

State of Utah Brand Registration Requirements

- The brand must lend itself to common verbal description.
- Brands must consist of capital print block letters (except G and Q), numbers 2-9, or symbols such as slashes, diamonds, hearts, arrows, mill irons, triangles, boxes, stars, quarter circles, bars and crosses. NO lower case letters may be part of the brand.
- Enclosed character brands - the inside character cannot touch the outside character. Enclosed brands will not be approved if brand does not allow for heat gaps.
- Not to exceed 3 characters or symbols combined.
- Brands that overlap will not be allowed but brands with characters or symbols that combine or intersect with each other will be considered. Brands with crossing of characters will not be allowed if heat gaps are possible.
- No high blotch potential. Freeze Irons get more leeway on design and are designated "Freeze Iron Only" on the registration.
- Brands that are identical or similar to brands already recorded cannot be recorded. If a brand is found to be deceptively similar to an existing brand, it is denied.
- District Supervisors and Brand Inspectors will be consulted on questionable brands in their areas.
- Take into consideration when designing a brand, characters such as a quarter circle can flatten out over time and look like a bar, rafters and quarter circles can be confused as the same thing.