

November 25, 2025

BOROUGH OF BRADLEY BEACH, MONMOUTH COUNTY

RESOLUTION 2025-340

**RESOLUTION APPROVING AN OFFICIAL LOGO
FOR THE BOROUGH OF BRADLEY BEACH
TO ENSURE CONSISTENCY AND UNIFORMITY**

offered the following Resolution and moved its adoption:

WHEREAS, the Borough of Bradley Beach (the “Borough”) has utilized different logos and graphic designs throughout its various departments and agencies, without consistency or uniformity; and

WHEREAS, the Borough formed a Unified Branding Committee to develop a consistent and uniform logo to be used in all of the Borough’s departments and agencies; and

WHEREAS, after significant work and thoughtful consideration under the leadership of Councilman John Weber, the Uniform Branding Committee has recommended that the Borough designate and utilize a new official logo, a depiction of which is annexed to this Resolution;

NOW, THEREFORE, BE IT RESOLVED that the Mayor & Council of the Borough of Bradley Beach, County of Monmouth, State of New Jersey hereby approve the new official logo, a depiction of which is annexed to this Resolution, and which shall be utilized throughout all Borough departments and agencies to ensure consistent and uniform branding.

Seconded by Councilperson _____ and adopted upon the following vote:

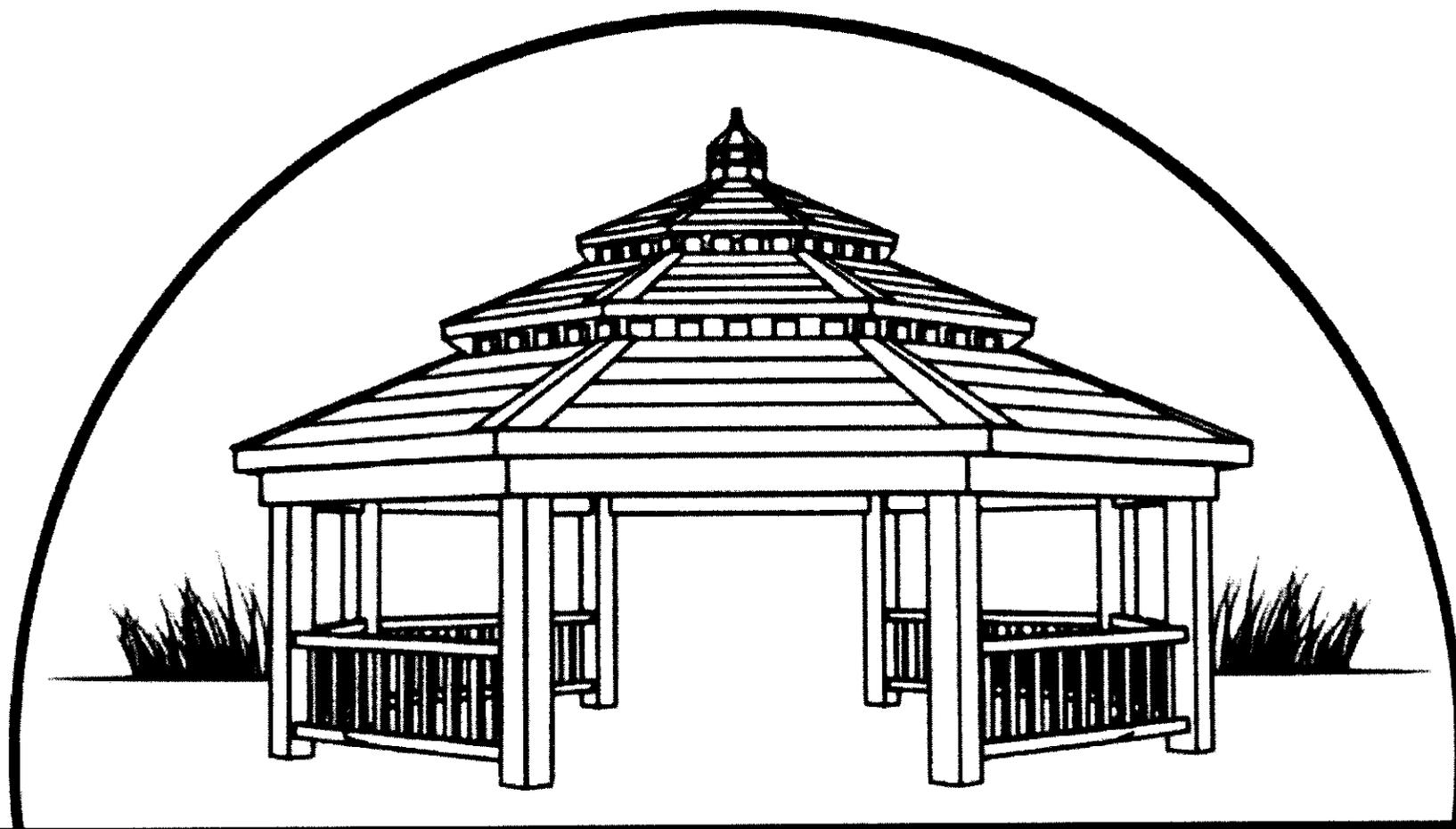
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Ms. DeNoble
Ms. Greenblatt
Mr. Nowicki
Mr. Weber
Mayor Gubitosi

CERTIFICATION

I, Erica Kostyz, Municipal Clerk of the Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Governing Body at the November 25, 2025 Special Council Meeting.

Erica Kostyz, RMC, CMR
Municipal Clerk



BRADLEY BEACH