

F. No. S-13015/80/2019-JJM.II
Government of India
Ministry of Jal Shakti
Department of Drinking Water & Sanitation
National Jal Jeevan Mission

4th Floor, Pt. Deendayal 'Antodyaya' Bhawan,
CGO Complex, Lodhi Road,
New Delhi – 110 003
Dated 21 December, 2020

To,

Addl. Chief Secretary/ Principal Secretary/ Secretary,
In-charge of Rural Drinking Water,
All States/ UTs

Subject: Use of logo and tagline of Jal Jeevan Mission for IEC activities - reg...

Ma'am/ Sir,

During the recent field visits of National Jal Jeevan team to different States/ UTs, it has been observed that the logo and tagline of Jal Jeevan Mission is not being displayed properly on the assets created under JJM and IEC materials used as a part of awareness activities carried out by the States/ UTs.

2. In this regard, it may be noted that the logo and tagline of JJM has to be used in the prescribed dimension and to be properly placed on JJM assets and IEC materials. The copy of logo and tagline in jpg and png format is attached along with the guideline for proper use of jal jeevan mission logo.

3. In view of this, it is reiterated that States/ UTs may take necessary steps to properly use logo and tagline of JJM for different activities.

Yours faithfully,


(Vikas Srivastava)

Under Secretary to Govt. of India
e-mail: vikas.sri@nic.in

Encl: As above.

Copy to:

Engineers-in-Chief/ Chief Engineers, Rural Water Supply of all States/ UTs

Guideline for proper use of Jal Jeevan Mission Logo

Know the correct logo:

English



Har Ghar Jal
Jal Jeevan Mission

Colour Code: Maya (Blue)

HTML/HEX code:#2496d4

RGB code: R-36, G-150, B-212

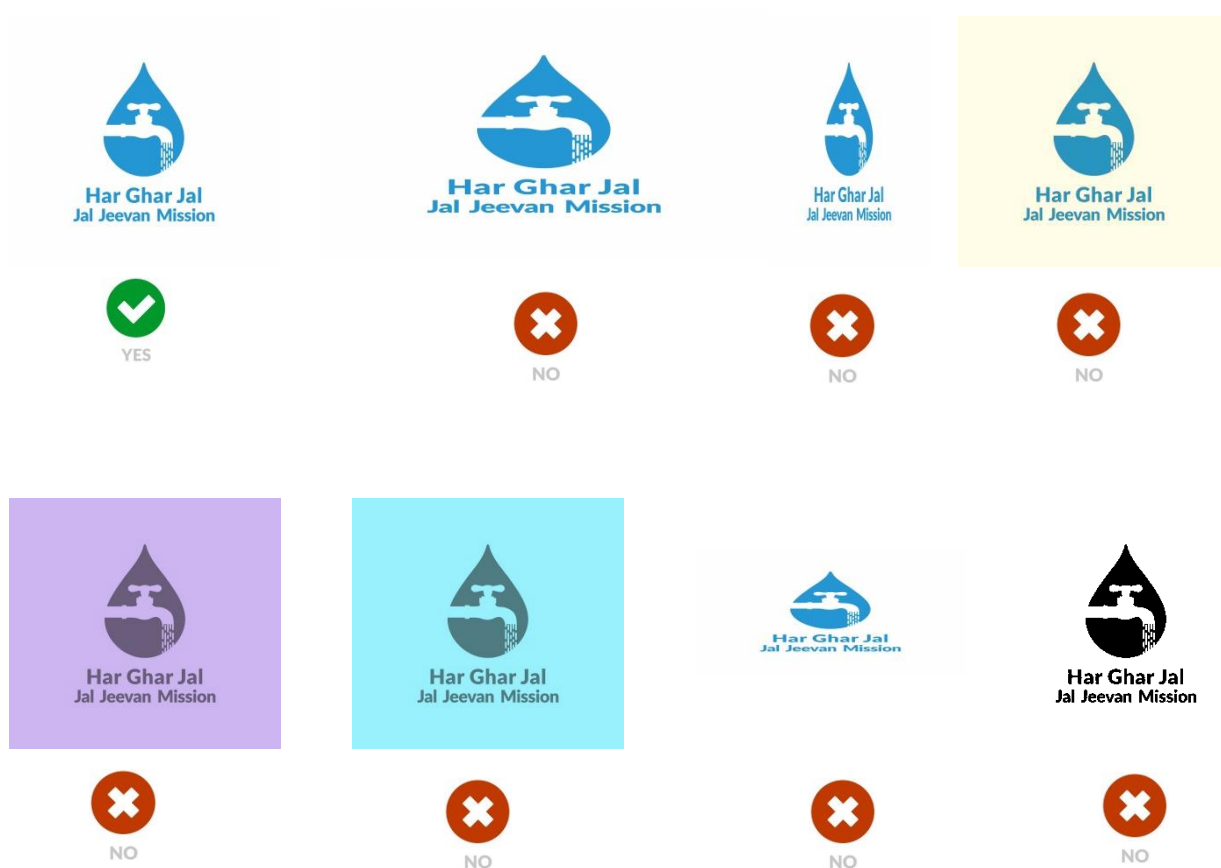
CMYK code: C- 83%, M-29%, Y-0%, K-17%

Hindi



हर घर जल
जल जीवन मिशन

How to use JJM Logo properly,



Use of Logo in branding posters/ Hoardings/ leaflet etc.



In Hindi belts, Hindi Logo could be used.

To download the open files of JJM Logo, [click here-](#)

<https://drive.google.com/drive/folders/1TRlkccn8wBVjXWYni5XPe8eXMOQBaeR2?usp=sharing>

In case of any issue, State Department may contact us at email id njjm-ddws@gov.in or at WhatsApp no. 9873380780