

Ranch Brand Symbols

Complete Guide to Cattle & Horse Brand Symbols

ranchbrandsearch.com/symbols

Geometric



Bar

Horizontal line placed above, below, or through letters. One of the most common modifiers.



Slash

Diagonal line representing division or separation between elements.



Rafter

Inverted V shape, named after roof rafters. Often placed above letters.



Quarter Circle

Curved arc representing a quarter of a circle. Adds elegance to brands.



Circle

Encircling shape symbolizing unity, completeness, and eternity.



Diamond

Four-sided shape representing value, strength, and prosperity.



Box

Square shape that encloses letters, representing stability and protection.



Triangle

Three-sided shape symbolizing strength and mountain peaks.



Hexagon

Six-sided shape often associated with beehives and industry.

Ranch



Horseshoe

Symbol of good luck and protection. Traditionally hung "U" shaped to hold luck.



Spur

Cowboy equipment symbolizing horsemanship and the ranching lifestyle.



Hat

Icon of the American West representing ranchers and cowboys.



Boot

Western footwear symbolizing hard work and ranch life.



Stirrup

Horse riding equipment representing horsemanship and ranching.



Bridle Bit

Horse tack symbolizing control, training, and equestrian heritage.



Ox Yoke

Farming equipment representing strength, partnership, and agricultural roots.



Teepee

Native American dwelling honoring indigenous heritage and land connection.



Anchor

Nautical symbol representing steadfastness and being grounded.

Nature



Star

Celestial symbol representing guidance, excellence, and the Texas lone star.



Crescent Moon

Lunar symbol representing cycles, time, and the ranching connection to nature.



Shining Sunrise

Rising sun symbolizing new beginnings, warmth, and ranch mornings.



Lightning Bolt

Symbol of power, speed, and the dramatic prairie storms.



Mountain

Representing strength, permanence, and western landscapes.



Tree

Symbol of growth, strength, and deep roots in the land.



Leaf

Representing nature, growth, and connection to the land.



Flower

Symbol of beauty, growth, and the prairie wildflowers.



Cactus

Desert plant symbolizing resilience, endurance, and the Southwest.



Cloverleaf

Irish symbol of luck, often representing four-leaf clover fortune.

Objects



Heart

Universal symbol of love, passion, and family heritage.



Cross

Religious symbol representing faith, hope, and spiritual foundation.



Key

Symbol of access, secrets, and unlocking opportunity.



Bell

Symbol of calling, celebration, and ranch dinner bells.



Crown

Royalty symbol representing excellence and king of the ranch.



Spade

Playing card suit and digging tool representing work and fortune.



Shield

Protection symbol representing defense and family honor.



Anvil

Blacksmith tool symbolizing craftsmanship and forging.



Arrow

Direction symbol representing movement, hunting, and aim.



Arrowhead

Native American symbol of protection and hunting skill.

Modifiers



Bench

Platform under letters giving them "legs" to stand on.



Flying Wings

Wings attached to letters making them "fly" - represents freedom.



Walking

Legs attached to letters making them appear to walk.



Shining

Rays emanating from letters making them glow or shine.