

# CAS OPERATIONS

## Shared Services Model Communications

### Logo Use

CAS Comms refers to the brand created by the Office of Communications and Marketing. If you need a CAS or unit lock up, please reach out via the CAS Communications [Project Request Form](#). All uses of the University of Delaware logo must be approved by OCM. CAS Comms can assist with the process.

Anniversary and named-unit logos must be developed in collaboration with CAS Comms and OCM.

- **Brand Guide**  
<https://www.udel.edu/content/dam/udellimages/ocm/style-guide/brand-style-guide.pdf>
- **Monogram lockups (see p. 15 in the UD brand guide)**  
Monogram lockups are limited to colleges, executive-level administrative units and named entities.
- **Unit identity Use Examples (see p. 16 in the UD brand guide)**  
CAS Comms can help guide units through the use of the UD logo. There are many examples.
- **Giveaways (see p. 16 in the UD brand guide)**  
When ordering giveaways items containing official UD logos and marks you must use a CLC licensed vendor for UD. For a step-by-step process on ordering, please go to [www.udel.edu/giveaways](http://www.udel.edu/giveaways). Approved vendors will submit designs to UD for approval before production.



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