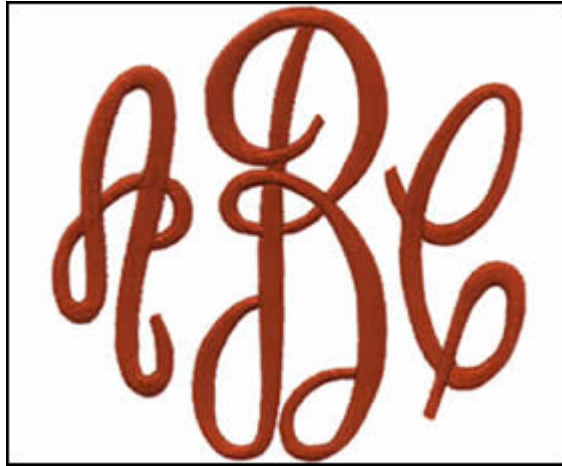


The Rules of Monogramming

Although there have been periods in history when single initial monograms and two-letter monograms were preferred, the three-letter monogram has come to symbolize the standard layout.



In the 19th and Early 20th Centuries, when the rules for three-letter monograms were created, it would have been fairly easy to decide which letters represented which parts of an individual's name.

Anne Collins Brown would immediately recognize this monogram as her own – first name initial (A) on the left, middle name initial (C) on the right, and last name initial (B) in the center, larger than the rest.

In the modern world, things get a good deal more complicated, and so it is with monogramming. The rules haven't really been revisited lately, and some confusion and disagreement have always accompanied these rules anyway. In an effort to help extend the rules for the 21st Century we suggest some ideas.

Jason Taggart & Mindy Brown are getting married. They have already decided that after the marriage they will both use John's Last Name. This would be our suggestion for their monogram.



Some people prefer that the man's initial goes on the left and the woman's initial on the right. However, modern traditions appears to follow "ladies first" & our experience has shown that most couples prefer the woman's initial be on the left & the man's should be on the right.

The O'Connells have a new child - Jamie Madison. What would be proper here?

JOM

Sandy Megan DePasquale wants to get a pillow embroidered with her three letter monogram. We would arrange her initials like this....

SDM

Conclusion:

As the situation gets more complex the opinion becomes more evenly divided. There is a clear preference for simplicity, but the rest is up in the air. It is important to remember that a monogram is a personal "logo", and deserves the same attention to good design with a comfortable

In a world where most people feel they are merely a "number"....we strive to provide identity & individuality with our personalized presents.