

LOGO ANYTHING

*WE'LL SHOW YOU WHERE TO PLACE IT
& HOW TO PROFIT*



Heat Printing Placement Guide

Most popular
design sizes
for names,
numbers, and
logos.

Traditional
placement and
new, trendy
ideas.

Heat printing
tips to make
sure you're
successful.

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information*

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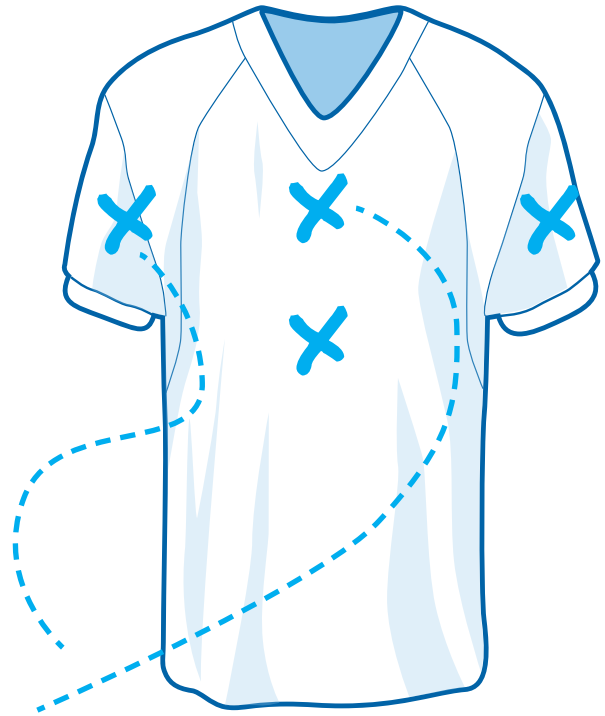
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Introduction

The more places on a garment you can decorate with heat transfer vinyl the more premium items you can create for your customers. But how do you know where to place your designs on each item? For example, where does a left chest logo go on a men's shirt versus a child's shirt? How do you place a front chest design on a v-neck shirt?

Logo Anything- We'll show you where to place it & how to profit is a comprehensive collection of design size and placement resources for all kinds of garments and accessories. Use it to learn how and where to place your designs and to inspire you to come up with new ways to decorate items for your customers. Remember, more placement options mean higher profits for your business.



About The Author

Danielle Petroskey started working at Stahls' nearly 10 years ago as a Customer Service Representative and gained hands-on heat press experience as part of the trade show team. In that role, she taught countless trade show attendees the ins and outs of heat transfer vinyl application.

Her career took her from Customer Service and trade shows to the marketing team as Web Content Manager. She's now the Social Media Manager and the social "face" of Stahls'.

Her business degree with a focus on entrepreneurship and her years of experience in the heat printing industry give her great insight into what you need to know to start and grow your heat transfer business. She regularly shares her tips, and tutorials at the Stahls' blog.



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Getting Started



The placement of your design won't matter if your application isn't done correctly. Making sure your garment is loaded on your heat press properly and following application instructions using the correct time, temperature, and pressure for your heat transfer material is imperative for a long-lasting, professional application. Get off to a great start with these tips.

PROTECT YOUR INVESTMENT

While heat printing it's important to protect your heat press investment with a lower platen protector. A [Quick Slip Platen Protector](#) serves two purposes, it protects your lower platen and makes sliding garments on and off your heat press quick and easy.

MORE INFO

Webinar –
[How to Position
Transfers](#)

PROPER POSITIONING

It's crucial to get your garment on your heat press straight. There's no magic to this but the process is simple. When using a heat press with Threadability™, begin by opening the shirt at the bottom and pushing it down, away from you, as if the heat press was a person wearing the shirt.

Tips

Have a heat press without Threadability™? The process is the same, just lay your garment flat on the platen.

Grasping both shoulder seams evenly, pull or slide the shirt toward you until the collar drops off the edge of the press making a flat, even surface for heat application. To make sure your garment isn't off-center, measure how far the sleeve seams are over the sides of the lower platen on both sides.

HEAT APPLICATION

Before beginning the application process the first step is consulting the instructions for the specific heat transfer you're using. These instructions will tell you the correct time, temperature, and pressure for proper application. It's equally important to pre-heat your garment to remove moisture and wrinkles before applying your design for a smooth and dry surface for the heat transfer. Following these steps will ensure you have a durable and professional application.

TOOLS FOR SUCCESS:

Quick Change Platens – Don't try to heat print an XL jersey or a youth T-shirt on an 11x15 platen. The wrong platen can prevent you from printing your entire design in one application or give you an uneven surface with seams to deal with. Make heat printing easier by switching out the lower platen when working with different size garments or substrates.

Laser Alignment System – This tool along with the Laser Alignment Wizard™ will help you layout directly on the heat press platen.

Heat Press Caddie Stand - The Heat Press Caddie™ is an adjustable stand that converts any Hotronix® Auto Open or Maxx® into fully threadable heat press.

Mouse Pads - Use a mouse pad to help raise the print area to avoid seams, buttons, zippers, and other obstructions while heat printing.

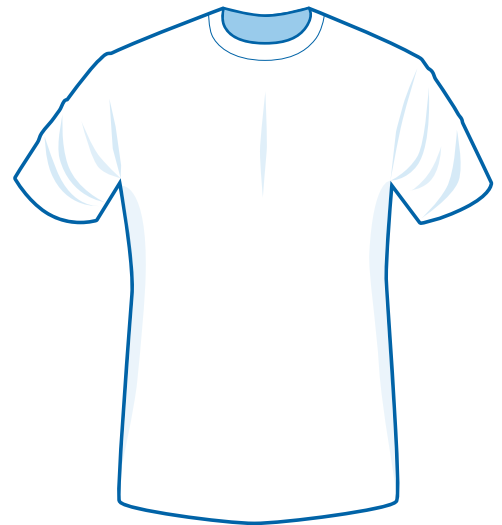
A mouse pad is perfect for when you have an obscure print area that you need to press. You can cut the mouse pad to size to fit the area needed without cutting your Print Perfect Pad.

Placement and Size Guides



T-SHIRTS

T-shirts are one of the most frequently heat printed garments and that's not surprising. There are markets for T-shirts in events, school groups, and even fashion markets.



Getting Started

Once your T-shirt is properly on the heat press, measure two inches down from the neckline to place the design. Use a ruler or your fingers, 2–3 fingers down from the neckline, to measure.

Different necklines, like scoop neck or v-neck, require special care to ensure even pressure on your design. The top of your design will be about 1" below the neckline making sure to avoid neckline seams. Drape the neckline seams over the edge of your heat press or use a [Print Perfect Pad](#) or [Mouse Pad](#) to raise the application area above the seams for an even printing surface.

REMINDER!

For smaller (youth) shirts, change the platen size so you can still thread the garment and not worry about uneven pressure due to the collar being in the way.

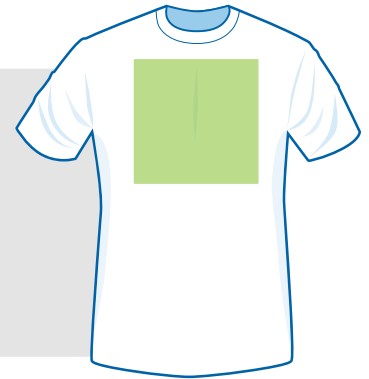
Here are the most common placement measurements and sizes for T-shirts.

Centered Design Placement

- Adult: 3–3.5" *down from the collar*
- Youth: 2–3" *down from the collar*
- Toddler: 2" *down from the collar*

Centered Design Size

- Adult: 11" x 11"
- Youth (med/lg): 10.5" x 10.5"
- Youth (small): 8.5" x 8.5"
- Toddler: 5.5" x 5.5"



TRICKS OF THE TRADE: Record the measurements of graphic placements on sample items you create for customers. When they order you'll be able to produce every item with the same measurements.

Tips

If you need to find the center of a T-shirt, fold the shirt in half lengthwise then again in ½, pinch the center—when you open the shirt you should see a mark in the center.

Left Chest/Pocket Design Placement

- 5.5–8" down from the shoulder's left seam
- 4–6" over from the center

Left Chest/Pocket Design Size

- Adult: 3.5" x 3.5"
- Youth (med/lg): 3.5" x 3.5"
- Youth (small): 3.5" x 3.5"
- Toddler: 2.5" x 2.5"



TRICKS OF THE TRADE: Some cuts of shirts make it difficult to find the shoulder seam. To work around this, measure from the highest point of the collar, where it sits on the neck, then off-center of the shirt.

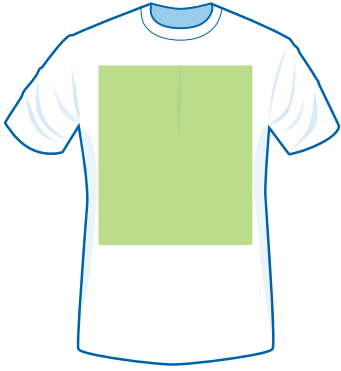
Tips

Always thread the T-shirt and make sure the collar is off the heat press. Having the extra bulge from the collar seams can result in uneven pressure.

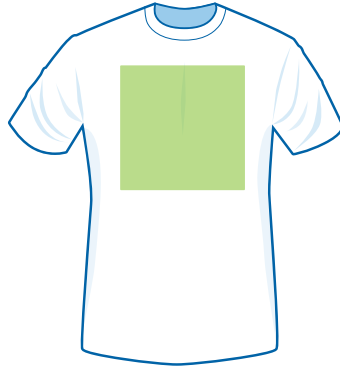
Other Placement Options

- Sleeves
- Vertical down the front
- Hip area
- Yoke
- Upper back / Billboard

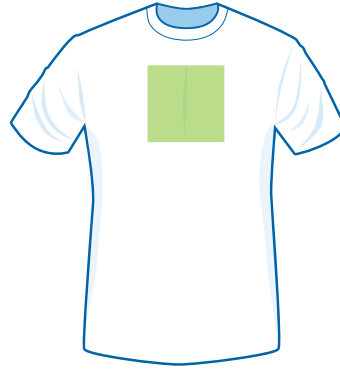




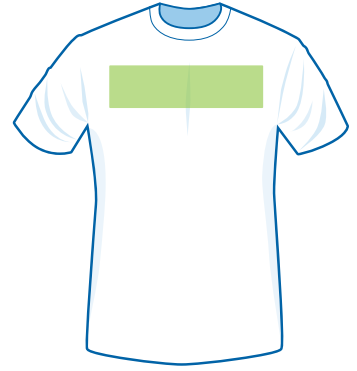
FULL FRONT
MAX IMPRINT AREA: 12" X 14"



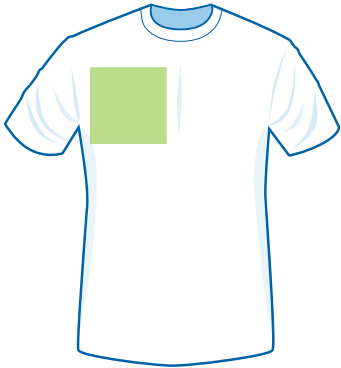
MEDIUM FRONT
IMPRINT AREA: 8" X 8"



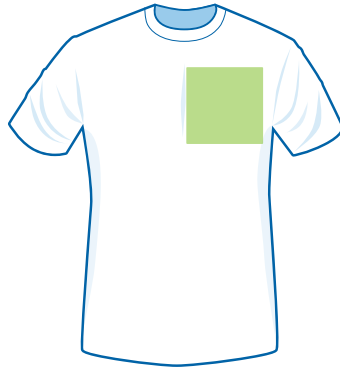
CENTER CHEST
IMPRINT AREA: 5" X 5"



ACROSS CHEST
IMPRINT AREA: 4" X 12"



RIGHT CHEST
IMPRINT AREA: 5" X 5"



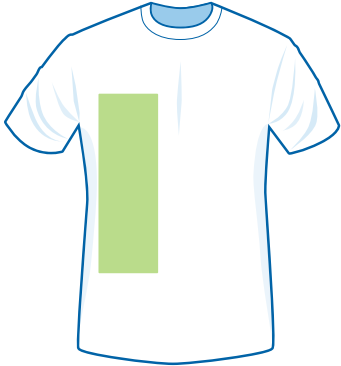
LEFT CHEST
IMPRINT AREA: 5" X 5"



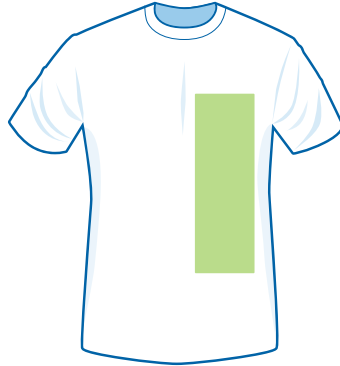
RIGHT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



LEFT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



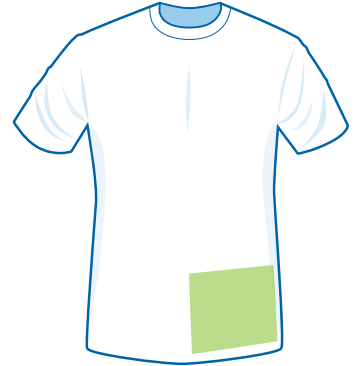
RIGHT VERTICAL
IMPRINT AREA: 5" X 14"



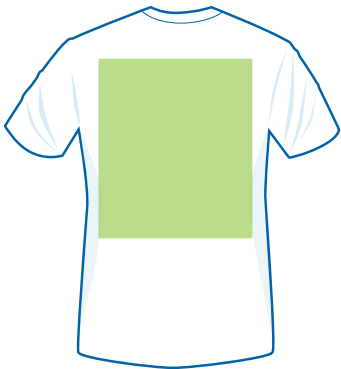
LEFT VERTICAL
IMPRINT AREA: 5" X 14"



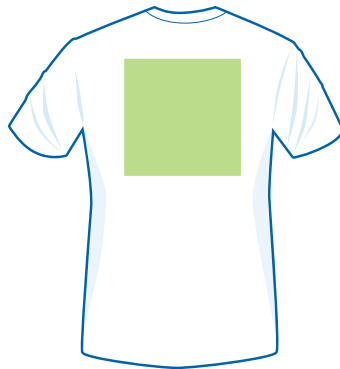
FRONT BOTTOM RIGHT
IMPRINT AREA: 5" X 6"



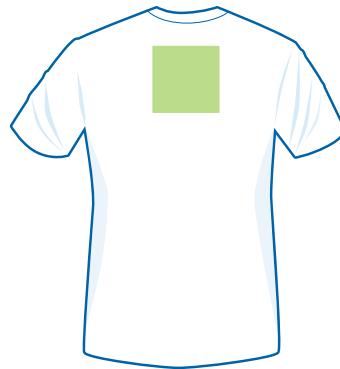
FRONT BOTTOM LEFT
IMPRINT AREA: 5" X 6"



FULL BACK
MAX IMPRINT AREA: 12" X 14"



MEDIUM BACK
IMPRINT AREA: 8" X 8"



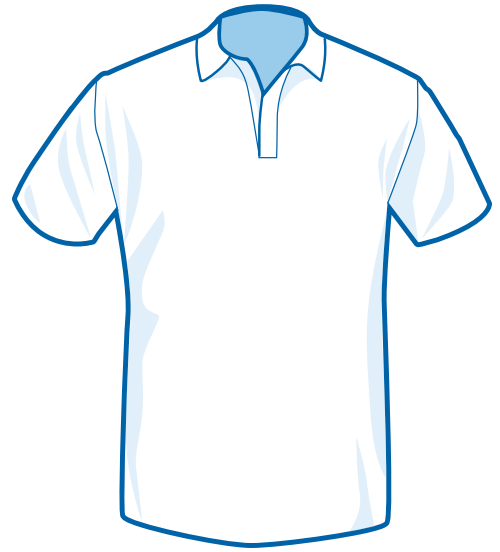
LOCKER PATCH AREA
IMPRINT AREA: 4" X 4"



ACROSS SHOULDERS
IMPRINT AREA: 4" X 14"

POLO SHIRTS

Customizing polo shirts opens up many sales opportunities with local businesses. Polo shirts with company logos can be used for uniforms at restaurants, golf clubs, and other small businesses. Polo shirts with business or event logos also make great promotional giveaways.



Getting Started

The most common placement for these types of garments is the left or right chest logo. This location can be challenging for decorators because it's easy to print the logo too high, too low, too far from the center, or worse: the under-the-arm print.

When heat applying on a polo shirt, it's important to make sure seams and collars are hanging off the lower platen for an even heat press application area. For buttons or seams you can't get off the platen, Print Perfect Pads will give you a proper application surface. Utilizing a [4x4](#) or [6x10](#) platen is another way to avoid buttons and seams that can interfere with application.

REMINDER!

Women's left chest graphics will usually be placed about 1" higher than men's for aesthetics.

After threading the polo shirt on your heat press, find the center point of the shirt. Now measure 5.5 to 8" down from the shoulder's seam and 4–6" over from the center. When in doubt on your placement, err on the side of centering the graphic toward the buttons. This will prevent the under-the-arm print.

Adjust your placement by approximately ½" for each size up from your smallest shirt. For example if the logo for a size small men's polo is 3.5" from the center point, the logo will be 4" from the center point for a size medium, and 4.5" for a large.

TRICKS OF THE TRADE: Establish a set of specifications and best practices in your shop so your graphic placements are consistent and efficient.

Left Chest/Pocket Design Placement

- 5.5–8" down from the shoulder's left seam
- 4–6" over from the center

Left Chest/Pocket Design Size

- Adult: 4.5" x 4.5"
- Youth (med/lg): 3.5" x 3.5"
- Youth (small): 3.5" x 3.5"
- Toddler: 2.5" x 2.5"



SWEATSHIRTS

Sweatshirts first came on the scene to keep workers warm while working on cold factory floors and later as standard issue for army recruits. Today the versatility of the sweatshirt makes them a top seller across many markets.

Getting Started

Sweatshirts come in different styles like hoodies, zip up hoodies, pullovers, and crew necks. Various fabric blends and weights also give you multiple decorating opportunities from fashion to sports and more.

When heat pressing sweatshirts, take special care to deal with seams, zippers, pockets, and hoods for an even printing surface. A Print Perfect Pad or Mouse Pad raises the printing area away from seams and bulky areas of the sweatshirt like cuffs, draw cords, pocket seams, and the hood itself. If you're pressing a large quantity of sweatshirts, a smaller platen will save you time. [Hotronix® Quick Change Platens](#) come in various sizes to make your print area as smooth as possible to ensure even pressure and a professional application.



REMINDER!

Learn more:
[Placement Tips for Printing the Back of Hoodies](#)

Remember to take the hood of your sweatshirt into consideration when decorating the back of the sweatshirt. Your design should remain visible even when the hood is down, start by placing your design 6" down from the neckline. Adjust your placement from there based on your design and the particular cut and hood placement of your specific garment.

Crewneck, Hoodie, & Zip-Up Design Size:

Front Center *(Exception: Zip-Up)*

- Adult: 11" x 11"
- Youth (med/lg): 10.5" x 10.5"
- Youth (small): 8.5" x 8.5"
- Toddler: 5.5" x 5.5"

Back Center

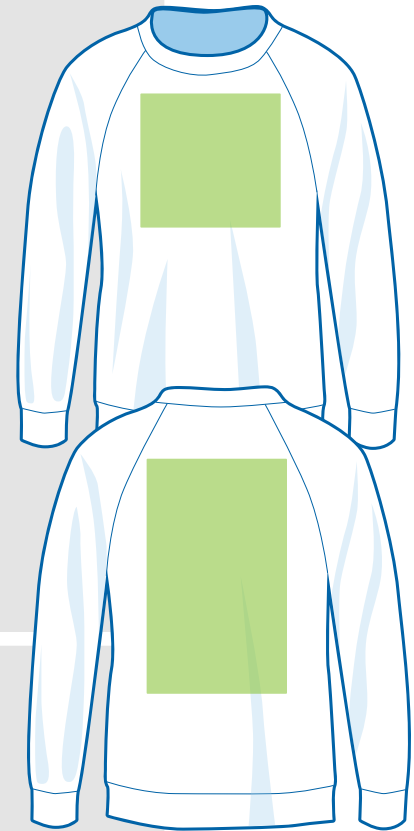
- Adult: 14" x 11.25"
- Youth (med/lg): 13.5" x 11.75"
- Youth (small): 11.5" x 9.75"
- Toddler: 8.5" x 6.75"

Left Chest

- Adult: 4.5" x 4.5"
- Youth (med/lg): 3.5" x 3.5"
- Youth (small): 3.5" x 3.5"
- Toddler: 2.5" x 2.5"

Sleeve

- Adult: 2" x 11.5"
- Youth (med/lg): 2" x 11"
- Youth (small): 2" x 10"
- Toddler: 1" x 8"



Crewneck, Hoodie, & Zip-Up Design Placement:

Front Center *(Exception: Zip-Up)*

- 3–3.5" from the collar, for any size shirt

Back Center

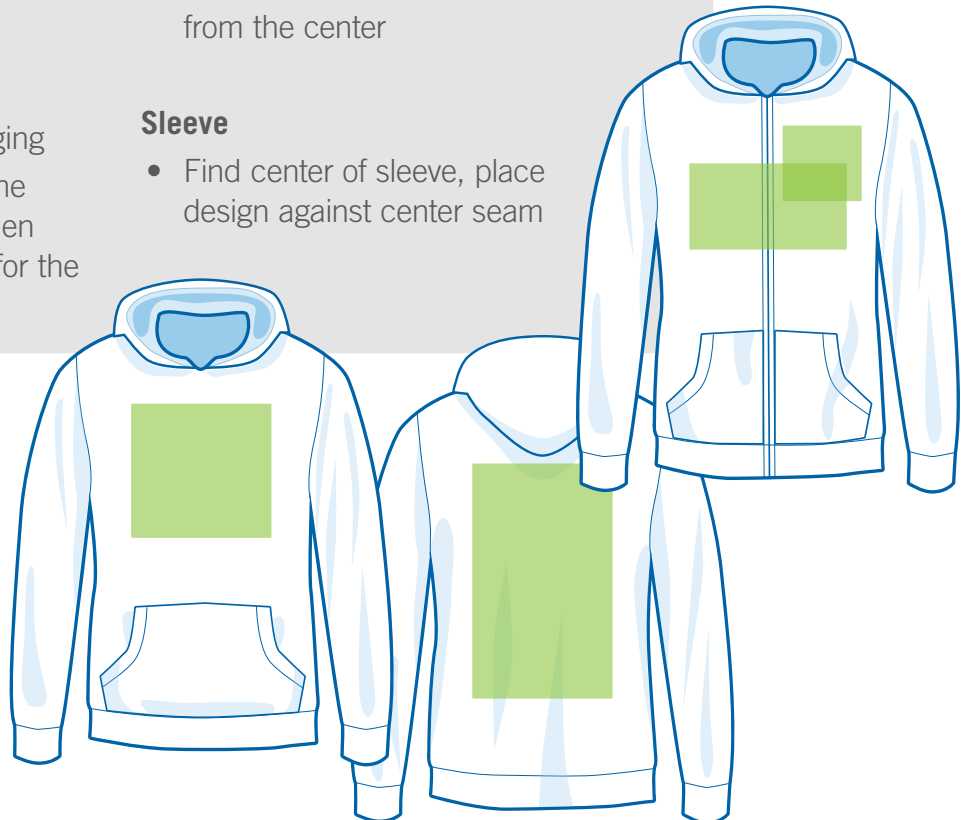
- 2–3" from bottom of neck's edging
- **Zip-Up / Hooded:** 4–4.5" from the bottom of the neck's edging when hood is up. Make adjustments for the design and hood from there.

Left Chest

- 5.5–8" down from the shoulder's left seam and 4–6" over from the center

Sleeve

- Find center of sleeve, place design against center seam



Tips

Use the bottom of the armpits to draw an invisible line for your horizontal center and adjust the placement of the design from there.

SPORTS JERSEYS

Sports jersey decoration is a lucrative market for heat printing professionals. Between youth, school, college, and recreational leagues there's new business to be had year-round. Once you can show your local leagues that you're able to provide all the products they need, they'll likely give you repeat business (and referrals) for many seasons.



Here are the most common size and design placements for sport jerseys and team personalization, but remember, it's important to check with local league administrators for information on decorating regulations.

TRICKS OF THE TRADE: When using an Express Name, fold the transfer in half and make a crease mark. The mark will help you place your transfer correctly.

Jersey Placement Guidelines

- Back Name Placement 2–3" from the collar
- Back Number Placement 2.5–3" below the name
- Front Logo Center Placement 3–3.5" from the collar
- Front Number Center Placement 5.5–8" from the collar
- Front Number Right/Left Placement 7.5–8" down from the shoulder's left seam and 4–6" over from the center
- Short Number Placement 1" from bottom seam, 1.5" from side seam

There's no exact science to placement when it comes to decorating jerseys. Some jerseys look better with the name 2" down from the collar and others look better 3" down. If your jersey has buttons you may need to move the team name down around 2.5–3.5". Move the name around and see what looks best for each job, then make note of your placement so all the team's jerseys are consistent.

Sport Name/Number Size Guides



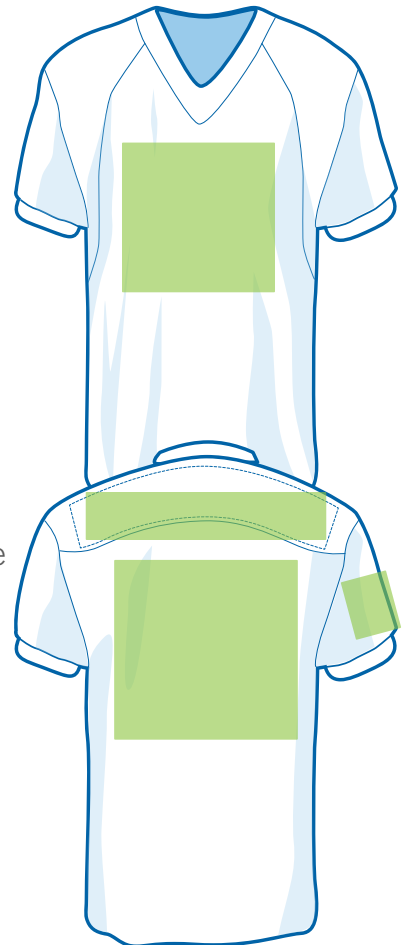
FOOTBALL

Football is one of the most popular sports in the US with more than 1 million high school players, 90,000 college players, and over a million others in youth leagues. Here's what you need to know about decorating football uniforms.

Jersey numbers in football correspond with a player's position on the team and numbers range from 1–99, so no 0's on the field. Check with local league administrators for exact specifications.

Choose the right transfer type for your jersey. Elasti Prints, with their low heat application, are designed for performance fabrics. Aquatru with Dye-Block backing, are perfect for sublimated materials. Goof Proof is durable and offers superior opacity on any color apparel.

Learn more: [How to Decorate Football Apparel](#)



Football Sizes

Name

- 2" youth
- 3" adult

Numbers

- Front: 8" youth, 10" adult
- Back: 10" youth, 12" adult
- Pants: 3" youth, 4" adult
- Sleeve/Shoulder: 3" youth, 4" adult

Football Player Position Numbering

1–9

Quarterbacks
& Kickers

20–49

Running Backs &
Defensive Backs

60–79

Defensive Linemen &
Offensive Linemen

90–99

Defensive Linemen
& Linebackers

10–19

Quarterbacks,
Receivers,
Tight Ends,
& Kickers

50–59

Centers &
Linebackers

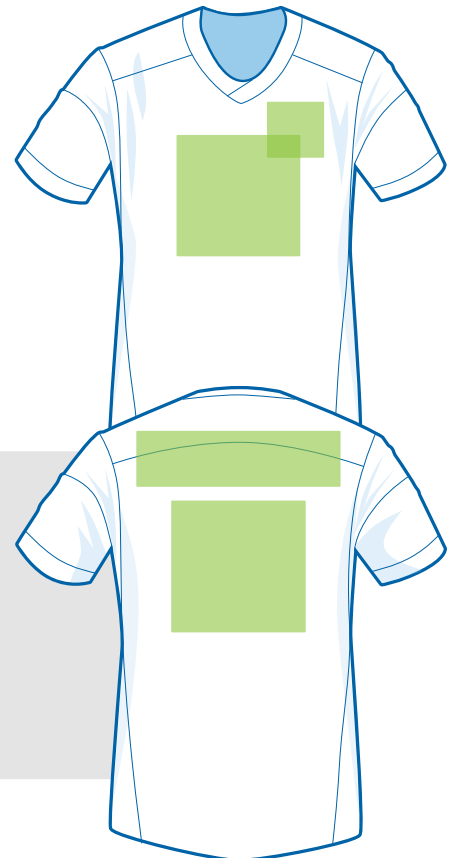
80–89

Receivers & Tight Ends
(Or 40–49 if all
numbers in this
range are taken.)

SOCCER

In the last decade soccer has become a huge draw for children's leagues and high school teams. Today there are over 17 million players between indoor and outdoor soccer, and they need uniforms.

Typically soccer home jerseys should be solid white and only have colors in logos or numbers. This may vary by league, so make sure to check with your customer's league.



Soccer Sizes

Name

- 2" youth, 3" adult

Logo

- 3" x 4" youth, 3" x 4" adult

Numbers

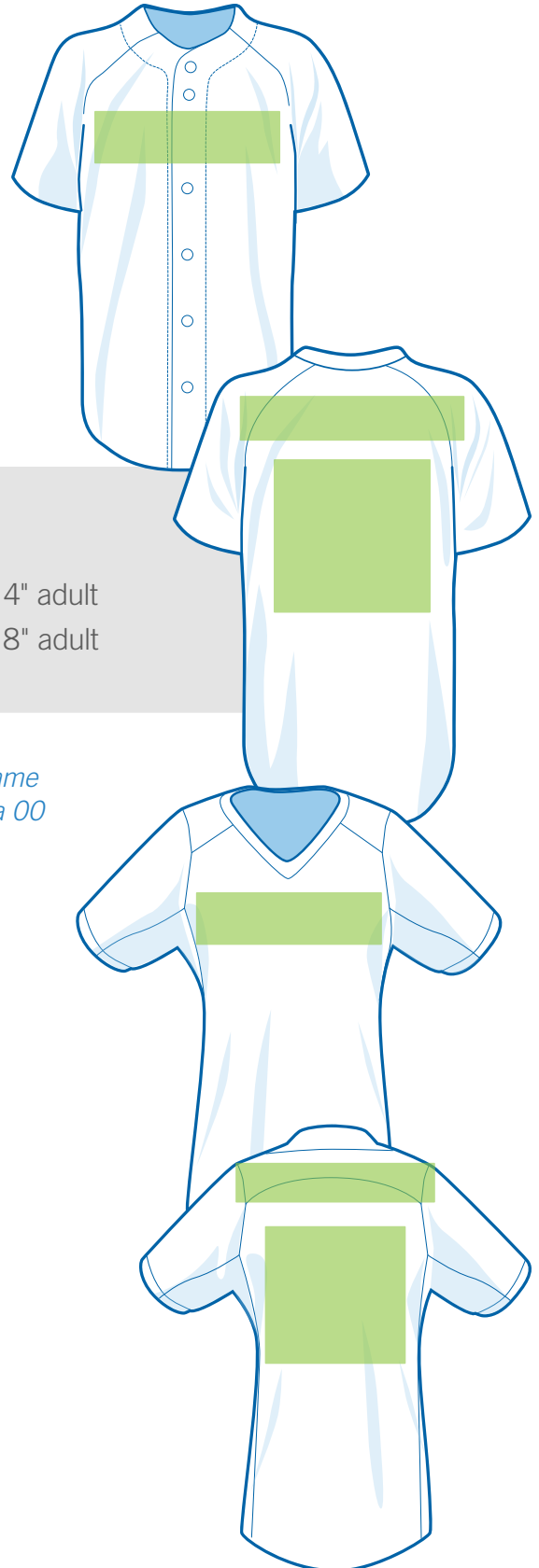
- Front: 3" youth, 4" adult
- Back: 8" youth, 8" adult
- Shorts: 3" youth, 4" adult

Learn More: [How to Decorate Soccer Uniforms](#)

BASEBALL & SOFTBALL NAME/NUMBER SIZES

From little league, to school teams, and on to adult recreational leagues, over 4.5 million kids & adults are playing baseball. They all need uniforms and there are many styles available, from T-shirts, to henleys, and even split-front jerseys.

You'll need to check with your local league to see if names or sponsor logos will be displayed on jerseys.



Baseball & Softball Sizes

Name

- 2" youth, 3" adult

Numbers

- Front: 3" youth, 4" adult
- Back: 6" youth, 8" adult

Tips

In softball 0 & 00 are considered the same number so there can only be one 0 or a 00 per team.

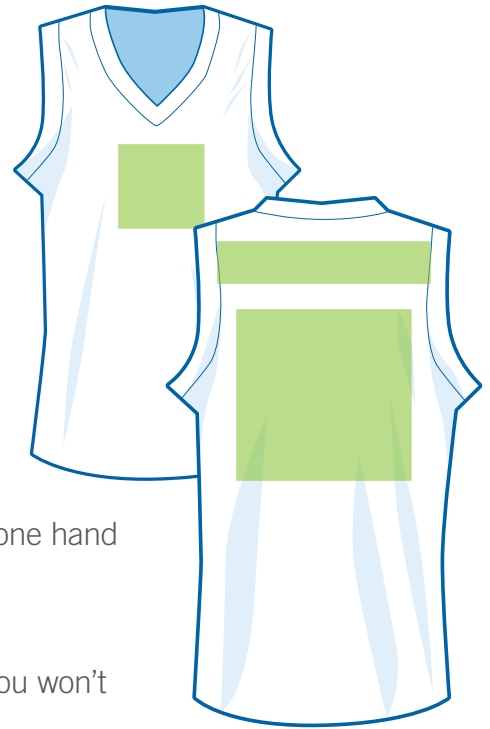
Learn more: [How to Decorate Baseball Apparel](#)

BASKETBALL NAME/NUMBER SIZES

There's a reason they say "Basketball Never Stops". Basketball has one of the largest participation rates in the US, with more than 4 million playing in organized leagues, and nearly 6 million on a school or college team.

Did you know not all numbers are considered legal? The NFHS regulates that only single or double digits between 0–5 can be used on basketball jerseys. This is so referees can call fouls using their hands. If jerseys also used the numbers 6–9, referees would need more fingers on one hand to signal fouls.

Keep this in mind when ordering pre-cut numbers, you won't need 6–9 but will need extra 0–5.



Basketball Sizes

Name

- 2" youth
- 3" adult

Numbers

- Front: 3" youth, 4" adult
- Back: 6" youth, 8" adult
- Shorts: 3" youth, 4" adult

Tips

Traditionally, basketball jersey numbers are single or double digits between 0–5.

Learn more: [How to Number Basketball Uniforms](#)

HOCKEY NAME/NUMBER SIZES

There are more than 533,000 registered hockey players in the US, that's just shy of the 625,000 registered in the sport's home country of Canada. That doesn't even take into account the number of recreational players on frozen ponds across the country each winter.

Hockey has a few more locations for decorating than other sports, including letters that distinguish team captains and alternate captains. Check with local sports league administrators for their most current guidelines.



TRICK OF THE TRADE: When decorating jerseys for women's teams, consider putting the name at the bottom of the jersey because longer hair tends to cover up the name.

Hockey Sizes

Name

- 2" youth
- 3" adult

Numbers

- Assistant/Captain (*left chest*): 3" y, 4" a
- Front: 3" youth, 4" adult
- Back: 10" youth, 10" adult
- Sleeve/Shoulder: 3" youth, 4" adult

Tips

Use an abrasion-resistant heat transfer material that blocks dye migration for dark-colored and polyester uniforms

If players are tucking jerseys in, make sure you place the logo a bit higher on jersey.

LACROSSE NAME/NUMBER SIZES

Lacrosse is a fast-growing sport in the US with a 66% increase since 2008 and nearly 1.8 million players. It's the 10th most popular girls high school sports program, out of more than 50 offered in the US.



Lacrosse Sizes

Name

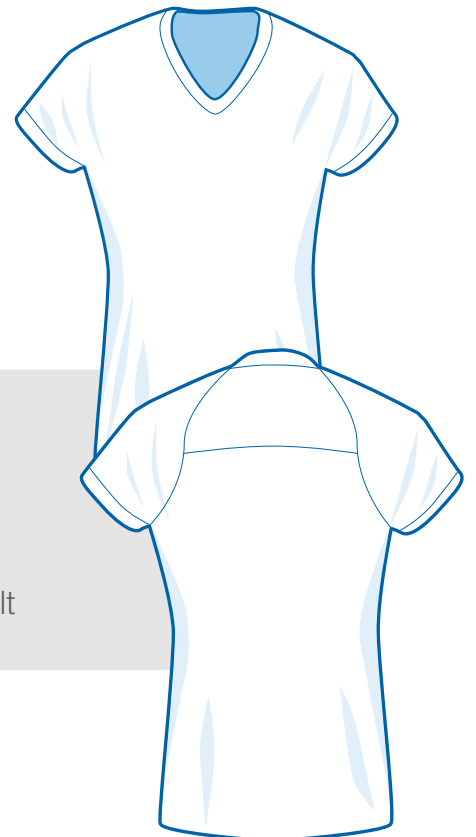
- 2" youth
- 3" adult

Numbers

- Front: 3" youth, 4" adult
- Back: 6" youth, 8" adult
- Shorts: 3" youth, 4" adult

VOLLEYBALL NAME/NUMBER SIZES

More than 480,000 teens are playing volleyball on high school volleyball teams. This makes it the 6th most popular high school sport in the US. Of course that number doesn't take into account the many volleyball games being played on beaches coast to coast.



Learn more: [How to Decorate Volleyball Uniforms](#)

Volleyball Sizes

Name

- 2" youth
- 3" adult

Numbers

- Front: 3" youth, 4" adult
- Back: 6" youth, 8" adult
- Shorts: 3" youth, 4" adult

JACKETS

You can reach many different markets with customized jackets, from fashion to sports, to business uniforms, and even the safety market.

Three-in-one jackets remain the most sought-after because you can use them throughout the entire year. Soft-shell jackets are fashion-oriented and completely versatile, with most being lightweight and water resistant.



Jacket Design Size:

Left Chest

- Adult: 3.5" x 3.5"
- Youth (med/lg): 3.5" x 3.5"
- Youth (small): 3.5" x 3.5"
- Toddler: 2.5" x 2.5"

Back Center

- Adult: 14" x 11.25"
- Youth (med/lg): 13.5" x 11.75"
- Youth (small): 11.5" x 9.75"
- Toddler: 8.5" x 6.75"

Sleeve

- Adult: 2" x 11.5"
- Youth (med/lg): 2" x 11"
- Youth (small): 2" x 10"
- Toddler: 1" x 8"

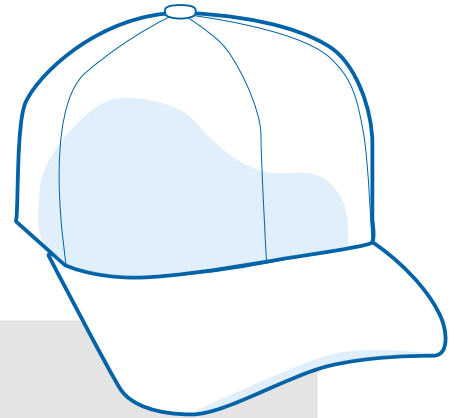
Jacket Placement

- Left/Right Chest: 3.5" to 4" from center's edge and 6" to 8" from the seam of the left (or right) shoulder.
- Back: 6" to 9" from the seam of the collar to the design's center.
- Lower Sleeve: 1" from above the cuff
- Upper Sleeve: 3" from shoulder seam

HATS

With a [Cap Press](#), you can decorate all kinds of hats with a wide variety of heat printing designs like embroidered patches, heat transfer material, screen printed transfers, or rhinestones. Combining materials is a profitable and unique way to decorate hats. Try mixing letters and numbers with rhinestones, for example.

- Low Profile
- Mid Profile
- High Profile
- Low Crown
- Visor
- Under the Bill
- Side
- Back



Hat Sizes

Low Profile

Front: 1.75" h x 4"
Side: 1" h x 2.5"
Back: 1" h x 2.75"
Bill: 1.75" h x 5.5"

Mid Profile

Front: 2" h x 5"
Side: 1" h x 2.5"
Back: 1" h x 2.75"
Bill: 2" h x 5.5"

High Profile

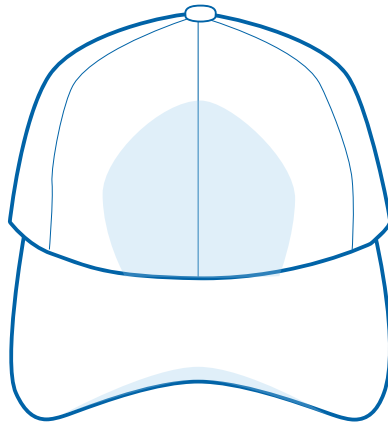
Front: 2.25" h x 5"
Side: 1" h x 3.25"
Back: 1" h x 2.75"
Bill: 2" h x 5.5"

Low Crown

Front: 1.75" h x 4"
Side: 1" h x 2.5"
Back: 1" h x 2.75"
Bill: 2" h x 5.5"

Visor

Front: 1.5" h x 5"
Side: 1" h x 4"
Bill: 2" h x 5.5"



Tips

Hat decorating goes beyond just printing a design on the front of a six-panel cap. The front, back, and brim of almost any hat can be decorated. The Hat Bill Platen makes it even easier to decorate hats.

- Knit Hat
- Beret
- Bucket Hat
- Skull Cap
- Visor
- Straw Hat
- Military Hat
- Cowboy Hat
- Beanie
- Safari Hat
- Fedora
- Newsboy
- Headband Earmuffs

PANTS

Today's market for decorated pants goes far beyond just sweatpants. Yoga pants, nylon warm up pants, and fleece pajama pants are waiting to be decorated with your heat press. From the athleisure market to cheer and the sports market this is a sales opportunity your business can't afford to miss.

The biggest concern when printing onto pants is where to position your design. This is mostly a matter of personal preference, but there are a few tips to point you in the right direction. The most common placement on pants is vertically from the hip to knee. But you can also get creative with a behind-the-ankle print, pocket placement, a waistband, and even horizontally across the seat. Your design can also be supersized or standard.

Pants Design:

Size

- Left thigh: 3-4" Number
- Standard Leg: 2.5" x 14"
- Large Leg: 5" x 24"
- Seat of Pants: 2" x 4"

Placement

- Leg Placement: Position design as close as possible to the pant fold line

Watch: ["How to Apply a Large Leg Transfer"](#)

SHOES

There are huge profits in customizing shoes for your customers.

It's an easy add-on sale for the sports market and even as a purely fashion accessory. The [Quick Change shoe platen](#) makes it easy to get started.

When deciding on your shoe's design and placement each individual shoe will vary slightly. It's important to take a measurement of your shoe loaded on the platen taking note of where pressure will be applied before deciding where to press your design.

Shoes Design:

Size

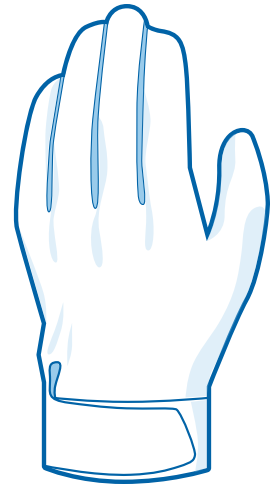
- Between 1-3 inches depending on shoe size and design

Placement

- Side
- Back of Heel
- Top of Footbed

GLOVES

Decorated gloves have been a trend in pro sports for the last few years. Gloves are decorated with team logos, patriotic symbols, breast cancer ribbons, and more. Decorated gloves are an excellent add-on sale for your sports uniform and spirit wear customers. They're also a way to add more sales for your automotive, construction, and other business customers.



Gloves present a challenge when working around the thumb, fingers, and various seams. When creating your design it's a good idea to avoid these hard to decorate parts of the glove focusing your design on the palms, wrist, and top of hands. To handle seams and ensure even pressure, a pad on your application area is essential. We recommend cutting a [Mouse Pad](#) or a [Print Perfect Pad](#) to fit this custom shape.

Glove Design Placement

- Palm: Center
- Front: Center
- Wrist: Center

Glove Design Size

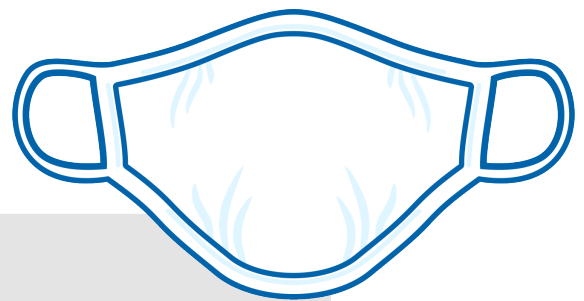
- Palm: ½" square
- Front: 1" square
- Wrist: ¼" tall x ½" wide

MASKS

Face masks present another opportunity for promotion and personal expression. Custom print the mask with transfers and a heat press to support a company, event, school or team. Or just have some fun with the space and add some personality.

Where you will be placing the print is one determination of the size.

Your custom print can be off to the side or centered on the mask. If the mask you are heat printing has pleats you may want to print on only one of the pleats, limiting your size.



Mask Design:

Size

- 1" tall x 3" wide
- 2.5"-3" tall x 4" wide

Placement

- Side
- Center

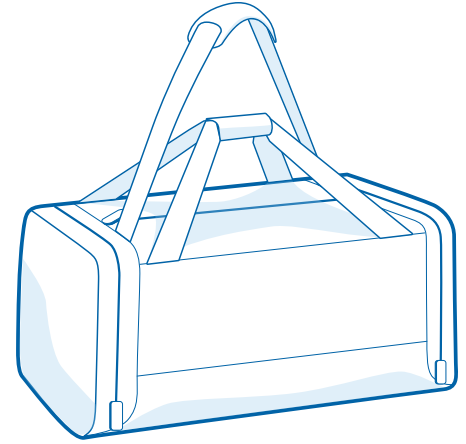
REMINDER!

Custom printed bags are a low-cost and useful add-on sale for big profits.

BAGS

Bags — we all carry them — to work, to school, and to the gym. The multitude of uses makes them a sought after custom printed item.

The material of the bag will determine what heat transfer material you use on it. Bags made of cotton, polyester and poly/cotton blends will be easiest to decorate. Bags made of nylon or polypropylene will require a low-temperature material.



Tips

Use the 7" round Quick Change platen to heat press the end caps of duffel bags.

Bag Design Placement

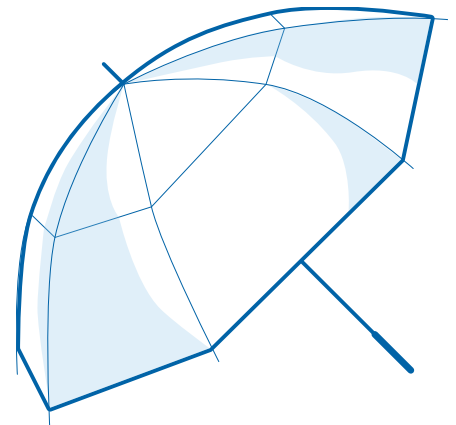
- Backpack: Center of bag
- Messenger Bag : Center of bag
- Duffel Bag : Center of bag/end caps
- Polypropylene Bag : Center of bag

Bag Design Size

- Backpack: 5" x 5"
- Messenger Bag: 5" x 5"
- Duffel Bag: 6" x 12", max. print area
- Polypropylene Bag: 10" x 10"

PROMOTIONAL PRODUCTS

Promotional products are an effective way to drive brand recognition and support corporate identity. Apparel and bags dominate promotional product sales, accounting for more than 38% of all promotional product sales. With the right heat transfer materials and techniques the decorating opportunities are endless. From umbrellas and camping gear to can coolers and neoprene laptop sleeves, your customer's logo will be front and center.



Promo Product Design Placement

- Fold-Up Chair: Back of chair, on case
- Neoprene Laptop/Tablet Sleeve: Center
- Can Cooler: Center
- Wallet: Center
- Umbrella: Any panel, or carry case

Promo Product Design Size

- Fold-Up Chair: 4" x 12"
- Neoprene Laptop/Tablet Sleeve: 4" x 4"
- Can Koozy: 3" x 3"
- Wallet: 1" logo, or monogram
- Umbrella: 5" x 5", or 2" x 2"

Conclusion

The right design size and placement is essential for a professional final product no matter what you're decorating. When decorating sports uniforms, precision and attention to regulations is the key to success and earning repeat business. On other items, like T-shirts and promotional products, creativity with design and placement will produce unique items and big sales. Getting it right will allow you to grow your business by leaps and bounds.

Learn more about Design Placement on [TransferExpress.com](https://transferexpress.com)

About Stahls' Transfer Express

Stahls' Transfer Express is the leading resource for business-to-business garment and product identity at every level. Stahls' Transfer Express creates solutions, technologies, products and services needed to start, run, and grow any garment imprint or personalization business.

Whether you're interested in learning how to use a heat press or how to decorate a soccer uniform, you'll find our educational resources extremely beneficial. (transferexpress.com/help)

Worksheets

Now that you've read our placement for profit guide, print these reference sheets to help keep your design sizes and placements on track.

WORKSHEETS

- [T-Shirt Placement Guide](#)
- [T-Shirt Common Placements Quick Guide](#)
- [Sweatshirt Placement Guide](#)
- [Football Jersey Placement Guide](#)
- [Baseball/Softball Jersey Placement Guide](#)
- [Basketball Jersey Placement Guide](#)
- [Hockey Jersey Placement Guide](#)
- [Soccer Jersey Placement Guide](#)
- [Volleyball Placement Guide](#)
- [Lacrosse Jersey Placement Guide](#)
- [Hat Placement Guide](#)
- [Bag Placement Guide](#)

T-Shirt Placement Guide

These are some suggested sizes and placements for your T-shirt designs.

Centered Design Area

- Adult 11" x 11"
- Youth (med/lg) 10.5" x 10.5"
- Youth (small) 8.5" x 8.5"
- Toddler 5.5" x 5.5"

Centered Design Placement

- 3–3.5" from the collar, for any size shirt

Left Chest/Pocket Design Size

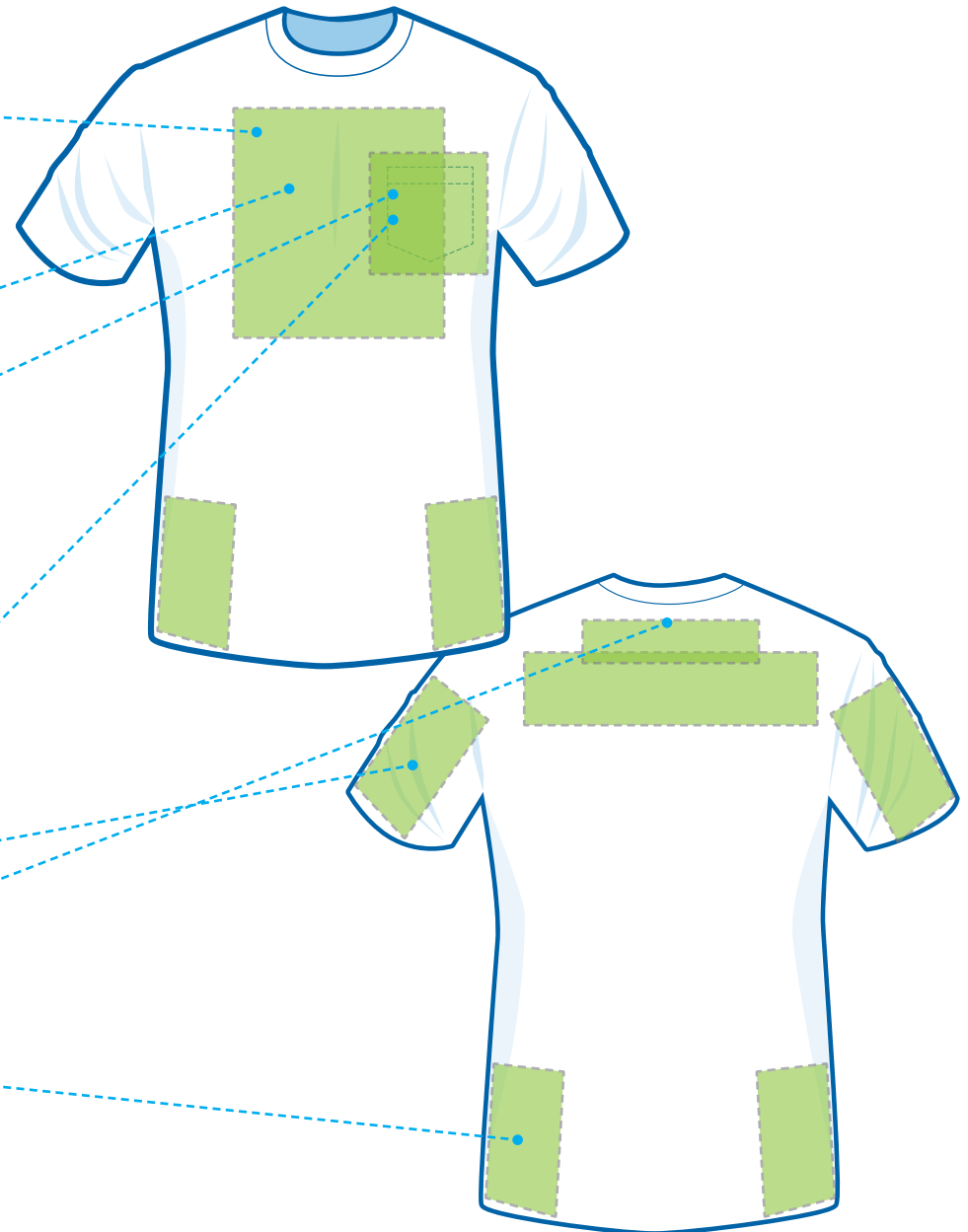
- Adult 3.5" x 3.5"
- Youth (med/lg) 3.5" x 3.5"
- Youth (small) 3.5" x 3.5"
- Toddler 2.5" x 2.5"

Left Chest/Pocket Design Placement

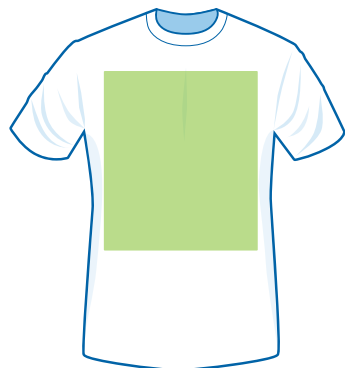
- 5.5–8" down from the shoulder's left seam
- and 4–6" over from the center

Other Placement Options

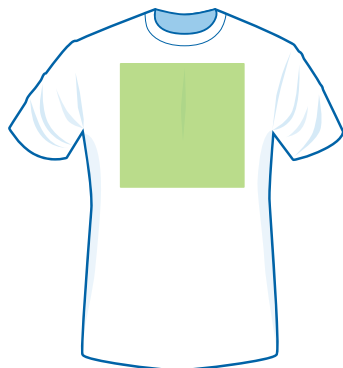
- Sleeves
- Vertical down the front
- Hip area
- Yoke
- Upper back



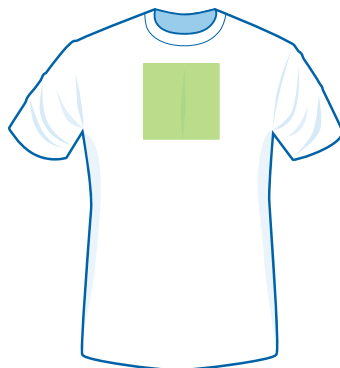
T-Shirt Placement Visual Quick Guide



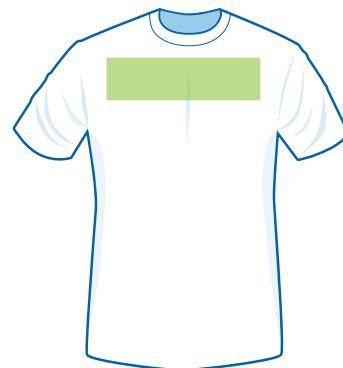
FULL FRONT
MAX IMPRINT AREA: 12" X 14"



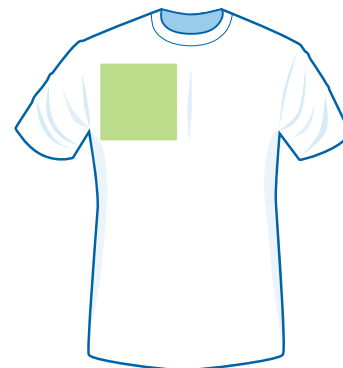
MEDIUM FRONT
IMPRINT AREA: 8" X 8"



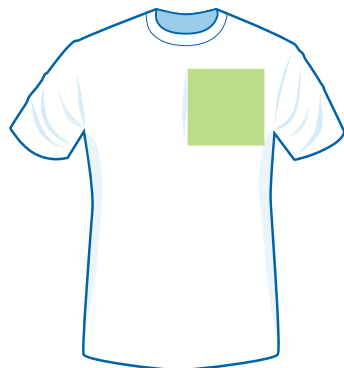
CENTER CHEST
IMPRINT AREA: 5" X 5"



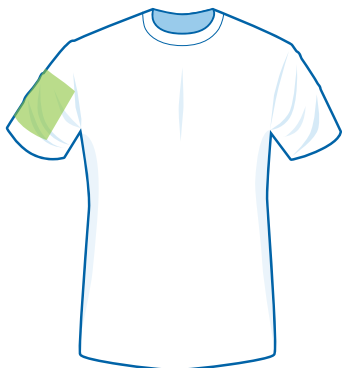
ACROSS CHEST
IMPRINT AREA: 4" X 12"



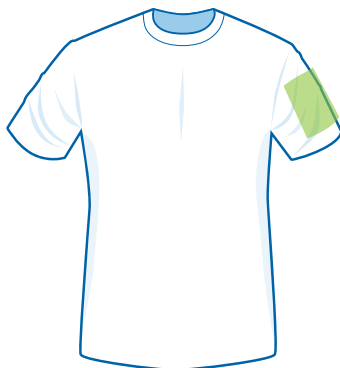
RIGHT CHEST
IMPRINT AREA: 5" X 5"



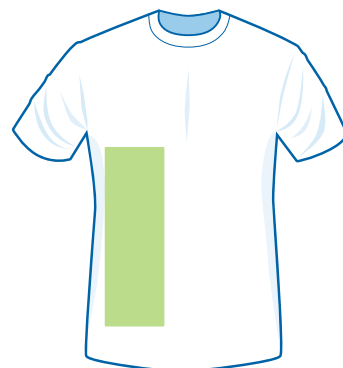
LEFT CHEST
IMPRINT AREA: 5" X 5"



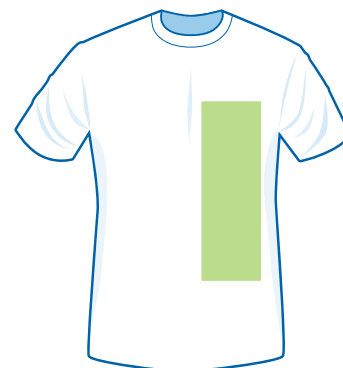
RIGHT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



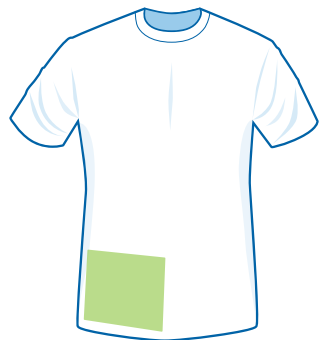
LEFT SLEEVE
IMPRINT AREA: 3.5" X 3.5"



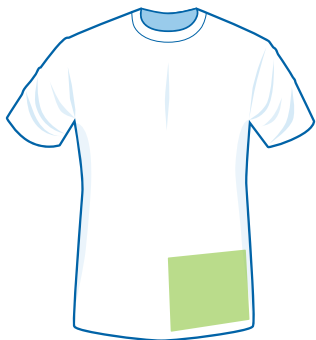
RIGHT VERTICAL
IMPRINT AREA: 5" X 14"



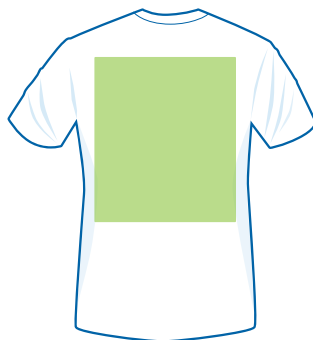
LEFT VERTICAL
IMPRINT AREA: 5" X 14"



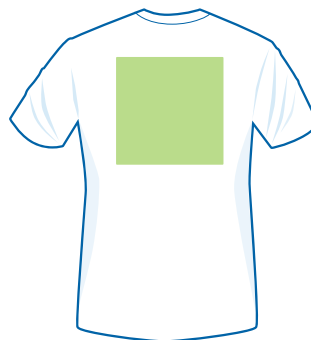
FRONT BOTTOM RIGHT
IMPRINT AREA: 5" X 6"



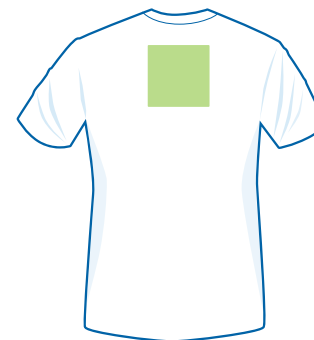
FRONT BOTTOM LEFT
IMPRINT AREA: 5" X 6"



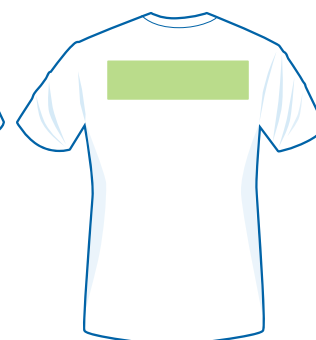
FULL BACK
MAX IMPRINT AREA: 12" X 14"



MEDIUM BACK
IMPRINT AREA: 8" X 8"



LOCKER PATCH AREA
IMPRINT AREA: 4" X 4"



ACROSS SHOULDERS
IMPRINT AREA: 4" X 14"

Sweatshirt Placement Guide

These are some suggested sizes and placements for your sweatshirt designs.

Front Centered Design Placement & Size

3–3.5" from the collar, for any size shirt (*except Zip-Up*)

- Adult 11" x 11"
- Youth (med/lg) 10.5" x 10.5"
- Youth (small) 8.5" x 8.5"
- Toddler 5.5" x 5.5"

Left Chest Design Placement & Size

5.5–8" down from the shoulder's left seam and 4–6" over from the center

- Adult 3.5" x 3.5"
- Youth (med/lg) 3.5" x 3.5"
- Youth (small) 3.5" x 3.5"
- Toddler 2.5" x 2.5"

Back Center Design Placement & Size

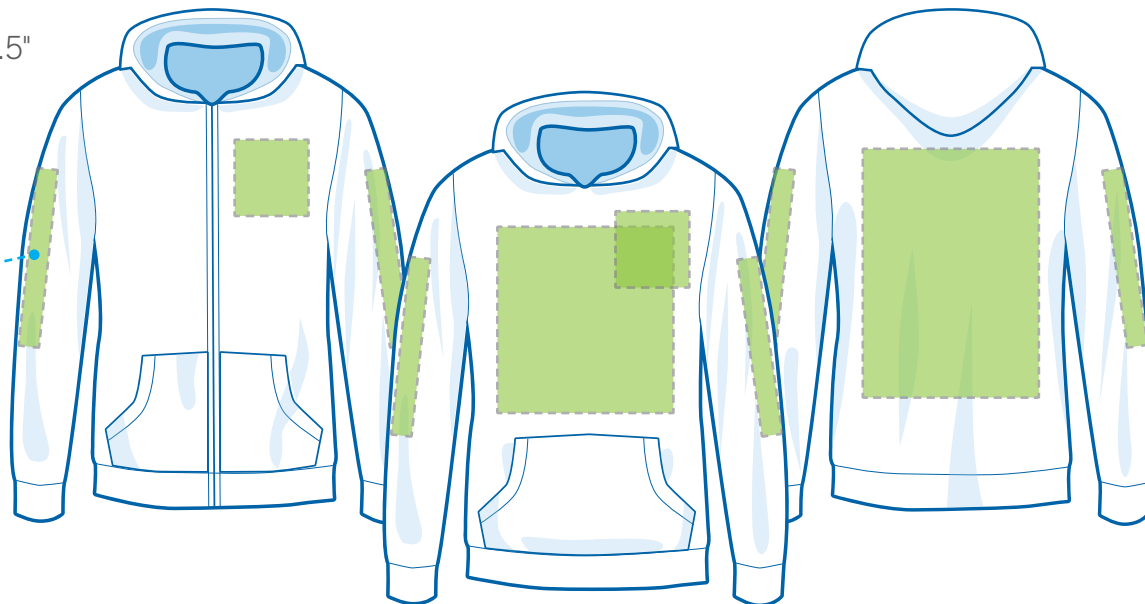
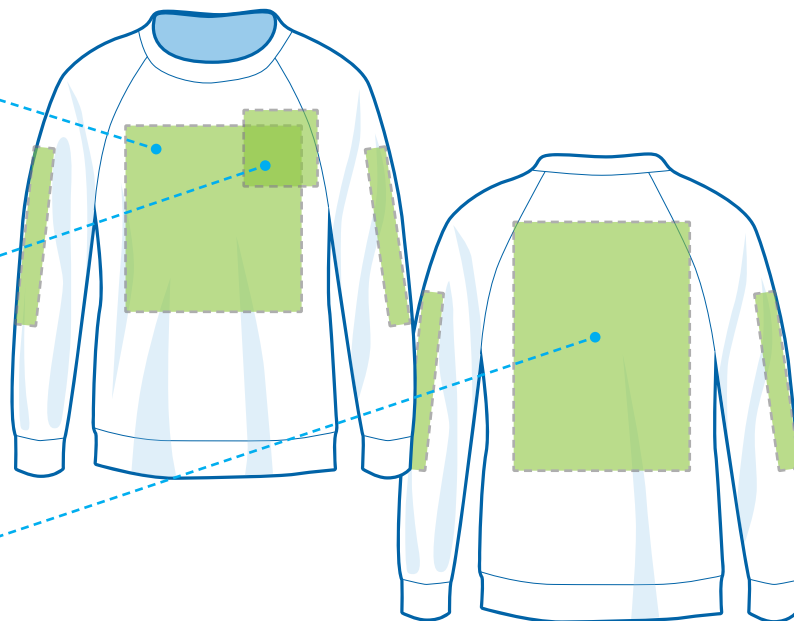
2–3" from bottom of neck's edging; Zip-Up/hooded: 4–4.5"

- Adult: 14" x 11.25"
- Youth (med/lg) 13.5" x 11.75"
- Youth (small) 11.5" x 9.75"
- Toddler 8.5" x 6.75"

Sleeve Design Placement & Size

Find center of sleeve, place design against center seam

- Adult 2" x 11.5"
- Youth (med/lg): 2" x 11"
- Youth (small): 2" x 10"
- Toddler: 1" x 8"



Football Jersey Placement Guide

These are some suggested sizes and placements for your football jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 10"
- Youth 8"

Shoulder/Sleeve Number Design Size

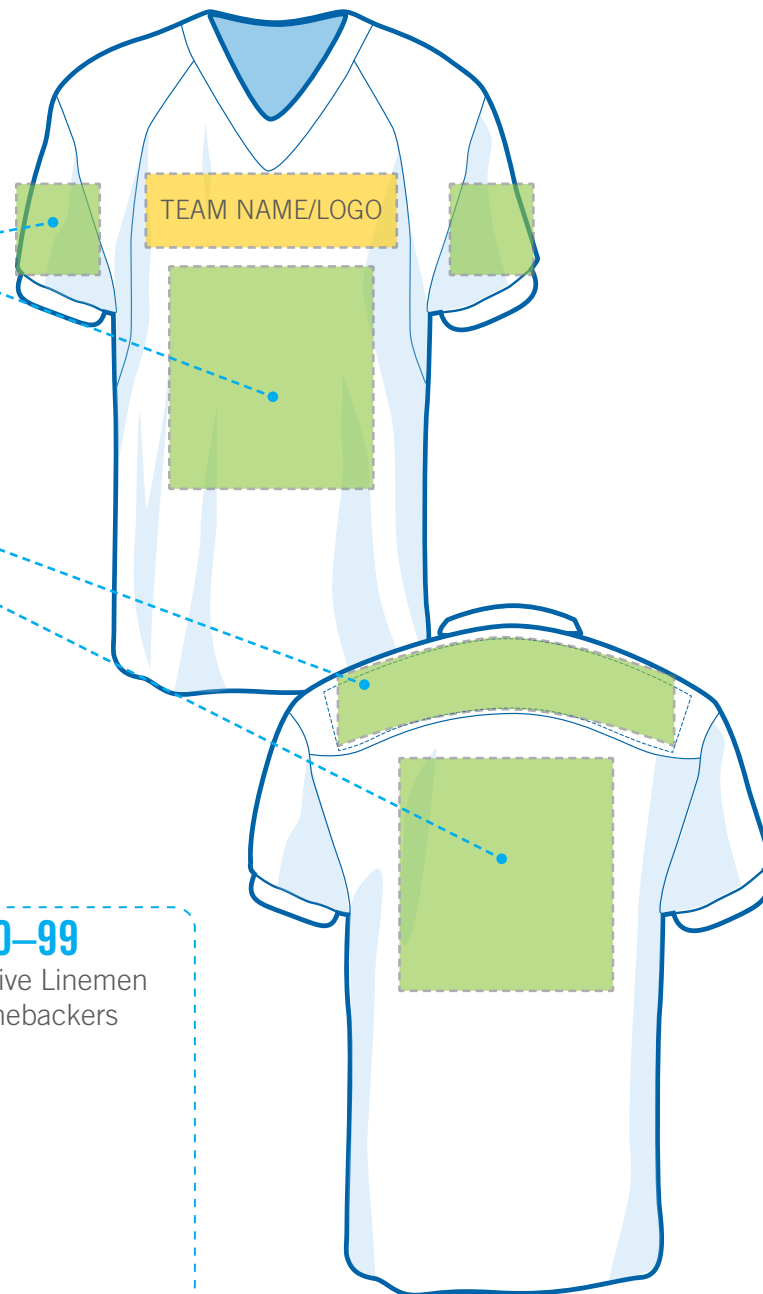
- Adult 4"
- Youth 3"

Back Name & Number Design Size

- Adult 3" letters / 12" numbers
- Youth 2" letters / 10" numbers

Pants Number Design Size

- Adult 4"
- Youth 3"



REMEMBER: Jersey numbers in football correspond with a player's position and numbers range from 1–99. Check with local league administrators for exact specifications.

1–9

Quarterbacks
& Kickers

20–49

Running Backs &
Defensive Backs

60–79

Defensive Linemen &
Offensive Linemen

90–99

Defensive Linemen
& Linebackers

10–19

Quarterbacks,
Receivers,
Tight Ends,
& Kickers

50–59

Centers &
Linebackers

80–89

Receivers & Tight Ends
(Or 40–49 if all
numbers in this
range are taken.)

Baseball/Softball Jersey Placement Guide

These are some suggested sizes and placements for your baseball jersey designs.

Front Design Size

- Team names can be positioned straight, on an arc, or at an angle so your placement will vary.

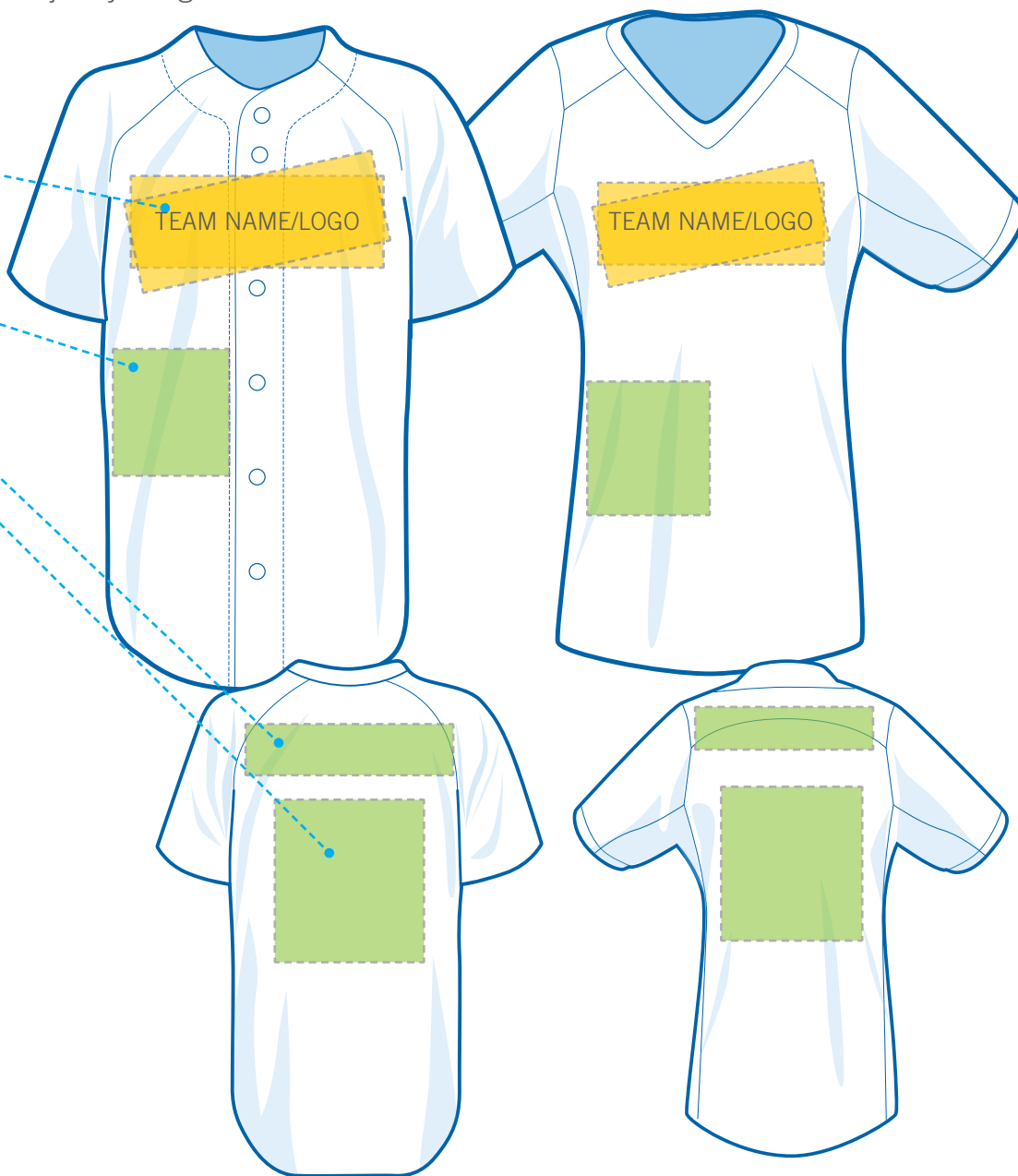
Front Number Design Size

- Adult 4"
- Youth 3"

Back Name & Number Design Size

- Adult 3" letters / 8" numbers
- Youth 2" letters / 6" numbers

REMEMBER: You'll need to check with your local league to see if names will be displayed on jerseys or even a sponsor's name/logo. In softball 0 & 00 are considered the same number so there can only be one 0 or 00 per team.



Basketball Jersey Placement Guide

These are some suggested sizes and placements for your basketball jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 4"
- Youth 3"

Back Name Design Size

- Adult 3"
- Youth 2"

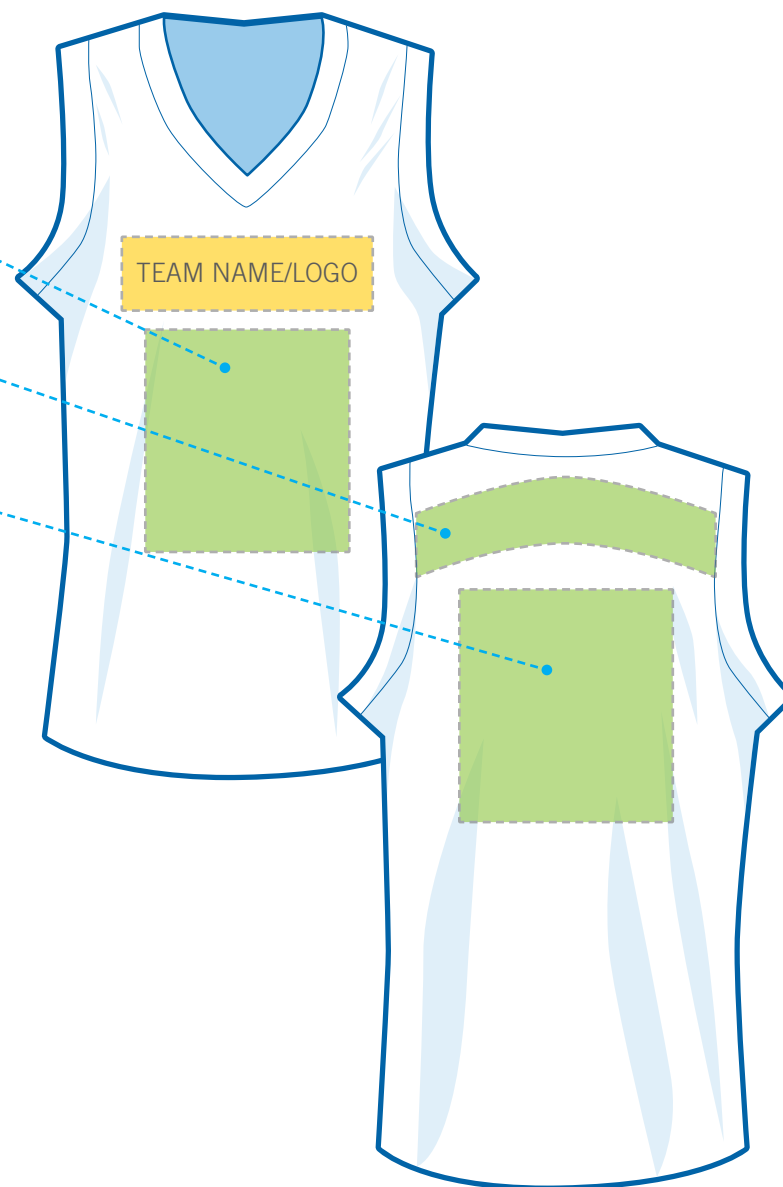
Back Number Design Size

- Adult 8"
- Youth 6"

Shorts Number Design Size

- Adult 4"
- Youth 3"

REMEMBER: The NFHS regulates that only single or double digits between 0-5 can be used on basketball courts. Keep this in mind when ordering pre-cut numbers, you need 6-9 but will need extra 0-5.



Hockey Jersey Placement Guide

These are some suggested sizes and placements for your hockey jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 4"
- Youth 3"

Shoulder/Sleeve Design Size

- Adult 4"
- Youth 3"

Capt. "C" / Asst. Capt. "A"

- Adult 4"
- Youth 3"

Back Name Design Size

- Adult 3"
- Youth 2"

Back Number Design Size

- Adult / Youth 10"



Soccer Jersey Placement Guide

These are some suggested sizes and placements for your soccer jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 4"
- Youth 3"

Front Logo Design Size

- Adult 4"
- Youth 3"

Back Name Design Size

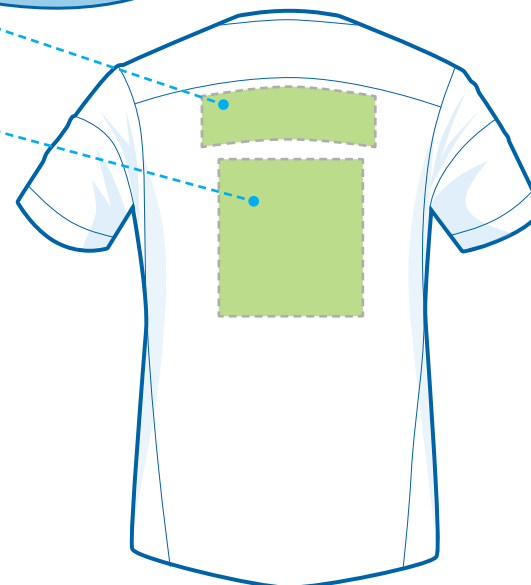
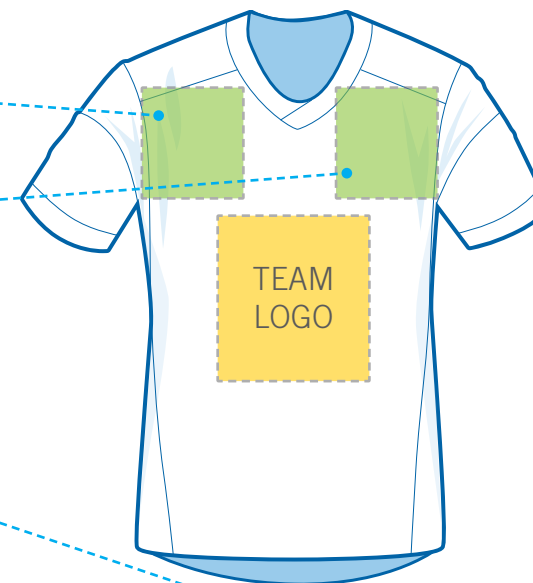
- Adult 3"
- Youth 2"

Back Number Design Size

- Adult / Youth 8"

Shorts Number Design Size

- Adult 4"
- Youth 3"



Volleyball Jersey Placement Guide

These are some suggested sizes and placements for your volleyball jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 4"
- Youth 3"

Back Name Design Size

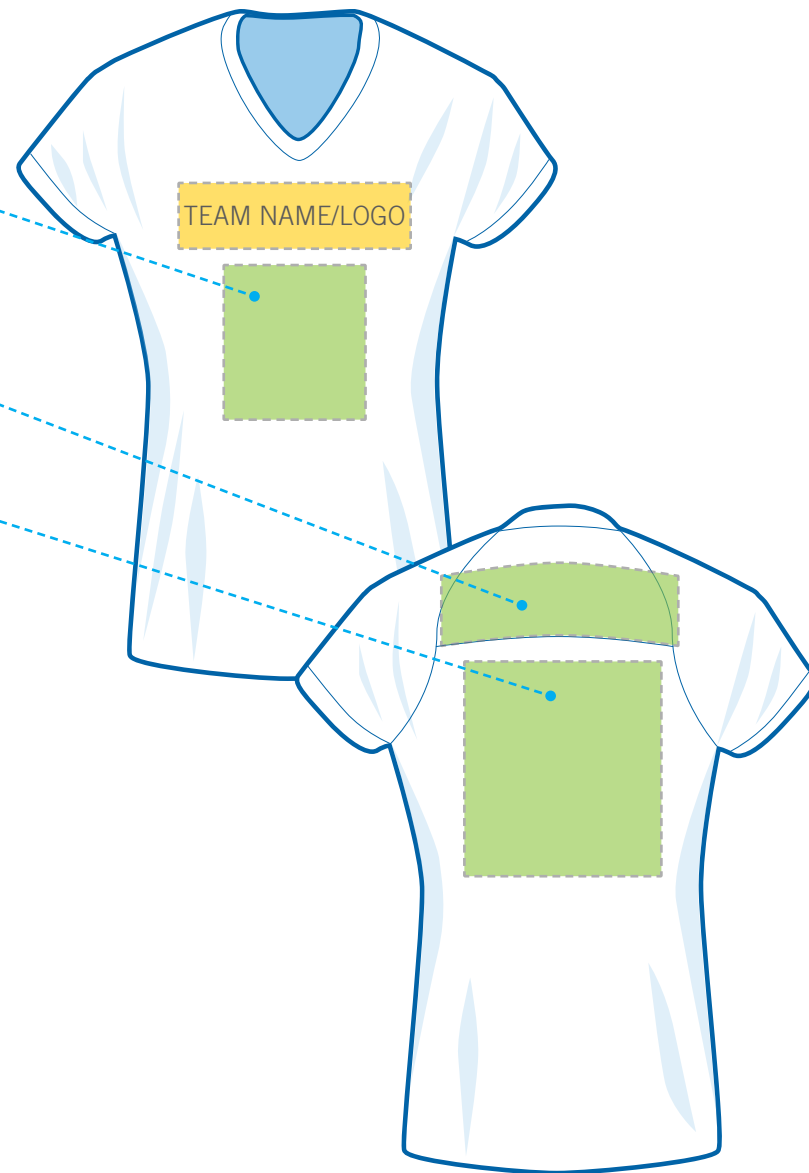
- Adult 3"
- Youth 2"

Back Number Design Size

- Adult 8"
- Youth 6"

Shorts Number Design Size

- Adult 4"
- Youth 3"



Lacrosse Jersey Placement Guide

These are some suggested sizes and placements for your lacrosse jersey designs. You should always verify with your local league for specific measurements and placements.

Front Number Design Size

- Adult 8"
- Youth 6"

Back Name Design Size

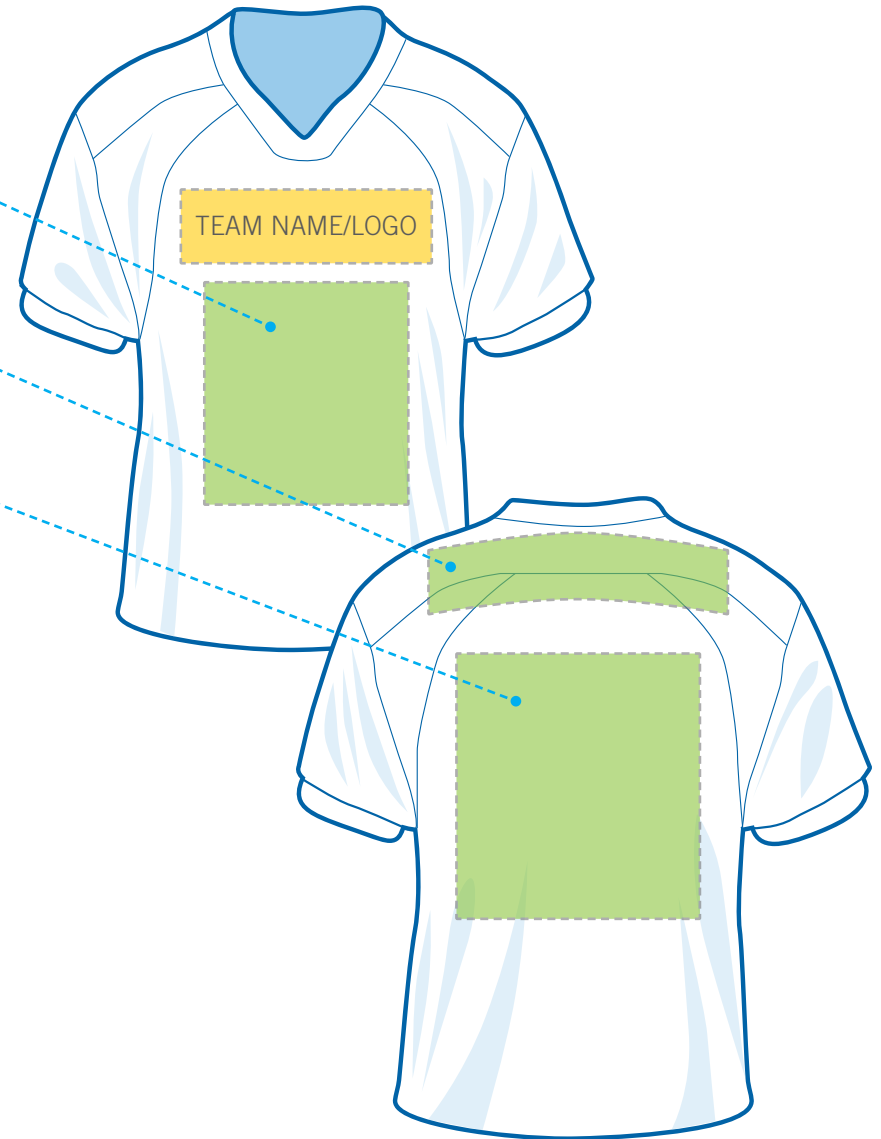
- Adult 3"
- Youth 2"

Back Number Design Size

- Adult 10"
- Youth 8"

Shorts Number Design Size

- Adult 4"
- Youth 3"



Hat Placement Guide

These are some suggested standard sizes and placements for your hat designs.

Low Profile Design Sizes

- Front: 1.75" h x 4"
- Bill: 1.75" x 5.5"
- Side: 1" h x 2.5"
- Back: 1" h x 2.75"

Mid Profile Design Sizes

- Front: 2" h x 5"
- Bill: 2" x 5.5"
- Side: 1" h x 2.5"
- Back: 1" h x 2.75"

High Profile Design Sizes

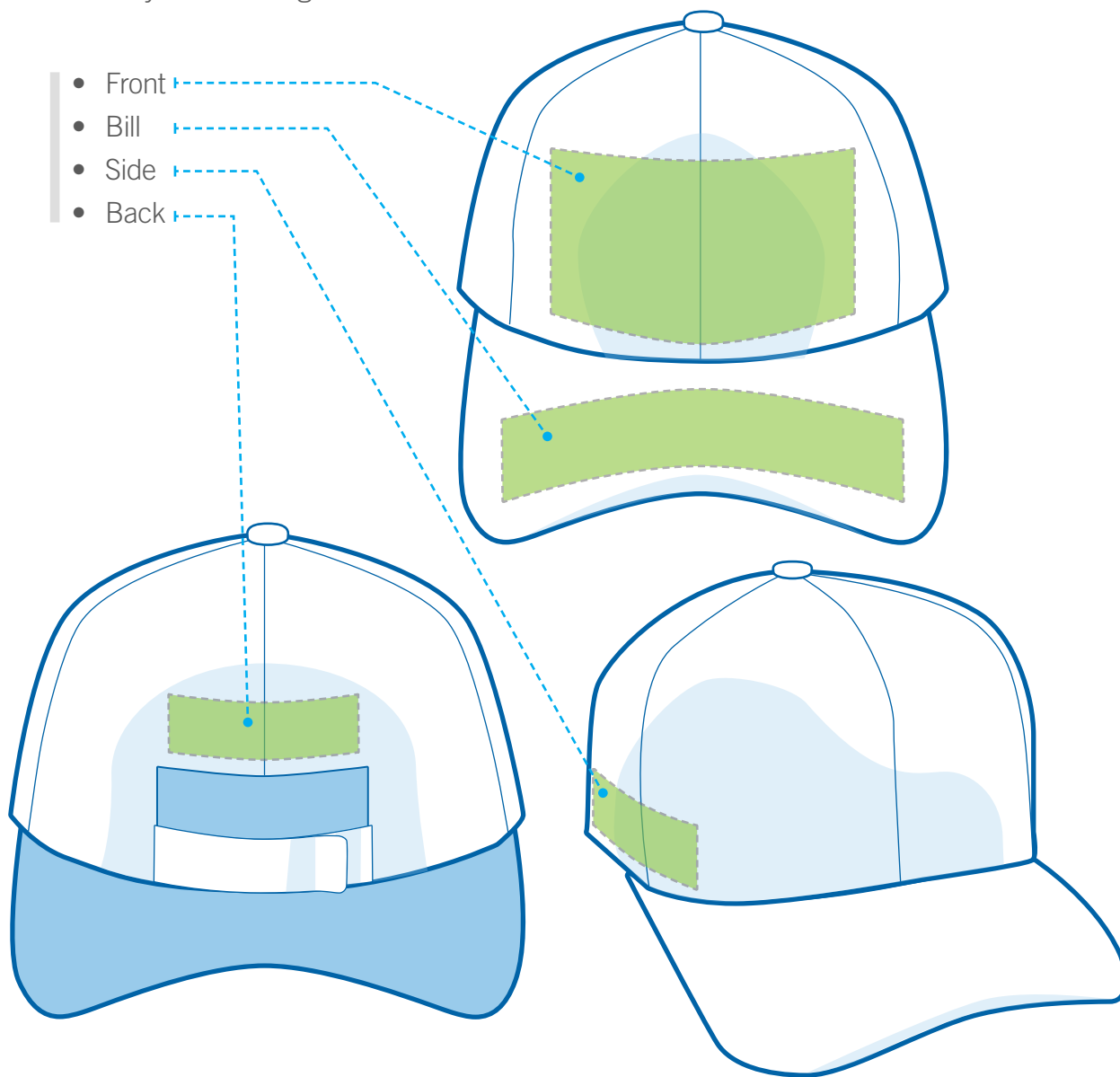
- Front: 2.25" h x 5"
- Bill: 2" x 5.5"
- Side: 1" h x 3.25"
- Back: 1" h x 2.75"

Low Crown Design Sizes

- Front: 1.75" h x 4"
- Bill: 2" x 5.5"
- Side: 1" h x 2.5"
- Back: 1" h x 2.75"

Visor Design Sizes

- Front: 1.5" h x 5"
- Bill: 2" h x 5.5"
- Side: 1" h x 4"



Bag Placement Guide

These are some suggested standard sizes and placements for your bag designs.

Bag Design Placement

- Backpack: Center of bag
- Cinch Bag: Center of bag
- Duffel Bag: Center of bag
- Messenger Bag: Center of bag
- Polypropylene Bag: Center of bag

Bag Design Sizes

- Backpack: 5" x 5"
- Cinch Bag: 5" x 5"
- Duffel Bag: 6" x 12", maximum print area
- Messenger Bag: 5" x 5"
- Polypropylene Bag: 10" x 10"

