



GOVERNMENT OF BERMUDA  
Ministry of the Environment, Planning and Infrastructure Strategy

Department of Planning

The Advertisements Regulation Act, 1911 details the size, content and location of legal advertisements and announcement signs. This guide has been developed to highlight the major areas of the Act and to show you which signs contravene the Act and which are acceptable. When in doubt, refer to the above Act.

# A Guide to Advertisement Signs & Announcements

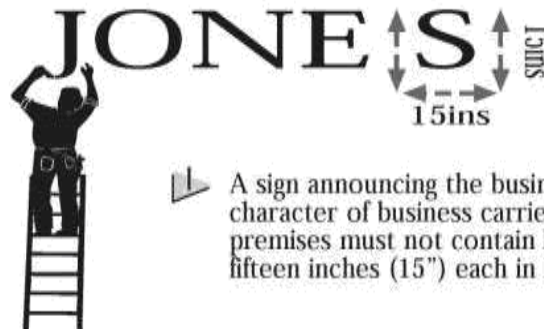
## ADVERTISEMENT SIGNS

ACCEPTABLE ADVERTISEMENT SIGNS CAN BE:

- 1 on land relating to any meeting, auction or sale to be held on or in relationship to that land,
- 2 on land announcing the sale or letting of that land,
- 3 on land which is licenced for the exhibition of advertisements by either the Corporation of Hamilton or St. George,
- 4 on land or a building giving only the business name of the company, firm or person and general character of the business being carried out,
- 5 inside the display window of an agent's business premises in respect of a business for which the agent acts,
- 6 inside a place of business.



## LETTERING SIZES



- 1 A sign announcing the business name and character of business carried out on the premises must not contain letters exceeding fifteen inches (15") each in height or width.

General Enquiries: (441) 297-7756 Development Control: (441) 297-7810 Building Control: (441) 297-7755  
Forward Planning: (441) 297-7778 Building Inspection Requests 24-Hr. Line (441) 297-7828  
Website: [www.planning.gov.bm](http://www.planning.gov.bm)



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**SIGNS THAT ARE NOT ALLOWED**



1 No advertisement sign is to be visible above the roof-line or sky-line of any property.

2 No advertisement or announcement on a kite or balloon may be exhibited over any property or street.



3 Flashing or illuminated signs visible from any street or public way are not allowed.



4 Sandwich men or vehicles used solely or mainly for advertising purposes are not permitted on any street or public way.



5 Use of the National Flag or portraits of living or deceased members of the Royal Family in any advertisement is prohibited.



6 The Act does not allow the use of brand names, emblems, logos, etc.