

Color

Core Palette

Soft Daylight
#FFF3B0

CarryOn Cadet Blue
#8ABCD0

Jetstream Teal
#005774

Extended Palette

Golden Hour
#F4D160

Cool Air Blue
#E7F5F7

Coastal Breeze
#49A2BF

Midnight Storm
#003754

Color Combinations

Dos & Don'ts

CarryOn

✓ **Do** utilize brand-approved color gradients

CarryOn

✓ **Do** use brand-approved contrasting color combinations

CarryOn

✗ **Don't** use unapproved colors for brand materials

CarryOn

✗ **Don't** use low-contrast color combinations

