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Tip: If your shirt doesn’t have a center crease, you can fold the shirt in half and heat press it for a couple of seconds to create your own center line reference.
Most Full Fronts should be placed 2”-3.5” from the front collar.

Tip: Measure the width of two or three of your fingers. Use them as a reference guide that you’ll hopefully never lose. Fingers crossed.

**Horizontal Reference Line** - The chest line is an imaginary line that runs across the center of the chest connecting the bottom of each armhole (where it intersects with the side seam).

**Vertical Reference Line** - Center Line. Most t-shirts have a fold crease down the center of the shirt.

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**Full Front**

**Adult Mens**
11” - 12.5” Wide
by Proportional Height

**Ladies**
9” - 11” Wide
by Proportional Height

**Youth**
9” - 10.5” Wide
by Proportional Height

Tip: If you are decorating across a broad size scale (Youth S to Adult 2X+) you may need to create two versions of the same image at different sizes. For example, a 9” wide version for Youth and Ladies sizes and a 12” wide version for Mens.

Taller Designs

Shorter Designs

The focal point of the design should be centered on the intersection of the center line and the chest line.
LEFT CHEST

3” - 4” Wide by Proportional Height

**Placement**

*Vertical Reference Line* - Imagine a vertical line starting where the neck opening meets the shoulder seam.

*Horizontal Reference Line* - Imagine a horizontal line running across the chest from the bottom of the arm hole (where it meets the side seam to the other arm hole).

Center the left chest design where these imaginary lines intersect.

**Size**

Size landscape designs (wider than tall) closer to 4” wide so the design doesn’t appear too short.

Size portrait designs (taller than wide) closer to 3” wide to avoid appearing too tall on the shirt.
To center the design on the sleeve imagine a line continuing from the shoulder seam to the hem of the sleeve. Most shirts will have a natural crease from the fold.

Tip: To avoid interference from the seam on the bottom of the sleeve use a cap press and thread the sleeve over the platen. If you don’t have a cap press, cut a silicon pad (or an old mouse pad) down to slightly larger than the imprint area and insert it in the sleeve before application.

Infant + Toddler
0-3 Mo 3” x 3”
3-6 Mo 4” x 4”
6-9 Mo 5” x 5”
12 Mo Up to 6” x 6”

Full Back
Adult 12-13” Wide
Ladies 8” - 11” Wide
Back Neck 4” Wide Placed 2” from Collar
When you venture out beyond the basics, take your ruler along for protection. Get your hands on a sample of new items that you plan to decorate so that you can plan the best imprint size and location.

Wide collars, scoop necks, buttons, zippers, straps, seams, gussets and other trim can interfere with the imprint area. Simply measure those items and allow 3/8" to 1/2" of clearance from the obstructions when defining your print region.