Shirt Logo Placement Cheat Sheet

Six spots, typical sizes, and how to measure.

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The six spots (typical adult sizes)

Spot	Width	Where it sits	Best for
Left chest	3 to 4 in	Between center and side seam	Staff, polos
Full front	10 to 12 in	Top 2 to 3 in below collar	Events, bold art
Full back	10 to 12 in	Centered, not too low	Names, sponsors
Upper back	3 to 5 in	Just under back collar	Website, slogan
Sleeve	2 to 4 in	Centered, clear of seams	Icons, flags
Nape of neck	2 to 3 in	1 to 2 in below collar	Subtle brand

Measure it in six steps

- [ ] Lay the shirt flat and smooth it
- [ ] Find the high point of the shoulder
- [ ] Measure down to the top of the logo
- [ ] Fold in half to find the center line
- [ ] Measure across for left chest
- [ ] Cut a paper template at real size and view it from a few feet away

Screen printing
Big designs, t-shirts, hoodies. Cost follows ink colors.

Embroidery
Polos, jackets, caps. Cost follows stitch count.

All sizes are typical ranges. Your free digital proof shows the real size on your real shirt.

My order

Shirt style: _____

Logo width (in): _____

Spot(s): _____

Method: _____