



PRESS RELEASE

CheckSig evolves its brand identity for the new european era of crypto

The Italian fintech company unveils the new brand identity for its digital ecosystem: a brand evolution that reflects the company's growth and strengthens its positioning in the new European landscape of crypto-assets.

Milan, July 27, 2026 - CheckSig, Italy's first crypto operator authorized under the European MiCA Regulation, unveils the new visual identity of its ecosystem. This is not a change in direction, but rather the natural evolution of a brand that now represents a company that has grown significantly: from a pioneering firm to a leading European operator in the crypto-asset market.

The refresh encompasses all communication channels - from the website to the app to social media - introducing a new design system, a new artistic direction, and a reimagined visual language to more effectively convey what CheckSig is today and support its next phase of growth.

CheckSig today: more mature, more international, more accessible

Founded in 2019, CheckSig has grown to become the first Italian operator authorized under the European MiCA Regulation. Today, it supports private, professional, and institutional investors with a comprehensive range of services for crypto-assets, including trading, custody, tax compliance, and solutions for the financial sector. In 2025, it recorded a 65% increase in revenue and over 113 million euros in assets under custody.

This evolution is now also reflected in the brand's identity. The new visual identity was created to more effectively represent what CheckSig stands for: an international, regulated, and reliable operator capable of combining innovation, simplicity, and security in a rapidly changing market.

Ferdinando Ametrano, CEO of CheckSig, said: *"CheckSig has come a long way in just a few years. It was time for our visual identity to more clearly reflect who we are today: a regulated, ambitious company focused on building trust in a constantly evolving market".*

A new identity for a new phase of growth

The new identity stems from a brand strategy process aimed at translating CheckSig's evolution into a visual language. The system is designed to support the company's growth and make its values - reliability, innovation, simplicity, and security - more recognizable. The graphic system thus becomes more scalable and adaptable to different contexts: from corporate communications



to social media, from digital interfaces to out-of-home activations. The logo remains unchanged, reflecting the continuity of our journey.

The tagline **"Bitcoin and crypto, the right way"** is also reimagined in the visual identity, reinforcing our promise to make the world of crypto more accessible, secure, and transparent.

"The goal was to highlight what CheckSig stands for today: a mature, growing, international company. We didn't want to change the brand, but rather make it more reflective of what CheckSig has become. We've built a more flexible, contemporary identity that can support the company's growth by clearly speaking to an increasingly diverse audience", added Concetta Ingrassia, Chief Marketing Officer at CheckSig.

The new european landscape: MiCAR as a turning point

The launch of the new visual identity comes at a time of profound transformation for the European crypto-asset market. The MiCA Regulation has reshaped the rules of the game by introducing rigorous standards for transparency, security, and governance, designed to distinguish the most robust market participants and accelerate institutional adoption.

In this new environment, brand communication takes on even greater strategic importance. CheckSig presents itself to the European market - banks, institutional investors, and private clients - with a visual identity that immediately conveys professionalism, trustworthiness, and international ambition. It is the same ambition that has driven the company's growth since its foundation.

CheckSig: Italian excellence in crypto-assets

Founded in 2019 as a spin-off of the Digital Gold Institute, the main Italian think tank on Bitcoin, crypto-assets, and blockchain, CheckSig offers advanced solutions for private and institutional investors. Its mission is to make investing in crypto-assets simple and secure, providing services for buying and selling, custody, staking, and tax compliance. The platform also operates in B2B2C mode as a Crypto-as-a-Service infrastructure on clear.checksig.com. CheckSig is:

- the first Italian crypto company to obtain a MiCAR license;
- the first in the world to offer public Proof-of-Reserves since 2020 and the only custodian to do so.
- the only Italian crypto entity with insurance coverage, provided by a leading European company with an AA rating from Standard & Poor's.
- the only crypto company in Italy with SOC1/SOC2 Type II attestations, obtained by undergoing continuous audits (conducted by one of the Big Four) on the quality of system and organizational controls.
- since 2024, the first and so far only crypto operator in Italy to act as a tax withholding agent for its clients.

Contacts: press@checksig.com