

# UD COLLEGE OF ARTS AND SCIENCES MERCHANDISE GUIDE AND CATALOG

Helping you identify, personalize and order  
merchandise specific for your department, unit or center.

Information as of July 2022



# Purpose

## **Why a Catalog**

To quickly show the variety in type and price range of branded merchandise available.

## **Why a Guide**

To provide a wider view of the merchandise decision and ordering process.

## **Why Pre-Approved Vendors**

Pre-Approved vendors have gone through a rigorous process and understand UD's marketing and style guidelines. They'll catch discrepancies we may miss.

## **Why go through CAS Events**

We order merchandise throughout the year and are familiar with the process and vendors. We can discuss options, steps and tips with you and will connect you with an approved vendor.

# Overview of this Guide

- Catalog Tips
- Catalog Viewing Options
- Considerations
- Graphics
- Questions & Ordering

## Merchandise Quick Start

[Click for CAS Merchandise Catalog](#)

Questions or Ready to Order:  
contact CAS Events [cas-events@udel.edu](mailto:cas-events@udel.edu)

# Catalog Tips

The catalog is hosted by airtable, an online information management platform.

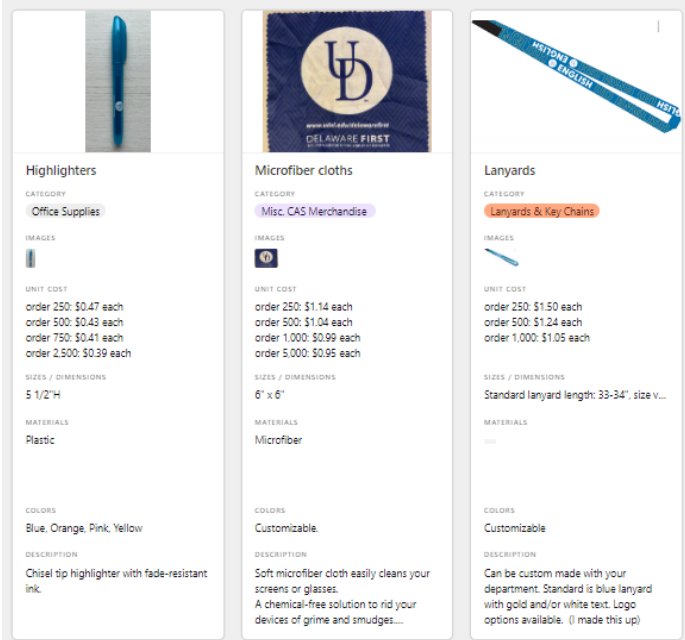
The catalog is a living document that represents variable information; it is not a traditional catalog with specs for individual items. As UD uses different vendors, and different vendors use different suppliers, whose stock, pricing and shipping are variable, our catalog represents an idea of what is possible.

The catalog's default view is sorted by category, with items in their own "card".

Using fields on the top menu bar, you can modify your view with a search, sort, or filter. You can also download or see a print view.

Click anywhere in an items card to enlarge the view.

## CAS Internal Merchandise Catalog



The image displays three sample items from the CAS Internal Merchandise Catalog, each presented in a card format. The first card is for a highlighter, the second for a microfiber cloth, and the third for a lanyard. Each card includes a category, a list of unit costs for different order quantities, sizes/dimensions, materials, colors, and a description.

Item	Category	Unit Cost	Order Quantity	Price
Highlighters	Office Supplies	order 250:	\$0.47 each	
		order 500:	\$0.43 each	
		order 750:	\$0.41 each	
Microfiber cloths	Misc. CAS Merchandise	order 250:	\$1.14 each	
		order 500:	\$1.04 each	
		order 1,000:	\$0.99 each	
Lanyards	Lanyards & Key Chains	order 250:	\$1.50 each	
		order 500:	\$1.24 each	
		order 1,000:	\$1.05 each	

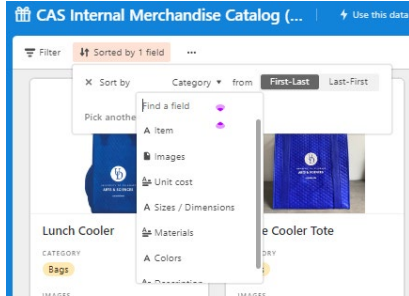
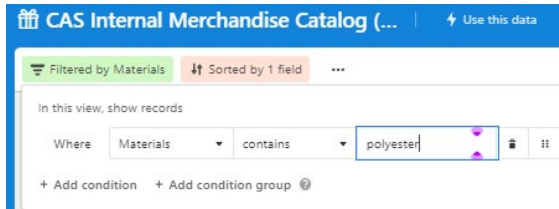


# Catalog Viewing Options

Viewing options are accessed through the top menu bar.

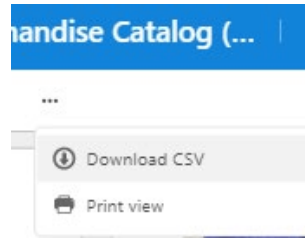
## Top Left: Filter or Sort

Click on Filter or Sort, use the dropdowns to filter or sort by any field in the catalog.



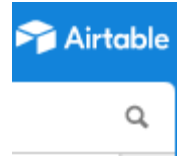
## Download CSV or Print View

Click on the 3 dots next to Sort for options to download or print.



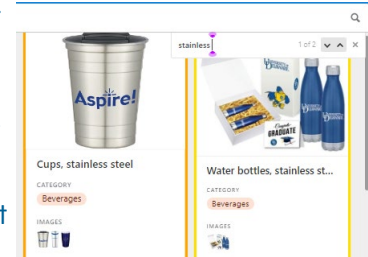
## Top Right: Search

Click on the magnifying glass and type into the search bar.



Cards of the items that match your search will be outlined in yellow or orange.

You can use the arrows that appear in the search bar to navigate to the next item in your search.





# Considerations for Choosing an Item



- Your Time Frame & Vendors Time Frame
- Shipping Time and Cost
- Supply and Demand: items may be out of stock
- Who it is for, how and when it will be used
- Prices are often set with a minimum order, and may decrease by set increments as quantity ranges increase
- Graphics: Are you using an existing logo, or do you need a new image?



# Graphics

You can use an existing logo or image or create a new image.

Depending on circumstances, CAS Comms or an approved vendor's artist (for a fee) can work with you to create an image file. (Tip: more colors can add more cost.)

The [Office of Communications and Marketing webpage](#) has a wealth of information, including the UD Brand Style Guide and downloadable logos, though many approved vendors already have the files. Specific links are on the final page of this guide.

How to choose?

It depends on everyone's timing, your budget and goals.



This t-shirt from Fall 2021 Decision Days has an existing logo on the front and a vendor-artist / UD approved new image on the back.





# Questions and Ready to Order

Whether you have process or product questions or are ready to order, CAS Events can help.

- Email [cas-events@udel.edu](mailto:cas-events@udel.edu)
- Include “merchandise” in the subject line



# Additional CAS Events Material

*Click below to view additional resources*

[CAS Shared Services Webpage](#)

[CAS Events Documents](#)

[CAS Venue Guide](#)

[Request CAS Event Team Support](#)

[Request CAS Communication Project Support](#)

[UD Brand Style Guide](#)

[UD Licensing and Trademarks](#)

## Other UD Materials:

- [UD Parking Map](#)
- [Interactive UD Map](#)
- [UD Catering](#)
- [UD Custodial & University Services](#)



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