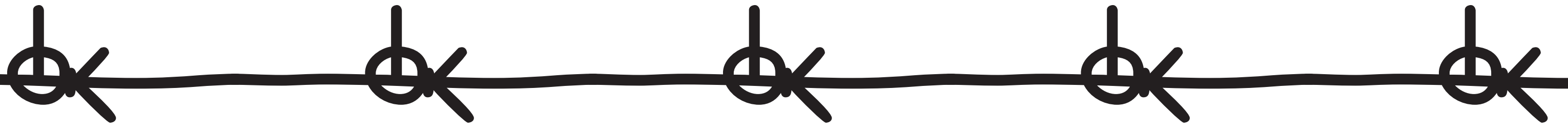


Ranchstyle



WALKING

BOXED SPIKED

SHINING C R V Z h

ROCKING

FLYING FORKED

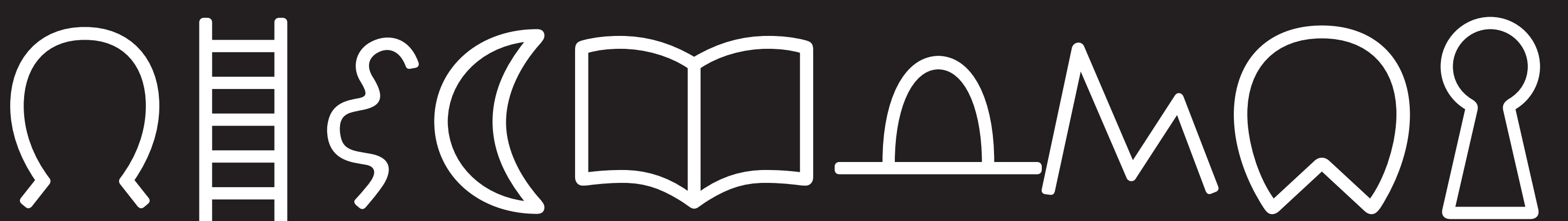
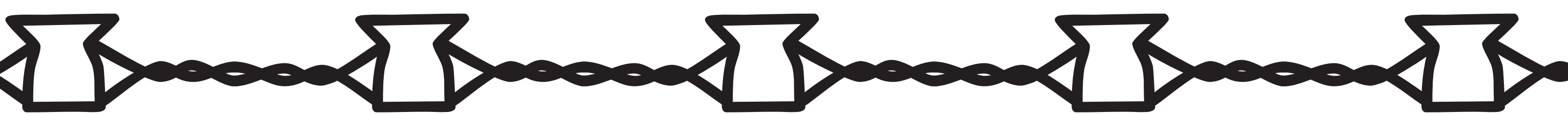
RAY SHORNED

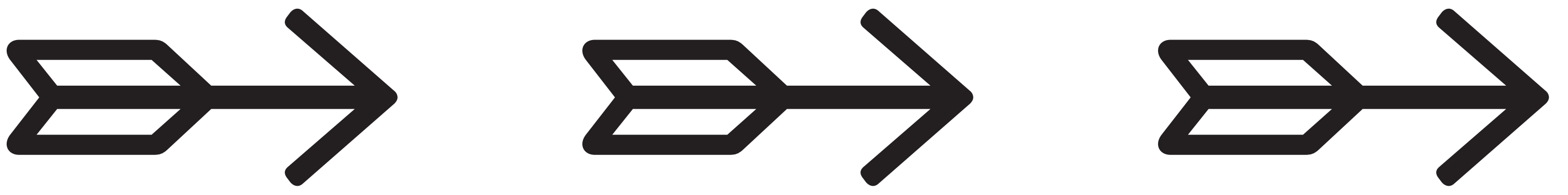
BROKEN [D N C

DRAGGING © I R
© L E

T W O L T G

REGULAR **R U N N I N G**



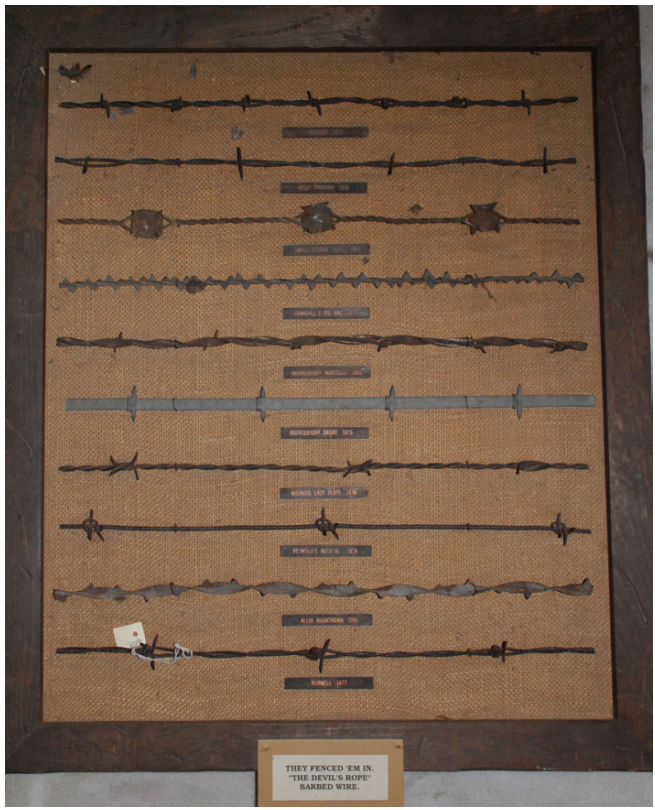


Ranchstyle

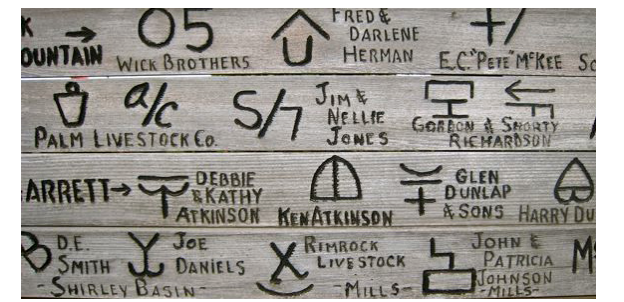
My interest in the visual language of livestock branding began when I arrived in Reno, Nevada in 2017 while starting a Graphic Design Program at the University of Nevada, Reno as an Assistant Professor. After walking by an old cattle brand hanging in an antique shop in downtown Reno, I wanted to find out more about the history of cattle brands, including the meaning behind the letterforms and iconography.

Research began at The Nevada Historical Society and a visit to UNR's School of Agriculture collection of branding iron artifacts captivated me to deepen my research on the subject. In designing a font and symbol system based on this visual standard—as best codified in publications like the Nevada Brand Book (original dated 1924)—I opted for a style that was unique and contemporary. Ranchstyle takes the vernacular from cattle rancher's brands of the old west, digitizes it, and brings it into the contemporary world as a vivacious spunky typeface. The letterforms mimic bent metal and have the fluidity that follows such a material.

research



UNR/Ag Schools collection of cattle brands & other items



All Kinds of As

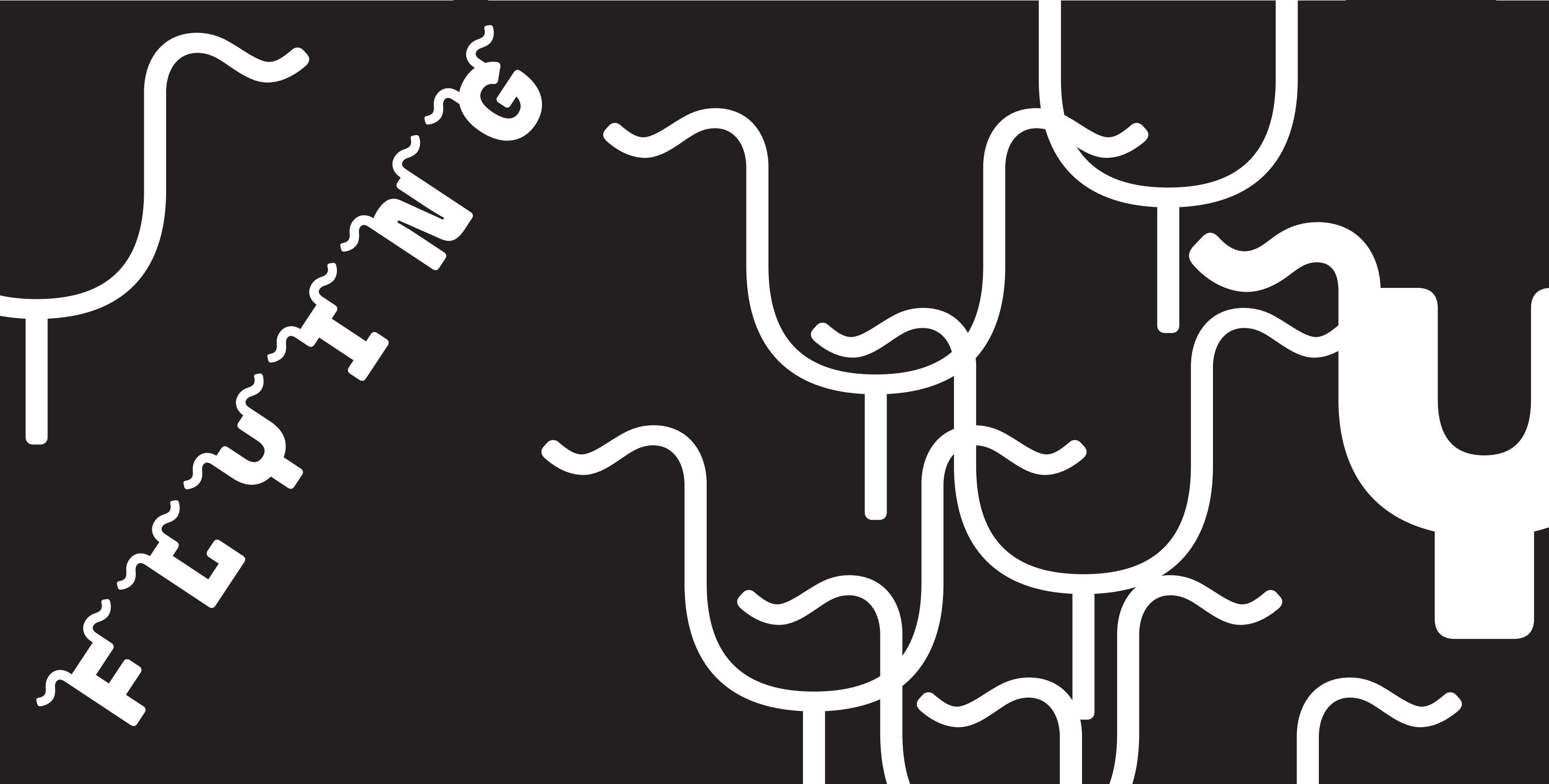
A Regular A	A Tilted, Tumbling, or Toppling A	A Walking A	A Flying A
a Running A	A Dragged A	A Lazy A	A Crazy A

4

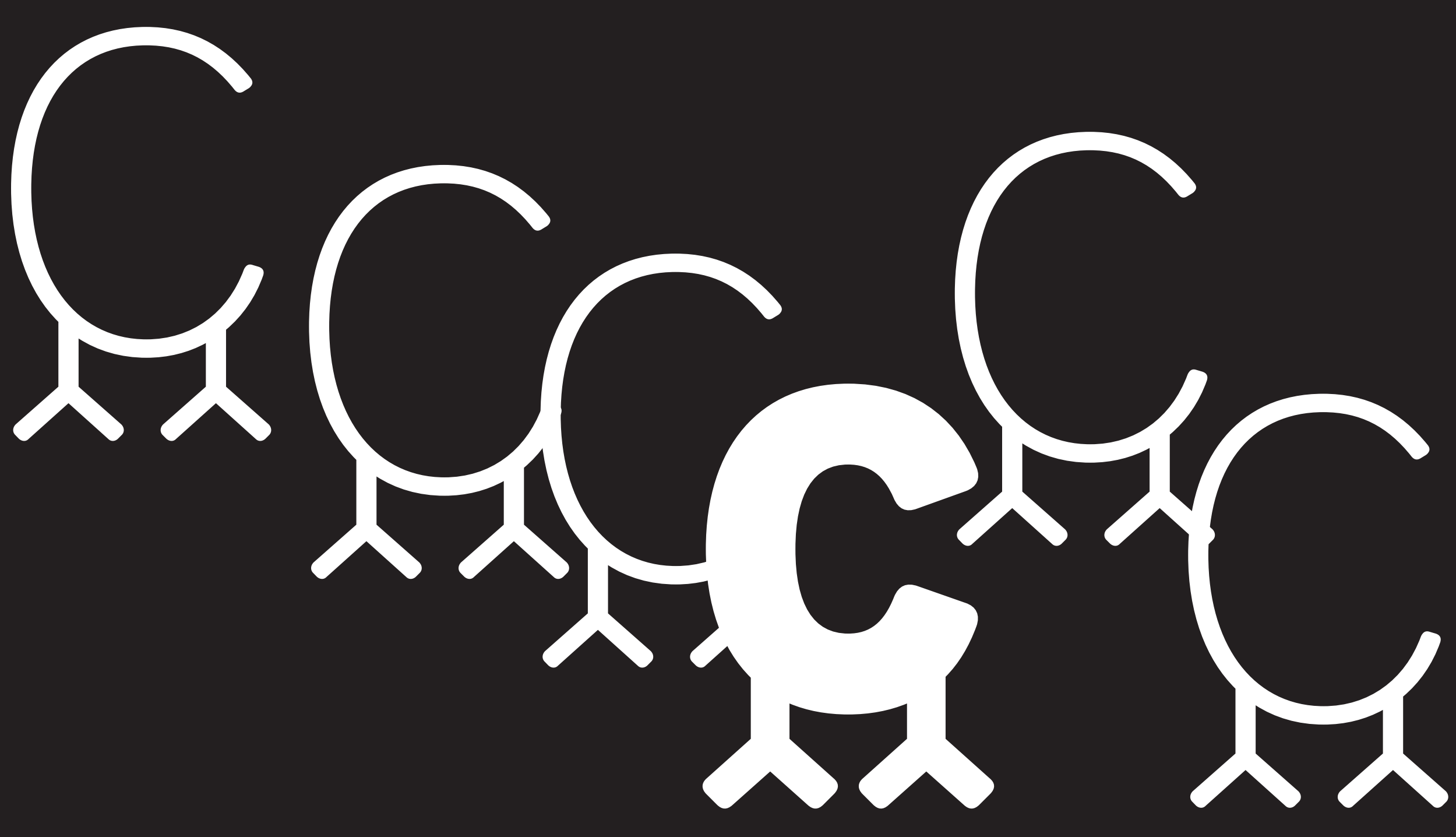
weights

æ h

æ h



HÖRNEÐ



FÖRKHED

DRAGGING



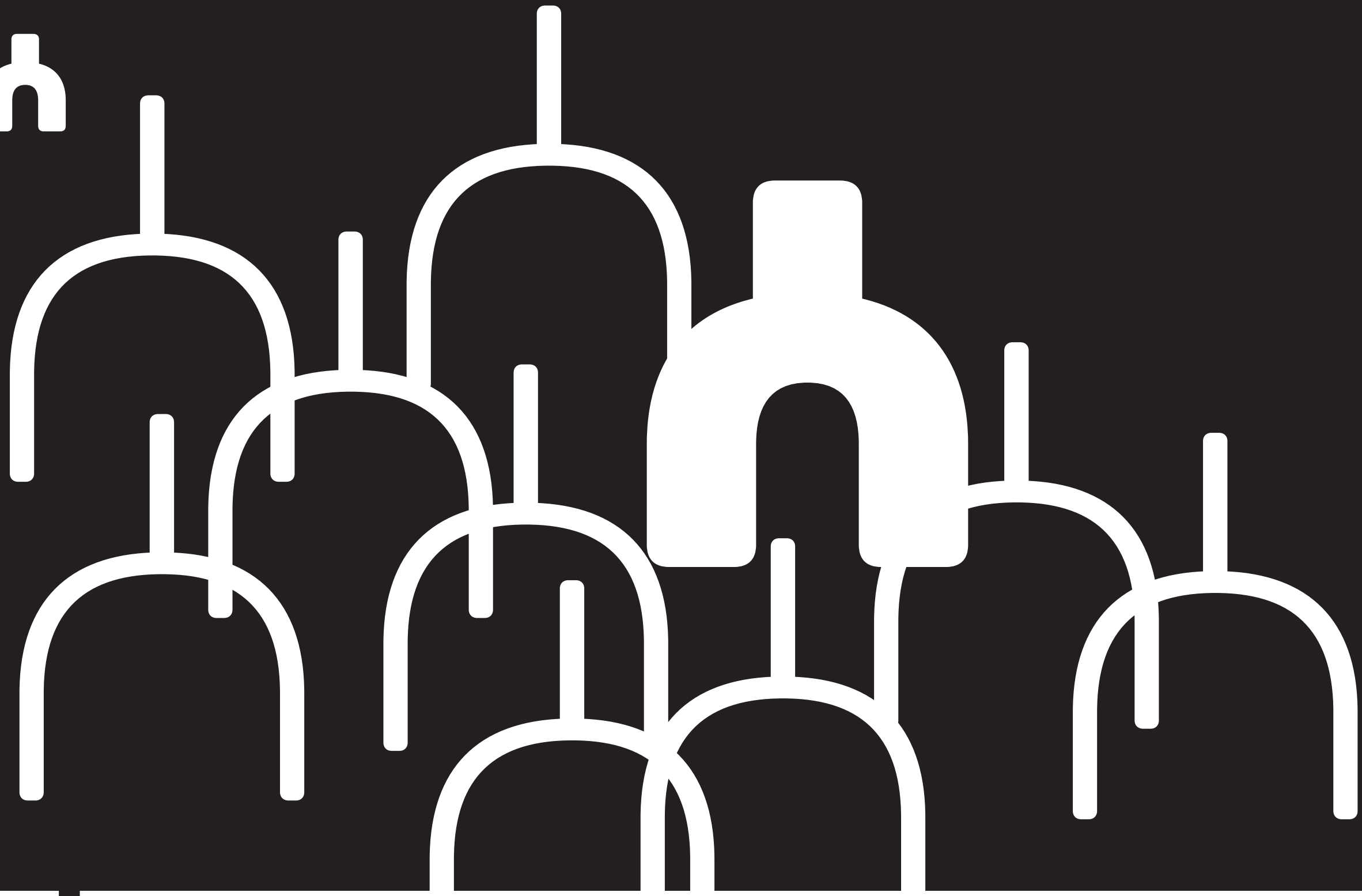
TUMBLING



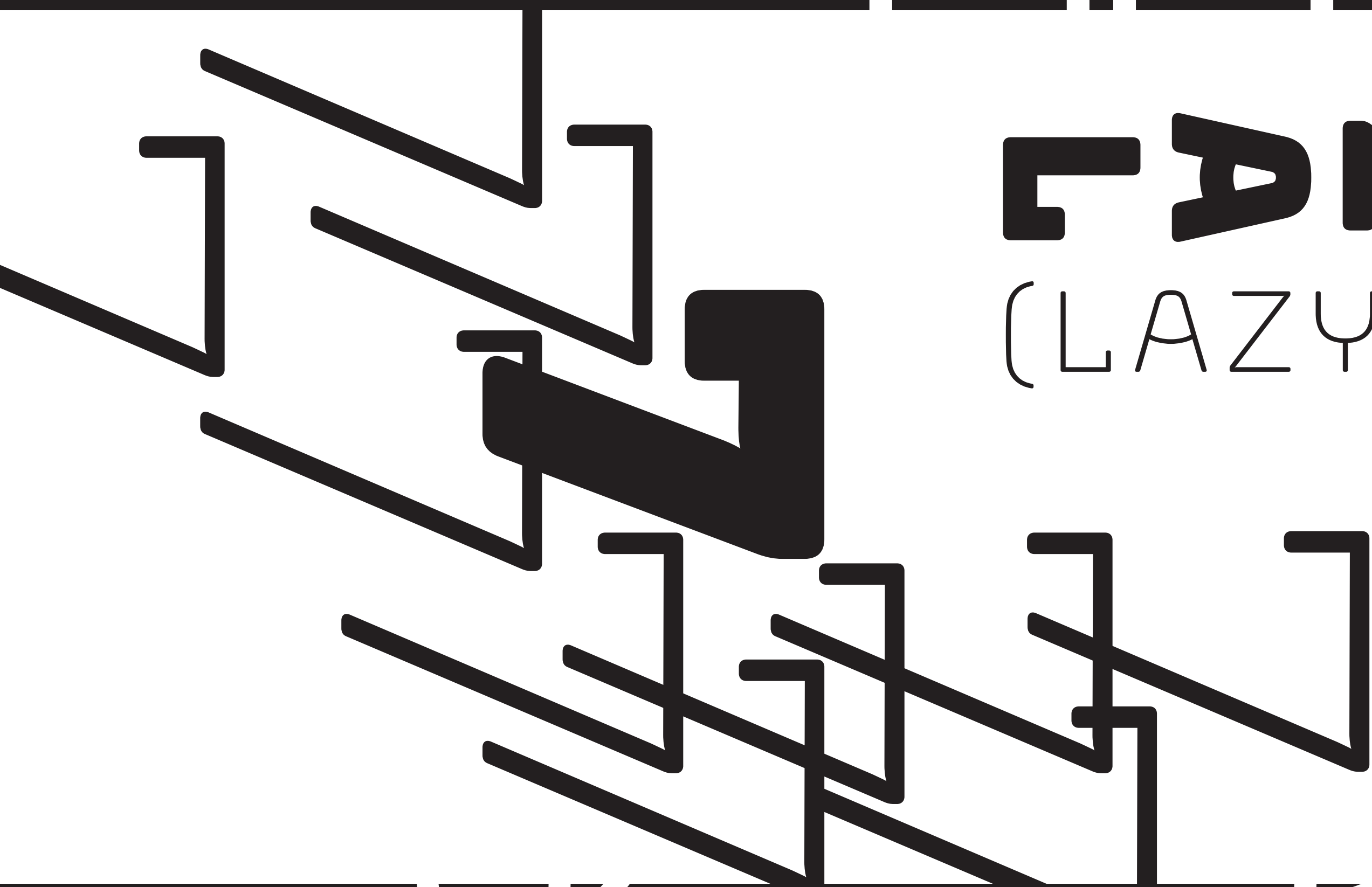
ROCKING



WZARC
(CRAZY)



FANC
(LAZY)



RUNNING





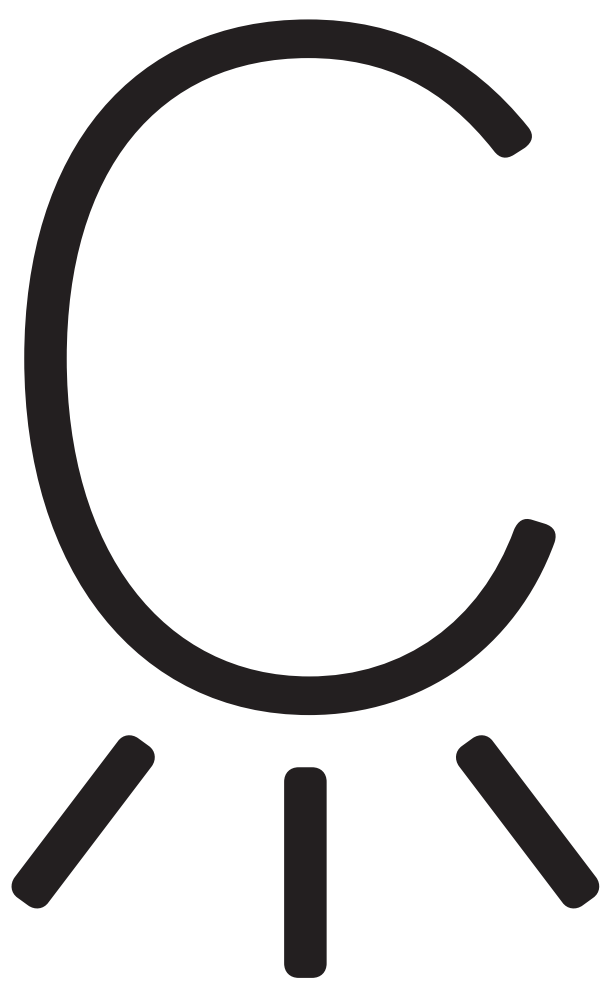
Quarter Circle Broken W, Lincoln Co. NV

BROCKEN

C I R
C L E



Circle Inset A, Washoe Co. NV



Shining C (C Ray), Elko Co. NV









RAYS

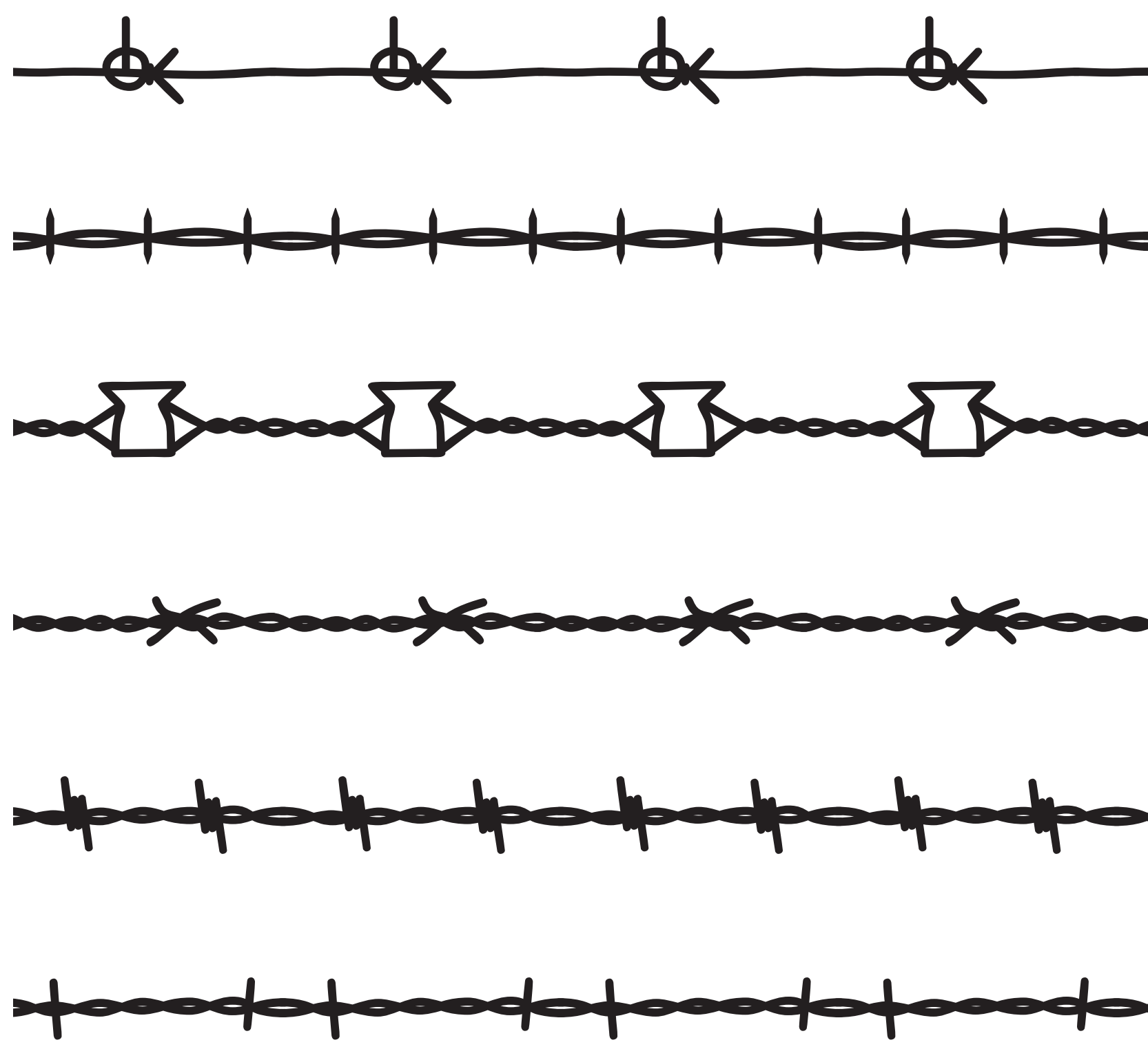
B O X E D



Walking Box, White Pine Co. NV

Barbed Wire

-  Watkins Lazy Plate
-  Raynolds Necktie
-  Burnell
-  Kelly Diamond
-  Allis Buckthorn
-  Clidom
-  Stubbe Small Plate
-  Crandalls Ric Rac



Elements



Cowboy Hat



Pipe



Sled

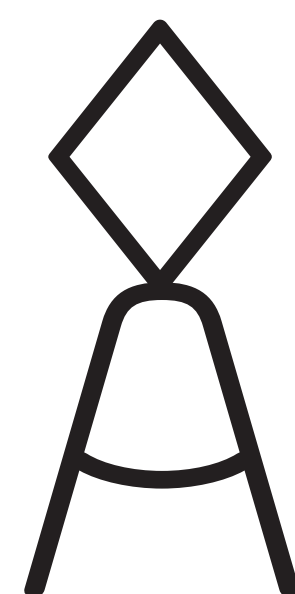
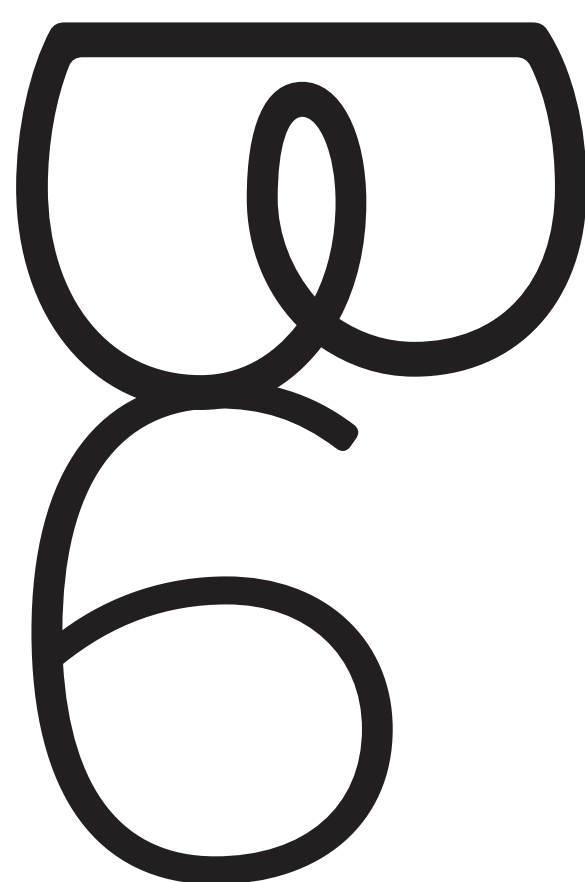
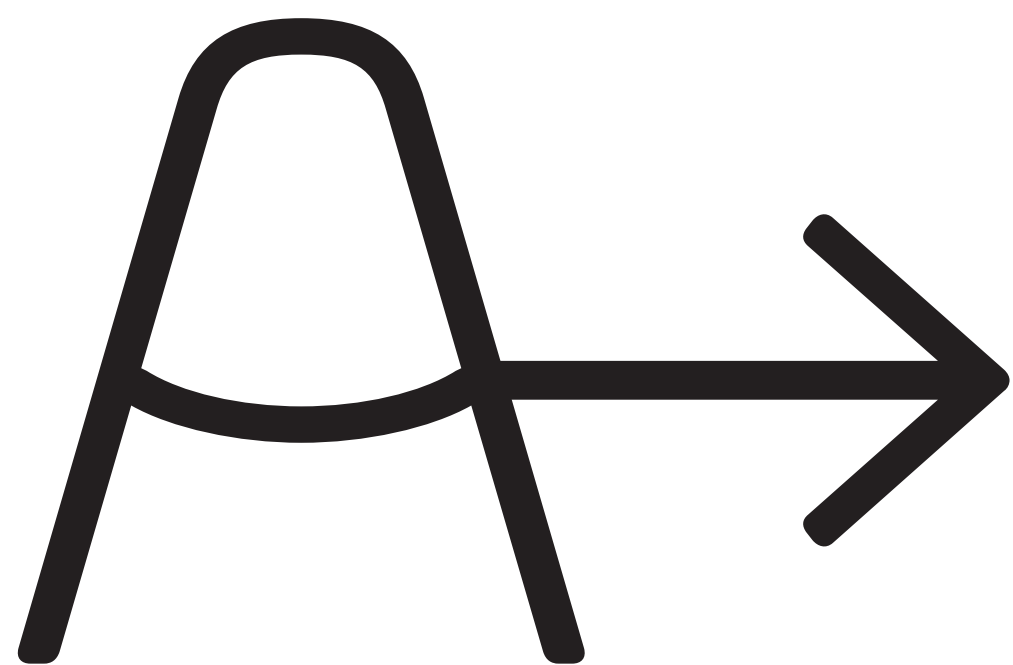


Tree

RO

Ts





A Arrow Combined Caliente NV
Diamond Hanging A Elko Co. NV
Lazy B Hanging 6 Churchill Co. NV
Lazy Heart Crazy E Humboldt Co. NV



Quar Circle Spear F Comb Lander Co. NV
Cowboy Hat Hanging J Churchill Co. NV
Walking R Humboldt & Lander Co. NV
M over Flying V Nye Co. NV

W Diamond Combined Elko Co. NV
T Arrow C Churchill Co. NV
Flying U Elko Co. NV
Bow V Clark Co. NV
Shining Z Elko Co. NV

