



Vaqueros y Cowboys Just for Kids Activity

How would you keep track of over a thousand cattle?
Cowboys and ranchers had to develop a system that allowed them to know which cows belonged to which ranch, and this became known as branding.



Think about how you keep track of your papers at school, maybe your toys at home, or your clothes at camp. Do you write your name on them or mark them with your initials to show that they belong to you?



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Showing that cows belong to a ranch is what brands are designed to do. Each brand represents only one ranch and is unique and different from all other brands. Like modern business logos, brands are a quick way to mark an identity.



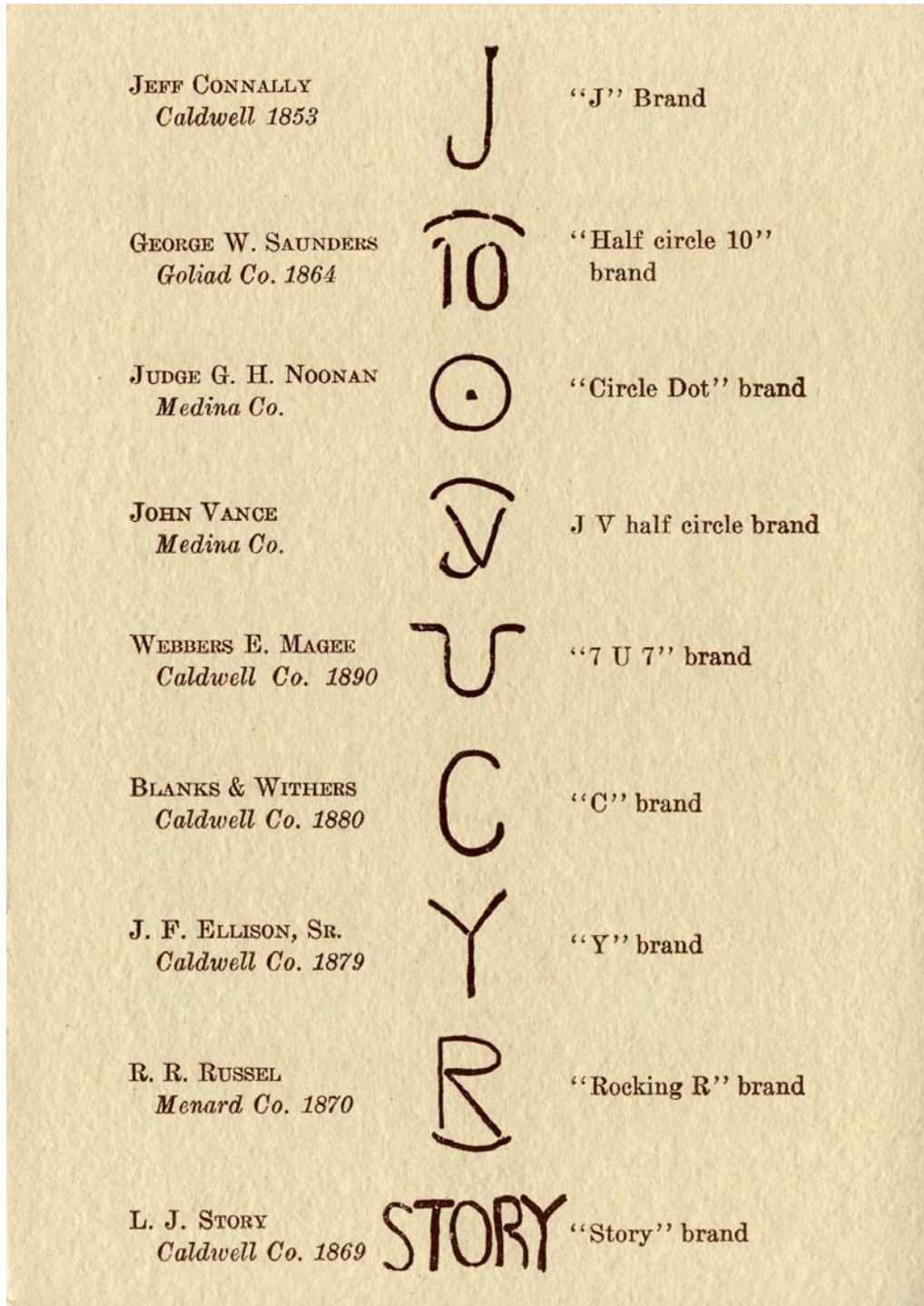
The process of branding requires a piece of metal be designed with the “mark” or “logo” of the ranch. The next step is to heat the design so that it can be applied to the skin, or hide, of the cow.



Some people argue that this is painful for the cattle, so some ranchers are now using methods like ear-tags. Ear-tags are worn by a cow with a pierced ear, and are large pieces of plastic with the ranch’s design on it.

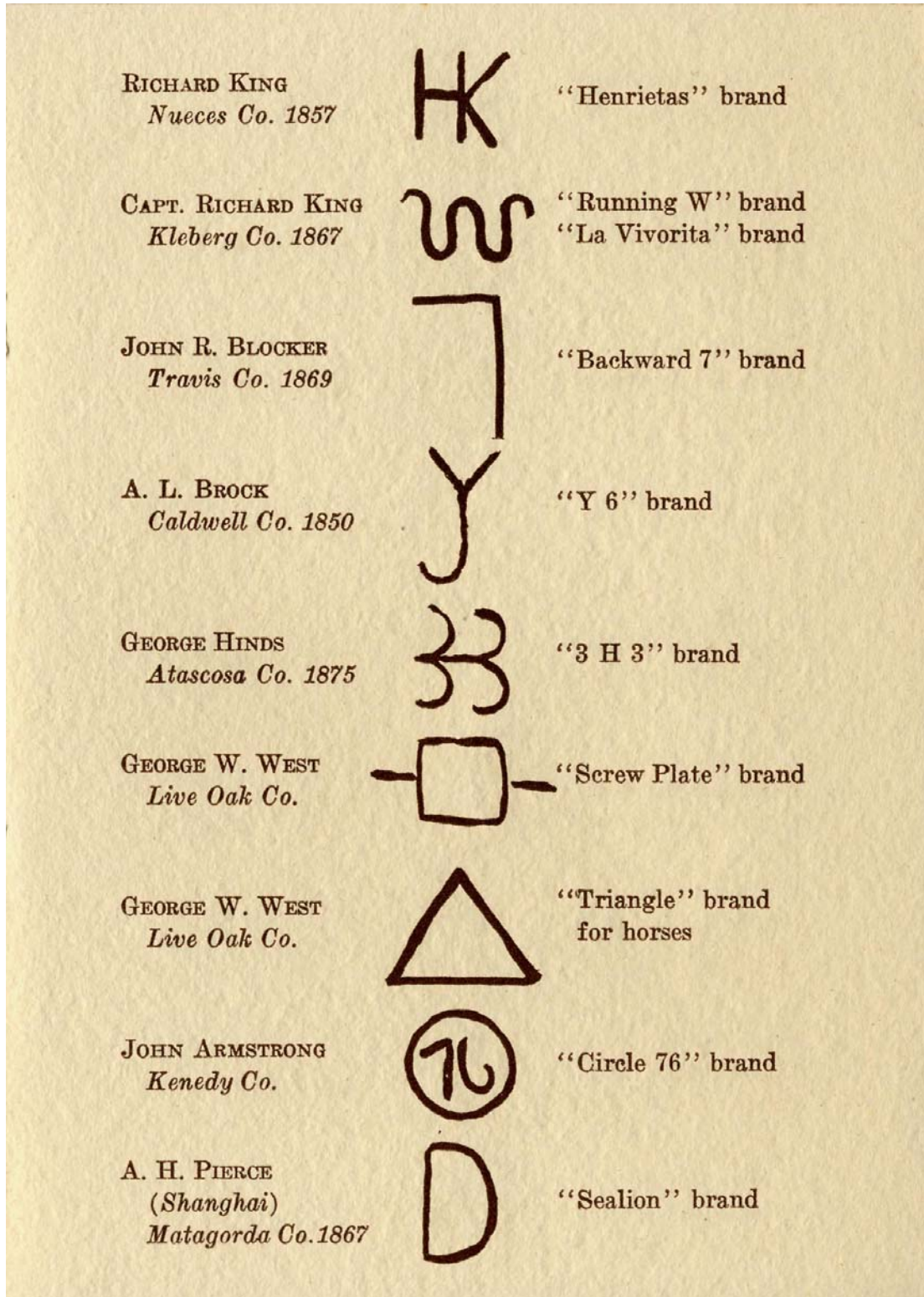
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Here are some examples of famous Texas brands:



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Print out these pages and answer the questions. Use the examples of Texas brands on the previous pages, as well as the questions, to help you create your own brand or logo.

1. Brands can be put onto other things besides cattle. In fact, most companies have their own unique brand or logo. Think about some you know and draw them in the box below.

2. What are your initials (the first letter of your first, middle and last names)? Many logos use initials. Think about using one or all of yours.

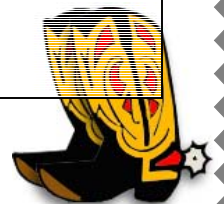
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3. Pick a shape you really like. Logos should be simple and easy to read, so how about a triangle? A circle? A moon shape? A square? A diamond?



4. Think about how you can combine the above elements of your logo. Should the letters be inside the shape? Outside the shape?

Be creative and draw your own brand on the next page.



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Draw your brand here...

