Customs Information – 2026

This guide contains a series of indications about the brands belonging to Formula 1 that can be used on the products of our commercial partners and appear on the Official Products.

For any queries, please contact Sophie Boyd – sboyd@f1.com

Formula 1 logos and key word marks	
FORMULA 1	**F1**
	FORMULA 1 GRAN PREMIO D'ITALIA

Partners/Sponsors	Typical logo designs applied to authorised products and materials
LVMH - **Louis Vuitton**	LOUIS VUITTON Official Luxury Fashion Partner of Formula 1®
Tag Heuer	TAG HEUER Official Timepiece of Formula 1®
Moet Hennessy - **Belvedere** - **Moët & Chandon** - **Whispering Angel**	BELVEDERE VODKA Official Vodka of Formula 1® = MOËT & CHANDON Official Champagne of Formula 1® Whispering Angel Official Rosé of Formula 1®
Heineken	Heineken® Global Beer Partner Heineken® 0.0 Global Beer Partner of Formula 1®
Qatar Airways	QATAR AIRWAYS Global Partner of Formula 1®
Nestle - **KitKat**	Nestlé KitKat Official Partner of Formula 1®
Pepsico - **Doritos** - **Gatorade** -	Doritos Official Savoury Snack of Formula 1®

Partners/Sponsors	Typical logo designs applied to authorised products and materials
	Official Partner of Formula 1®
Barilla	Official Pasta Partner of Formula 1®
Pirelli	Global Tyre Partner
American Express	Official Payments Partner of Formula 1®
Santander	Official Retail Banking Partner of Formula 1®
Salesforce	Global Partner of Formula 1®
DHL	Official Logistics Partner
Crypto.com	Global Partner of Formula 1®
MSC Cruises	Global Partner of Formula 1®

Partners/Sponsors	Typical logo designs applied to authorised products and materials
AWS	
Lenovo	
Aramco	
McDonald's	
Liqui Moly	
Workday	
TATA Communications	

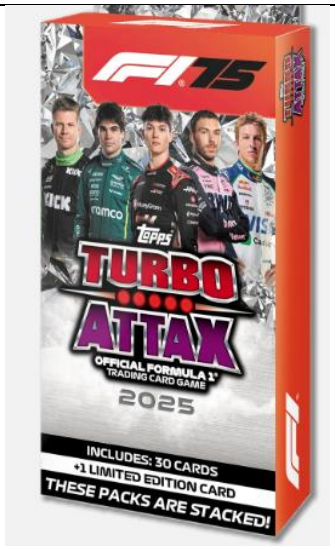
Licensees/Authorised Importers and examples of products - correct as of 2026

Alpine Hearing Protection	Noise Reducing Earmuffs/Earplugs
Aramco	Lubricants
Automobilist	Fine Art Prints/Posters / Event Posters
Belvedere	Vodka
Crypto.com	F1 NFTs
Disney	Co-branded apparel/accessories
Doritos	Tortilla chips
EA	Official F1 video game
eMersion Media	Race programme
Fanatec	Gaming and simulator equipment
Gatorade	Drinks
Fanatics	F1 mono-branded apparel + accessories
KitKat	Chocolate bars
H&M	Apparel
Hasbro	Monopoly board game
Hybrid	Apparel
Insomniac	Apparel/accessories
Heineken	Beer
Lego	Lego and Duplo sets
Mattel	Hot Wheels cars, Uno card game
Moet & Chandon	Champagne
Nahmias	Apparel
Pacsun	Apparel
Puma	Mono and co-branded apparel
Rosland	Commemorative Coins
Stichd	F1 mono-branded apparel + accessories F1 Event Apparel + accessories
Sting	Energy drinks
The Topps Company, Inc.	Trading cards and stickers
The Memento Group	F1 Authentics memorabilia
Welbeck	Formula 1 history book

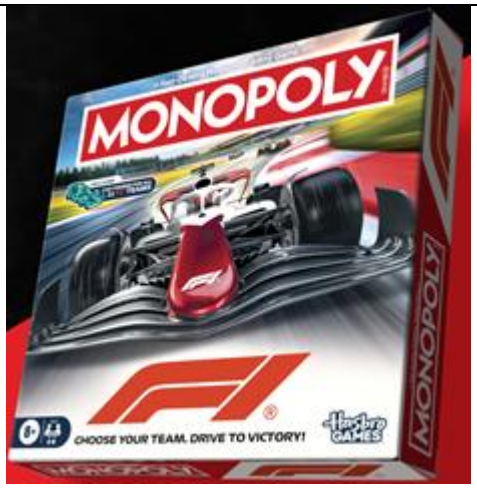
Indicators and examples of licenced products

Licenced Product Badge Will be displayed on licenced products ✓	
Trade mark acknowledgement	The F1 FORMULA 1 logo, F1 logo, FORMULA 1, F1, GRAND PRIX and related trade marks are trade marks of Formula One Licensing BV, a Formula 1 company. All rights reserved.
EA ✓	

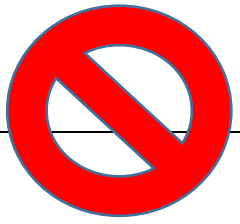
Customs Information

Topps 	
Fanatics/stichd Single logo is used prominently on products with ™ next to it 	
Lego 	

Customs Information

Monopoly	
Official labels and tags on merchandise (examples)	
Co-branded product tags (examples)	

Examples of Counterfeit

1. Formula 1 logos would not be used in conjunction with FIA logo on products. 2. The new logo would not be two different colours on official merchandise. 3. Screen printed on generic branded apparel. 4. Authentic merchandise would not feature both team and F1 IP 	

Customs Information

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<tr><td></td><td>
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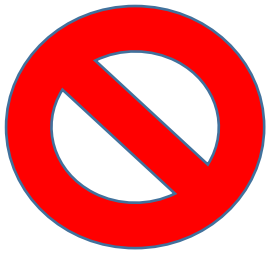
<tr><td>As a rule, any new merchandise being shipped with this logo would be counterfeit, as we no longer produce any products using this logo (but it was our well-known logo for over 30 years, therefore counterfeit products still tend to feature it).
  </td><td>
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Customs Information

Toys – the toy in the image is fake The only licenced toys produced are by Lego and Mattel. We have recently launched the Lego and Mattel ranges therefore these may be likely to be copied.	

Most counterfeited items we have found are toys (such as race cars, race tracks etc) and clothing.

The majority of counterfeit items originate in China.