Preparing Logo Artwork for Custom Printed Staff Apparel

When you order custom printed uniforms for your team, the quality of the finished garment depends heavily on how you prepare the logo artwork. A well-prepared file saves time, reduces miscommunication with the printer, and ensures the final print looks sharp and professional. This guide walks through the main steps and what to watch for at each stage.

Start with the Right File Format

The most important decision you make is the file format you supply. Printers work with vector files because they scale to any size without losing detail. A vector file stores shapes as mathematical paths rather than a grid of pixels. Common vector formats include .ai.eps.pdf, and .svg. If your logo was designed in a program like Adobe Illustrator or CorelDRAW, export a copy in one of these formats. If you only have a JPEG or PNG, ask the designer for the original vector version. Without a vector file, the printer may need to recreate the artwork, which adds cost and introduces the risk of errors.

Raster images like JPEGs or TIFFs can work for some print methods, but only if they are high resolution (at least 300 dpi at the final print size). A low-resolution logo pulled from a website will appear blurry or pixelated when printed on a garment. If you must supply a raster file, use a PNG or TIFF with a transparent background, never a JPEG with a white box around the logo.

Convert All Text to Outlines

Fonts are a common source of problems. If you supply a file that contains live text, the printer may not have that font installed. When they open the file, the text will either be substituted with a different font or display as missing. The result could be a logo that looks completely different from what you intended. To avoid this, convert all text to outlines or paths before sending the file. In Illustrator, this is done by selecting the text and choosing Type > Create Outlines. Once converted, the letters become shapes that will display correctly on any computer. Keep a separate editable copy for yourself in case you need to make changes later.

Check Colours and Colour Modes

Colour matching is a common challenge in garment decoration. Your logo on a computer screen uses RGB (red, green, blue) light, but screen printing and direct-to-garment printing use CMYK (cyan, magenta, yellow, black) ink. The two colour spaces are not identical, and some bright RGB colours cannot be reproduced accurately in ink. Before submitting artwork, convert your file to CMYK colour mode and review how the colours shift. If a specific brand colour is

critical, provide a Pantone Matching System (PMS) reference number. Printers can mix ink to match a Pantone colour more closely than a CMYK build allows.



Also consider the colour of the garment itself. A logo printed on a white T-shirt will look different from the same logo printed on a black hoodie. If the shirt is dark, the printer may need to print a white underbase layer first so the coloured inks stay vibrant. That underbase adds a step and can affect the final feel of the print. Discuss this with the printer when you submit the artwork.

Set the Correct Print Size and Placement

Your digital logo file has no inherent physical size. When you send it, you must specify the dimensions you want the print to be. A common mistake is to supply a logo at a tiny size and expect the printer to enlarge it. While scaling a vector file is safe, scaling a low-resolution raster file is not. Decide on the print size based on the garment type and where it will be placed. A chest print on a polo shirt might be 10 cm wide, while a back print on a hoodie could be 30 cm wide. Include a note with the exact width and height in millimetres or inches, or provide a mock-up showing the logo on the garment.

Print placement matters for appearance and durability. Centring the logo on the chest or on the back is standard, but you can also print on sleeves, collars, or the lower back. Each placement has its own requirements for artwork orientation and size. For example, a sleeve print often needs the logo rotated or scaled down to fit the narrower fabric area. If you are unsure, request a placement guide or a template from the printer before finalising the file.

Clean Up the Artwork

Before you send the file, inspect it carefully. Remove any stray points, hidden layers, or guide lines that may be in the document. If the logo has a white background box, delete it unless the print method requires it. Some print techniques, like embroidery, need a separate file with simplified details. For screen printing, the artwork must separate into individual colour layers. Most printers can do colour separation themselves, but a clean file with each colour on a separate layer makes the process faster and more accurate.

If your logo contains small text or very thin lines, consider whether it will still be readable at the print size. A rule of thumb is that text under 6 points in height may not print clearly on fabric, especially if the shirt has a textured surface. Thick lines and bold shapes generally print better than fine details. Ask the printer for a proof before production begins. That proof shows what the print will look like and gives you a final chance to catch issues.

Follow the Printer's Guidelines

Every print shop has its own preferred file setup. Some request a specific template or a minimum resolution for raster images. Others provide a checklist of steps to follow before

submitting artwork. Following these instructions prevents delays and reduces the chance of a misprint. If the printer offers a downloadable artwork guide, use it. If they do not, ask for their requirements by email. A quick conversation upfront can save a lot of rework later.



At this point, it is worth noting that many businesses in Malaysia turn to Uni-Cloth Corporate Uniform Factory for their custom printed uniforms because the team there is experienced in

handling artwork from a wide range of clients. Whether you are ordering heavyweight T-shirts or cotton hoodies, the same preparation steps apply. Supplying a clean, vector-based file with clear size and colour instructions helps the production run smoothly.

Consider Print Durability from the Start

How you prepare the artwork also affects how long the print lasts. A logo with large solid areas of ink may crack or peel over time if the print is not cured properly, but the printer controls that part of the process. What you can control is the design itself. Avoid placing fine details or small text in areas that will be stretched, such as across a seam or near the armpit. Also, keep the logo away from the centre of the chest if the garment will be tucked in or frequently rubbed by a seatbelt. For garments that will be washed often, a simpler design with fewer colours tends to hold up better than a complex, multi-colour print.

If you are choosing between print methods, screen printing is generally more durable for designs with solid blocks of colour, while direct-to-garment printing works well for detailed, photographic images. Both methods can produce excellent results if the artwork is prepared correctly.

Test with a Sample Run

For larger orders, it is wise to request a sample garment before committing to the full production run. A sample lets you see the print size, colour accuracy, and placement on an actual shirt. You can hold it in natural light, check the feel of the ink, and wash it once to see how the print responds. If something looks off, you still have time to adjust the artwork or the print settings. The small cost of a sample is usually less than the cost of reprinting an entire batch.

Another reason to order a sample is that fabric colour and texture can affect the final appearance of the print in ways that a digital mock-up cannot show. A dark green logo that looks good on a light grey shirt might be almost invisible on a navy blue shirt. Seeing the real combination helps you make a confident decision.

Keep a Master File for Future Orders

Once you have finalised the artwork for this order, save a master file that includes all the adjustments you made. That file should be in a vector format, with text converted to outlines, colours set to CMYK or Pantone, and a note about the print size and placement. If you need to reorder uniforms next year, you will not have to redo the preparation work. You can send the same file and expect consistent results. Keeping a master file also helps if you decide to order

a different garment style or colour later. You can simply adjust the size or placement without rebuilding the artwork from scratch.



For teams that order uniforms regularly, maintaining a library of approved artwork files is a practical habit. It ensures that every new batch matches the previous one, which helps keep your brand identity consistent across all staff apparel.

When you are ready to place your order, companies like **Uni-Cloth Corporate Uniform Factory** can provide guidance on file preparation if you have questions. Taking the time to prepare the logo correctly at the start means fewer surprises later and a finished product that looks professional and lasts through many washes.