What to check before ordering custom staff clothing with your logo

Ordering custom staff clothing for your team can be a straightforward process, but the difference between a polished result and a disappointing one often comes down to the details you check before you place the order. Whether you need polo shirts for a trade show, jackets for outdoor work, or simple logo T-shirts for everyday wear, a few practical checks will help you avoid common mistakes and ensure your team looks professional.

Know your audience and their working conditions

The first thing to decide is who will wear the clothing and in what environment. A warehouse team that moves heavy stock all day has very different needs from office staff who greet visitors at reception. For physical work, you need durable fabrics that allow movement and breathability. For customer-facing roles, a smarter cut and a fabric that holds its shape after washing matters more. Consider whether the clothing needs to be hi-vis, waterproof, or flame-resistant if the job demands it. Matching the garment type to the actual work conditions means your staff will actually wear the items, which is the whole point.

Choose the right garment for the logo placement

Not every garment takes a logo the same way. A thick fleece can handle a large embroidered design on the back, while a lightweight polo might work better with a small printed logo on the chest. Think about where you want your branding to sit and how much space is available. Common placements are the left chest, centre back, sleeves, or full front. Check the garment specs for the printable or embroiderable area. Some items have seams, pockets, or zips that limit where a logo can be placed. If you want a large design, go for a garment with a flat, uninterrupted panel. For smaller logos, a classic chest position is usually safe and looks professional.

Pick a colour that works with your branding

Colour matching can be trickier than it seems. The same colour name can look different across fabric types because of how the material absorbs ink or thread. If your brand uses a specific colour, ask for a physical colour swatch or a sample print on the actual garment fabric before committing to a full order. Keep in mind that white or light-coloured garments tend to show printed logos more vibrantly, while dark fabrics may need an underbase layer to make colours pop. Also consider that staff may need to look consistent alongside existing uniforms or with other branded items you already use.



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Select a printing or embroidery method that suits the quantity

The method you choose depends partly on how many items you are ordering and the level of detail in your design. Screen printing is cost-effective for larger runs and gives a bold, durable result on most fabrics. Embroidery looks premium and works well for smaller logos on polos, caps, and jackets, but it does not handle tiny text or intricate gradients well. Direct-to-garment printing is good for small orders with full-colour designs. Heat transfer vinyl works for small batches and solid colours. Think about the volume you need and how the garment will be washed. Embroidered logos last a long time, while some printed methods can crack or fade after many washes if not done well.

Order samples before committing to bulk

This is the single most important step. Even if the supplier provides detailed images and fabric descriptions, nothing replaces holding the actual garment in your hands. Order a single sample of each style and colour you are considering. Check the fit, the fabric feel, the colour accuracy, and how the logo looks on the sample. Ask a couple of team members to try it on, especially if your staff come in different sizes. A garment that looks great on a model might fit awkwardly on a real person. Sampling costs a little time and money upfront but saves the headache of receiving hundreds of items that are the wrong size or colour.

Think about sizing and inclusivity

Staff bodies come in all shapes and sizes, so a one-size-fits-all approach will leave some people uncomfortable. Most suppliers offer a range from XS to 3XL or more. Check the size chart carefully, as sizing can vary between brands and even between different styles from the same brand. If possible, provide a size guide to your team and ask them to submit their preferred sizes based on actual measurements, not just their usual shop size. Consider ordering a few extra items in the most common sizes for replacements or new starters. Some suppliers also offer fitting sessions where staff can try samples before the bulk order goes through, which can be very helpful for larger teams.

When you are ready to place the order, working with a supplier that understands the full picture of branded merchandise makes a real difference. For example, Bulk Branded logo T-shirts are often chosen by teams that want a reliable, everyday option that carries their branding clearly without looking overdone. The same supplier can handle drinkware, bags, and other items if you need a coordinated look across different merchandise.

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Check the turnaround time and delivery window

Custom clothing orders take time. The printing or embroidery process itself can take several days, and that is on top of the time needed to approve artwork, produce samples, and ship the goods. Ask for a clear timeline upfront. If you need the clothing for a specific event, work backwards from that date and add a buffer for delays. Also confirm the delivery address and whether someone will be available to receive the shipment. Large boxes of clothing left on a doorstep can be a problem. Plan ahead so you are not rushing at the last minute.

Review the artwork requirements carefully

Most suppliers need your logo in a vector format such as AI, EPS, or PDF for the best results. A low-resolution JPEG or PNG can lead to blurry edges or pixelation when scaled up. Check the file requirements with the supplier and send the highest quality version you have. If your logo contains text, make sure it is converted to outlines so the fonts do not get lost. Also check that the colours in your file match the Pantone or thread colours you want. A quick artwork review with the supplier can catch problems before production starts.

Consider care instructions and longevity

Staff clothing gets washed regularly, so the care label matters. Some printed designs last longer if washed inside out on a cool cycle and air dried. Embroidered logos are generally more robust but can still shrink if the garment is not pre-shrunk. Include basic care advice when you hand out the clothing. This helps the items look good for longer and keeps your branding presentable. If the clothing is for a team that works in tough conditions, consider choosing darker colours that hide stains and fabrics that resist pilling.

Getting the details right from the start means your team ends up with clothing they are happy to wear. Bulk Branded logo T-shirts are a popular choice for businesses that want a simple, effective way to present a unified look, but the same principles apply whether you are ordering hoodies, caps, or work jackets. Take the time to check each of these points, and you will avoid the most common pitfalls.

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Final thought

A well-planned order of custom clothing reflects well on your organisation. It shows that you care about how your team looks and feels. By working through these checks before you place your order, you set yourself up for a smooth process and a result that everyone is happy with.

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