**Description of Characters and Symbols Allowed in New Brands**

Design Element	Description of Characters and Symbols Allowed
Letter Characters	Twenty-four of the 26 letters of alphabet are allowed facing forward: A, B, C, D, E, F, H, I, J, K, L, M, N, O, P, R, S, T, U, V, W, X, Y, and Z. The exceptions are G and Q which are not allowed to avoid confusion with C and O. The letter I must have a flared top and bottom to distinguish it from a vertical bar |
	The backwards letters allowed are: ᗺ, ᗡ, Ǝ, ᖶ, ᘓ, Ɫ, ꓘ, ⅃, ꟼ, Я, and ꙅ.
	An upside down Y or ⅄ is the only upside down letter allowed. It is reserved for feeder associations.
	The letters allowed with lazy left orientation are: ⋖, ⅏, ⌒, Ш, ᒥ, Σ, ᒣ, ᚑ, ᘛ, ⊢, and ⊐. No letters are allowed in lazy right orientation. A lazy left H or ⌶ is not allowed to avoid confusion with the letter I.
Number Characters	The numbers 2, 3, 4, 5, 6, 7, 8 and 9 are allowed. The numbers 0 and 1 are not allowed to avoid confusion with the letters O and I or the vertical bar | design character.
	No backwards, upside down, or lazy oriented numbers are allowed.

Design characters	Design characters that are allowed:
	    backslash \, slash /
	    bar ▬ double bar ═
	    vertical bar |
	    cross ✛
	    half diamond left ⟨ or right ⟩
	    quarter circle left ⟩ or right ⟨
	    arrow down ↓ (reserved for breeder associations)
	    box ☐, triangle △, diamond ◇, circle ○.
	
	A circle or ○ will <u>only</u> be used in the Character Inside a Large Symbol brand type. Using it with other brand types risks confusing a circle with the letter O.

Symbols	The following can be used as symbols above or below characters:
	        bar ▬
	        flying wing down, or up ⌒⌒ or ⌄⌄
	        half diamond down ⌄ or up ⌃
	        quarter circle down ⌒ or up ⌄