

BELL COMPANY, INC.

ARCHITECTURAL SIGNAGE SYSTEMS



SINCE 1946 YOUR SOURCE FOR

CAST PLAQUES
CAST LETTERS
CHANNEL LETTERS
CUT LETTERS
STAINLESS STEEL LETTERS
ETCHED PLAQUES
ADA SIGNAGE

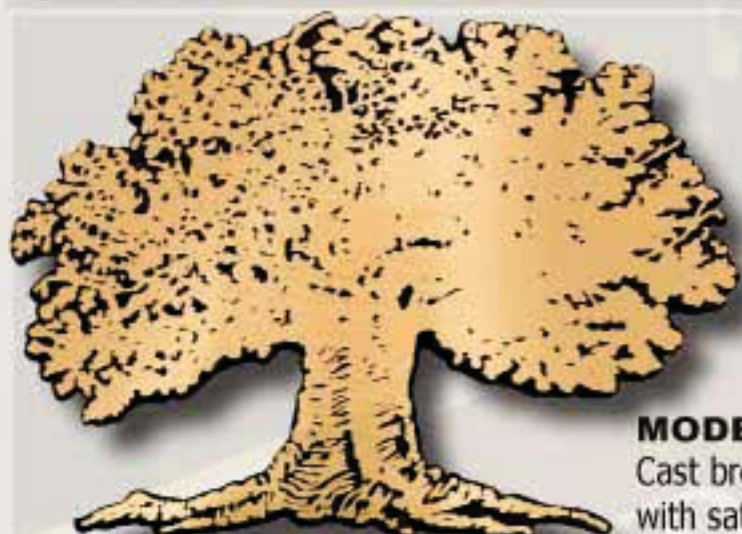
WWW.BELLCOINC.COM

Cast Plaques



MODEL F-9

Brass with mirror polished times bold lettering and painted background.

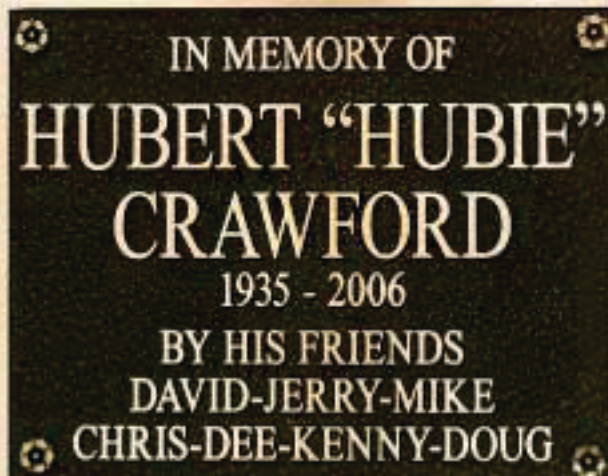


MODEL B-08

Cast bronze logo tree cut to shape, with satin finish face and dark edges.

MODEL G-08

Cast bronze plate with Times Roman letters, single line border, pebble background, and BR-400 finish with rosette mounting.



MODEL A-01

Aluminum with custom lettering and logo, raised 517 border and AL-200 finish.

MODEL A-07

Aluminum with raised details, multi color paint and contour outline shape.



ADA Signage

MODEL H-94, E-94, F-94

ADA plates in aluminum, magnesium and bronze.



Bell Company offers a full line of ADA compliant signage for both interior and exterior applications using photopolymer, solid acrylic, brass, cast aluminum & cast bronze.
Call us for a FREE ADA Kit
(800) 828-3564



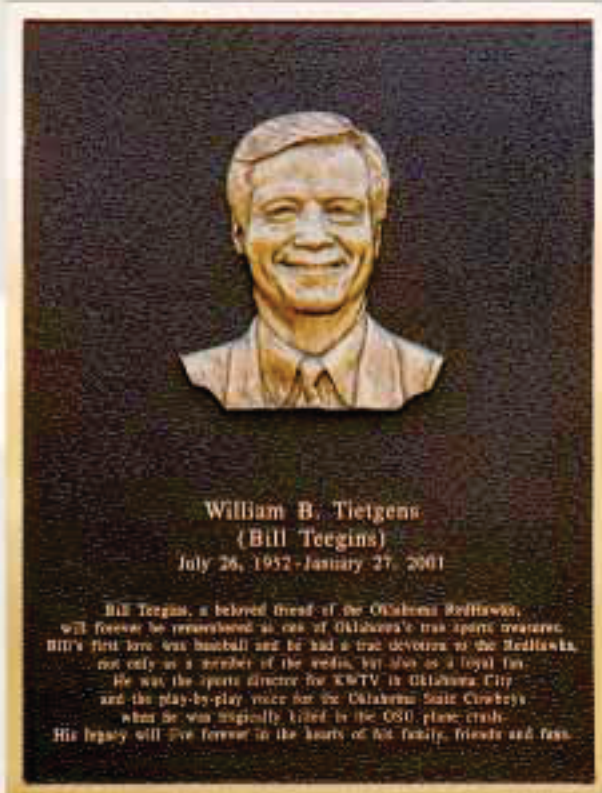
Sunkist

MODEL R-05
Router cut plate logo with
multicolor finish.

MODEL G-03
Aluminum with
flat relief graphics,
single line border
and single color
AL-300 finish.



MODEL F-06
Bronze engraved low relief plates.
Also available in aluminum. Perfect
by themselves or attached to cast
plaques. Now also available in color.



MODEL K-05
Bronze with
sculptured bas-relief
portrait, times roman
letter style, single line
border and BR-400 finish.



MODEL A-06
Aluminum with multicolor paint
finish on custom graphics and
borders.

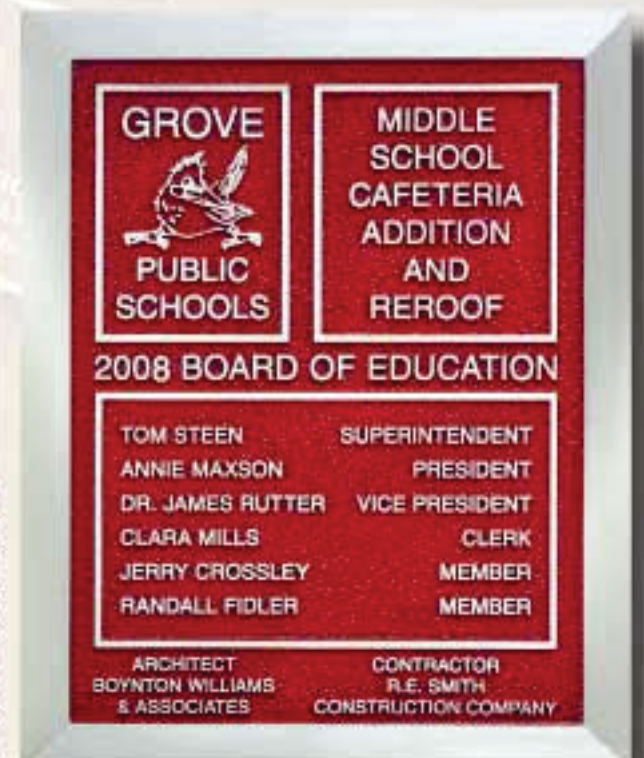
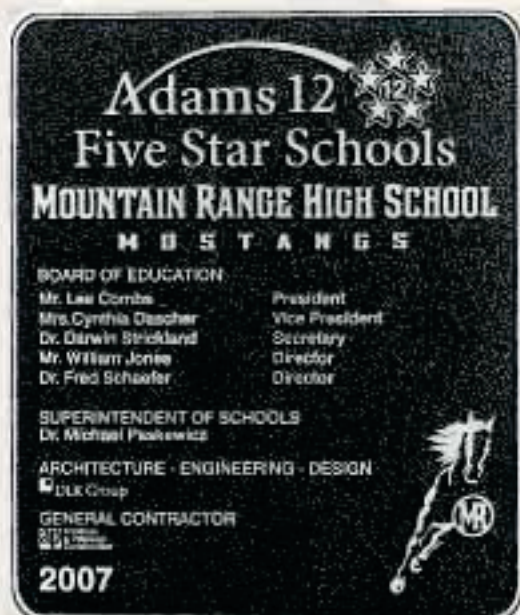


MODEL N-05
Bronze with single line
border, patina finished
leatherette background and
satin finished raised areas.



MODEL B-07
Aluminum with raised
text and borders,
510 border and
AL-200 finish.

MODEL C-08
Cast aluminum plaque
with beveled border,
helvetica letters, AL-300
painted background,
satin raised areas and
leatherette texture.



Cast Plaques



MODEL C-07
Bronze with raised letters and border,
BR-400 finish and raised
bas relief portrait.



MODEL C-06
Full round lost wax statues &
busts are available. Contact our
sales department for quotations.



MODEL D-06
Aluminum with double line border,
AL-300 black finish and custom
logo and raised letters.

MODEL B-06
Bronze with double
line border, raised and
recessed text with
BR-400 finish.

MODEL H-08
Multi color painted aluminum cast
plaque with raised details and
textured background.



Etched Plates

The design possibilities are endless with these unique graphic products. Available in a wide variety of finishes, metals, and sizes. Etched materials include aluminum, brass, bronze, and stainless steel. All these products are available in a wide variety of thicknesses to help fit your needs. (Recommended for interior use only.)

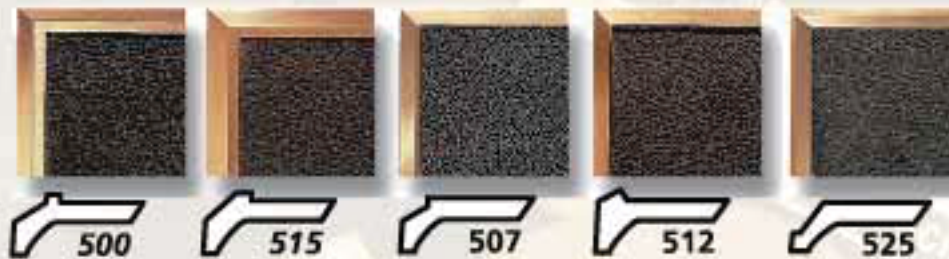


MODEL A-97
Routed brass with
recessed dark filled
letters, bevel border
and satin finish.

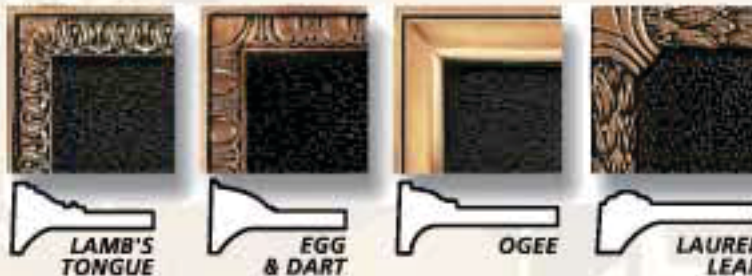
Plaque Specifications

Available LETTERSTYLES

STANDARD BORDERS

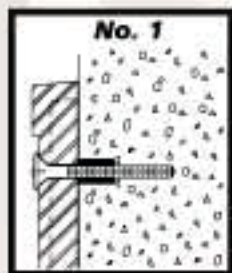


ORNATE BORDERS

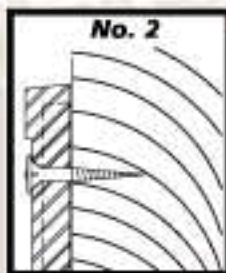


ARK Ramos
standard rosettes
available in
3/8" • 1/2" • 3/4" • 1"

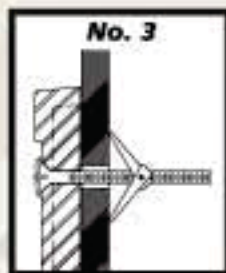
MOUNTINGS



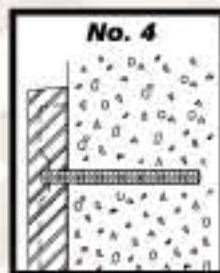
Rosettes/Expansion
Bolts for Masonry
Walls



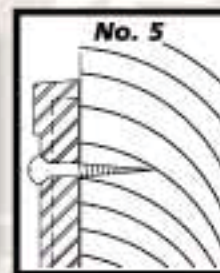
Rosettes/Wood
Screws for Wood
Walls



Rosettes/Toggle Bolts
for Hollow Walls



Concealed Studs for
Masonry Walls



Oval Head Wood
Screws for Wood
Walls

TEXTURES



FINISHES

BR-400



Satin bronze raised areas with
dark oxidized background

BR-500



Satin bronze raised areas with
painted background

BR-600



Satin bronze raised areas with
sandblasted bronze background

AL-100



Satin aluminum raised areas with
sandblasted aluminum background

AL-200



Satin aluminum raised areas with
gun metal gray background

AL-300



Satin aluminum raised areas
with painted background

BLOCK
CONDENSED BLOCK
Bookman
Bookman Bold
Broadway
Caslon
Caslon Bold
CAYUGA
Century
Century Bold
Clarendon
Clarendon Bold
Classic
Condensed Classic
COPPERPLATE
Eurostile
Eurostile Bold
Euro Extended
Friz Quadrata
Frutiger•
•Roman•Bold•Black
Futura
Futura Condensed
Garamond
Garamond Bold
Helvetica
Helvetica Medium
Helvetica Bold
Joanna MT Semibold
Old English
Optima
Optima SemiBold
Optima Bold
Palatino
Palatino Bold
Park Avenue
RIBBON
RUNIC
Sans Black Condensed
SENECA
Times Roman
Times Bold

Standard Cast Letters

Bell Co Inc. letters are known through the industry as the very best. We take special pride in our finishing to produce letters that ensure an image of prestige and credibility for our customers. Cast letters are available in aluminum, brass, bronze and white bronze in a full range of standard finishes. Custom finishes are also available.

We offer a full line of standard cast styles shown on the following pages. Our capabilities do not stop there. We can cast custom letters, logos and graphics from your artwork or from our extensive creative files. Contact your sales representative for answers to any questions you may have.

NO. 501

FUTURA

HEIGHT	2	3	4	6	8	10	12	14	16	18	20	22	24
STROKE	5/16	1/2	3/4	1 1/4	1 11/16	2	2 1/2	2 1/2	3 3/8	3 1/2	3 1/2	4	4
DEPTH	3/8	3/8	3/8	1	1 1/4	1 1/2	2	2	2 1/4	2	2	2	2
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &													

NO. 502

KABEL

HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	1/4	1/2	5/8	7/8	1 1/4	1 1/2	1 3/4	2	2 1/8	2 1/4
DEPTH	3/8	3/8	3/8	1/2	5/8	1	1	1	1	1
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &										

NO. 503

GOTHIC

HEIGHT	4	6	8	10	12	14	16	18
STROKE	7/8	1 11/16	1 3/4	2	2 1/4	2 3/8	2 1/2	3 1/4
DEPT	3/8	1	1 1/4	1 1/2	1 1/8	1 1/4	1 3/8	1 3/8
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &								

NO. 504 UPPER & lower case

CLASSIC

HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	5/16-1/8	1/2-3/16	5/8-1/4	1-3/8	1 1/4-1/2	1 1/2-1/2	1 3/4-5/8	2 1/4-1	2 1/2-1 1/8	2 5/8-1 1/4
DEPT	3/8	3/8	3/8	1/2	3/4	3/4	1	1	1	1 1/2
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 & abcdefghijklmnopqrstuvwxyz										

NO. 505

BROADWAY

HEIGHT	2	4	6	8	10	12	14	16	18	20
STROKE	5/8-3/16	1 1/4-3/8	2-1/2	2 1/2-5/8	3-3/4	4-1	4 1/4-1 1/8	4 1/4-1 1/2	5-1 1/2	6-2
DEPT	3/8	3/8	5/8	1	1	1	1	1	1	1 1/2
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &										

NO. 506

THIN RIBBON

HEIGHT	2	3	4	6	8	10	12	14
STROKE	1/8	3/16	1/4	5/16	3/8	1/2	5/8	3/4
DEPTH	3/4	3/4	3/4	1	1	1 1/2	1 1/2	2
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &								

NO. 507

HEAVY RIBBON

HEIGHT	2	3	4	6	8	10	12	14	18
STROKE	3/16	5/16	1/4	3/8	1/2	5/8	3/4	7/8	7/8
DEPTH	3/4	3/4	1	1 1/2	1 1/2	2	2	2	3
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &									



HEIGHT	4	5	6	8	10	12	14	16
STROKE	1/2	5/8	3/4	1	1 1/4	1 1/2	1 3/4	2
DEPTH	1/2	1/2	1/2	3/4	1	1	1	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &

NO. 508
OLYMPIAN

HEIGHT	3	4	6	8	9	10	12	15	18	20
STROKE	3/8	7/16	11/16	7/8	1	1 1/4	1 3/8	1 3/4	2	2 1/2
DEPTH	3/8	3/8	5/8	3/4	1	1	1 1/8	1 3/8	1 1/2	1 5/8

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &

NO. 510
MARSHALL

HEIGHT	3	4	6	8	10	12	14	16
STROKE	1/4	1/4	3/8	1/2	5/8	3/4	7/8	1
DEPTH	3/4	3/4	1 1/8	1 1/2	2	2 1/4	2 5/8	3

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & 1 2 3 4 5 6 7 8 9 0

NO. 511
HUXLEY MODERN

HEIGHT	3	4	6	8	9	10	12	15
STROKE	1/4	5/16	3/8	1/2	7/16	1/2	1/2	5/8
DEPTH	3/4	1	1 1/8	1 1/2	1 1/2	1 1/2	1 7/8	2 1/8

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &

NO. 512
CONDENSED RIBBON

HEIGHT	3	4	6	8	10	12	14	16	18	20
STROKE	1/2-1/4	5/8-3/8	7/8-1/2	1 1/8-5/8	1 3/8-1 1/16	1 1/2-3/4	2-7/8	2 1/4-1	2 5/8-1 1/4	2 7/8-1 1/2
DEPTH	3/8	5/8	5/8	3/4	3/4	7/8	7/8	1	1	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & 1 2 3 4 5 6 7 8 9 0

ARCHITECTURAL
NO. 514
PRISMATIC

HEIGHT	3	4	5	6	8	10	12	14	16
STROKE	9/32	3/8	15/32	9/16	3/4	15/16	1 1/8	1 5/16	1 1/2
DEPTH	9/16	3/4	15/16	1 1/8	1 1/2	1 7/8	2 1/4	2 1/8	3

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & 1 2 3 4 5 6 7 8 9 0

NO. 515
ROFFE

HEIGHT	3	4	6	8	10	12	14	16	18
STROKE	9/16-7/32	3/4-1/4	7/8-3/8	1 1/4-1/2	1 5/8-5/8	1 3/4-3/4	2 1/8-7/8	2 1/2-1	2 5/8-1 1/8
DEPTH	3/8	3/8	3/8	1/2	5/8	3/4	1	1	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

NO. 516
COND. CLASSIC

HEIGHT	4	6	8	10	12	14	16
STROKE	9/16	13/16	1 1/8	1 3/8	1 5/8	2	2 1/4
DEPTH	3/8	3/8	1/2	5/8	3/4	1	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &

NO. 517
COND. FUTURA



Standard Cast Letters

**OTHER STYLES NOW AVAILABLE
INCLUDE:**

Helvetica Italic

University Roman Bold

New Century Schoolbook

Joanna MT Semibold

(Official font for Homeland Security)

NO. 518 UPPER & lower case
**CLARENDON
MED.**

HEIGHT	2	3	4	6	8	10	12	14	16
STROKE	1/2-1/4	3/4-3/8	1-1/2	1 1/2-3/4	2-1	2 1/2-1 1/4	3-1 3/4	3 1/8-1 7/8	3 1/2-2
DEPTH	3/8	3/8	1/2	1/2	3/4	3/4	1	1	1 1/4

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &
abcdefghijklmnopqrstuvwxyz

NO. 525
**CLARENDON
MED. OUTLINE**

HEIGHT	2	3	4	5	6	8	10	12	14	16
STROKE	1/2-1/4	3/4-3/8	1-1/2	1 1/4-1 1/16	1 1/2-3/4	2-1	2 1/2-1 1/4	3-1 3/4	3 1/8-1 7/8	3 1/2-2
DEPTH	3/8	3/8	3/8	3/8	1/2	3/4	3/4	7/8	1	1 1/4

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890&

NO. 519
**MICRO
BOLD EXT.**

HEIGHT	2	3	4	6	8	10	12
STROKE	9/16	7/8	1	1 1/2	2	2 3/4	3
DEPTH	1/4	3/8	1/2	5/8	3/4	7/8	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890&

NO. 520
**HELV.
BOLD EXT.**

HEIGHT	4	6	9	12	15
STROKE	1 11/16-13/16	2 1/4-15/16	3 1/4-1 7/8	4 1/2-2 3/4	6 1/4-3 1/8
DEPTH	1/2	3/4	1	1 1/4	1 1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&

NO. 531 UPPER & lower case
**HELVETICA
BOLD**

HEIGHT	3	4	6	8	10	12	14	16	18
STROKE	1 1/16	15/16	1 7/8	2 1/2	3 1/8	3 3/4	4 3/8	5	5 5/8
DEPTH	3/8	3/8	1/2	5/8	1	1	1	1 1/4	1 1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &
abcdefghijklmnopqrstuvwxyz

NO. 521 UPPER & lower case
HELVETICA MED.

HEIGHT	2	3	4	5	6	8	9	10	12	14	15	16	18	24
STROKE	3/8	9/16	3/4	1	1 1/8	1 1/2	15/8	13/4	2 1/4	25/8	2 7/8	3	3 1/4	4 1/2
DEPTH	3/8	3/8	3/8	3/8	1/2	5/8	5/8	3/4	1	1	1	1 1/4	1 1/2	2

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 &
abcdefghijklmnopqrstuvwxyz

NO. 524 UPPER & lower case
HELVETICA REG.

HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	5/16	7/16	9/16	7/8	1 1/8	1 7/16	13/4	2	25/16	29/16
DEPTH	3/8	3/8	3/8	1/2	5/8	1	1	1	1 1/4	1 1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz



Our exclusive Soft-Glo® system is ideal for a beautiful halo effect lighting application. The system is a low voltage incandescent lamp tape system that can be applied to most hollow back letter styles. Contact your sales representative for more information.



HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	5/16	7/16	9/16	13/16	11/8	13/8	15/8	17/8	23/16	21/2
DEPTH	3/8	3/8	3/8	1/2	5/8	3/4	1	1	11/4	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz

HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	1/4-1/8	7/16-3/16	1/2-1/4	7/8-3/8	11/16-1/2	13/8-5/8	15/8-3/4	17/8-1	21/8-1	27/16-11/8
DEPTH	3/8	3/8	3/8	1/2	3/4	1	1	1	1	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz

HEIGHT	2	3	4	6	8	10	12	14	16	18
STROKE	5/16-1/8	1/2-3/16	5/8-1/4	1-3/8	11/4-1/2	11/2-5/8	2-3/4	21/4-7/8	21/2-1	3-11/8
DEPTH	3/8	3/8	3/8	1/2	3/4	3/4	1	1	1	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz

HEIGHT	3	4	6	8	10	12	14	16	18
STROKE	11/16-1/8	15/16-3/16	11/2-3/8	17/8-1/2	23/8-5/8	27/8-3/4	33/8-15/16	37/8-11/8	4-11/4
DEPTH	3/8	3/8	1/2	3/4	3/4	1	1	1	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz

HEIGHT	2	3	4	6	8	10	12	14	16
STROKE	1/4-1/8	3/8-3/16	1/2-1/4	3/4-3/8	1-1/2	11/4-5/8	11/2-3/4	13/4-7/8	2-1
DEPTH	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &

HEIGHT	3	4	6	8	10	12	14	16	18
STROKE	7/8-7/16	11/8-5/8	13/4-15/16	25/16-11/4	27/8-11/2	37/16-17/8	41/8-23/16	49/16-27/16	53/16-213/16
DEPTH	3/8	3/8	1/2	5/8	3/4	1	1	11/2	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz

HEIGHT	3	4	6	8	10	12	14	16	18
STROKE	9/16-3/16	3/4-1/4	11/16-7/16	17/16-9/16	113/16-9/16	23/16-9/16	21/2-11/16	27/8-7/8	31/4-1
DEPTH	3/8	3/8	1/2	3/4	3/4	1	1	1	11/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 &
abcdefghijklmnopqrstuvwxyz



UPPER & lower case **NO. 526**

FRIZ QUADRATA

UPPER & lower case **NO. 527**

PALATINO

UPPER & lower case **NO. 528**

TIMES ROMAN

UPPER & lower case **NO. 532**

TIMES BOLD

NO. 530

OPTIMA

UPPER & lower case **NO. 533**

OPTIMA SEMIBOLD

UPPER & lower case **NO. 534**

GARAMOND



Precision Cut

Letters



Aluminum, brass, bronze or stainless steel precision cut metal graphics provide an unlimited variety of choices. Available in many different thicknesses, styles, and finishes, cut plate letters offer unmatched versatility. Ideal for small, ornate letter forms and graphics, where special patterns for casting are cost prohibitive. Cut metals are the perfect choice for mirror polished finishes.



Reverse Channel

Letters

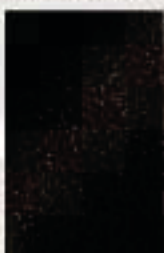


Bell Co Inc. reverse channel letters are second to none. Available in aluminum and stainless steel, these letters are the perfect choice where custom castings are cost prohibitive. Larger letters can be fitted with Soft-Glo®, our low voltage incandescent, or our LED halo lighting system. Stainless letters are available mirror polished on both face and edges or satin finished face and edges. Titanium (gold) finishes are also available in mirror or satin.



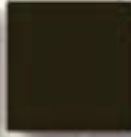
Metal Letter Specifications

METAL LETTER FINISHES

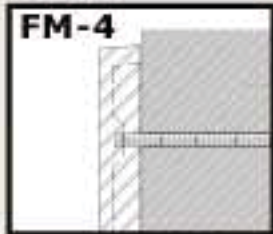
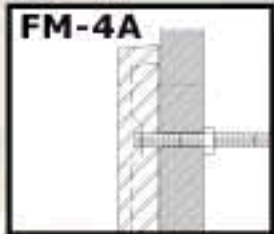
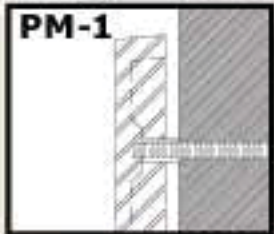
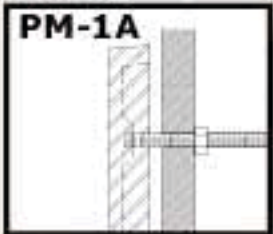
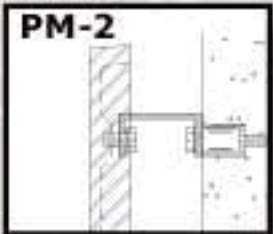
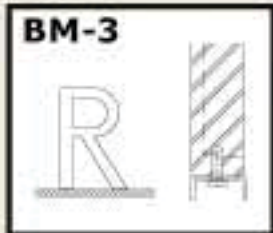
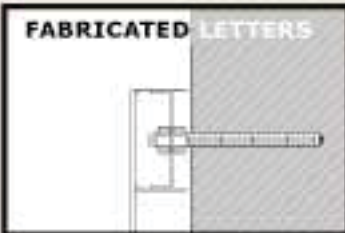
F-1  Satin Aluminum, Matte Edge (F-2 Painted Edge)	F-1B  Mirror Polished Face, Matte edge	F-3  Painted Face and Edge	F-4  Clear Anodized Face, Matte edge	F-6L  Light Bronze 311 Duranodic	F-6M  Medium Bronze 312 Duranodic	F-6D  Dark Bronze 313 Duranodic	F-6B  Black Anodized
F-6G  Gold Anodized	F-7 BRONZE  Satin Bronze Face, Dark Edge	F-8 BRONZE  Oxidized Face and Edge	F-7B BRONZE  Mirror Polished Face, Dark Edge	F-10 BRONZE  US-10, Light Oxide Face, Dark Edge	F-7 BRASS  Satin Brass Face, Dark Edge	F-8 BRASS  Oxidized Face and Edge	F-7B BRASS  Mirror Polished Face, Dark Edge

Letter finishes shown are only representations. Painted letters are available in colors shown below or in custom color matches by request.

COLOR SELECTIONS

											
Ivory	Pale Yellow	Light Yellow	Orange	International Orange	Vermillion	Tartar Dark Red	Maroon	Rich Brown	Dark Blue	Bright Blue	Light Blue
											
Pale Blue	Turquoise	Forest Green	Emerald Green	Light Green	Medium Green	Dark Green	Light Gray	Dark Gray	311 Light Bronze	312 Med. Bronze	313 Dark Bronze

MOUNTINGS

FM-4  Flush mount with threaded studs set in adhesive.	FM-4A  Same as FM-4 bolted from the rear (no adhesive).	PM-1  Projected mount with collars and threaded studs set in adhesive.	PM-1A  Same as PM-1 bolted from the rear (no adhesive).	PM-2  Projected mount with brackets (minimum 2" projection).
BM-3  Free standing channel or bar mount	BM-3A  Double back bar mount	BM-3B  Single back bar mount.	FABRICATED LETTERS  Letters are adaptable to any stud-style mounting shown.	

Advise thickness of wall surface for FM-4A and PM-1A mounts.
Advise projection lengths on PM-1, PM-1A, and PM-2 mounts.

Bell Company, Inc. was founded in 1946 by the Bell family. What started out as a home based business making small nameplates has since evolved, through product development and it's commitment to customer service, into one of the leading sign manufacturer's in the United States.



The multi-level cast bronze seal shown below is a stunning example of the grand presence a bronze casting can offer. Finished in multiple shades of bronze oxidation and satin bronze this piece really shows it's depth. This seal measures 80" in diameter and over 4" deep at the center section.

Manufactured for Casteel and Associates, Inc. of Dallas, Texas.



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