

HOW TO READ BRANDS

































Brands are read from left to right, front top to bottom & from outside to inside

Acceptable characters are:

- A, B, C, D, E, F, H, J, K, L, M, N, O, P, R, S, T, U, V, W, X, Y, Z
- 2, 3, 4, 5, 6, 7, 8, 9
- Box, Diamond, Heart, Triangle, Cross
- Bar, Slash, Quarter Circle

- A** The top of the letter lays to the left
This brand is “Lazy A”
- A** The top of the letter lays to the right
This brand is “Lazy A to the right”
- B** In the case of a B or D or similar letters when turned “lazy”, they are read as “bow up”
This brand is “Lazy B bow up”
- D** In the case of a B or D or similar letters when turned “lazy to the right”, they are read as “bow down”
This brand is “Lazy D bow down”
- EH** A monogram brand has a common center post – the two characters are connected in the center
This brand is “Reverse EH monogram”

Brand examples and how they are read:

	Quarter Circle Bow Up		Quarter Circle Bow Down		Slash Diamond T
	O Wyoming Slash S		O Montana Slash S		Diamond T Stash
	Montana Slash		Wyoming Slash		Walking YL Over Bar
	KW Sitting in a Quarter Circle		Quarter Circle over KW		Bar Over Lazy EY
	9V Over Bar		Bar Over 9V		Bar JL Straightaway
	Lazy W		Lazy M		JL Bar Straightaway
	Pitchfork		Rafter BR		X Hanging Heart
	Rafter		Walking Y		X Standing Heart
	Reverse B		Reverse E		E Bar H Tied in the Middle
	Diamond T		Lazy D Bow Down over C		E Bar H Tied at the Bottom
	4 Bar P Stacked		E Bar H Tied at the Top		