



## Morningside Monogram Guidebook

The inspiration source for Morningside Monogram is the 1934 "Book of American Types" by American Type Founders. One of their most popular monogram styles in that specimen book was called "Fifth Avenue Monogram Initials", which was only available in metal type at an array of sizes up to 54 points. This classic, super condensed, monogram initial style also came complete with mortised initial frames, both of which are now digitally recreated and revived for modern use.

Morningside Monogram is capable of several traditional monogram forms, with or without mortised initial frames.

### Morningside Monogram Styles

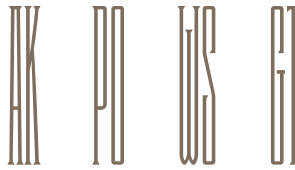
Morningside Monogram is capable of traditional one, two and three letter format monograms, as well as a diagonal three smallcap letter format monogram.

One letter monograms



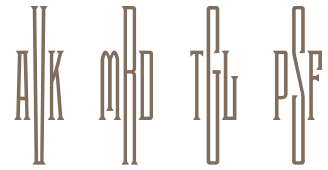
Type any Capital letter

Two letter monograms



Type any two Capital letters

Three letter monograms



Type any lowercase + Capital + lowercase

Morningside Monogram's unique 3 smallcap diagonal monogram can be used by turning on the Stylistic Alternates feature (see Fig.1) and typing any 3 lowercase letters. Its just that easy!

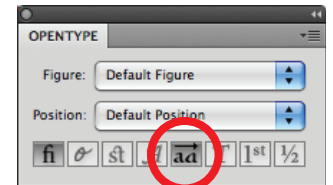
Three letter diagonal monograms



Type any 3 lowercase letters with Stylistic Alternates enabled.

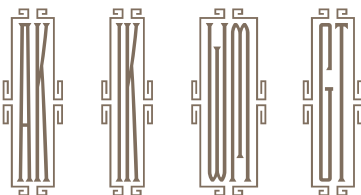
Figure 1

The Stylistic Alternates option is selected here in the OpenType Palette...



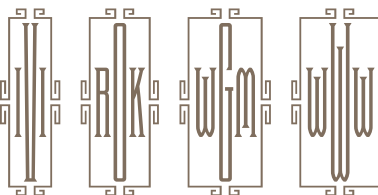
Utilizing the Ligature feature in OpenType, Morningside Monogram can auto-size the frames for any two Capital letter monogram, any standard three letter monogram, and even the unique diagonal three letter monogram.

Two letter framed monograms



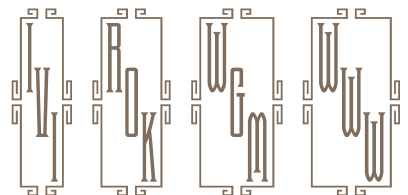
Type the number 1 and any two Capital letters.

Three letter framed standard monograms



Type the number 1 and any lowercase + Capital + lowercase letter

Three letter framed diagonal monograms



Type the number 1 and any 3 lowercase letters with Stylistic Alternates enabled

If you want to create a more customized look, the original ATF specimen book suggested that "very effective results can be obtained by printing these monograms in more than one color".

And lastly, due to its traditional smallcaps - Capitals - smallcaps composition, Morningside Monogram can also be used to type headings & titles.

