French claim to have been the originators of these devices proper, but they admit that the Italians carried them to greater perfection. They were required to have both body and soul; that is to say, there was to be a bodily figure having two significations, a literal and an allegorical one. There was also to be a motto elucidating the latter.

The subjects were always to be refined and noble in their character: nothing monstrous or disgusting was to be introduced: nothing that could offend the sight or wound the imagination. They were, moreover, to be in harmony with the individual who adopted them; and so one author finds fault with Pope Gregory XIII. for assuming the device of a dragon, as being inappropriate to the chief