

Practical checklist for choosing the most suitable Personalised Polo shirts

An operational tool to compare use, fit, fabrics, weight and personalisation before ordering.

5-step selection path

Step	What to check
1. Define the use	Company uniform, public-facing work, event, promotion, sports activity or daily use.
2. Plan sizes and fit	Evaluate adults or children, size range, unisex or dedicated model and required level of closeness.
3. Choose fabric and weight	Cotton and piqué for comfort; polyester for lightness and quick drying; blends to balance features.
4. Match the method to the logo	Number of colours, graphic detail, size and position determine which methods are suitable.
5. Check with a sample	For most models you can check material, fit, sizes and colours in person before a major order.

Practical rule

Do not choose a polo shirt by considering only one parameter: fit, fabric, weight, colour and personalisation must work together in the real context where the garment will be used.

From use context to configuration

The table helps turn the use context into a first selection to verify on the individual product page.

Context	What to prioritise	Personalisation to consider
Company uniform and front office	Regular fit; neutral or dark colours; neat and recognisable look.	Embroidery for a tactile and elegant effect, or screen printing if the logo and order are compatible.
Fairs, congresses and events	Easy-to-distribute models; wide size range; brighter colours to identify staff quickly.	Screen printing for simple graphics; digital techniques for more complex images or logos.
Shops, showrooms and food service	All-day comfort; coordination between people and roles; colours consistent with visual identity.	Discreet logo on the left chest or more visible personalisation on front/back depending on the model.
Sport and fitness	Technical or sports polo shirts; freedom of movement; lightweight quick-dry fabrics.	DTF, digital transfer or other available techniques when many colours and details are needed.
Summer promotions and dynamic activities	Short sleeves; lighter weights; comfort in warm weather.	Technique chosen according to fabric, artwork and available area.

Colour and recognition

- Neutral and dark tones are more versatile for uniforms and daily use.
- Bright colours can make staff and promoters easier to spot during events and campaigns.
- With a multicolour logo, a neutral base can improve legibility; with a monochrome brand, fabric colour can support the visual identity.

Sizes

Recipient	Indicative reference	Practical note
Men	XS - 3XL	S - XXL are among the most common sizes in the models.

Women	up to XXL	Slim fit is more frequent, but not exclusive.
Kids	about 2 - 12 years	Often indicated by age bands or by height, from about 95 cm to just over 150 cm. Alphabetical sizes may also be present.

Fit

Type	Feature	When to consider it
Regular / standard	Versatile and comfortable	Mixed staff, company uniforms, simple size management.
Slim	Follows the body more closely	When a more modern and neat look is required.
Comfort / large	Greater freedom of movement	Daily use, operational staff or less formal contexts.

Details to check on the product page

- Short or long sleeves, according to season and desired coverage.
- Removable label if comfort or possible rebranding matters.
- Side slits to improve mobility and natural fall on the hips.
- Number of buttons and neck structure, including tapes or covered seams.
- Chest pocket, collar and cuffs according to practical use and desired appearance.

Fabrics and weights: quick comparison

Composition	Strength	Use to evaluate
Cotton / piqué	Comfort and breathability; classic polo look.	Uniforms, events, retail, daily use.
Organic or recycled cotton	Cotton features with greater attention to the materials used.	When garment composition is a selection criterion.
Combed cotton / ring spun	Softness, smooth surface and premium appearance.	Contexts where finish and perceived quality matter.
Polyester standard and recycled	Lightness, stability and quick drying.	Technical polo shirts, sports and dynamic activities.
Cotton + polyester	Combines cotton feel with polyester resistance.	When a balance between comfort and practicality is needed.
Elastane / viscose blends	Additional elasticity or breathability.	To assess in models that include them.

Weight: practical orientation

Range	General perception	Use indications
105 - 170 g/m ²	Lighter	Warm climates, summer events, dynamic activities.
180 - 200 g/m ²	Balanced	Good compromise between comfort, structure and versatility.
Over 200 g/m ²	More substantial	When a generally more structured garment is desired.

Note: weight should not be read on its own. A technical polyester polo shirt and a cotton piqué polo shirt with the same weight can behave differently.

Personalisation methods: selection matrix

Method	Strengths	Limits to consider	When to evaluate it
Screen printing	Resistant result; among the most economical methods.	Maximum four solid colours; not ideal for very thin and detailed logos.	Simple graphics and large orders, if compatible with the model.
DTF on fabric	Full colour; suitable for colourful and detailed graphics; resists washing and wear.	Can be damaged by ironing.	Complex logos, gradients and many colours.
Digital transfer	Full colour and, when allowed, large print areas.	Works best on flat, regular surfaces.	Complex graphics and colour images.
Transfer printing	Durable, high quality and suitable for detailed logos.	Maximum eight solid colours; better not to iron it.	When detail and good fabric rendering are needed.
Embroidery	Elegant, precise and tactile effect; no inks required.	Depends on fabric strength; the logo must not be too complex.	Company uniforms and professional-looking personalisations.

Logo position

- Left chest: discreet and professional solution for a company logo.
- Right chest, front or back: useful when greater visibility is needed.
- Sleeve: can host a second brand, sponsor or additional personalisation.
- Actual availability always depends on the selected model and method.

Checklist before ordering

- ☐ I have precisely defined where and when the polo shirts will be worn.
- ☐ I have chosen between men, women, kids or unisex model according to the group.
- ☐ I have checked the available size range and, for large quantities, collected sizes where possible.
- ☐ I have evaluated regular, slim or comfortable fit according to role and required freedom of movement.
- ☐ I have compared cotton, polyester and blends in relation to comfort, drying and resistance.
- ☐ I have considered weight together with material, not as an isolated parameter.
- ☐ I have decided whether short or long sleeves are needed and checked useful construction details.
- ☐ I have chosen a colour consistent with the brand and the need to make staff recognisable.
- ☐ I have verified which personalisation areas are available on the selected model.
- ☐ I have matched print method or embroidery to logo complexity and number of colours.
- ☐ I have checked any ironing limits or requirements for the print surface.
- ☐ For an important order, I have considered buying a sample to check material, fit, sizes and colours.

Useful links

- [Personalised Polo shirts](#)
- [Printed T shirts](#)
- [Personalised Shirts](#)
- [Printed Sweatshirts](#)
- [Personalised Caps](#)