

# My Brand

Designed by: \_\_\_\_\_

Date: \_\_\_\_\_



**CATTLE RAISERS  
MUSEUM**

1600 Gendy Street | Fort Worth, Texas  
cattleraisersmuseum.org

# Designing Your Own Brand

**"Four Sixes"**



**6666 Ranch,  
King County**

**"Running W"**



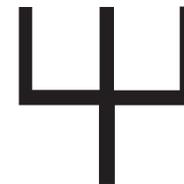
**King Ranch,  
Kleberg County**

**"JA"**



**JA Ranch,  
Armstrong County**

**"Pitchfork"**



**Pitchfork Ranch,  
Dickens and King  
Counties**

# What is a Brand?

Cowboys and ranchers had to develop a system that allowed them to know which cows belonged to which ranch.



This system became known as branding.

Think about how you keep track of your papers at school or your toys at home. Do you write

your name on them or mark them with your initials to show that they belong to you?

Showing that cows belong to a ranch is what brands are designed to do. Each brand represents one ranch and is unique and different from all other brands. The process or branding requires a piece of metal be designed with the "mark" or "logo" of the ranch. The next step is to heat the design so that it can be applied to the skin, or hide, of the cow. There are some examples of famous Texas brands on the front cover.



# Follow the Steps to Design a Brand:

#1. Write one of your initials in each box (the first letter of your first, middle, and last names). Many brands use initials. Think about using one or all of yours in your brand design.

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#2. Pick a shape you really like. Brands should be simple and easy to read. How about a triangle? A circle? A moon shape? A square or diamond?



#3. Think about how you can combine the above elements of your brand. Should the letters be inside the shape? Outside the shape? Be creative and draw your own on the next page.

## "Callin' The Brand"

Brands can be made up of letters, numbers, and symbols. The ability to read these symbols is known as "callin' the brand." Reading brands is simple for cowboys who recognize the symbols and tricks to reading them. You can read them too.

Read Left to Right

4K

"Four K"

Read Top to Bottom

J

"Bar J"

Read Outside to Inside

M

"Circle M"