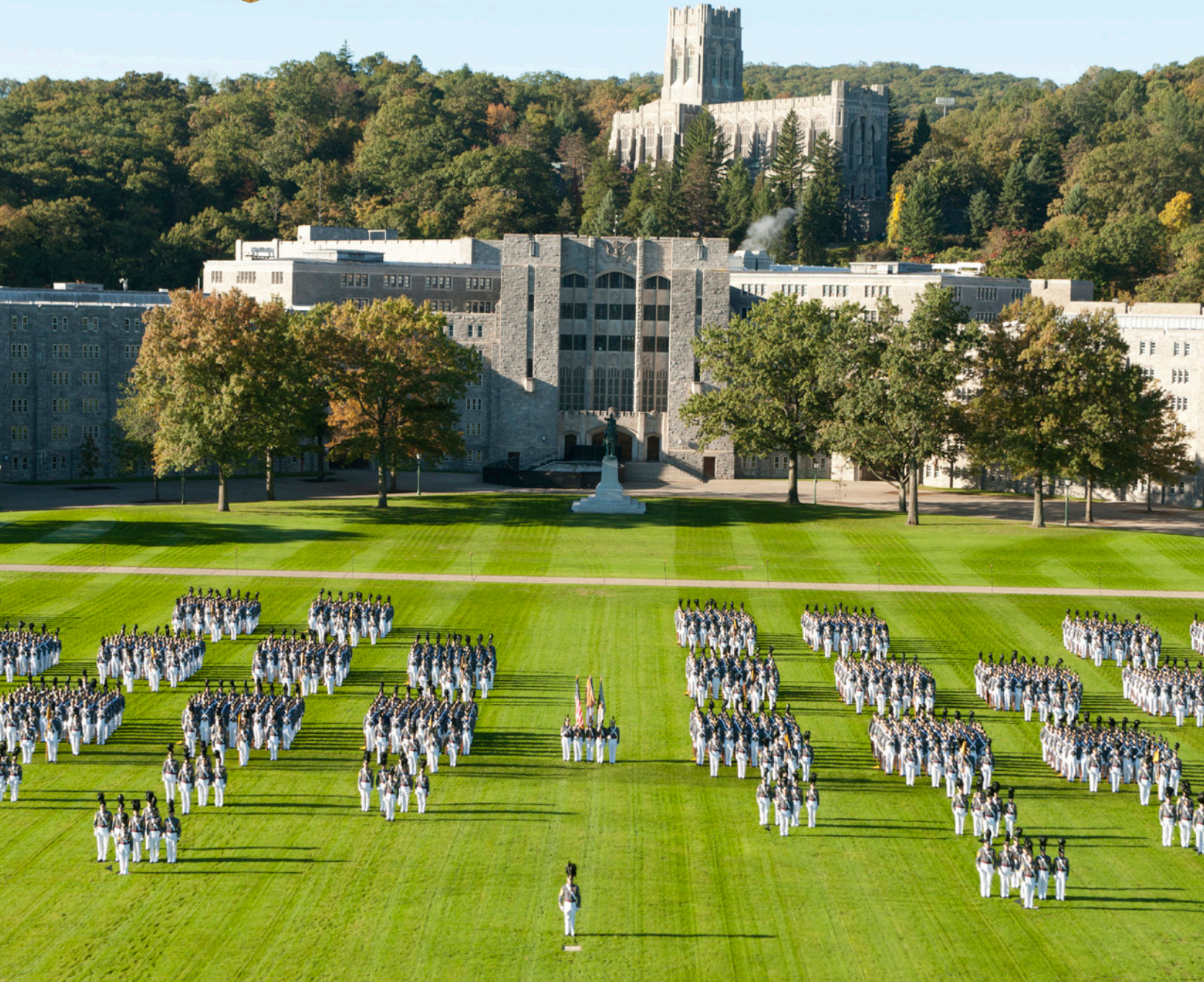




UNITED STATES MILITARY ACADEMY
WEST POINT.[®]



PUBLICATION STANDARDS MANUAL
STYLE GUIDE





THE UNITED STATES MILITARY ACADEMY MISSION

“TO EDUCATE, TRAIN AND INSPIRE THE CORPS OF CADETS SO THAT EACH GRADUATE IS A COMMISSIONED LEADER OF CHARACTER COMMITTED TO THE VALUES OF DUTY, HONOR, COUNTRY AND PREPARED FOR A CAREER OF PROFESSIONAL EXCELLENCE AND SERVICE TO THE NATION AS AN OFFICER IN THE UNITED STATES ARMY.”





TABLE OF CONTENTS

6 INTRODUCTION

- 6 OUR BRAND
- 6 HOW TO USE THIS MANUAL
- 6 PUBLICATION PLANNING
- 6 COMPLIANCE MONITORING

7 NAMING GUIDELINES

- 7 WHAT'S IN A NAME?
- 7 STANDARD USE
- 7 KNOWING THE DIFFERENCE

10 COLLEGIATE LICENSING

- 10 OWNERSHIP
- 10 ATHLETIC MARKS
- 10 CADET CLUB MARKS
- 10 USMAPS MARK
- 10 MARKS AUTHORIZED FOR GENERAL USE
- 10-11 COLLEGIATE LICENSED ICONOGRAPHY EXAMPLES

12 VISUAL ELEMENTS

- 12 OVERVIEW
- 12 WHAT IS A TRADEMARK?
- 12 NAME AND IDENTITY MARKS
- 13 PREVIOUS WORDMARK
- 13 NEW WORDMARK
- 13 WORDMARK TYPOGRAPHY
- 14 TYPEFACE AND FONTS
- 14 OFFICIAL COLORS
- 15 EXPANDED COLOR PALETTE
- 16-17 HERALDRY
- 18-21 INFRINGEMENT ZONES AND SPECIFICATIONS
- 22-23 EXAMPLES OF LOGO AND WORDMARK COMBINATIONS

24 PUBLISHING MEDIA

- 24 WHO CAN PUBLISH?
- 24 TOOLS
- 24 PUBLISHER'S TOOLBOX
- 24 POINTS OF CONTACT
- 25 PUBLICATION DESIGN STANDARDS
- 26-27 PHOTO SELECTION
- 28-31 COVER ART AND LAYOUT EXAMPLES
- 32-35 UNAUTHORIZED TREATMENTS

36 AVAILABLE ASSETS

- 36 DOWNLOADABLE FILES
- 36 BUSINESS CARDS
- 37 FAX COVER SHEETS
- 38-39 LETTERHEAD
- 40-41 TEMPLATES

42 EDITORIAL WRITING STYLE

- 42 REGULATIONS AND STYLES
- 42-51 GLOSSARY

INTRODUCTION

OUR BRAND

The United States Military Academy is known and recognized throughout our nation and the world as an institution of leadership excellence that produces commissioned officers for the US Army. It is paramount that all visual elements represent this institution consistently and cohesively. Implementing these standards protects the image and enhances the value of our name. Conversely, decentralized identities and symbols create confusion in the minds of our audience: cadets, prospective applicants, parents, alumni, the US Army, the USMA community and the American people.

While logos and symbols are not the sole elements of our brand, they are its visual representation and extension.

HOW TO USE THIS MANUAL

This manual addresses the use of visual elements and styles across various types of media to fulfill the needs and applications for print, web, or other types of media. Also, this manual contains examples of commonly used materials, authorized colors, logos, marks, fonts and treatments that should never be used for our brand.

While comprehensiveness was a goal in developing this manual, questions will arise. The United States Military Academy (USMA) Marketing Office is available to provide approvals, resources and answers to any questions not specifically outlined in this manual.

PUBLICATION PLANNING

When you work with the USMA Marketing Office to produce media, a step-by-step process begins with your completion of a, followed by an initial meeting to determine the best course to pursue for meeting your needs and goals. For more information about the publication process see page 24 of this manual. All external-facing materials must be reviewed by the USMA Marketing Office.

COMPLIANCE MONITORING

Licensing approval of marks and logos for retail merchandise or promotional material is obtained through request to the USMA Director of Strategic Initiatives (DSI); use of logos and marks on any publication and electronic materials must have the approval of the USMA Marketing Office, which, under the direction of the DSI, is responsible for ensuring all materials that bear the marks or logos of the United States Military Academy comply with all trademark licensing policies.

NAMING GUIDELINES

WHAT'S IN A NAME?

Established in 1802, the United States Military Academy educates, trains and inspires young men and women through a four-year course of study leading to a Bachelor of Science degree and a commission as an officer in the U.S. Army. Today West Point is a symbol of military excellence and it is internationally recognized as the world's premier institution for leadership development.

As the United States military grew to five branches of service, each with its own mission, so also grew the need for other military academies. In 1845, the United States Naval Academy was established, followed by the United States Coast Guard Academy in 1876 and the United States Air Force Academy in 1954. Through it all, West Point never changed its designation from "United States Military Academy," and today it remains the nation's oldest continuously operating Army post.

Commonly referred to as "West Point," the United States Military Academy has been referred to by several variations of its name over the years including "the Academy" and "USMA," both of which are still in use today. However, only "West Point" is honored with placement of it within the wordmark.

STANDARD USE

United States Military Academy and West Point are paired together on the official wordmark and are intentionally placed with United States Military Academy above and West Point below. This is because the combination, in that order is: "United States Military Academy at West Point."

In all media, the complete use of "The United States Military Academy at West Point" is required for first reference. Thereafter, the name may be shortened to either "West Point," "the Academy" or "USMA."

KNOWING THE DIFFERENCE

When West Point is referenced by itself there is no direct connection to the United States Military Academy. This can cause confusion since the moniker "West Point" is used by more than the Academy. The general guidelines are:

- United States Military Academy refers to the Command to include its Soldiers, Families, Civilians and the U.S. Corps of Cadets who attend the Academy.
- West Point refers to the geographic location where the Academy resides and to the Soldiers and Civilians assigned.





“UNITED STATES MILITARY ACADEMY”

Refers to the Command to include its Soldiers, Families, Civilians and the U.S. Corps of Cadets who attend the Academy.

“WEST POINT”

Refers to the to the geographic location where the Academy resides and to the Soldiers and Civilians assigned.

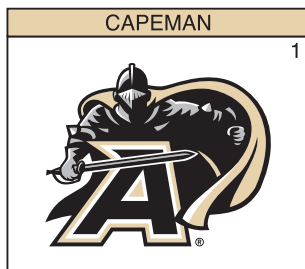
COLLEGIATE LICENSING

OWNERSHIP

The United States Military Academy Trademark Program was formally established to protect and license the institutional names and identifying marks “licensed indicia” of our Academy. These marks are registered with the United States Patent and Trademark Office and/or are protected under state and common law. USMA licensed indicia are the exclusive property of the United States Army and managed locally by the USMA Licensing Director. The Collegiate Licensing Company (CLC) administers the USMA licensing program through a contracted agreement.

ATHLETIC MARKS

The Office of the Directorate of Intercollegiate Athletics (ODIA) is the only USMA entity authorized to use the registered and trademarked properties shown in items 1, 7 and 8, and shares the use of items 4 and 5 with DCA.



CADET CLUB MARKS

The Directorate of Cadet Activities (DCA) is the only USMA entity authorized to use the registered and trademarked property shown in item 4 and 11, and shares the use of items 4 and 5 with ODIA.

SECONDARY MARK

Within the sword of this secondary mark licensees can modify the mark to include any sport name, club name or academic department associated with the United States Military Academy, however the verbiage written above the sword must only be either “West Point,” “Army” or “USMA.” See below for examples of each.



The above example, used by the Directorate of Cadet Activities (DCA), depicts the “West Point” version of the secondary mark.



The above example, used by the Office of the Directorate of Intercollegiate Athletics (ODIA), depicts the “ARMY” version of the secondary mark.



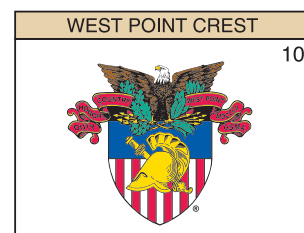
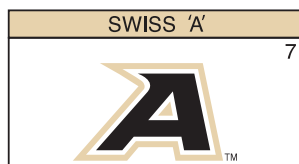
The above example, used by the by the USMA Preparatory School, depicts the “USMA” version of the secondary mark.

USMAPS MARK

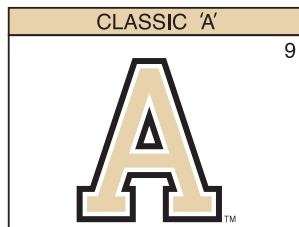
The United States Military Academy Preparatory school (USMAPS) is the only USMA entity authorized to use the registered and trademarked property shown in item 6.

MARKS AUTHORIZED FOR GENERAL USE

For all other USMA entities including the Academy’s academic departments, military instruction and training departments, and for admissions, the use of items 3, 9, 10, 11, and 12 are authorized.



The use of this logo requires a special license and a 12% royalty.




For additional information on Trademark management, see Compliance and Monitoring on page 6 or visit:
www.usma.edu/trademark

For information on acquiring licensing for the usage of all properties listed here, contact the Collegiate Licensing Company, CLC.



290 Interstate North Circle, Suite 200
 Atlanta, GA 30339
 tel: 770.956.0520
 email: applications@clc.com

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	
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 ESTABLISHED DATE: 1802 CONFERENCE: PATRIOT LEAGUE TEAM NAME: BLACK KNIGHTS (except Hockey & Wrestling) FOOTBALL CONFERENCE: INDEPENDENT MASCOT: THE ARMY MULE	
		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	
<p style="text-align: center; color: red;">West Point may replace Army.</p>			
DCA MARK		CUSTOM LETTERS AND NUMBERS	
		11 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9	13
WORDMARK			
12 UNITED STATES MILITARY ACADEMY <hr/> WEST POINT®		14 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9	
ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• West Point Logo permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to West Point Logo permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with West Point Logo:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• West Point Wordmark permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to West Point Wordmark permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with West Point Wordmark:	<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 Academy marks. • Difference in letters and numbers current Boxes #13 & 14 is that numbers in Box 14 have a white stroke with an exterior gold stroke.			

VISUAL ELEMENTS

UNITED STATES MILITARY ACADEMY

WEST POINT®

PRIMARY TREATMENT
FOR THE WORDMARK

OVERVIEW

The United States Military Academy logo, other licensed logos, the academy colors and typefaces make up the foundation of our visual identity. The academy's name, wordmark and logo are trademarks and property of the Department of Army, for exclusive use and licensing rights of the United States Military Academy at West Point. These elements may only be used by authorized units of West Point or through the CLC. For information on licenses or to contact CLC refer to pages 10-11.

WHAT IS A TRADEMARK?

A trademark (or mark) is any logo, image, symbol, name, nickname, letter(s), word, slogan, or derivative used by an organization, company or institution to identify its goods/services and to distinguish that institution from other entities or competitors. It is *owned* by that organization and cannot be legally used outside of the organization without permission. "West Point" and "United States Military Academy," for example, are both federally registered trademarks and should display the ® mark.

Additionally, the Helmet and sword, the "Cape Man" and several other properties listed on pages 10-11 are federally registered trademarks belonging to the Department of Army. All other trademarks associated with the United States Military Academy that are not

federally registered trademarks are displayed with the ™ symbol, indicating those images, although not federally registered, are trademarked and for use exclusively by the United States Military Academy.

NAME AND IDENTITY MARKS

Our name is the primary means by which we are recognized; therefore, the academy wordmark, consisting of "United States Military Academy" and "West Point" (displayed at the top of this page), must appear on the front of all print media and at the beginning of all digital communications.

Only the United States Military Academy logo (see *Heraldry* on page 16 of this manual) may be paired with the wordmark, and neither the logo nor the wordmark may be visually altered, paired with unapproved images, bordered, changed proportionally or otherwise tampered with in any way. For examples of unauthorized treatments of our marks see *Cover Art and Layout Examples* on pages 28-31 of this manual.

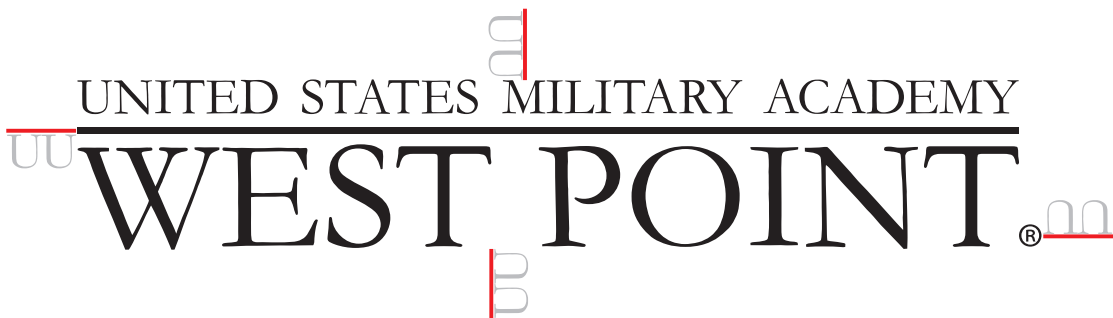
PREVIOUS WORDMARK

In 2007 a wordmark was established that combined West Point with the United States Military Academy and included a long gray line, so as to bring together the names, imagery and history of the academy. Although aesthetically pleasing, the font face was not unique and, therefore, easily replicated. Additionally, the standards of its usage were never specifically outlined. Those two factors were the impetus for the creation of the new wordmark to solidify the look and feel of the United States Military Academy brand.



NEW WORDMARK

In 2012 a unique typeface was developed by the United States Military Academy for exclusive use solely within the wordmark. As the typeface is unique and given only to the wordmark, it cannot be replicated. This new wordmark is both scalable and monochromatic and it retains stylistic elements of the previous wordmark, while subtly shifting the emphasis by leading with United States Military Academy and dropping the ancillary usage of 'the' within the wordmark. The wordmark is depicted below with its required infringement zone.



WORDMARK USAGE: The wordmark shares the same relative measurement for its infringement zone as does the wordmark and crest combinations on the previous pages. Additionally, the wordmark must always appear in its entirety, including the appropriate display of the ® registration mark and the dividing line that separates the top and bottom text. When using the wordmark's unique typeface, neither "WEST POINT" nor "UNITED STATES MILITARY ACADEMY" may be displayed apart. However, for use with any other typeface, the use of "WEST POINT" and "UNITED STATES MILITARY ACADEMY" is authorized.

WORDMARK TYPOGRAPHY

The typeface used for the West Point wordmark is a hybrid that uses stylized features of the previous wordmark, and combines elements of both Garamond and Goudy Old Style fonts. It was developed by the United States Military Academy for exclusive use solely in the wordmark. Neither Garamond nor Goudy Old Style typeface is authorized for use elsewhere in West Point-related publications. This is specifically intended to preserve the unique appearance of the wordmark.

TYPEFACE AND FONTS

Approved type styles are integral for communicating a consistent identity standard. The only authorized typeface family to be displayed with the West Point wordmark is Calibri, an open and True Type font, with postscript formats for both Mac and PC platforms. Selected for its similarity to Interstate typeface used by the Army Marketing and Research Group (AMRG), it provides a stark juxtaposition to the wordmark, further enhancing its uniquely designed look.

Aside from the restricted usage of Garamond and Goudy Old Style, West Point allows creative flexibility in selection of body and copy fonts for publications. However, selections should be easy to read and both complement and contrast with the typeface of the wordmark.

Calibri Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$?!%&

Calibri Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!%&

Calibri Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!%&

OFFICIAL COLORS

Color is as paramount to the identity of a brand as are images, symbols and marks. The official colors of the United States Military Academy are black and gold. As most designers know, precise color matching can be difficult depending on the medium, art, or special effects being used.

Pantone®
 123C

CMYK C0 M15 Y90 K0 HTML #FFD530



Pantone®
 467C

CMYK C6 M15 Y41 K11 HTML #D4BF91



Pantone®
 465C

CMYK C7 M27 Y55 K22 HTML #BE9969



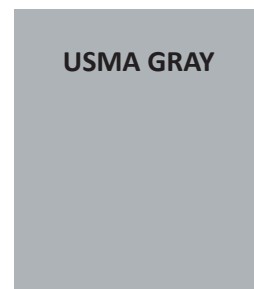
Pantone®
 Black

CMYK C0 M0 Y0 K100 HTML #000000



Pantone®
 Cool Gray 5C

CMYK C15 M9 Y9 K22 HTML #B2B4B3



PREFERRED USE: For printing of spot color, the Pantone® Matching System (PMS), should be used. However, if printing in process color, CMYK should be used.

Prior to printing of any kind, a color-match sample should be obtained and viewed to ensure accuracy and quality. Contact the USMA Marketing Office for further details.

EXPANDED COLOR PALETTE

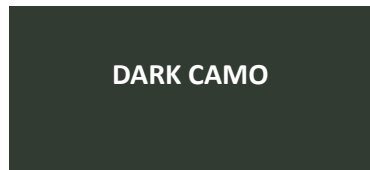
Included within the color palette of the United States Military Academy are those colors used by the U.S. Army and the red, white and blue of our national ensign, the Stars and Stripes. Additionally, the official colors, USMA Black and USMA Gold, are reserved for use with our trademarked iconography (see pages 10-11 of this manual).

For printing spot color, the Pantone® Matching System (PMS) should be utilized. However, if printing in process color, CMYK should be used.

Prior to printing of any kind, a color-match sample should be obtained and viewed to ensure accuracy and quality. Contact the USMA Marketing Office for further details.

Pantone® 418C

CMYK C59 M42 K58 K67
HTML #333C33



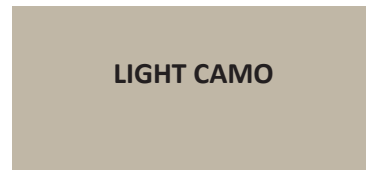
Pantone® 416C

CMYK C42 M33 K47 K33
HTML #83847A



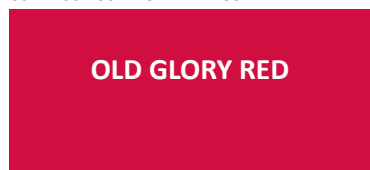
Pantone® 7535C

CMYK C26 M23 K34 K0
HTML #BFB8AB



Pantone® 139C

CMYK C0 M100 Y66 K13
HTML #BB133E



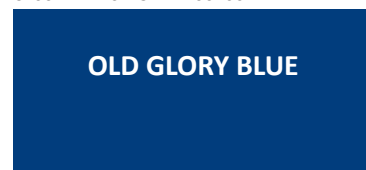
Pantone® White

CMYK C0 M0 Y0 K0
HTML #FFFFFF



Pantone® 139C

CMYK C100 M72 Y0 K32
HTML #002664



USMA GOLD PRINT: For all media not expressly associated with ODIA and licensing the use of the expanded color palette is authorized. Specifically Pantone® 465 (USMA GOLD PRINT) should be used as it is a more true representation of the color gold.

HERALDRY

The logo for West Point consists of three parts.

Above sits the **crest**, where perches an American bald eagle with wings displayed, grasping arrows and the branches of an oak tree and an olive tree. In common heraldry arrows denote power, oak leaves represent strength and endurance and the olive branch is a symbol of peace. Behind the eagle flies a red scroll emblazoned with the academy **motto**, “Duty Honor Country” and “West Point 1802 U.S.M.A.,” for the location of the academy, the year it was established by Congress, and the academy’s initials.”

Below sits the **shield**, which bears our nation’s colors, and the symbol of the academy, the helmet and *xiphos* (sword) of *Pallas Athena*, the Greek goddess of warfare and wisdom.

Combined, these three elements form the **coat of arms** for the United States Military Academy, which was approved by the Secretary of War on October 8, 1898, and has been used as the academy’s logo ever since. Over time, the term crest has been used to refer to the entire coat of arms so regularly that it is now accepted as synonymous in meaning.

Initially, and unintentionally, the coat of arms depicted both the eagle and the helmet facing toward the *sinister* (the left hand side of the shield from the vantage of the Soldier holding the shield) instead of the *dexter* (the right-hand side of the Soldier holding the shield). On July 2, 1923, the quartermaster general of the U.S. Army approved the change to the rendering we now recognize and use as the logo for the United States Military Academy.



SINISTER: Early 15th century, from the Latin *sinistra*, meaning “left” or “on the left side.” From the root *sen-*, meaning “the slower or weaker hand.” *Sinister* in heraldry indicates illegitimacy and preserves the literal sense of “on the left side.”

DEXTER: From the Latin *dextra*, “on the right hand.”

RIGHT: “Opposite of left” Early 12th century., from the Old English or Anglo-Saxon, *riht*, meaning “good, proper, fitting, straight.” The notion is that the right hand is the “correct” hand.

PRIMARY TREATMENT
LOGO AND WORDMARK, VERTICAL ALIGNMENT



UNITED STATES MILITARY ACADEMY

WEST POINT.®

PRIMARY TREATMENT
LOGO AND WORDMARK, HORIZONTAL ALIGNMENT

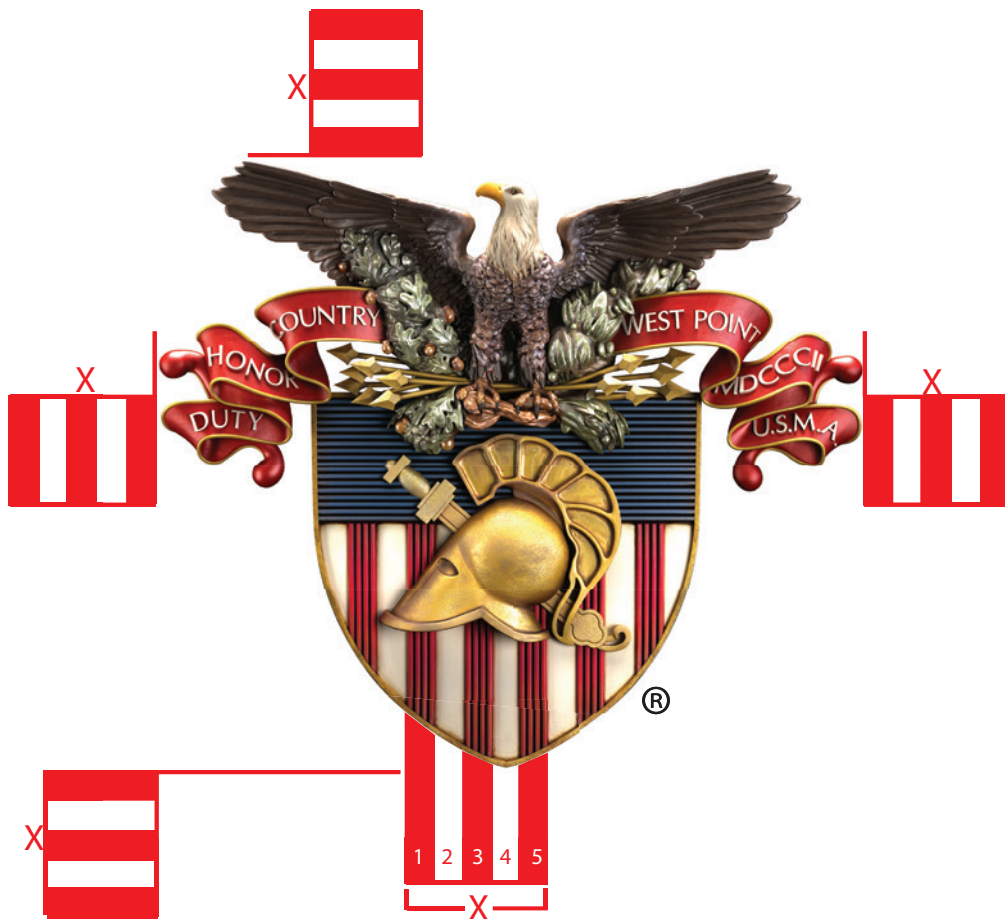


UNITED STATES MILITARY ACADEMY

WEST POINT.®

INFRINGEMENT ZONES AND SPECIFICATIONS

LOGO REQUIRED SPACING: The infringement zone of the logo alone is equivalent to the width of five consecutive stripes on the logo’s shield (see below). The infringement zone for both the vertical and horizontal alignment of the logo and wordmark combination is relative to the size of the letter “U” used in the wordmark itself.

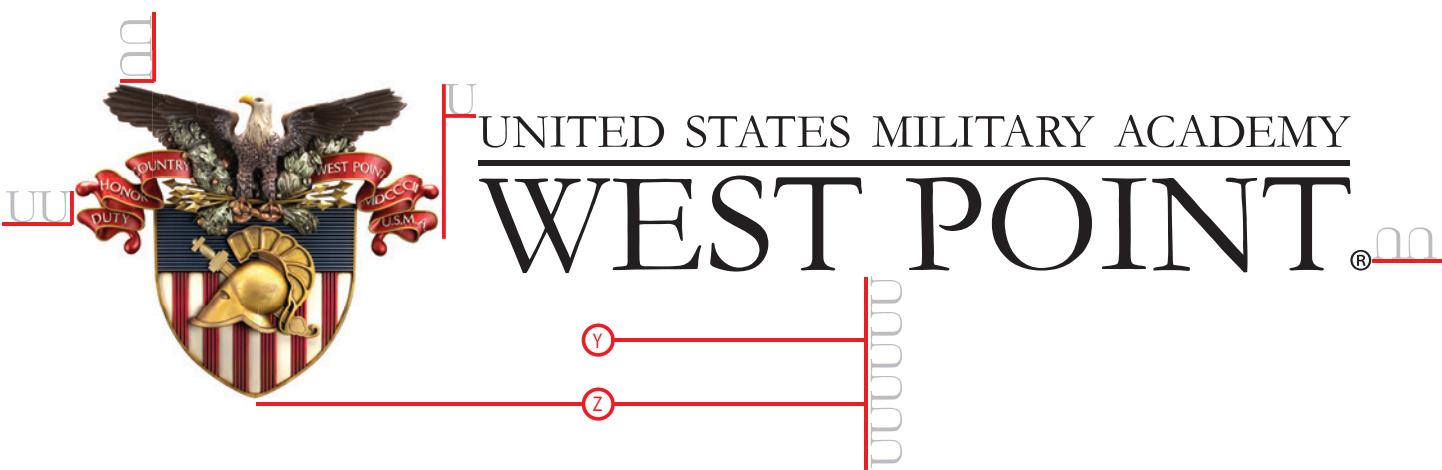


REGISTRATION MARK: The registration mark is displayed using the Calibri regular typeface, and it is to be the same width as a red stripe from shield of the logo. Its permanent location is at the intersection between the left edge of the red stripe that is farthest to the right and where that red stripe ends at the outermost edge of the golden border of the shield.

NOTE: Both the logo and wordmark are federally registered. Therefore, to prevent redundancy, only a single ® should be displayed when combining the two. When combining the logo and wordmark, the preferred location for the ® is immediately to the right of the wordmark, parallel to the baseline of the word “POINT.”



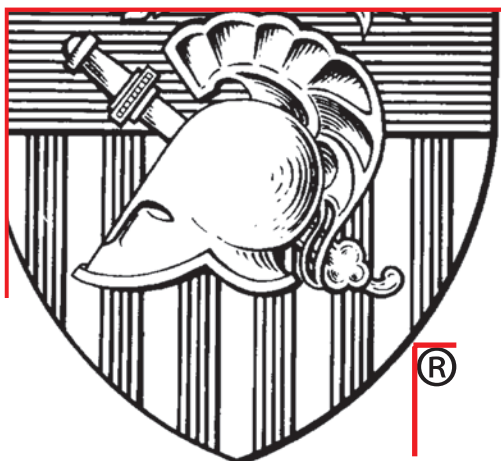
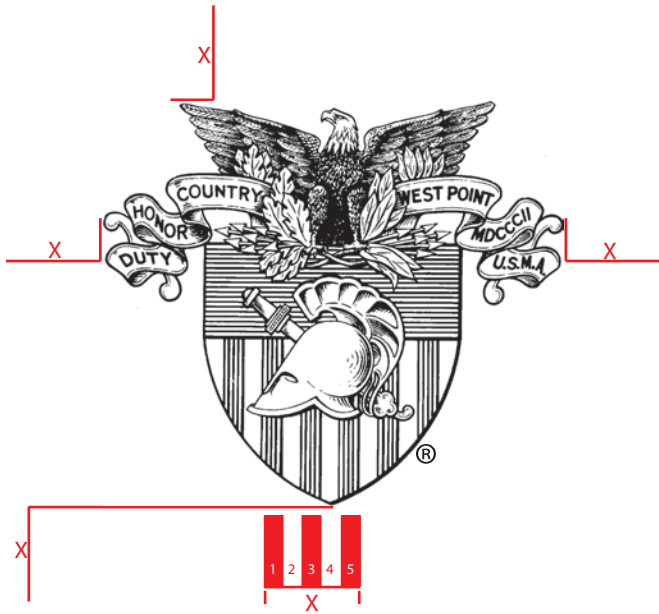
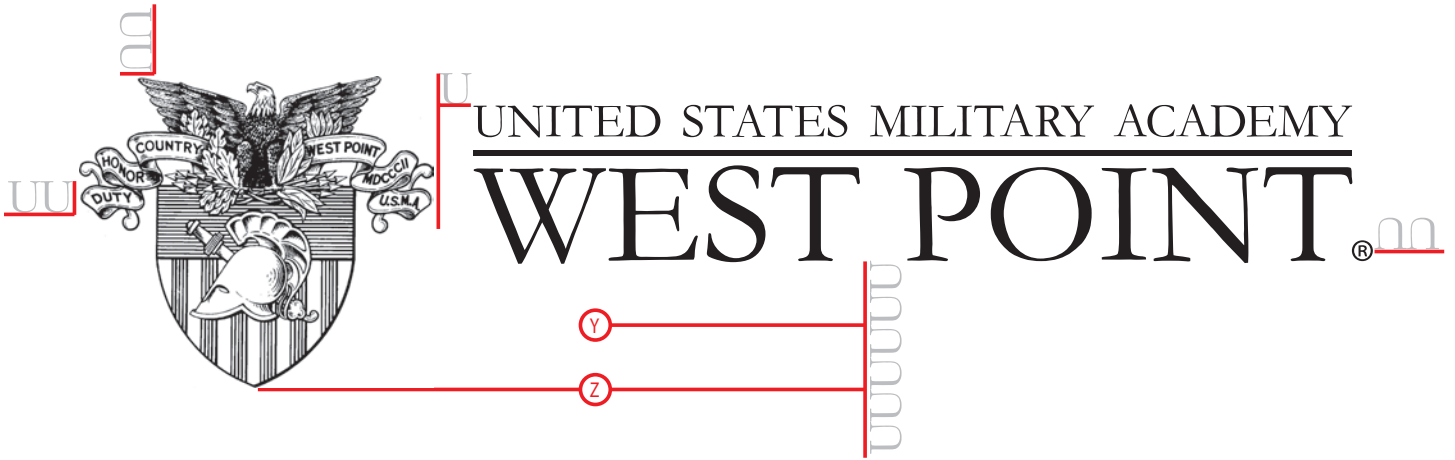
VERTICAL ALIGNMENT: In the vertical combination of the wordmark and logo, the logo is centered above the wordmark, directly over the right-most vertical leg of the capital letter “M” in the word “MILITARY” and its width falls between the vertical leg of the capital “E” in the word “UNITED” and the vertical leg of the capital letter “D” in the word “ACADEMY”.



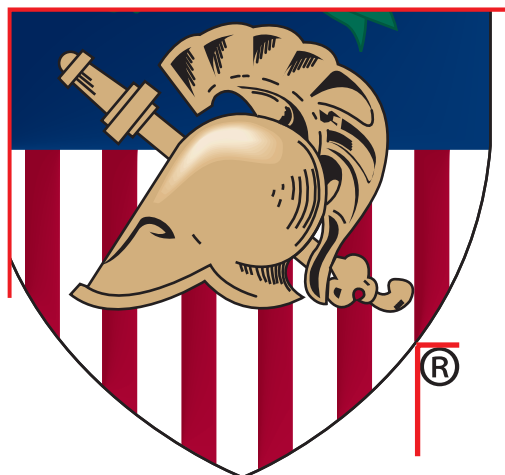
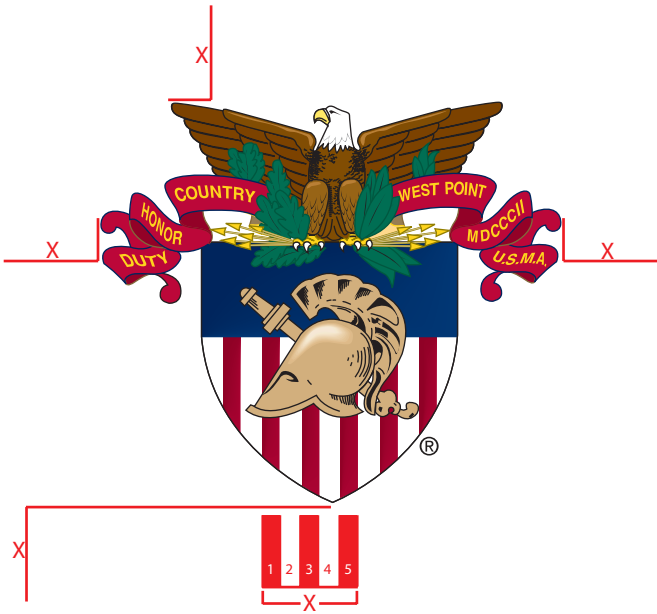
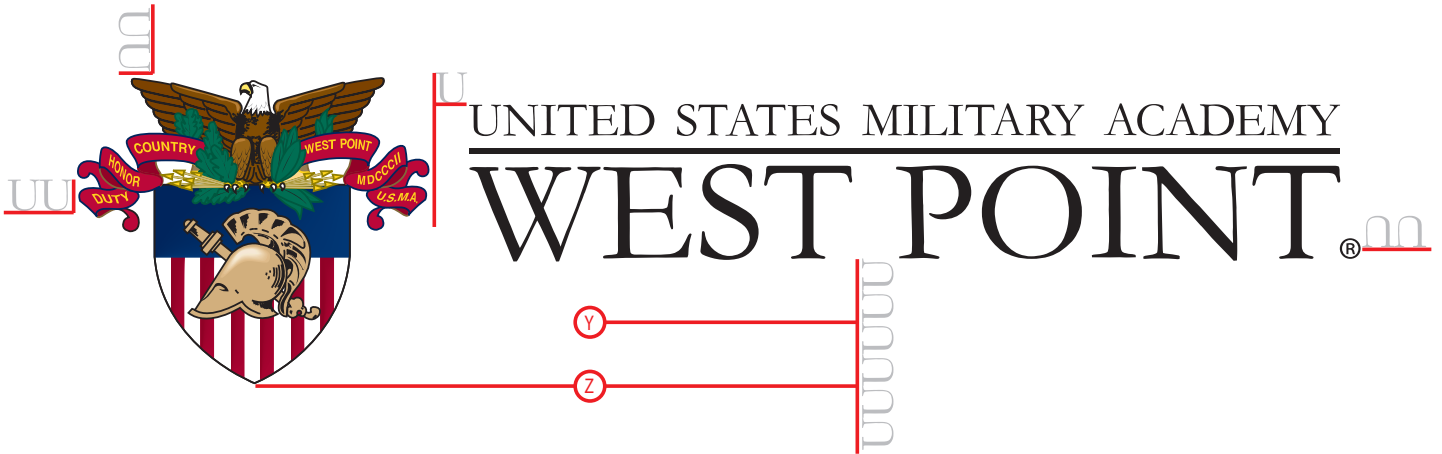
HORIZONTAL ALIGNMENT: In the horizontal combination of the wordmark and logo, the *Y line* denotes the preferred location where a dividing line may be used to separate the area above, where a solid color must be used as a background and below, where an image or photograph may be used as a background (See *Cover Art and Layout Examples* on page 30-33 of this manual).

The letter *Z line* represents the absolute bottom from which the required infringement zone begins.

BLACK AND WHITE



FULL-COLOR VECTOR GRAPHIC

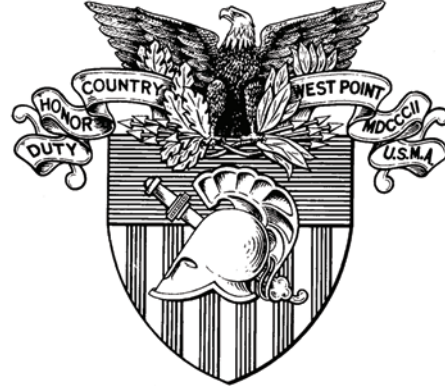


PREFERRED USE: For every occasion the preferred logo used is the high-resolution photograph (shown on page 17). However sometimes for reproduction reasons (such as for cloth patches, other retail clothing items and glass etchings) a scalable vector graphic is required. For these occasions the full-color logo shown here is authorized and available through CLC.

EXAMPLES OF LOGO AND WORDMARK COMBINATIONS



UNITED STATES MILITARY ACADEMY
WEST POINT.[®]



UNITED STATES MILITARY ACADEMY
WEST POINT.[®]



UNITED STATES MILITARY ACADEMY
WEST POINT.[®]



UNITED STATES MILITARY ACADEMY
WEST POINT.[®]



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PUBLISHING MEDIA

WHO CAN PUBLISH?

If your directorate, department or office has need for external-facing media (e.g., broadcast, print advertising, marketing materials, etc.), a Form 5 must be submitted through the chain of command, and support for the development of that media will be assigned to the appropriate office, either USMA Marketing, Public Affairs Office (PAO) or the Directorate of Plans Training Mobilization and Security Visual Information Division (DPTMS-VID).

Occasionally the need arises for printed materials meant for either an internal audience or for the public sector with a limited distribution in a narrowly segmented audience (e.g. MWR Golf Tournament flyers, the Sandhurst Military Skills Competition visitor's pamphlet, Eisenhower Hall play bills, etc.). For occasions such as these, local commands are encouraged to produce their own materials for fabrication through DPTMS-VID, or the local print plant for the Defense Automated Printing Service (DAPS). Local commands who use DPTMS-VID or DAPS services, partner with them to ensure the finished media product meets the requirements outlined in this manual.

TOOLS

This section provides designers at West Point with the tools necessary to produce the types of print media described in the previous section. Armed with these tools and guidelines, every piece of print media produced at West Point will have a unified look and feel that clearly convey brand values and identity in both copy and content. This section includes:

1. Photo Selection **p. 26**
2. Photo Selection Examples **p. 27**
3. Cover Art and Layout Examples **p. 28-31**
4. Unauthorized Treatments **p. 32-35**

PUBLISHER'S TOOLBOX

Every licensed and trademarked property used by the Academy is available as a high resolution image file inside the Publisher's Toolbox, which can be accessed by USMA staff members through their web browser by clicking on the Marketing tab located on the internal SharePoint site: usma-portal/collab/usstaff/

Also contained within the Publisher's Toolbox are templates for internal designers to use when creating print media and a library of standardized forms and documents, including: letter head, envelopes, PowerPoint presentations, business cards, and fax sheets.

Should additional information or guidance be needed to ensure your designed product meets the standards outlined within this manual, the USMA Marketing Office can be reached through the contact information listed below and is available to answer any questions regarding the design and publication of print or digital media.

MARKETING OFFICE
marketing@usma.edu
TEL.845.938.USMA

PAO
pao.usma@usma.edu
TEL.845.938.2006

VID
carmine.cocchia@usma.edu
TEL.845.938.0247

DAPS
alfred.pacenza@usma.edu
ctel.845.938.2340

PUBLICATION DESIGN STANDARDS

Within the following pages of this Publication Standards Manual and Style Guide are contained examples and further descriptions of these standards:

1. Display of the logo and wordmark should adhere to the guidelines outlined within this manual on pages 13-21.
2. The logo and wordmark combination should appear clearly and prominently on the front and back of publications to advance the image and presence of the United States Military Academy, to create elements of consistency and unity, and to identify the publication as official and sanctioned information. Examples of varying ways the logo might appear are outlined in this manual on pages 22-23.
3. As a general rule of thumb, the logo should be displayed no smaller than 2 inches in height on a standard 8.5 x 11 inch sized document and be adjusted proportionately for other publications as needed.
4. To protect trademark licensing agreements and promote a consistent visual identity, our marks may vary in size but may not be altered, tampered with, modified or overprinted, as described in further detail in this manual. Further, no independent or conflicting logos may be used in conjunction with our marks.
5. In a four-color publication, the photographic image of the logo is preferred. In single or two-color publications, only the approved black and white logo may be used (see pages 22-23 of this manual).
6. The back of publications should contain:
 - Either the USMA crest, wordmark, or a combination of the two.
 - The name of the publishing department or office.
 - The date of publication, including month and year.
7. The U.S. Army logo depicted below should appear on either the front or back exterior cover and be displayed no less than .75 inches in height on a standard 8.5 x 11 inch sized publication and then have the sized adjusted proportionately for other publications as needed. Further guidance and examples of authorized use of the U.S. Army logo and other U.S. Army trademarks can be found at the U.S. Army brand portal website:

usarmybrandportal.com



PHOTO SELECTION

When selecting a photograph for your publication, it is important to adhere to the following guidelines:

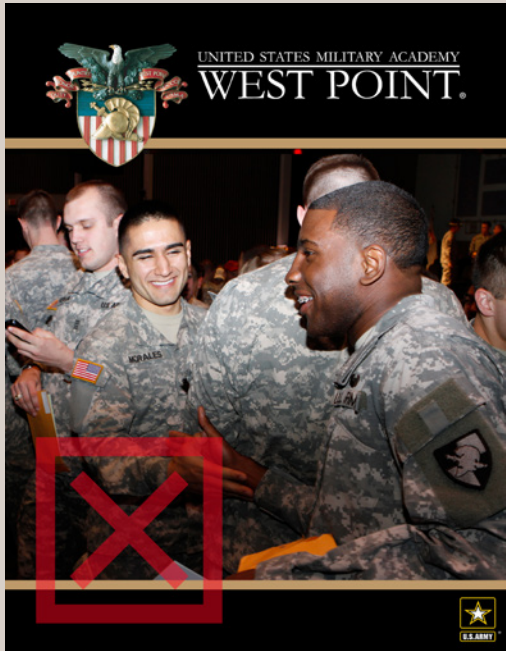
1. **QUALITY:** Photos should always be selected from images by a staff photographer from either PAO or DPTMS-VI, and they should always be no less than 300 dpi to ensure they are of a high-enough resolution for print.
2. **SUBJECT:** Photos should always have a single focal point and subject.
3. **CONTENT:** Photos should be *cadet-centric* and/or *academy-centric*, showing a cadet or a group of cadets in their natural setting, performing typical activities, such as studying, marching in formation, exercising or participating in a classroom exercise, or be scenic imagery with cadet activities taking place.
4. **STORY:** Every cover image should capture a moment and convey a story that evokes an emotional response or thought from the viewer.
5. **INTERACTION:** Photos should always show a cadet or a group of cadets engaged with each other or in an active environment. Examples include: collaborating on a project, working and interacting with each other, an instructor or with the public.
6. **DIVERSITY:** Photos should show diversity within the Corps of Cadets. Diversity should be inclusive between races and sexes, or both. A photo should never be entirely of a single race and, when

possible, should include both male and females, unless the subject matter for the publication is specifically for an audience based upon gender or race, such as a Hispanic admissions brochures written in Spanish or informative literature about feminine health issues.

Photos to avoid include: montages, images with misaligned uniforms or formations, obviously staged or posed subjects, images with poor lighting, that are over exposure, or are out of focus.

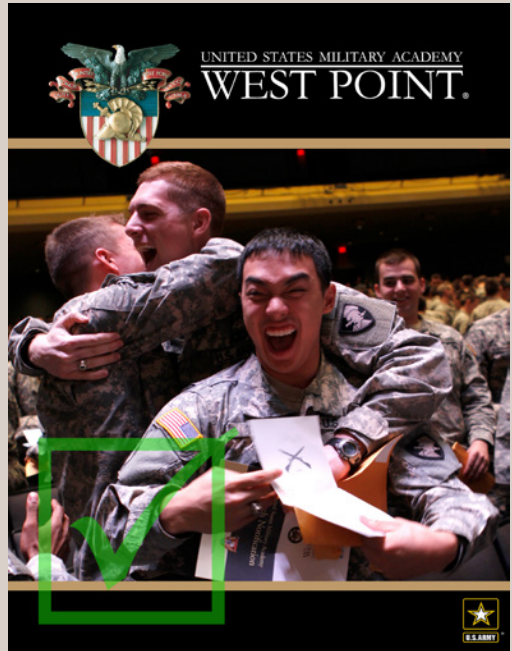
The best method for determining which photograph would best suit a publication is to use common sense. Feel free to contact the USMA Marketing Office if you are uncertain if a photograph meets the standards outlined within this manual.





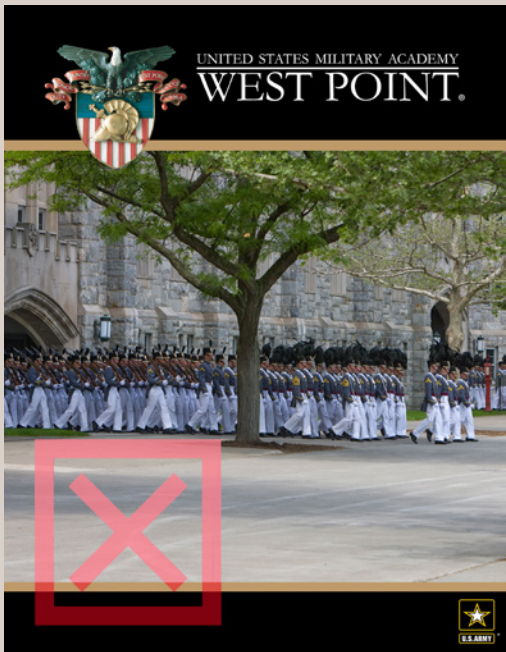
Both images are taken from the same event, "Branch Night." Also, both images are very strong in that they:

- Are cadet-centric
- Convey diversity
- Show interaction between cadets
- Tell a story



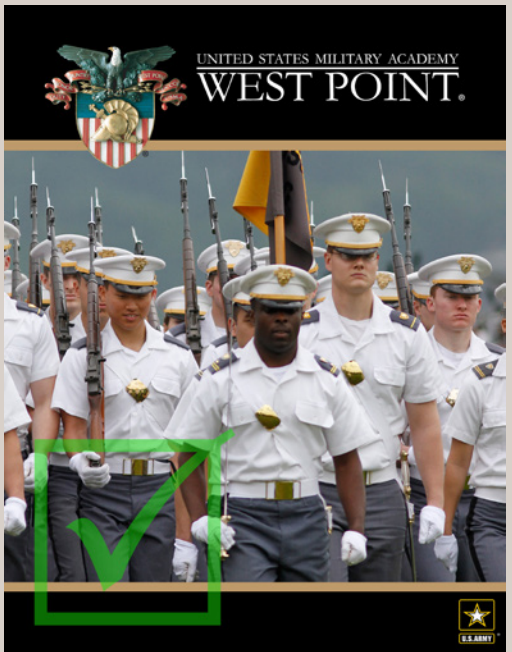
Why is this bad? There is nothing particularly wrong with this image. However, when compared to the image on the right, this one has much poorer lighting and, even though the image shows cadets interacting and the photo evokes an emotional response, there is no single focal point.

Why is this good? Not only is this image cadet-centric, it portrays diversity, shows cadets interacting, tells a story that evokes an emotional response, and there is a single focal point with the happy face of the cadet in the center. What's more, the lighting is excellent.



Both images are taken during parades on the Plain. Additionally, both images are very strong in that they:

- Are cadet-centric
- Show diversity
- Show interaction between cadets
- Tell a story



Why is this bad? This image attempts to show the impressive scale of a parade on the Plain. Unfortunately there is no single focal point with which to tell a story. When compared to the image on the right, it is clear which is the better selection.

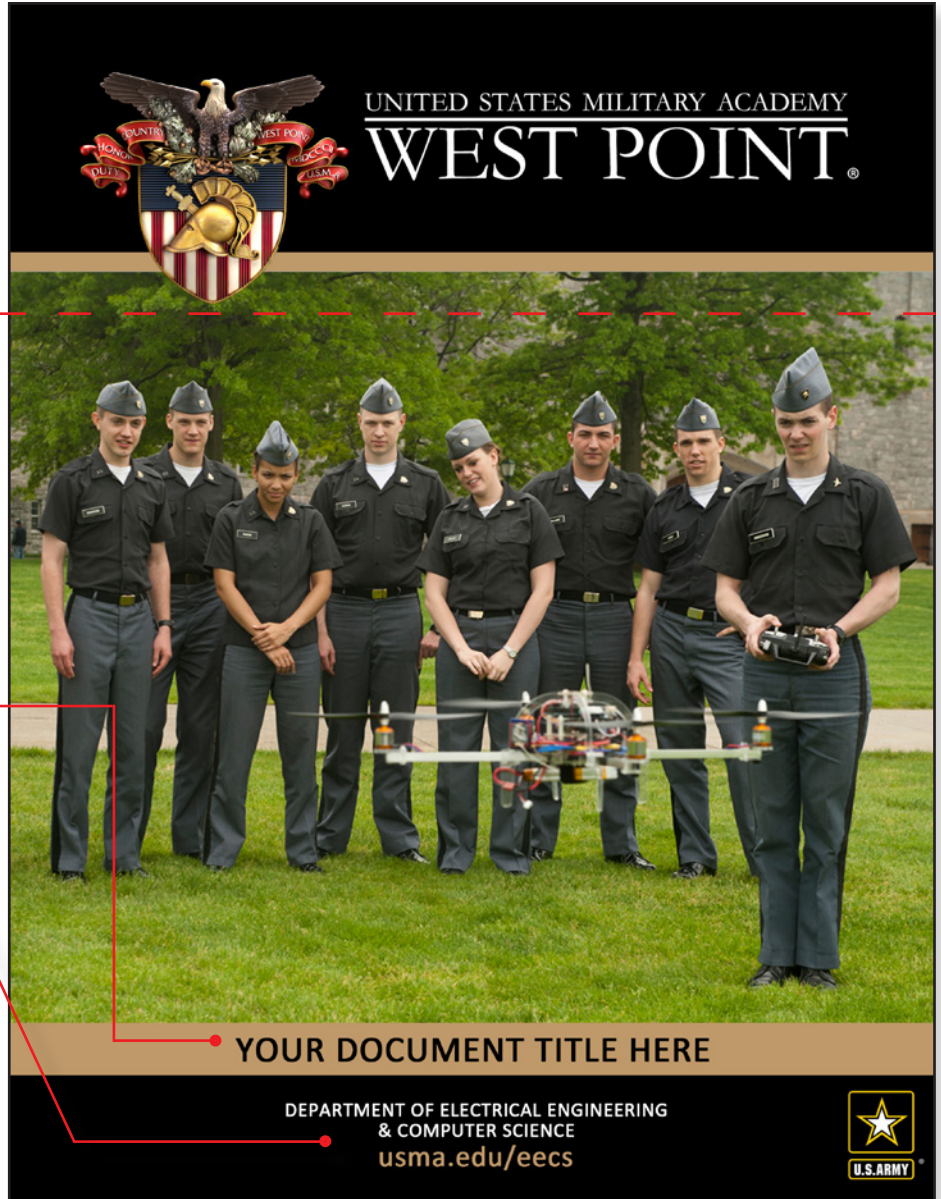
Why is this good? An image needn't show an entire regiment of cadets to show scale. It can be implied, as is the case in this image, and the result is much more impressive. More important is the clear message of diversity and a singular focal point.

COVER ART AND LAYOUT EXAMPLES

EXAMPLE 1

This version has gold trim on a black background. Photographs are not required, though they are highly encouraged.

- No text infringes the copy-safe zone of the crest and wordmark. Also, the photo background does not distract from the logo, and the subject of the photo is below the copy-safe zone.
- Document title is centered and in all capital letters, using the Calibri type-face.
- The name of the publishing department and its URL are displayed. Designers may choose to expand the height of the gold bar that contains the title to fit two lines. However, the title text may not be displayed larger than the texts used in the wordmark.



Avoid collages.



EXAMPLE 2

This version has gray trim on a white background. Again, photographs are not required but are encouraged.

- Same as the previous example, neither text nor disruptive photo imagery infringes the copy-safe zone of the logo and wordmark.
- In this example, subtitles and additional information may be added as needed.
- The name of the publishing department and its URL are displayed.
- All published documents must display the U.S. Army logo.



Photos should tell a story.

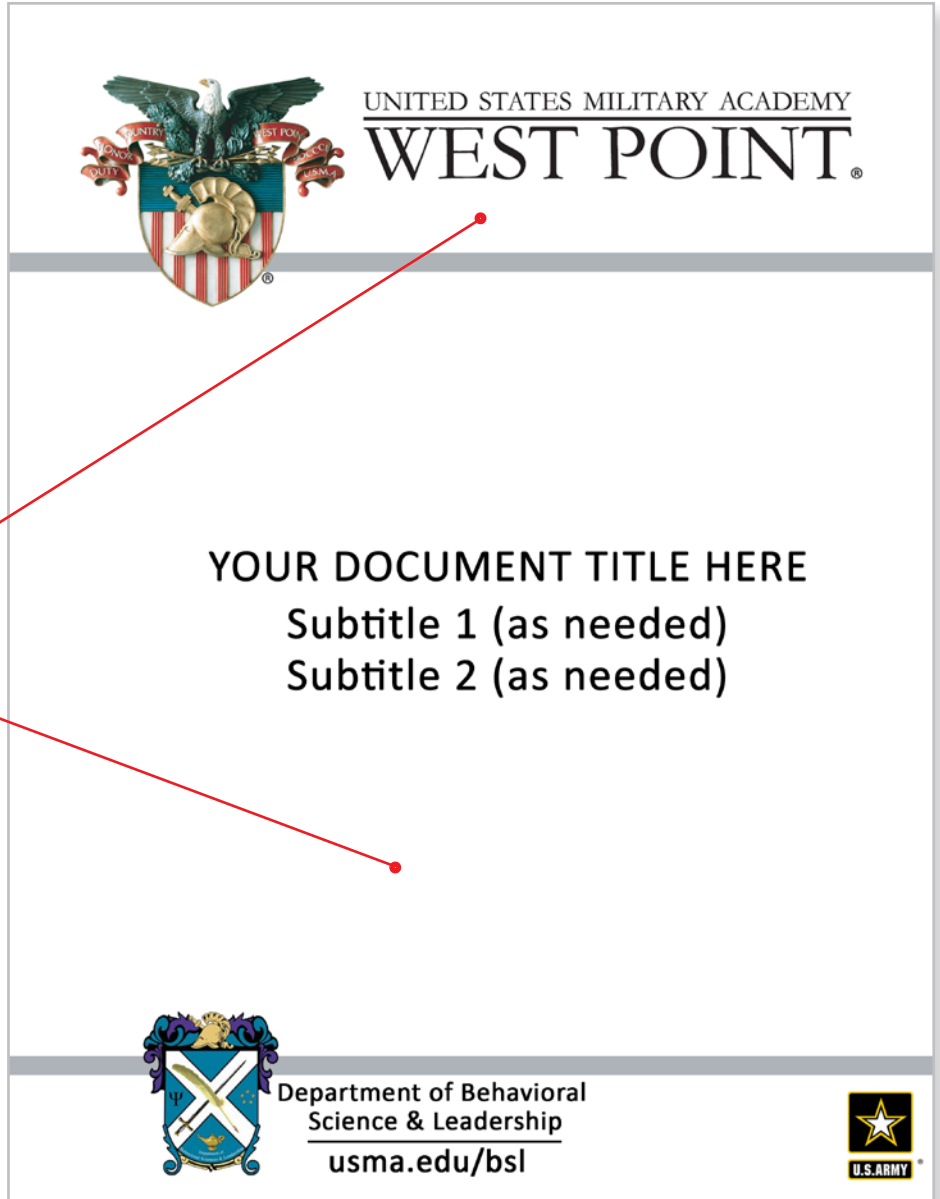


EXAMPLE 3

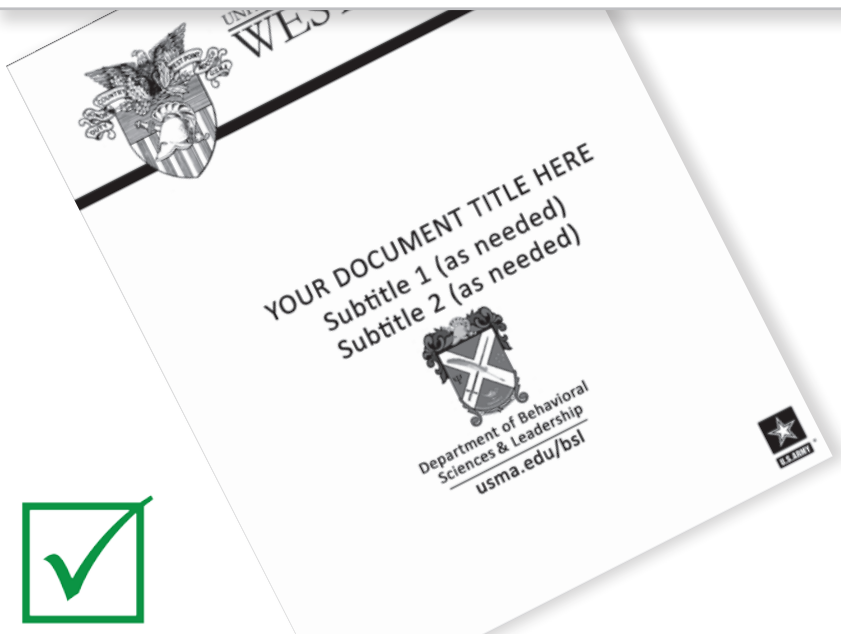
This version of a cover has no header color, only a gray line behind the logo and there is no photograph. Some publications may be best served by not having a photograph on the cover.

However, the minimal stylistic requirements are met.

- The wordmark and logo are prominently displayed across the top.
- The crest and the name of the publishing department is displayed along with the department’s URL.



This type of design, where there no photograph on the cover, is well-suited for internal publications printed in black and white.




EXAMPLE 4

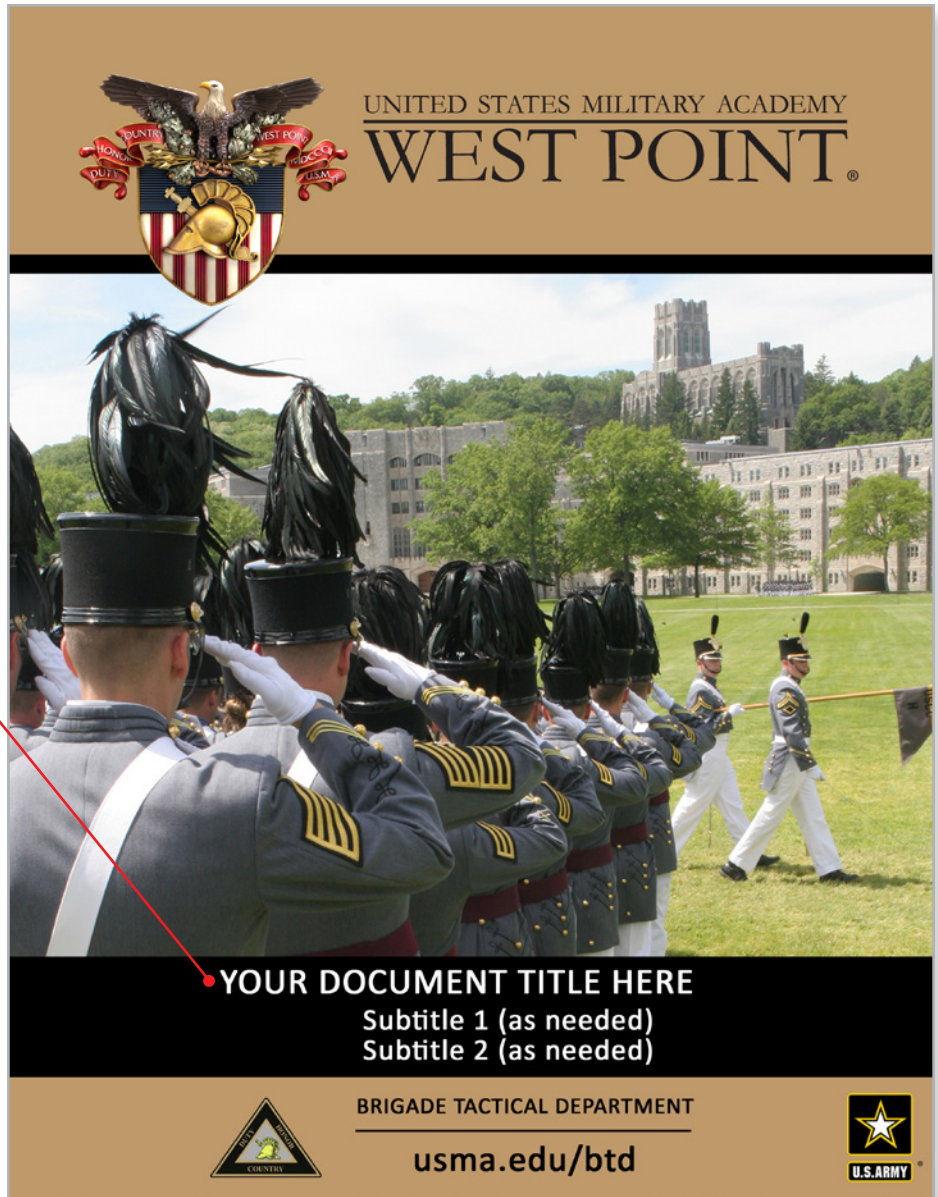
This version of a cover has black trim on a gold background. The document's title is encased inside the black banner since this image, although meeting all stylistic requirements, does not provide opportunity to float any text over the cover photograph.

Department logos may be used on the covers of publications. However, they must:

- Adhere to the rules outlined within this manual.
- Not be larger than half the size (area space) of the logo, itself (see example below).



 The subject of this image, an Academy skydiver, is too small and almost indiscernible in the photo. Instead, the focal point is the bystander in the foreground.



UNAUTHORIZED TREATMENTS

The guidelines for our marks are outlined in this manual (pages 13 - 21) and special care should be taken to ensure adherence to our brand standards. Below and on the following pages are examples of unauthorized treatments that should never be used for the United States Military Academy logo or wordmark.

Stroke



Bevel or Emboss



Display Without Registration



Drop Shadow



Gradient



Low-Resolution Image



Outer Glow



Transparency



Unauthorized Color



Stroke  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Bevel or Emboss  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Display Without Registration  UNITED STATES MILITARY ACADEMY
WEST POINT

Drop Shadow  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Gradient  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Low-Resolution Image  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Outer Glow  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Transparency  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Unauthorized Color  UNITED STATES MILITARY ACADEMY
WEST POINT.®

Printing over the subject of an image.



Stretching or skewing.



Rotating, shifting or tilting.



Applying an outer or inner glow.



Applying transparency.



Using any portion of the logo by itself. *



*** USAGE OF COAT ARMS ELEMENTS:** The coat of arms itself must always appear in its entirety, including the appropriate display of the ® registration mark. However, the registered properties of “DUTY HONOR COUNTRY,” “WEST POINT,” “USMA” and the Athena helmet (see Page 10) may be displayed by themselves so long as they meet the following criteria: 1) The ® registration mark must be displayed with the property. 2) The properties must not use any Serif font that resembles the unique typeface of the wordmark e.g., Garamound, Goudy Old Style, Casteller, Copperplate Gothic, Trajan Pro, etc.

Printing over a busy background.



Stretching or skewing .



Rotating, shifting or tilting.



Applying an outer or inner glow to the crest or wordmark.



Applying transparency.



Using any portion of the wordmark by itself. *



*** USAGE OF WORDMARK ELEMENTS:** The wordmark itself must always appear in its entirety, including the appropriate display of the ® registration mark and the dividing line that separates the top and bottom text. However, the registered properties of “WEST POINT” and “UNITED STATES MILITARY ACADEMY,” may be displayed by themselves so long as they meet the following criteria: 1) The ® registration mark must be displayed with the property. 2) The properties must not use any Serif font that resembles the unique typeface of the wordmark e.g., Garamond, Goudy Old Style, Casteller, Copperplate Gothic, Trajan Pro, etc.

AVAILABLE ASSETS

DOWNLOADABLE FILES

For internal designers and editors at the United States Military Academy, all visual elements available in high-resolution file formats can be accessed through your web browser inside the Publisher's Tool box (see *Publisher's Toolbox* on page 24).

Access to these files requires a Common Access Card (CAC) enabled workstation and an @usma.edu alias. Prior to downloading any files, users must acknowledge and agree to follow the identity standards of the United States Military Academy.

If printing publications or developing digital media, the logo, the wordmark and all other marks federally registered or trademarked belonging to the Department of Army for exclusive use and licensing by the United States Military Academy must be acquired from this location.

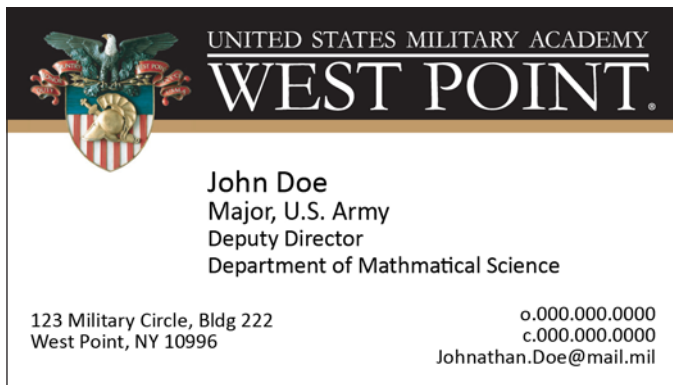
The scanning of these marks from already-printed materials or the use of low-resolution images that are copied from the internet is strongly discouraged as both will result in poor image quality.

BUSINESS CARDS

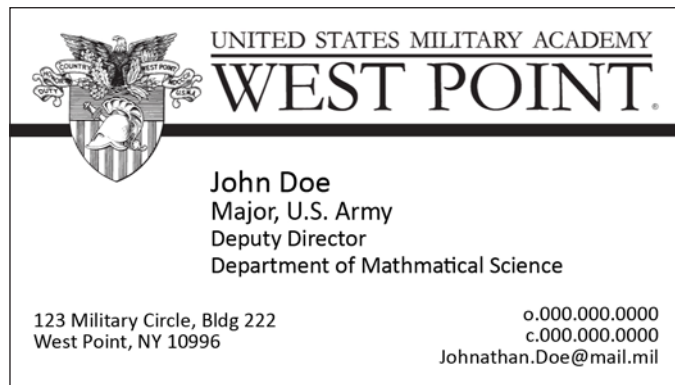
Business cards display the logo and wordmark of the United States Military Academy and each one is a piece of print media that is an extension of the West Point brand. Therefore, it is important to insure the highest quality of production, using professionally printed cards. The printing of USMA business cards from desktop printers or from office copiers is prohibited.

Refer to Army Regulation 25-30, Chapter 7-11, to determine if funding is authorized for printing business cards for your office. Otherwise, authorization for purchase of business cards is at the sole discretion of each individual department. Those wishing to purchase their own business cards on an individual basis may do so through the USMA Bookstore, located inside Thayer Hall (Building 601), through the Cadet Store (Building 606) or through an approved external vendor. If ordering from either the USMA Bookstore or the Cadet Store, order forms are available at the store or they can be downloaded from the Publisher's Tool box (see *Publisher's Toolbox* on page 24).

FULL COLOR BUSINESS CARD



BLACK & WHITE BUSINESS CARD



On the bottom of the previous page are the approved formats for business cards at the academy and are authorized for use by both civilian and military personnel. The only exception to this format is for business cards used by personnel in the Office of the Directorate of Intercollegiate Athletics (ODIA).

FAX COVER SHEETS

Fax cover pages will be used for all USMA faxes, for both internal and external communications.

Depicted below is the approved fax cover page for the United States Military Academy. This fax cover sheet is available for download as a PDF form from the Publisher’s Toolbox (see *Publisher’s Toolbox* on page 24) and it may be printed, photocopied and customized with individual department information, simply by opening the PDF form and completing form fields.

The image shows two overlapping fax cover sheets for the United States Military Academy. The top sheet is the 'FAX COVER SHEET' form, which includes the following fields and options:

- TO:** [Text box]
- COMPANY:** [Text box]
- FAX NUMBER:** [Text box]
- URGENT
- FOR REVIEW
- PLEASE REPLY
- PLEASE COMMENT
- FROM:** [Text box]
- DATE:** [Text box]
- SENDER'S REFERENCE NUMBER:** [Text box]
- TOTAL NUMBER OF PAGES, INCLUDING COVER PAGE:** [Text box]

The bottom sheet is a partial view of the same form, showing the top portion with the USMA logo and the 'TO:' field.

LETTERHEAD

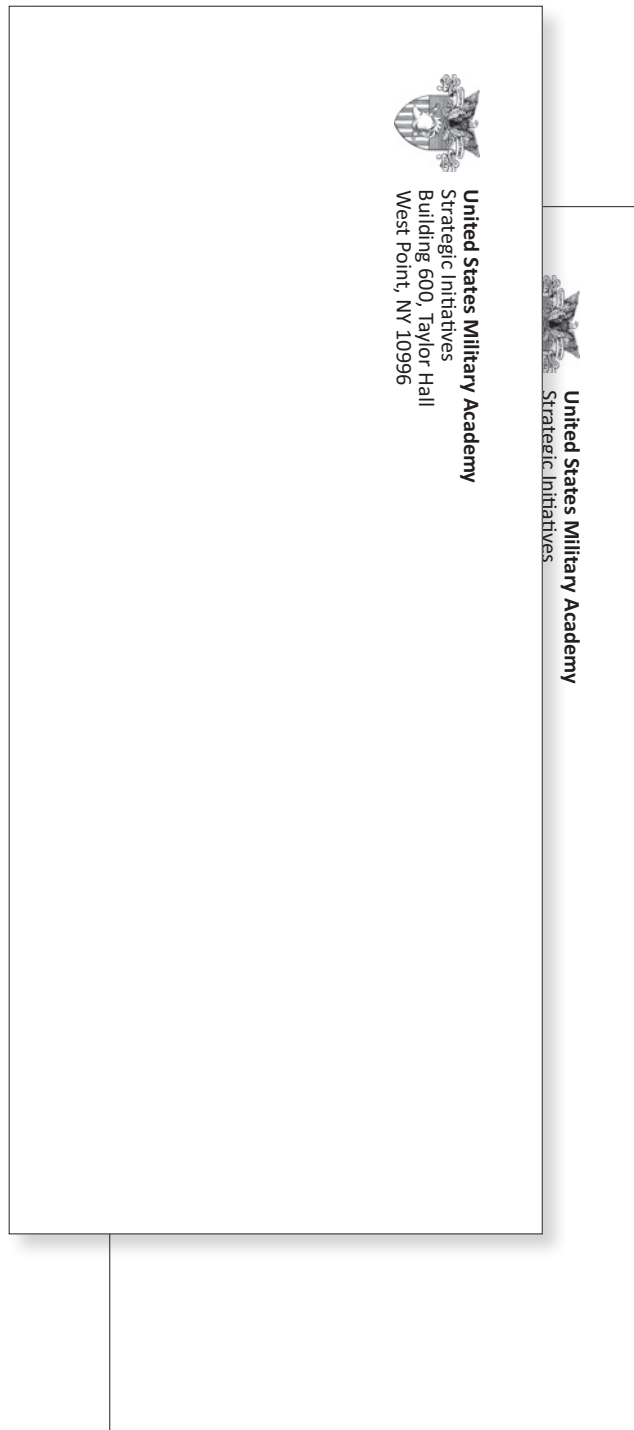
Pursuant to Army Regulation 25-30, Section II, all official letterhead and memorandum (memo/note pads) stationery will use the templates provide by Army Publishing Directorate (APD), which are available for download at:

<http://www.apd.army.mil>

The United States Military Academy is authorized a separate stationery because of its unique mission. On the adjacent page is an example of the official United States Military Academy letterhead. With the exception of the superintendant, the commandant, and ODIA, this letterhead and its envelope are the only ones authorized for official use at the United States Military Academy.

Refer to Army Regulation AR 25-30, Section II, 7-7, page 55, for further details on letterhead stationery requirements, including paper grade and weight, paper coloring and letterhead coloring.

This letterhead and the accompanying envelope can be downloaded from the Publisher' Toolbox (see Publisher's Toolbox on page 24). The letterhead and envelope may not be altered except for changing the lines in the address below "United States Military Academy." Also, adding personalized information, such as name, rank or title is not authorized.





UNITED STATES MILITARY ACADEMY
WEST POINT®

1.5 inch margin

United States Military Academy
Strategic Initiatives
Building 600, Taylor Hall
West Point, NY 10996

0.5 inch margin

This shaded area designates the space available for text. A justified left and rag right format is recommended, with an 11-point type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page.

1.0 inch margin

1.0 inch margin

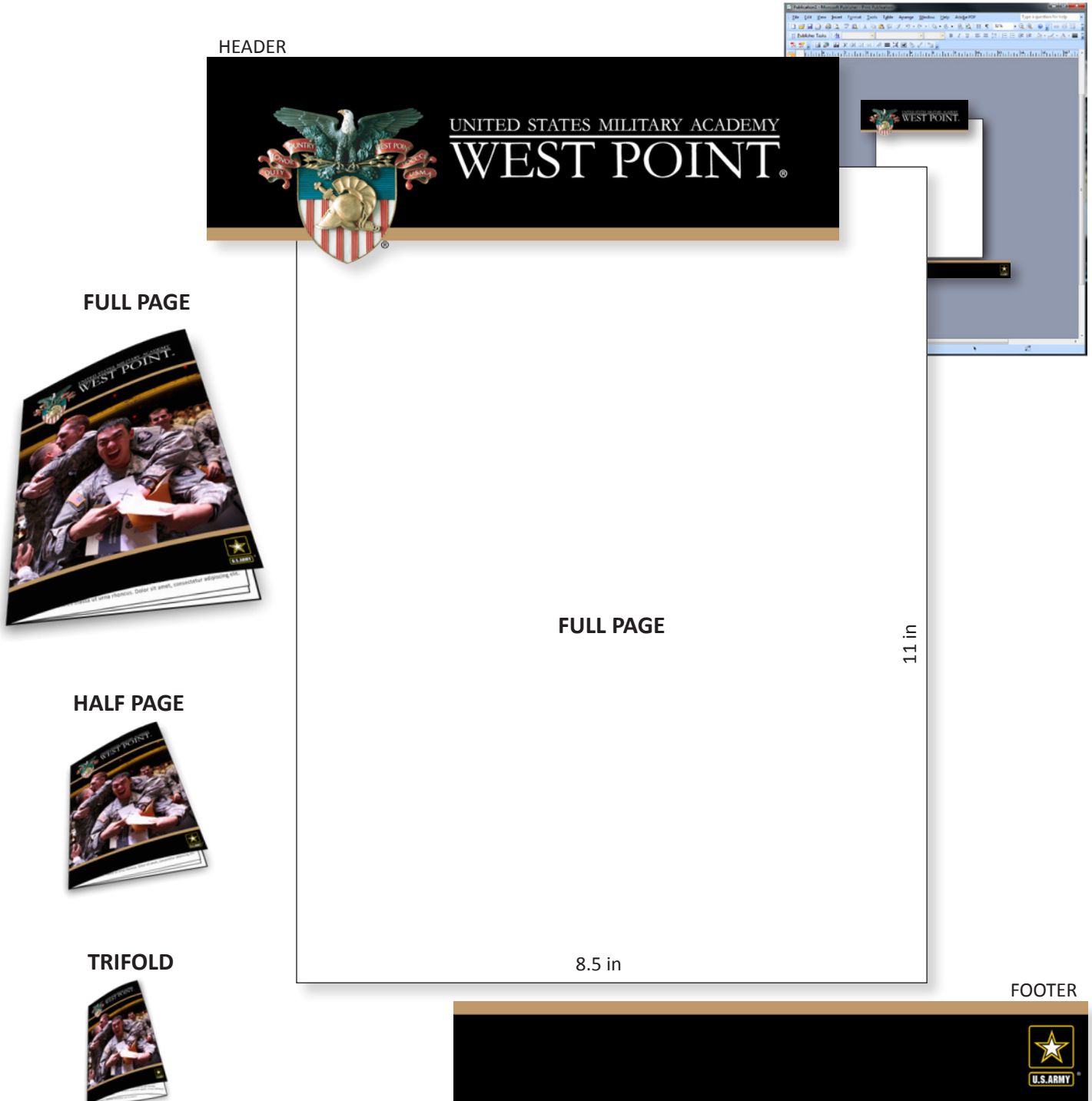
0.5 inch margin

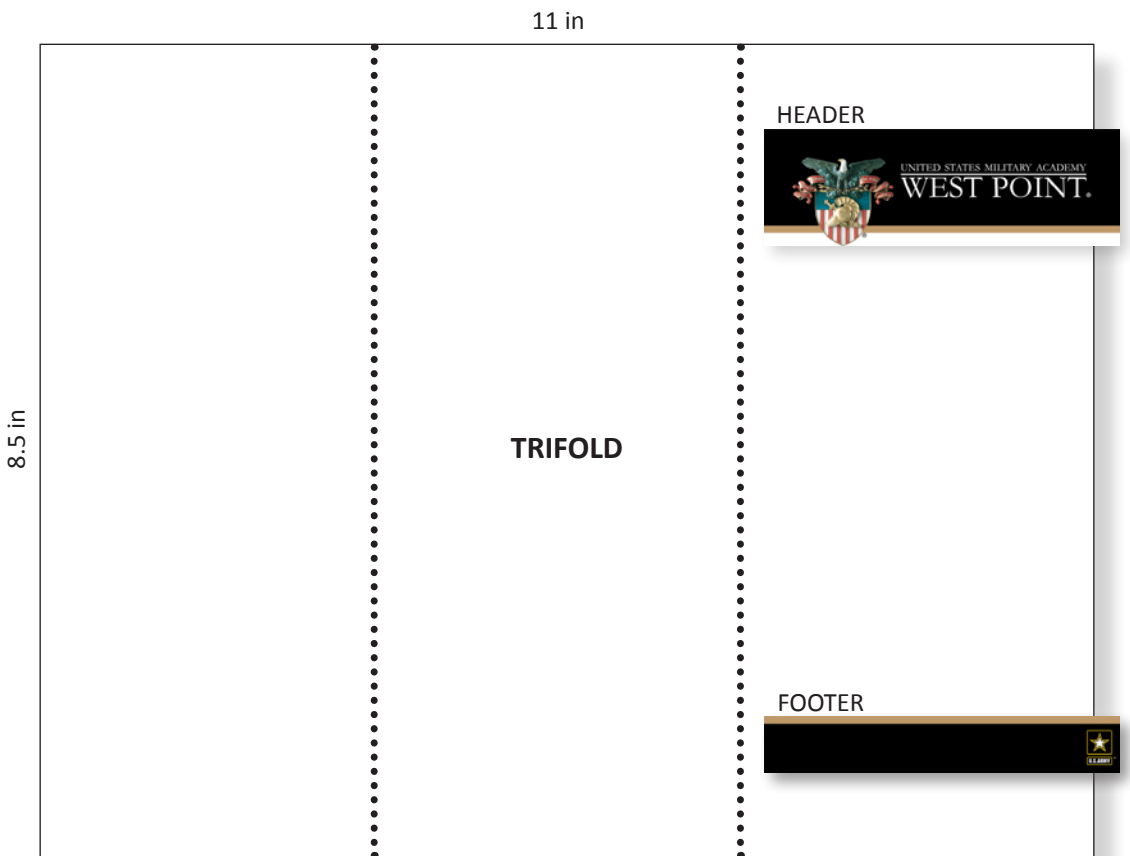
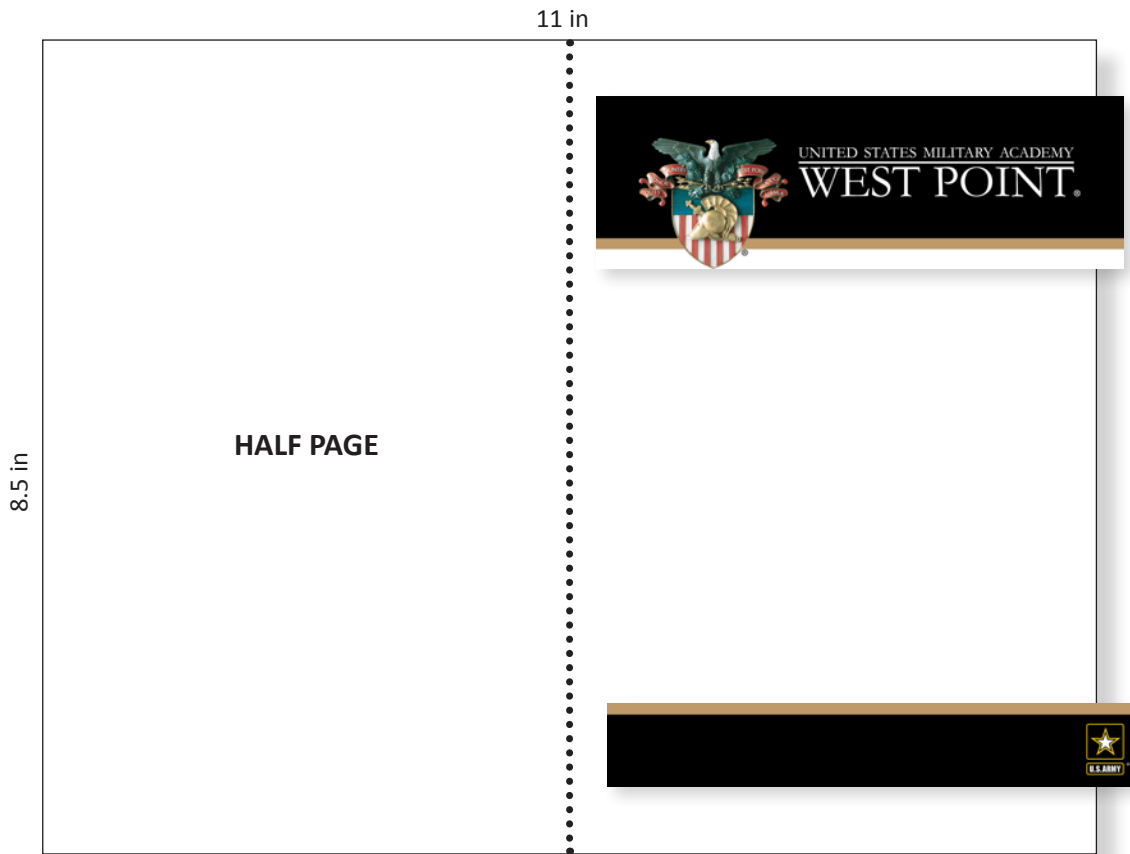
0.5 inch margin

TEMPLATES: These templates are designed to fit standard 8.5 inch x 11 inch paper when used in the three most common sizes of print media that are internally produced and locally printed.

Created specifically for use with Microsoft products (e.g., Publisher, Word, and PowerPoint), these templates can be easily used by anyone who is not a professional designer and they are available for download from the Publisher's Tool Box (see *Publisher's Toolbox* on page 24).

High resolution images and vector files are available for designers at USMA who use professional editing software (e.g., Adobe InDesign or Illustrator), and can also be downloaded from the Publisher's Toolbox.





EDITORIAL WRITING STYLE

REGULATIONS AND STYLES

The United States Military Academy acknowledges four standard references for writing. Each should be used for the appropriate category of documents:

1. AR 25-50, Preparing and Managing Correspondence, dated 3 June 2002. This guide is used for internal military correspondence (e.g., interoffice memorandums, formal and informal letters).
2. Associated Press Stylebook. Per AR-360-1 Army Public Affairs Program, the AP style guide is the overarching reference for press releases, stories for the public consumption and materials geared for mainstream media organizations. The Public Affairs Office, as the USMA release and reviewing authority for public releases, encourages the use of AP style to ensure better likelihood of external agencies re-publishing stories in order to proliferate them to a wider audience.
3. Chicago Manual of Style. Chicago style is the default style used for documents of academic nature (e.g., information papers, white papers, academic articles and similar documents). Some academic journals have their own style guides. When submitting academic research or papers to these publications, use their style to better ensure publication.
4. Webster's New World College Dictionary, Fourth Edition or later, for usage and spelling.

The following list is a compilation of USMA and Army-specific terms provided for continuity, clarification

and standardization. For general style topics, please consult the respective style manual.

GLOSSARY

A

abbreviations, acronyms: Army writing style directs that abbreviations and acronyms are identified in parenthesis after first reference, e.g., The sergeant wrote the standing operating procedure (SOP). The SOP prescribes the process. AP style directs that, after first reference, the acronym may be used e.g., The sergeant wrote the standing operating procedure. The SOP prescribes the process. Some Army-specific terms are not spelled out on first reference: e.g., Humvee, SAT, ROTC, GPS.

academic degrees: Use bachelor's degree or bachelor's instead of B.A. or B.S.; a doctoral or doctorate instead of Ph.D. or Ed.D. E.g.,: Pvt. Smith has a bachelor's degree in English and a master's in Communications. There is no apostrophe in Bachelor of Arts or Master of Science. A master's degree or a master's is acceptable in any reference. West Point instructors with doctorates are listed as "name, Ph.D." instead of Dr. The title of doctor is used only in reference to medical doctors.

academy: When referring to the generic term use lower case. On second reference to the U.S. Military Academy, use capitalized A; e.g., the Academy.

Acceptance Day: Acceptance Day is marks the day that new cadets have completed their initial training and are accepted in to the Corps of Cadets as plebes. They are designated "plebes" or cadet fourth

classmen in transition from their previous status of new cadets. Acceptance Day is the Saturday before the first day of class at the end of Reorganization Week. West Point slang A-day should not be used in external publications.

active duty: Lowercase on all references. Hyphenate as an adjective: an active-duty Soldier. As a noun: He served on active duty.

ampersand (&): Do not use in text unless part of an official title. e.g., Behavioral Science and Leadership department may be abbreviated BS&L on second reference.

armed forces: Capitalize only as a proper name: Armed Forces Day, not as a noun: the armed forces or adjective: an armed forces member. Capitalize when preceded by the U.S., as in U.S. Armed Forces.

army: Only capitalize when referring to the U.S. Army; French Army.

Army regulation: Do not capitalize regulation when used alone. Capitalize if followed by the number, and use AR on second reference with number.

Army Reserve: Can stand alone as Reserve on second reference; either as a noun or adjective: Reserve officer. Reservist and Army Reservist are always capitalized.

Armywide: Use as one word. Always capitalize unless referring to a foreign army.

Army and Air Force Exchange Service: Spell out on

first reference. Use AAFES thereafter. The actual facility is called the Post Exchange or Exchange unless the story pertains to AAFES.

Arvin Cadet Physical Development Center: Spell out on first reference and use acronym, ACPDC, for future references. Formerly known as Arvin Gym prior to Arvin renovation Project. Spell out in a formal title and capitalize. Otherwise, lowercase gymnasium. Avoid gym unless in direct quote.

[NOTE: The Superintendent at the time of the renovation adopted this name change because he felt that it more clearly defined the unique nature of this facility as compared to all other gymnasiums and recreation centers in the Army inventory.]

attribution: Attribute all stories and photos, whether by byline or release information. Use said, not says, and avoid such words as expressed, remarked and exclaimed.

B

Black Knights: Nickname for all U.S. Military Academy NCAA athletic teams. First reference would be Army plus team—e.g., Army women’s soccer, Army men’s lacrosse. Second and follow-on references could be Black Knights.

Branch Week: A week of Army service branch-oriented events prior to the first home football game that culminates with the Combined Arms Tailgate after the first Army home game. Branch week educates the Corps of Cadets about the 16 distinct U.S. Army branches and their missions and includes

static displays of military equipment in the cadet areas.

building: Abbreviate in all references which include a number, as in Bldg. 600. Otherwise, spell out when referring to a nondescript building; e.g., the building was scheduled for demolition.

bylines: Bylines will include the author's name (with AP style rank, if applicable) and unit or organization.

C

cadets: Cadet is capitalized only when used as a title, e.g., Cadet John Doe, Class of 2016, or Class of 2016 Cadet John Doe. Future references are just last name and when cadet is used generically—The cadet completed the Army Physical Fitness test successfully.—cadet is lowercase.

To reference class status use freshman, sophomore, junior and senior. Do not use plebe, yearling (or yuk), cow or firstie or cadet fourth class, cadet third class, etc. for any external publications. These are West Point slang and should be used only in internal publications.

The designation new cadet is used to describe cadets in cadet basic training, during the period beginning with Reception Day and ending on Acceptance Day. Plebe is only used to describe freshmen after Acceptance Day in internal correspondence. Cadet candidate describes potential new cadets who have not taken the Oath of Allegiance on R-Day.

Cadet Basic Training: CBT. Initial induction and

military training new cadets undergo. It begins with Reception Day and ends with Acceptance Day. This training period will not be referred to by the antiquated slang terms of Beast Barracks or Beast. Spell out on first reference and use acronym on all following references.

Cadet Field Training: CFT. Summer training for the sophomore class, most of which occurs at Camp Buckner. The four-week training introduces the cadets to the close ground fight and the associated challenges of leading soldiers in a tactical environment at the team and squad level. Spell out on first reference and use acronym on all following references.

Cadet Leader Development Training: CLDT. A rising senior class opportunity to hone tactical leadership skills at the small unit level, while being assessed on their ability to solve complex tactical problems and lead under stress. Spell out on first reference and use CLDT on all following references.

Cadet Troop Leader Training: CTLT. Twenty-four day opportunity for cadets to serve as junior officers in active Army units. Spell out on first reference and use CTLT on all following references.

Cadet rank and leadership positions: The U.S. Corps of Cadets is led by the cadet *First Captain* or *Brigade Commander*. The permanent key staff includes the *Deputy Brigade Commander*; *Brigade Executive Officer*; *Brigade Command Sergeant Major*; *Brigade Academic Officer*; *Brigade S-1, S-2, S-3, S-4, S-6 and deputies*; *Brigade Energy and Environmental Officer*; *Brigade Athletic Officer*; *Brigade Student Athlete*

Advisory Committee Officer; Brigade Moral, Welfare and Recreation Officer and deputy; Brigade Honor Chair; Brigade Respect Chair; and Brigade West Point Leader Development Officer; Brigade Color Captain and Executive Officer.

The U.S. Corps of Cadets is comprised of four regiments, three battalions per regiment and three companies per battalion, each with its own respective leadership.

The leadership of the Corps through company level is the senior (first) class, whose members are cadet captains, lieutenants and senior NCOs. The junior or second class members are cadet junior NCOs, the sophomore or third class members are cadet corporals and the freshman or fourth class members are cadet privates.

Camp Buckner: Location of Cadet Summer Training and most other field training for the Corps of Cadets. One should always refer to this area as Camp Buckner. AP style should reference as Camp Buckner, West Point, N.Y.

Commandant: First reference should also be *Commandant of Cadets*. Commandant is capitalized when used as title before a name, e.g., Commandant of Cadets or Commandant of the U.S. Corps of Cadets Brig. Gen. Jane Doe. Use lowercase when used generically or after the name, e.g., Brig. Gen. Jane Doe, U.S. Military Academy commandant or “We train leaders of character,” said the commandant.

corps: Capitalize when used with a word or a figure to form a proper name: U.S. Corps of Cadets, the Corps (when referring to the Corps of Cadets on second reference), the Marine Corps, the Signal Corps, the

9th Corps.

D

DA: *Department of the Army*; use DA on second reference. Not DoA.

Dateline: The accepted AP style dateline for releases is *West Point, N.Y.*

Dean: First reference should be *Dean of the Academic Board*. Dean is capitalized when used as title before a name, e.g., *Dean of the Academic Board Brig. Gen. John Doe*. Lowercase when used generically or after the name, e.g., *Brig. Gen. John Doe, U.S. Military Academy dean* or “*We train leaders of character,*” said the dean.

DOD: *Department of Defense*. Use DOD on second reference – AP Style. DoD for Army correspondence.

degrees (education): Use bachelor’s degree or bachelor’s instead of B.A. or B.S.; a doctoral or doctorate instead of Ph.D. or Ed.D. E.g.,: *Maj. Doe has a bachelor’s degree in English and a master’s in Communications*. There is no apostrophe in *Bachelor of Arts* or *Master of Science*. A *master’s degree* or a *master’s* is acceptable in any reference. West Point instructors with doctorates are listed as “name, Ph.D.” instead of Dr. The title of doctor is used only in reference to medical doctors.

Department/directorate: There are 13 academic departments, two departments within the Corps of Cadets and a separate intercollegiate athletics department.

The following matrix denotes the official title, which should be used as first reference and the appropriate use for second reference.

First Reference	Second Reference	
	Internal	External
Department of Behavioral Sciences and Leadership	BS&L	BS&L
Department of Chemistry and Life Science	chemistry department or chemistry	C&LS
Department of Civil and Mechanical Engineering	civil and/or mechanical engineering	C&ME
Department of Electrical Engineering and Computer Science	electrical engineering and/or computer science	EECS
Department of English and Philosophy	English and philosophy department - <i>NEVER just English</i>	D/EN&PHIL
Department of Foreign Languages	foreign language department	DFL
Department of Geography and Environmental Engineering	geography and/or environmental engineering department	G&EnE
Department of History	history department or history	HIST
Department of Law	Law department	D/LAW
Department of Mathematical Sciences	math department or math	MATH
Department of Physics and Nuclear Engineering	physics department or physics	P&NE
Department of Social Sciences	social sciences	SOSH
Department of System Engineering	system engineering or systems	DSE

First Reference	Second Reference	
	Internal	External
Department of Physical Education	physical education department or physical education	DPE
Department of Military Instruction	DMI	DMI
Department of Intercollegiate Athletics (or Office of the Director of Intercollegiate Athletics)	Army sports	DIA or ODIA

doctor: The title is reserved to those in the medical profession. Educators are given the title of Ph.D. E.g.,: *According to John Doe, Ph.D., the cadets performed admirably at the event.* Or, *“Dr. John Doe the chief administrator at Keller Army Community Hospital, was in attendance.*

E

No Entries

F

female: When used as a noun, the proper term is *woman* or *women*: *A woman joins the Army.* When used as an adjective, the proper term is *female*: *The female cadet attended class.*

fort: Always spell out; do not abbreviate for cities or military installations. When listing a series of installations, use *Fort* before each applicable installation with the state: *Fort Bragg, N.C.; Fort Jackson, S.C., and Fort Stewart, Ga.*

Fort Putnam: Fort Putnam was one of many forts at

West Point during the American Revolution. Built in 1778 by Colonel Rufus Putnam's 5th Massachusetts Regiment, it was the key fortification in the interlocking network of forts and redoubts making up West Point's defenses. From this site, The Plain and approaches to the Great Chain could be protected. Originally a wood and earthen redoubt, Fort Putnam evolved into a stone fortification which stands today after restoration during the American Revolution Bicentennial in the 1970s. Always *Fort Putnam*, not Ft. Putnam.

G

gray: Use the American spelling - *gray*—*the Long Gray Line*. Grey is the British spelling.

Graduation Week: The week of activities beginning on Monday prior to U.S. Military Academy cadet graduation and commencement. Graduation week includes alumni and graduating cadet activities, including regimental receptions, awards ceremonies, reviews, receptions for each regiment with the Superintendent, baccalaureate services, the Graduation Parade on Friday, banquet, graduation ceremony and commissioning ceremonies.

H

Honor Code:

The cadet honor code: A cadet will not lie, cheat, steal, or tolerate those who do.

Humvee: *Humvee* is the preferred term in reference to a high mobility multipurpose wheeled vehicle. It is not necessary to spell out on first reference. Never

HMWWV or *Hummer*.

I

IED: On first reference, use *improvised explosive device*, then *IED* is acceptable on second reference. *Roadside bomb* is preferable, according to AP Stylebook.

Internet: Capitalize. See Internet Guide in AP Stylebook.

J

junior, senior: Abbreviate as *Jr.* and *Sr.*, following the name. Do not precede with a comma. Use *junior enlisted* rather than lower enlisted. See *Cadets* for references to class status.

K

Keller Army Community Hospital: *Keller Army Community Hospital* is the hospital located at West Point, N.Y., servicing the United States Military Academy and the surrounding U.S. Army Garrison. Spell out in its entirety in the first reference. Then reference as *Keller* or *KACH*.

L

Long Gray Line: the *Long Gray Line* Refers to the lineage of USMA alumni. This term should not be used to refer to the Corps of Cadets or interchangeably with the Association of Graduate (AOG).

M

Marine: Capitalize when referring to U.S. forces: the *Marines*, the *Marine Corps*, and *Marine regulations*.

Military Individual Advanced Development: MIAD
 – Program which provides cadets the opportunity to attend active military schools and courses such as Airborne, Air Assault, Ranger, Sapper and partnership nation military schools. Spell out on first reference. Second reference may be MIAD – never M.I.A.D.

Military rank: Military rank is one of the more argued points of the differing styles. AP style and Army style dictate different ways to abbreviate rank. As AR 360-1 dictates that AP style will be used for public media releases, use AP when the resulting product will be read as a news release, print story or release to the public, in a blog or website. Use Army style for official military correspondence.

AP style - Abbreviate rank when it comes before a name, capitalizing the first letter then lower case for the remaining abbreviation. Compound ranks will use this methodology for each part. E.g.,: *Lt. Gen. John Smith; Maj. Gen. Smith; Command Sgt. Maj. Doe, Col. Doe, Sgt. 1st Class Smith*. Spell out in other references, such as: *the brigade’s command sergeant major* or *....said the captain*. Remove the superscript function for ranks with numerical characters; *Sgt. 1st Class*.

Army Style – Army rank abbreviations are all capital, e.g., *MG Doe, COL Smith, and MAJ Doe*.

RANK	AP STYLE	ARMY
Specialist	Spc.	SPC
Corporal	Cpl.	CPL
Sergeant	Sgt.	SGT
Staff Sergeant	Staff Sgt.	SSG
Sergeant First Class	Sgt. 1st Class	SFC
Master Sergeant	Master Sgt.	MSG
First Sergeant	1st Sgt.	1SG
Sergeant Major	Sgt. Maj.	SGM
Command Sergeant Major	Command Cgt. Maj.	CSM
Warrant Officer	Warrant Officer Warrant Officer 2 Warrant Officer 3 Warrant Officer 4 Warrant Officer 5	WO CW2 CW3 CW4 CW5
Second, First Lieutenant	2nd Lt., 1st Lt.	2LT, 1LT
Captain	Capt.	CPT
Major	Maj.	MAJ
Lieutenant Colonel	Lt. Col.	LTC
Colonel	Col.	COL
General Officer	Brig. Gen. Maj. Gen. Lt. Gen. Gen.	BG MG LTG GEN

Plural form of rank. When referencing rank as plural add an ‘s’ to the principal element of the title, *Sergeants Major, Major Generals*.

military titles: Capitalize if preceding the person’s name; lowercase if it follows the name, as in *Gen. John Doe, Training and Doctrine Command’s commanding general*.

military units: When possible, list the cadet’s company inside the story. Spell out: *Company M* instead of *M Co. or Co. M*.

Mission: The mission of the U.S. Military Academy is to educate, train and inspire the Corps of Cadets

RANK	AP STYLE	ARMY
Private - All Grades	Pvt.	PVT, PV2, PFC

so that each graduate is a commissioned leader of character committed to the values of Duty, Honor, Country and prepared for a career of professional excellence and service to the nation as an officer in the United States Army.

Motto: Duty, Honor, Country

N

nation: Lowercase.

National Guard: Can stand alone in uppercase; *Guard* on second reference is acceptable. Use *National Guard members*, instead of *Guardsmen* or *Guard Soldiers*.

noncommissioned officer: Spell out on first reference, then use *NCO* thereafter.

NCOIC: Spell out *noncommissioned officer in charge* on the first reference. Use *NCOIC* thereafter. Do not hyphenate.

O

On-post, Off-post: Use a hyphen to separate. On-post, Off-post: Use a hyphen to separate.

P

Parade vs. review: The U.S. Military Academy has two parades annually—Acceptance Day and the Graduation Parade. All others are reviews, as defined by FM 3-21.5, Drill and Ceremonies.

Plain, the: Always use *The Plain* when referring to the

West Point parade ground.

Q

No Entries

R

Reception Day: The day the incoming class of cadets reports to USMA. West Point slang *R-day* should not be used in external publications.

Reorganization Week: The week after completion of new cadet summer training when cadets are re-assigned to new companies and class schedules are finalized. The slang term *Reorg* week should not be used for external publications. Never use *Reorganizational Week*.

Reserve: Capitalize when referencing the *U.S. Army Reserve*.

Reserve Officers' Training Corps: The *s'* is military practice. *ROTC* is acceptable in all references.

Residential Communities Initiative: Spell out on first reference, then *RCI*. Balfour Beatty Communities is West Point's RCI privatization partner—BBC on future references.

retired: For AP style use "retired" before the rank and name: *retired Brig. Gen. John Smith*. Army writing style may be found in AR 25-50, paragraphs 6-6 and 6-11.

Ring Weekend: Always use initial caps. Ring Weekend is the first Friday and Saturday after classes start when

the members of the senior class celebrate the receipt of their class rings.

S

Sept. 11: Use Sept. 11 attack or Sept. 11 terrorist attack. 9/11 is acceptable, but never 9-11.

servicemembers: One word; preferable over the word military members.

Soldier/soldier: AR 360-1, Army Public Affairs, and Army policy requires the capitalization of *Soldier* when referring to members of the current U.S. Army. Civil War *soldiers* or *soldiers* in foreign armies are not capitalized.

special forces: Capitalize only when part of an official unit designation: 7th Special Forces Group; *He is special forces qualified.*

Superintendent: Superintendent is capitalized when used as title before a name, e.g., Superintendent Lt. Gen. John Doe. Use lowercase when used generically or after a name, e.g., Lt. Gen. John Doe, U.S. Military Academy superintendent or “We train leaders of character,” said the superintendent.

T

TAC/TAC NCO: The acronyms *TAC* and *TAC NCO* are second references for *tactical officer* and *tactical non-commissioned officer*. If used before a name and rank as a title, use initial capitalization. If used after the name, all lower case.

Thayer Award: The Sylvanus Thayer Award is

an award presented annually by the Association of Graduates in honor of Sylvanus Thayer who transformed USMA into a prestigious engineering school. The award is presented to “an outstanding citizen whose service and accomplishments in the national interest exemplify the Military Academy motto, ‘Duty, Honor, Country.’” The event is supported by a cadet review, at which the awarded, the Superintendent and First Captain review the corps of cadets. The event is followed by a formal dinner in Washington Hall. Use Thayer Award on first reference and award thereafter.

time: Unless quoted for external publications, do not use military time. Lowercase *a.m.* and *p.m.* If referring to a time span, use *9-10 a.m.*, *9 a.m.-10 p.m.* No space is needed in between the two times. Use numerals for all times. For 12 a.m. midnight is permitted and for 12 p.m. noon is permitted. Avoid redundancies such as: *10 a.m. this morning.*

titles (job): Capitalize a person’s job title only if it immediately precedes the name: Sgt. Maj. of the Army John Doe; Command Sgt. Maj. Jane Doe, TRADOC command sergeant major. Use lowercase and spell out titles when they are not used with an individual’s name: The command sergeant major is the highest ranking NCO in the directorate. Use lowercase and spell out titles in constructions that set them off from a name by commas: The program manager for the Directorate of Public Works, John Doe, does not plan to retire.

Trophy Point: The point is a collection of captured artillery, including weapons from the Revolutionary War. Always used as *Trophy Point*.

U

United States: Abbreviate when used as a noun or adjective: *The U.S. led program is a success.* Do not use periods in headlines (US). AP style—U.S. Military Academy

United States Military Academy at West Point:

The official name of the school is the United States Military Academy. The Academy is located at West Point, New York. AP style directs U.S. Military Academy at West Point on first reference. Second references can be West Point or USMA.

NEVER use *West Point Military Academy* or *the Point*.

United States Military Academy Preparatory School:

USMAPS - One year preparatory school to prepare candidates selected by the United States Military Academy Admission's office for the academic, physical, and military challenges of the United States Military Academy at West Point. Selected cadet candidates are high school graduates or enlisted personnel from the Active, Reserve or National Guard force. AP style directs *U.S. Military Academy Preparatory School* on first reference, *USMAPS* thereafter.

V

No Entries

W

war: Capitalize when used as part of a name for

a specific conflict: *the Civil War, the Cold War, the Korean War, the Vietnam War, Gulf War.*

warrior: Lowercase, unless in proper title: *Wounded Warrior Program.*

Web: Capitalize the first letter for the Web, Web page and Web feed. The story can be found on the Web.

website: Do not capitalize web, in website, webcam, webcast and webmaster.

West Point: Use West Point when referring to the physical location of the United States Military Academy. Use *U.S. Army Garrison-West Point* (when referring to the IMCOM Garrison). Avoid using the term West Point Reservation - This is term used to mark the physical confines of the United States Military Academy property on U.S. Geological maps. Never use West Point Military Academy or the Point.

X, Y, Z

No Entries



PUBLICATION STANDARDS MANUAL AND STYLE GUIDE

www.usma.edu/styleguide

Produced by: USMA Strategic Initiatives

V1 - 3rd edition, October 2014

