

1. LEFT CHEST

The Classic, go-to location for your logo when you're providing T-shirts for your employees or staff for an event.

The size is tasteful, modest and the placement can adjust with the size of the shirt.

Best for graphics without fine details or very small text. When in doubt, keep it simple!



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
2.5"	3.5"	5"

STANDARD DISTANCE FROM COLLAR: 1"

PRO TIP

Adjust placement as shirt sizes increases: 1.5" from the centerline on S, 2" on M and L, 2.5" on XL, and 3" from centerline on 2XL, etc.

2. CENTER CHEST

Another classic location, the standard go-to for a front placement where size is important but you want to keep your design tasteful.

This is a moderate sized print so it is highly visible, yet doesn't take up a majority of the shirt front.

Larger than a left chest, smaller than a full chest.



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
6"	8"	10"

STANDARD DISTANCE FROM COLLAR: 4"

PRO TIP

Print 1" lower than a "full front". Move down slightly as you print on larger sizes. 3XL should be closer to 5-6" from the collar.

3. FULL FRONT

The most common print area for promotional tees. When people say “front” they typically mean Full Front.

Be aware: for certain designs such as circles or square shapes, this size can look too large and put down a LOT of ink on the shirt.

No one wants a heavy, hot print so use negative space to your advantage.



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
10”	12”	14”

STANDARD DISTANCE FROM COLLAR: 3”

PRO TIP

For give-away or promotional tees, don't print your logo too big or else people will not want to wear your shirts. No one wants to be a walking billboard.

4. OVERSIZE FRONT

Anything that pushes the boundaries of the print capacity and available print area.

Not a great fit for youth items, smaller ladies fits tank tops, hoodies, etc. The print simply needs extra room.

Avoid full-coverage plastisol inks as this will make for a heavy print and will not be breathable.



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
11”	12.5”	14”

STANDARD DISTANCE FROM COLLAR: 2.5”

PRO TIP

Print 1” lower than a “full front”. Move down slightly as you print on larger sizes. 3XL should be closer to 5-6” from the collar.

5. NAPE/ COLLAR

A great alternative print location to give your apparel line an edge.

This is a great area for a small logo or simple emblem to mirror a large, primary print on the front.

Keep this design simple and avoid small text as it would be difficult to read at this size.



SIZING GUIDELINES

SMALL

1"

AVERAGE

2"

LARGE

3"

STANDARD DISTANCE FROM COLLAR: 1.5"

PRO TIP

It is better to treat this area as a design accent rather than a spot to have critical information. Remember some folks have long hair that may block this area.

6. UPPER BACK

Often referred to as across the shoulder blades standard for designs that are more horizontal than tall.

Common for a line or two of words, custom names, or to bring attention that a staff member or volunteer is present.



SIZING GUIDELINES

SMALL

10"

AVERAGE

11"

LARGE

12.5"

STANDARD DISTANCE FROM COLLAR: 4"

PRO TIP

Consider a taller font if you need to include a longer word that would normally not fit across the upper back. Typical lettering is defaulted to 2" tall.

7. FULL BACK

A very popular print location if you want a larger design on the back. Almost always pairs with a left chest logo on the front.

If you want a large logo, consider going with a full back as you can get more eyes on the back and people are more likely to wear a larger design here than on the front.



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
10"	11"	12.5"

STANDARD DISTANCE FROM COLLAR: 4"

PRO TIP

Keep your primary and most important information towards the top of the shirt as this area will be quicker and easier to read.

8. SLEEVES

Perfect for a small accent logo or design. The ideal size will vary based on your design.

If you have a left chest print, it is recommended to print your right sleeve for maximum exposure.

Since this area is not typically front and center, consider this to be a subtle addition to your layout.



SIZING GUIDELINES

SMALL	AVERAGE	LARGE
1.5"	2.5"	3.5"

STANDARD DISTANCE FROM HEM 1"

PRO TIP

Industry standard for an American flag! Make sure to mirror the flag if needed so the stars face the wearers heart.