

BOROUGH OF BRADLEY BEACH

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LARRY FOX, MAYOR
MEREDITH DEMARCO
ACTING BOROUGH ADMINISTRATOR

Date: April 10, 2024

To: Borough Council
From: Mayor Larry Fox

Re: Unified Branding Committee

The following individuals will participate in a committee chaired by Councilman Weber and Council President DeNoble:

Amy Hall, Melissa Butler, Shane Butler, and Kathy Smyth

The Members of this Committee will have an interest or knowledge of marketing, advertising, graphics and communications.

The purpose of this Committee:

- Improve/enhance various the Borough logos and lettering currently being used.
- Develop a unified way to represent the Borough visually and in writing that can be used digitally, on signs, banners, and paper.
- Incorporate unified branding with existing Boards, Commissions, Departments, and Institutions in the Borough.

The Committee will meet monthly and apprise the Governing Body of their progress regularly.

This will be an Ad-Hoc Committee that will disband once the project is completed.