

Callin the Brand

RANCHERS BRAND THEIR CATTLE SO THEY KNOW IT BELONGS TO THEM.
BRANDS CAN BE MADE UP OF LETTERS, NUMBERS, AND SYMBOLS.
THE ABILITY TO READ THESE SYMBOLS IS KNOWN AS "CALLIN' THE BRAND."
THESE ARE THE RULES ON HOW TO READ A BRAND.

RULE 1

READ RIGHT TO LEFT

TWO C

2C

RULE 2

READ TOP TO BOTTOM

BAR B

B

RULE 3

READ OUTSIDE TO INSIDE

CIRCLE K

K

CREATE YOUR OWN BRAND

MATCH THE FAMOUS BRAND TO ITS TEXAS RANCH

6666

W

A

J.A. Brand
Cornelia Adair Estate

Four Sixes Brand
S. B. Burnett Estate, The 6666 Ranch

Running W Brand
King Ranch

