

Academy® Sports + Outdoors Logo Guidelines



The logo Academy® and any identification of its registered trademark may not be used, in whole or in part, without the prior written/verbal consent of Academy, Ltd. All rights reserved.

Consistent use of the logo on all communications materials will preserve its visual impact and it is imperative for corporate identity purposes, to maintain the integrity of the Academy®Sports + Outdoors logo.

The following guidelines should be used when applying the logo:

- The ® symbol must always accompany the Academy® Sports + Outdoors logo. The ® symbol should be aligned with the corner of the letter “Y”.
- The use of an all-black logo or an all-white logo is allowed for non-color situations such as grayscale/black and white artwork.
- Do not separate or use variations of the Academy® Sports + Outdoors logo (i.e.: Academy or Academy Sports)
- The Academy® Sports + Outdoors logo must be clearly separate and not overlapping any product
- Use the Academy® Sports + Outdoors logo in its proper proportions, do not distort.
- The Academy® Sports + Outdoors logo dimensions should never be smaller than 1/2 inch wide.
- Do not retype the designed Academy® Sports + Outdoors logo in any form.

Academy Logo Color Formulas



C 97 Y 1
M 74 K 0



C 0 Y 100
M 100 K 0



C 100 Y 100
M 100 K 100

Please consult with Academy® Sports + Outdoors for any particular question at brand.identity@academy.com.