

# Answer Key: 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



## RULE 3

READ OUTSIDE TO INSIDE

CIRCLE K



## CREATE YOUR OWN BRAND

- Initials
- Symbols: star, circle, sun
- Simple symbols and letters are best because they are easier to read.  
For example: C, J, O, 7, 2

## MATCH THE FAMOUS BRAND TO ITS TEXAS RANCH

6666





J.A. Brand

Cornelia Adair Estate

Four Sixes Brand

S. B. Burnett Estate, The 6666 Ranch

Running W Brand

King Ranch

