

Softball first. Evidence always.

Flight43 helps pitchers and coaches look more closely at ball flight. Its visual language is athletic, direct and composed: deep navy, clear typography, a restrained mint accent and authentic app views.



Flight43

Name & voice

Write Flight43

One word. Capital F. Numerals 43. Use “the Flight43 app” when context is needed. Domains: flight43.app and flight43.com.

Speak plainly

Use short sentences and concrete field language. Address pitchers, parents and coaches without assuming a technical background.

Show the evidence

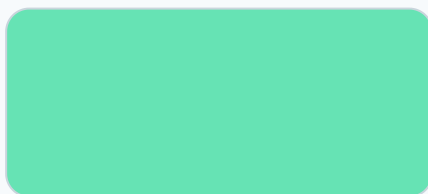
Use real captures, real recordings and labeled inferences. Never invent results, endorsements, comparisons or performance claims.

Color



Deep navy
#0B1220

Primary field. Headlines on light backgrounds.



Flight mint
#66E3B4

Actions and selective emphasis on navy.



Off white
#F7FAFC

Reading surfaces and text on navy.

Mint is decorative on off white. Use navy or the accessible dark green #11734F for small text and links on light backgrounds. Secondary text on navy uses #B6C4CD.

Typography & space

Use a system sans-serif stack: `Arial`, `Helvetica`, `system-ui`, `sans-serif`. Headings are bold, left aligned or deliberately centered, with tight spacing. Body text uses normal weight and generous line height. Avoid outlined type, heavy gradients and cramped all-caps paragraphs.

Keep at least one half of the app icon's width clear around the icon when used alone. Keep at least the height of the "F" clear around a standalone wordmark. Preserve the original icon's proportions and colors.

Photography & screenshots

- Prefer authentic softball practice images and actual app UI.
- Do not add camera footage or pitch values to an empty app screen.
- Put editorial headlines outside the UI frame. Do not cover app controls.
- Keep surface-measured RPM distinct from Magnus-inferred transverse RPM.
- Do not use competing product names or unsupported accuracy claims.
- Use landscape app views; social artwork can be adapted to other aspect ratios.

Messaging

Primary line

Every pitch.
A clearer picture.

Descriptor

Camera. Physics. Optional radar.
Built for softball.

Call to action

Ask about availability.
Visit flight43.app.

For staged launch materials only: "Your first 50 analyzed pitches are free. Subscribe to keep analyzing after that." Do not describe the offer as a time-based Apple free trial or imply a monthly free reset. Do not publish a purchase CTA until billing is implemented and approved.

Downloadable assets

[Original app icon](#) [Wordmark / dark surface](#) [Wordmark / light surface](#) [Logo lockup](#) [Open Graph image](#) [Product one-sheet](#)

Flight43 · flight43.app · hello@pitchcall.app

Public marketing materials. Review contact details are intentionally excluded.