The Enfield ribbon is a new branding element used to bring a distinctive look and feel across all Enfield Council communications. It represents positivity, growth and forward thinking. The ribbon does not replace the logo but works in harmony with it, creating a clear space to ensure the logo is always prominent. On all colour documents the ribbon is always red (Pantone 485). The web address is a part of the new branding and should always be shown in red below the ribbon. It can be used alone, as in this example or as part of your supporting text/ contact details.