

A COMPLETE GUIDE TO:

PRINTING MONOGRAMS



Inside:

Traditional monogram styles and new, trendy ideas

Popular monogram fonts and finishes — including 10 FREE fonts to get you started

Profit potential comparisons

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Introduction

A monogram is defined as a motif of one to three letters, typically a person's initials, interwoven or combined into a decorative design. Growing in popularity, this style of personalization can be added to a variety of items from T-shirts and tote bags to can coolers, shoes, and beyond!

But, what are the design rules for creating monograms? Which initials go first? And what items and finishes can I print?

This comprehensive guide will answer all these questions and more so you can put more profit in your pocket by creating stunning monograms.



About The Author



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Courtney Kubitzka is the Educational Content Manager for Stahls' TV. She has been teaching customers heat printing within the apparel decorating industry since 2010.

Her role in the apparel industry started with helping decorators expand their business with heat transfer vinyl and vinyl cutters. Since that time, Courtney has grown to help thousands of decorators from start-up entrepreneurs to seasoned veterans find new ways to use heat applied graphics.

Her Master's degree in Marketing from West Virginia University, paired with years of sales experience, gives her great insight into what you need to know to increase sales. Courtney actively participates in educational workshops and seminars at industry tradeshow including ISS, DAX, NBM, PPAI, and ASI, helping garment decorators take their business to the next level.



Monogram Styles



Monograms add a touch of personalization to any project and the demand for personalization of apparel and accessories is on the rise. What does this mean for apparel retailers? There's a big opportunity to drive more profits into your pockets with personalized products. The use of individualized letters and names turn any item into one that is more memorable and special to the customer, increasing the value.

This value leads to higher margins for you and an increased demand for products from your customers. Quickly growing in popularity, monogramming presents the greatest opportunity for capitalizing on personalization. These unique letters can be found on a variety of items from T-shirts and tote bags to can coolers, tumblers, shoes, and more! Creating the individualized letter logos and printing items is fast and easy with the right technology and tools.



MONOGRAM STYLES 101

Creating the monogram logo starts with choosing the right style to fit your customer. The style and layout of initials in a monogram design varies depending on the customer that you're decorating for. Once the letter style is created, choosing a decorative layout and font helps to bring the customer's initials to life.



Single-Letter Monograms

Single-letter monograms can be used to represent the first or last name of the customer. This style is traditionally used when adding personalization to items for married couples, single adults, or children's apparel. One popular way to use this monogram style is to personalize a set of towels or a blanket as a gift for newlyweds.



QUICK NOTE!

The toiletry bag to the right reflects the name Michael James King, while the dress below bears the initials ENC for Evelyn Caroline Neckers.

Three-Letter Monograms

Three-letter monograms are the most popular style used today. When arranging the letters within the monogram, the placement and letter sizes vary depending on your customer.



Same Size Letters

A basic monogram style utilizes a Serif font and creates a monogram using the first letters of the first, middle, and last name, in that order. Each of the letters in this monogram style are the same size. This style is most popular for adding monograms to men's clothing and accessories.

Last Name Featured in the Middle

This style is one of the most popular used in modern monogramming. The letters are in order of first initial, last initial, then middle initial. The initial of the last name is centered in the largest font size. This style can be used when creating a monogram for children and adults, both married and single. If creating monogram items for married couples, the initial of the last name remains in the middle, and the individual's first initials go on either side. For instance, a monogram created for Joe and Pam Kosinski would read JKP.





ARTWORK TUTORIAL

Learn how to create vector monograms in [this video tutorial](#).

Decorative Monogram Designs

Once you have selected a single-letter or three-letter monogram, it is popular to enhance the monogram by creating a cohesive decorative design. There are 4 popular design styles of monograms. They are: Circle, Intertwined Script, Circle Script, & Framed.

Circle

The Circle monogram typically uses a block monogram font and stretches the letters into a circle. There is commonly an envelope applied to the text or a special left and right character added to achieve a cohesive look.



Intertwined Script

Intertwined Script monograms use script fonts, positioned with a slight overlap, to make one unified design.

Circle Script

Circle Script monograms join together the two most popular styles, Circle and Intertwined Script. This hybrid monogram style uses a simple script font stretched into a circle.



Framed

Framed monograms take your favorite monogram style one step further by adding a frame around the outside, creating a decorative design. These frames can be simple shapes such as a diamond or more detailed like a football, bow, or anchor. Frames can represent interests, occupations, holidays, and more. These images help to style a monogram in a way that appeals to a specific customer or group.

Circle



Intertwined Script



Circle Script



Frame



Tips

Use monogram frames with clip art elements relevant to the season or your unique audience.

POPULAR FONTS (AND WHERE TO GET THEM)

Now that you have chosen a style of monogram, it's time to select a font. There are thousands of monogram fonts available. An important key in selecting a font for a monogram is to choose a font that is completely vertical, rather than italicized. The straight font will make the monogram blend together best into a solid design. Here are some popular font styles and where you can find them.



IMPORTANT!

Though the fonts listed to the right are free for downloading, not all fonts on the Internet are. Always be sure to check the usage (usually posted on the web page or within the .ZIP file) before using them.

Just a few of thousands of fonts available on the Internet some of which can be downloaded for free from dafont.com.



CAD-CUT® Templates for Monograms

Overwhelmed by designing your own monograms? Get started with monogram templates in the CAD-CUT® Templates Online Designer! Choose a monogram style, font, and frame and add 1, 2, or 3 initials to the template. As you type, the letters reposition themselves so your design is always sized correctly even when changing frames or fonts.

With exclusive, royalty-free fonts and over 300 frames to choose from, the design options are endless. These templates make a complex manual process easier.



Monogram Printing



EMBROIDERY & HEAT PRINTING

When customizing with monograms, embroidery is the traditional method and one that is still widely used today. Embroidery allows decorators to easily add customization to many items and has a high perceived value to the customer. As the growth and popularity of monogrammed items continues to climb, heat printing monograms is trending. This is because it opens up the possibilities of printing more items and finishes quicker and more cost-effective than ever before.



EBOOK GUIDE

Check out [The Ultimate Guide to Design Size and Placement](#) ebook for more information about how to get your placement right on all types of garments and accessories

Heat printing is the process of heat applying graphics onto a substrate using a heat press. This printing method and technology is known for its ease of use, low cost of entry, and versatility. The printing process is simple, as illustrated below:



- 1 Load your item into the heat press.
- 2 Align your heat transfer material.
- 3 Apply with the recommended settings.

MONOGRAM MORE ITEMS

Using a heat press, a vinyl cutter, and heat transfer vinyl, you will be able to monogram more items and expand your product offering. Heat transfer vinyl technology allows for



EBOOK GUIDE

The *Heat Press Buying Guide* ebook will help you find the right heat press for your business. [Download now.](#)

easy personalization of any fabric-based item thanks to the wide variety of heat transfer adhesives and accessories for printing.

Utilizing a vinyl cutter, it is easy to produce custom monogram heat transfers for printing items. Using low temperature heat transfers that apply around 250 degrees, adding monograms to popular heat-sensitive items such as leather or polyester is possible.



Canvas Wristlet



Woven Key Fob



Canvas Shoe



Neoprene Tablet Case

MONOGRAM MORE PER HOUR

With quick application times, heat printing allows you to print items in seconds. This fast print time increases throughput and yields high profit per hour. Additionally, the low investment cost of heat press equipment makes it less expensive when the time comes to scale your decorating business and increase production capacity.

With these savings, the cost to produce a monogram using a heat transfer is often less expensive than embroidery.



Direct Embroidery		Heat Printing	
Total Stitch Time Per Piece	13.2 min.	Total Heat Printing Time Per Piece	5 min.
Pieces Per Hour	4.5	Pieces Per Hour	12
Pieces In A 40-hour Work Week	180	Pieces in a 40 hour work week	480

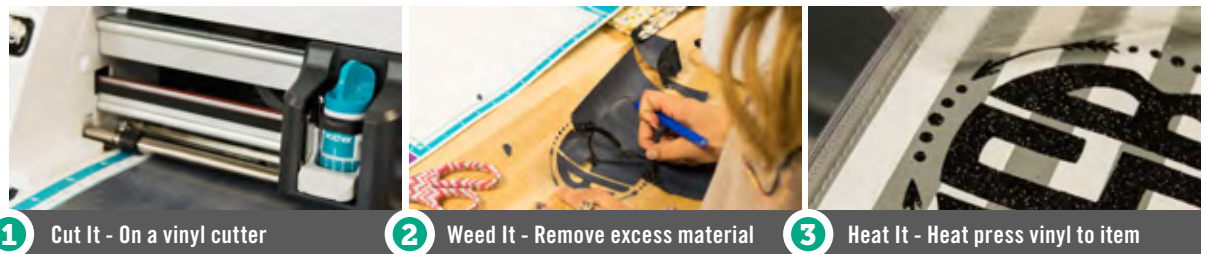
MONOGRAM WITH MORE FINISHES

With a heat press and heat transfers, you can bring monograms to life with a variety of finishes. Here is a breakdown of popular techniques and material choices for creating monograms that stand out.

Heat Transfer Vinyl

Heat transfer vinyl is a heat transfer material attached to a thermo-plastic carrier that's engineered to be cut on a vinyl cutter. Heat transfer vinyl is widely used for 1 and 2-color monograms because it is inexpensive, fast, and easy. It also gives you a wide range of options for special effect finishes.


Creating a single color monogram from heat transfer vinyl in 3 easy steps:



To add additional colors of vinyl to a design, repeat the steps above, then press:



Lightweight, Low Temperature Heat Transfer Vinyl

Lightweight heat transfer vinyl, also known as T-shirt vinyl, is thin, soft, and has a matte finish that can create a nice look and feel on almost any garment. Ideal for cotton items and everyday applications such as T-shirts, sweatshirts, and pants, this vinyl also applies at a low temperature, allowing for decoration on heat-sensitive items. Lightweight heat transfer vinyl is ideal for large or small monograms, since it has a sticky carrier to help cut and weed fine details on practically any fabric. **Stahls' Recommended Brand: [CAD-CUT[®]](#) [Fashion-FILM[®]](#)** 



Tips

For heat-sensitive options that will not be laundered, use Fashion-FILM[®] applied at 250° to adhere without scorching your item.

Glitter Heat Transfer Vinyl

The most popular special effect for monogramming is glitter. Using glitter heat transfer vinyl, you can achieve a vibrant, textured glitter finish with your monograms. This material is great for any great for any cotton or polyester fabric such as T-shirts, bags, hats, blankets, pillows, and more! **Stahls'**

Recommended Brand: [CAD-CUT® Glitter Flake™](#) 



Flock Heat Transfer Vinyl

Flock heat transfer vinyl has as a fuzzy, velvet texture. This material is perfect for personalizing already soft items, such as blankets and towels. Flock delivers a high perceived value and is also great for corporate attire requiring the look of embroidery. **Stahls' Recommended Brand:** [CAD-CUT®](#)

[FLOCK](#) 



Heat Transfer Foil

Eye-catching metallic heat transfer foil finishes can easily be added to monograms using cuttable adhesive. The two-step foil process allows you to create a soft, vibrant screen print foil look. **Stahls' Recommended Brand:** [CAD-CUT®](#)

[Heat Press Adhesive and Heat Transfer Foil](#) 



Steps for Using Foil:

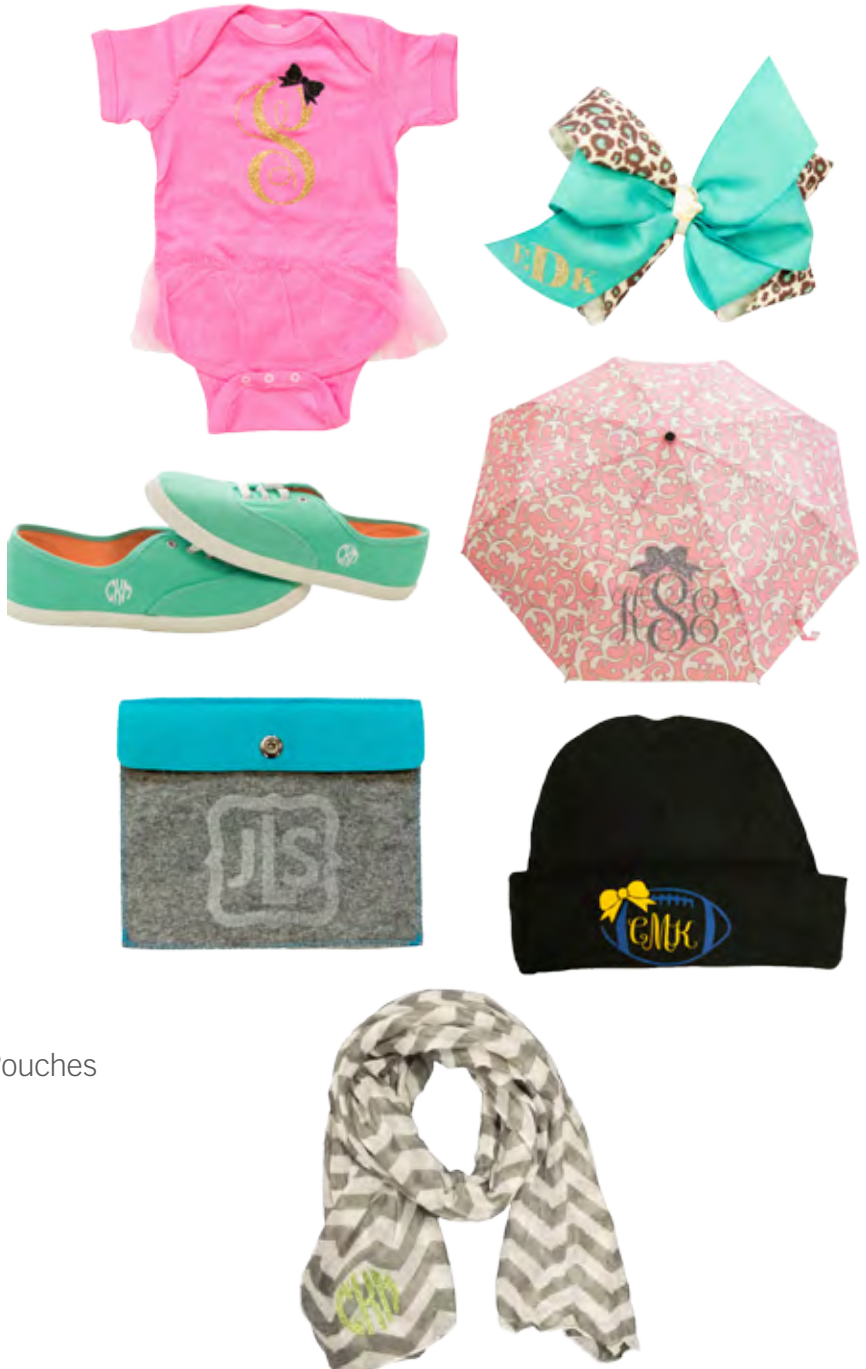


CUSTOMIZATION

What Can I Customize?

Now that you have your heat transfer and monogram selections, it's time to dive deeper into what you can customize with monograms. While the possibilities are endless with monogramming, here are some ideas to get you started:

1. T-shirts
2. Jackets
3. Sweatshirts
4. Tote Bags
5. Umbrellas
6. Sweaters
7. Vests
8. Shorts
9. Pants
10. Shoes
11. Towels
12. Robes
13. Pillows
14. Scarves
15. Blankets
16. Beanies
17. Onesies
18. Can Coolers
19. Tumblers
20. Cell Phone Cases
21. Leather Bags and Pouches
22. Hats
23. Tank Tops
24. Pajamas
25. Hair bows



Conclusion

With a proper understanding of monogram design rules, decoration options, and products you can customize, it's time to take the next step towards monogramming products for your business. Before investing in equipment we strongly suggest developing a sales and [marketing plan](#). There are many methods and many marketplaces, perhaps you already have one.

Answer this question before getting started, "How will I connect a monogrammed product offering to potential buyers?" With a good plan, it's time to invest in a heat press and vinyl cutter to match your production goals. Having the right equipment will be paramount to achieving the results desired. At Stahls' we have a team which specializes in the monogram market. They are available to point you towards the ideal set-up specific to your business.

To request a consultation and equipment quote visit [Stahls.com](#).

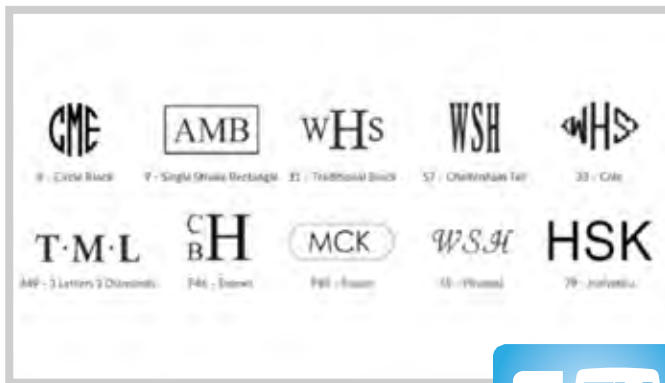
About Stahls' TV

Stahls' TV is an online video website dedicated to educating and training decorators on how to grow their apparel businesses with heat printing. Through videos and live classes, Stahls' TV offers over 600 free tutorials on how to print items with a heat press and a place for you to discover new ideas and trends on the latest in the apparel industry. Sign up now and join over 15,000 in-the-know heat printers and gain free instant access to our always-growing library.

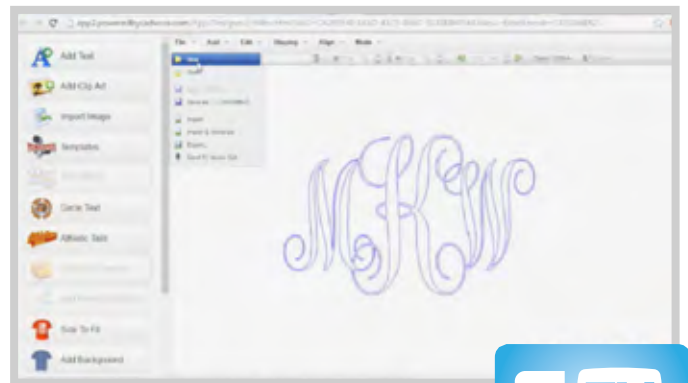
To help your business excel in monogramming, get started with these popular video tutorials:

[Everything You Need To Know About Monogramming](#)

[How to Personalize with Monograms using a Heat Press](#)



Watch over at



Watch over at

