We understand that there are hundreds of styles of apparel out there and we take that into consideration while decorating your garments.
If the standard placement does not quite look right on the style you choose, we will adjust accordingly.

## STANDARD PLACEMENTS

## LEFT CHEST AND RIGHT CHEST



## SIZING GUIDELINES (WIDTH) <br> SMALL STANDARD LARGE <br> $2.5^{\prime \prime}$ <br> $3.5^{6}$ <br> 5"



## STANDARD DISTANCE FROM COLLAR: 3"

A left chest imprint is a great choice on shirts for a company's uniform.
This location is professional and trendy.
When choosing to go with a left or right chest placement, you will want to avoid using a logo or design with a lot of detail. If your logo does have a lot of detail, consider simplifying if you can.

The placement will adjust with the size of shirt it is printed on. Generally it is placed so the center of the logo is straight down from where the collar meets the shoulder seam and about 3" from the bottom of the collar. Although, the bigger
the shirt, the placement will be lower and more towards the armpit.
PLACEMENT EXCEPTIONS:
ABOVE POCKET: 0.75" ABOVE POCKET SEAM ON POCKET: O.5" BELOW POCKET SEAM
LOW CUT TANK TOPS: ı" FROM COLLAR
LOW V-NECK: HORIZONTAL CENTER OF LOGO CENTERED TO "V"


## CENTER CHEST



## STANDARD DISTANCE FROM COLLAR 3"

The Center Chest is another classic location. It is a moderately sized print, so it's almost fully visible when someone is wearing a jacket, zip-up hoodie, or open button down shirt over their T-shirt. It is larger than left or right chest but not as large as the full front.

## PLACEMENT EXCEPTIONS:

WOMEN'S STYLES ARE GENERALLY PLACED SLIGHTLY HIGHER THAN MEN'S AND UNISEX
LOW V-NECK: 0.5" FROM COLLAR WOMEN'S TANK TOPS: 0.5" FROM COLLAR

YOUTH TEES: 2-3" FROM COLLAR

## SIZING GUIDELINES (WIDTH)

## SMALL STANDARD LARGE 6" $8^{\prime \prime} 10 "$



## 4 TYPES OF DECORATION: SCREEN PRINT OR HTV

## FULL FRONT



## STANDARD DISTANCE FROM COLLAR: 3"

The Full Front print is probably the most common print area. When people say front they usually mean a Full Front.

For certain designs, such as circle or square shapes, this size can look too large and put a lot of ink on the shirt. Consider a Center Chest for these designs or possibly adjusting your design.

PLACEMENT EXCEPTIONS:
WOMEN'S STYLES ARE GENERALLY PLACED SLIGHTLY HIGHER THAN MEN'S AND UNISEX
MEN'S V-NECK: 2" FROM COLLAR
LOW V-NECK: 0.5" FROM COLLAR
WOMEN'S TANK TOPS: 0.5" FROM COLLAR
YOUTH TEES: 2-3" FROM COLLAR

## SIZING GUIDELINES (WIDTH)

$$
\begin{aligned}
& \text { SMALL STANDARD LARGE } \\
& 10 \text { " } 12^{" 1} 14 \text { " }
\end{aligned}
$$



## 5 TYPES OF DECORATION: SCREEN PRINT OR HTV

## OVERSIZE FRONT



## STANDARD DISTANCE FROM COLLAR: 2.5"

An Oversize Front is anything bigger than a Full Front. Some designs don't work this big, or even fit onto youth and some ladies styles, tank tops, or v-necks, hoodies, etc.

Avoid full coverage plastisol prints, consider editing your design to knock out print area and have the $t$-shirt show through. This will save your shirt from being too heavy with ink and no longer breathable.

## PLACEMENT EXCEPTIONS:

HOODIES, V=-NECKS, MOST TANK TOPS, AND MOST WOMEN'S STYLES WILL NOT FIT AN OVERSIZE PRINT.

## SIZING GUIDELINES (WIDTH)

 SMALL STANDARD LARGE $14 " 15^{\prime \prime} 1{ }^{\prime \prime}$

6 TYPES OF DECORATION: SCREEN PRINT OR HTV


## SIZING GUIDELINES (WIDTH)

## STANDARD DISTANCE FROM COLLAR: 1.5"

The Back Yoke print started out as an alternative print location but became so popular that it's now a standard.

This is a great location for a logo and a great way to brand garments in a more subtle way. You will want to keep your design very simple and avoid small text as it will be too hard to read at this size.

Keep in mind if you choose a Back Yoke print on a hoodie it will not be seen when the hood is worn down. A sports team might like to put their individual player numbers here so they don't mix up their team hoodies.

## PLACEMENT EXCEPTIONS:

JACKET WITH BACK YOKE PANEL: LOGO WILL BE CENTERED BETWEEN SEAMS ON BACK YOKE PANEL OF JACKET (THIS WILL NOT ALWAYS BE $1.5^{\prime \prime}$ DOWN FROM COLLAR SEAM AND THE SIZE OF LOGO MAY NEED TO BE ADJUSTED DEPENDING ON THE SIZE OF YOUR JACKET'S PANEL)


## 7 TYPES OF DECORATION: EMBROIDERY, SCREEN PRINT OR HTV



## STANDARD DISTANCE FROM COLLAR: $4 "$

Placement is across the shoulder blades, and is standard for most designs that are wider than tall.

This location is also typical for words like "SECURITY" or "STAFF" or a hashtag.

## PLACEMENT EXCEPTIONS:

TANK TOPS: I" FROM LOWEST SEAMS
JACKETS WITH BACK YOKE PANEL: LOGO WILL BE PLACED 1" BELOW
THE BOTTOM SEAM OF PANEL
HOODIES: 6" BELOW SEAM OF HOOD
YOUTH AND WOMEN'S: 3" FROM COLLAR

## SIZING GUIDELINES (WIDTH)

## SMALL STANDARD LARGE 10" 12" 14"



8 TYPES OF DECORATION: SCREEN PRINT OR HTV


## STANDARD DISTANCE FROM COLLAR: 4"

This location is often paired with a Left Chest. This should be your first choice when you want a large print. The back works as a better billboard than the front.

## PLACEMENT EXCEPTIONS:

TANK TOPS: ı" FROM LOWEST SEAMS
JACKETS WITH BACK YOKE PANEL: LOGO WILL BE PLACED ı" BELOW THE
BOTTOM SEAM OF PANEL
HOODIES: 6" BELOW SEAM OF HOOD
YOUTH AND WOMEN'S: 3" FROM COLLAR

## SIZING GUIDELINES (WIDTH)

$$
\begin{array}{ccc}
\text { SMALL STANDARD LARGE } \\
10 " 12^{" 1} & 14 "
\end{array}
$$



## SLEEVES



## SHORT: STANDARD DISTANCE FROM BOTTOM HEM: .5"

 LONG: STANDARD DISTANCE FROM SHOULDER SEAM: 4"Great location for a small logo. The size and placement should depend on your particular design. If you're only printing one sleeve and you already have a left chest print, go with the right sleeve to balance things out, and vice versa.

## PLACEMENT EXCEPTIONS:

RAGLAN TEES: 4" FROM APPROXIMATELY WHERE THE SHOULDER SEAM WOULD BE.
*CANNOT SCREEN PRINT A LONG SLEEVE PRINT ON MOST WOMEN'S STYLES, DUE TO THEM NOT FITTING ONTO THE PALLET.

## SIZING GUIDELINES (WIDTH)

SIZING GUIDELINES (HEIGHT) SMALL STANDARD LARGE 1" $3^{6}$ $4 "$



SIZING GUIDELINES (WIDTH) SIZING GUIDELINES (HEIGHT)
$\begin{array}{ccc}\text { SMALL STANDARD LARGE } \\ 2 " & 3.5^{" 6} & 4^{\prime \prime}\end{array}$


SHORTS: STANDARD DISTANCE FROM BOTTOM HEM: 2" PANTS: FROM BOTTOM OF POCKET OPENING: ו"

This placement is great for sports teams but can also be great for wellness companies like gyms and yoga studios.

When choosing this placement for screen printing, keep in mind the maximum print area. The pallet used only allows for a maximum of 4 " wide and $13^{\prime \prime}$ high. See page 14.

SMALL STANDARD LARGE 10" 13" 15"



## STANDARD DISTANCE FROM BILL: .5"

Hats are a great way to show off your logo and there are plenty of placements on a hat or beanie to do that.

## PLACEMENT EXCEPTIONS:

## BEANIES: CENTER ON THE CUFF. IF NO CUFF, PLACE ABOUT ı" FROM

 OPENING
## SIZING GUIDELINES (WIDTH) SMALL STANDARD LARGE " 2.75" 3"



12 TYPES OF DECORATION: EMBROIDERY OR HTV

MAXIMUM PRINT AREAS
13


ADULT FRONT: 14.5"w X 17"h


ON POCKET: 3"w X 3"h


SIDE PRINT: 19.5"w X 15 "h


ADULT BACK: 14.5"w X 17 " h

Sizing shown is approximate and will vary depending on the size, style, and brand of garments. Final maximum sizing is determined with art and apparel in hand.


SHORT PANT LEG: 4"w X 5"h


LONG PANT LEG: 3.5"w X 13 "h / 4"w X 5"h

## MAXIMUM PRINT AREAS: EMBROIDERY



HAT FRONT: 4.5 " $w$ X 2.25 "h


HAT BACK: 2"w X 3"h


BEANIE: 4.5"w X 2.25"h


HAT SIDE: 2"w X 3"h


BABY ONESIES: 4.5" X $4.5^{\prime \prime}$


ADULT SHORT SLEEVE: 3 " w X 3 "h


ADULT LONG SLEEVE: 3"w X 3"h


ADULT CHEST: $4.5 " \mathrm{w}$ X 4.5 " h


ADULT BACK: 15 "w X 16 " h

Sizing shown is approximate and will vary depending on the size, style, and brand of garments. Final maximum sizing is determined with art and apparel in hand.


SHORT PANT LEG: 4.5"w X 4.5"h


LONG PANT LEG: $4.5^{\prime \prime} w \times 4.5^{\prime \prime} h$

