



PepsiCo Away from Home Marketing & Trademark Center

Thank you for featuring PepsiCo Foods Away from Home products. We're excited to help bring the power of our brands to your food offerings through products that create excitement for your guests and growth for your business.

This center provides the tools, guidelines, and approved brand assets you need to confidently promote your offerings featuring PepsiCo Foods' products. To protect the strength and integrity of our brands, all trademarks, logos, product names, packaging, photography, and other brand assets need to be used in accordance with the Brand Guidelines provided within this center. Any use of a PepsiCo trademark, logo, or brand asset requires a Trademark License Agreement from PepsiCo and the Brand Guidelines below are part of that license. Access to this center does not itself grant you the license.

Key Principles

- **All trademarks are owned by PepsiCo, Inc., or its affiliated companies. © 2026**
- Brand assets may only be used to promote menu items that feature genuine PepsiCo products, and if applicable, purchased from PepsiCo or its authorized distributor.
- Brand assets may not be modified, altered, or used in a misleading manner or in a manner primarily directed to children under the age of thirteen.
- Marketing materials not included in these Brand Guidelines must be submitted through the submission process described below for PepsiCo's review and approval before use.
- PepsiCo may revoke permission for non-compliant uses at any time.
- When featuring PepsiCo products and brand assets in advertising, menus, promotions, or other customer-facing communications:
 - Accurately represent the product being served.
 - Do not use misleading, deceptive, or unsubstantiated claims.
 - Follow all applicable laws and regulations.
- Use of PepsiCo trademarks, logos, or brand assets does not imply PepsiCo endorsement, sponsorship, or affiliation and you may not state or suggest that it does.



Advertising & Marketing Materials

These guidelines apply to all marketing materials featuring PepsiCo brands, including:

- Menus and menu boards
- Point-of-sale (POS) materials
- Packaging and promotional materials
- Digital and online advertising
- Social media content
- Television and video content
- Press releases and media communications
- Merchandising materials
- Marketing support materials and sales collateral

Use only approved PepsiCo trademarks, logos, imagery, and claims, and follow all applicable Brand Guidelines.

Influencer, celebrity, sponsorship, ambassador, or other third-party endorsement programs featuring PepsiCo brands require PepsiCo review and written authorization prior to launch.

For detailed brand requirements, approved assets, and marketing examples, please see the applicable Brand Guidelines.

Brand Guidelines

Menu Naming & Product Descriptions

- Menu names and item descriptions should clearly identify when a genuine PepsiCo product is used as an ingredient, flavor, or component of a menu item.
- Menu names should not imply that PepsiCo is the manufacturer, distributor or operator that made the finished menu item.

Recommended Formats

- Made with BRAND® Product
- Featuring BRAND® Product
- BRAND® Flavor + Menu Item (where permitted by individual Brand Guidelines)



Examples

- Chicken Sandwich featuring FLAMIN' HOT® Sauce
- LAY'S® BBQ Chicken Sandwich made with LAY'S® BBQ Flavored Potato Chips
- DORITOS® LOADED® Cheeseburger Nachos

Brand Attribution Guidelines

Whenever possible, PepsiCo trademarks should appear with the appropriate trademark symbol designation and attribution language.

Examples:

- FLAMIN' HOT®
- DORITOS®
- CHEETOS®

Trademark attribution statements can be found within each brand's information. But generally follow this format: [_____®] is a trademark of PepsiCo, Inc. or its affiliates. ©202X. Used under license."

Approved Brand Assets

Only approved assets available through this portal may be used, including:

- Logos
- Product photography
- Packaging imagery
- Digital assets
- Promotional materials

Correct Trademark Usage is Important

- Do not use a PepsiCo trademark as a noun, as a verb, in the plural, or in the possessive form, or as anything other than an adjective immediately followed by the generic name of the item.



- Do not stretch or distort logos, recreate logos, change colors, crop logos, combine logos with other brand marks, or create custom graphics.
- Do not use a PepsiCo trademark in advertising or marketing activities primarily directed to children under the age of thirteen.
- Do not make any health, nutrition, dietary, or ingredient-quality claim about a PepsiCo product or a menu item featuring one.
- Do not permit any franchisee, commissary, affiliate, agency, or other third party to use a PepsiCo trademark, except that you may share approved assets with an agency or service provider solely to prepare your own approved materials, and you remain responsible for that provider's compliance.
- Do not continue using a PepsiCo trademark after you discontinue the menu item or after your license ends.
- Do not use a PepsiCo trademark as a search engine keyword, metatag, or paid search term.
- Do not use a PepsiCo trademark in connection with alcohol, cannabis, tobacco, vaping or nicotine products, gambling, adult content, or any political, religious, or social-issue messaging.

Brands and Products

See brand sections below to access approved assets, menu naming examples, trademark requirements, and marketing resources.

FLAMIN' HOT®

FLAMIN' HOT® is one of PepsiCo's most recognized flavor brands, known for its bold, spicy flavor and passionate consumer following. Flamin' Hot® Sauce brings that iconic flavor experience to foodservice, helping operators create exciting menu offerings that resonate with guests. We are happy to provide a no-fee trademark license to authorize your use of our famous trademark and download official brand assets. See link below for further details.

- **Approved Menu Naming Examples**



Correct Examples

- Flamin' Hot® Chicken Sandwich
- Flamin' Hot® Loaded Fries
- Flamin' Hot® Wings
- Flamin' Hot® Burger

Incorrect Examples

- Hot Chicken Sandwich
- Flamin' Chicken Sandwich
- Flaming Hot Chicken Sandwich
- Flaming Chicken Sandwich Hot Chicken by Flamin' Hot®
- PepsiCo Chicken Sandwich

- **Trademark Attribution Statement**

- FLAMIN' HOT® is a trademark of PepsiCo, Inc. or its affiliates. ©202x. Used under license.

- **Approved Logos & Brand Assets**

Use only approved FLAMIN' HOT® assets provided through this portal. Any other proposed materials must be approved in writing by PepsiCo. See CONTACT US below for the submission process.

Available Assets

- FLAMIN' HOT® logos
- Media, menu and point-of-sale creative

[Contact Us for a No-Fee Trademark License](#)

[Download the FLAMIN' HOT® Food Service Creative Toolkit 2026](#)

Contact Us & Approvals

We're here to help you successfully bring PepsiCo brands to your menu. If you have questions regarding brand usage, marketing materials, or available resources, please contact the PepsiCo Foods Away From Home team.

Contact Us

Please contact PepsiCo for assistance with:

- Trademark and logo usage questions



- Menu naming guidance
- Requests for additional brand assets or photography
- Marketing and promotional concepts
- Sponsorship, influencer, creator, or ambassador programs
- Public relations and media inquiries
- Questions regarding these guidelines or Brand Guidelines

[Contact Us](#)

Marketing Approvals

Certain activities require PepsiCo review and written approval prior to launch, including:

- Sponsorships and promotional partnerships
- Influencer, creator, celebrity, or ambassador programs
- Press releases or media announcements referencing PepsiCo brands
- Marketing executions not covered by existing Brand Guidelines
- Custom creative utilizing PepsiCo trademarks, logos, or brand assets

Please allow sufficient time (normally 15 business days and may vary by request) for review before publishing or distributing materials.

[Contact Us](#)