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## **Biz Talk Today TV Unveils New Logo and Brand Identity Reflecting Its Growth, Authority, and Modern Edge in Streaming Media**

**Buffalo, NY – November 5, 2025** — Biz Talk Today TV (BTT), the flagship business and finance streaming network under CrossCheck Media, today unveiled its new logo and brand identity, marking an exciting new chapter in the company’s evolution as a modern, sophisticated, and influential voice in the digital media landscape.

The new design embodies balancing prestige and accessibility with a look that signals both confidence and momentum.

“This concept takes the brief’s call for minimalism and prestige and responds with a visual handshake that says, *‘Welcome to the grown-up table,’*” said Oliver Swinburne, Creative Director and Founder at Cornerstone Creative, the firm behind the rebrand. “The mark itself is a smart, geometric flourish with five stylized pieces orbiting a central point—subtly conjuring the feeling of a dynamic network in motion while echoing the brand’s core values: engagement, information, and connection.”

The new logo’s modular design allows it to adapt seamlessly across platforms—from streaming apps and podcasts to social media and branded merchandise—while maintaining the sophistication and authority that define Biz Talk Today TV. The forward-leaning sans serif typography underscores the brand’s commitment to progress, expertise, and forward-thinking conversation.



**BIZ TALK  
TODAY TV** WHERE  
BUSINESS TALKS.  
IDEAS SOAR.

“This new identity captures exactly who we’ve become and where we’re headed,” said Todd M. Schoenberger, CEO of CrossCheck Media and Executive Producer of Biz Talk Today TV. “Over

the past year, BTT has grown from a bold concept into a leading voice in streaming news and business media, available on platforms like AppleTV, Roku, Spotify, and YouTube. This new logo reflects that growth—it's confident, modern, and built for the future."

The updated branding coincides with CrossCheck Media's continued expansion across multiple platforms and partnerships. Through its video, audio, and print verticals—including its growing network of talk shows, podcasts, and newsletters—Biz Talk Today TV has become a trusted source for expert insight, informed discussion, and dynamic storytelling in the world of business and finance.

"Biz Talk Today TV has always been about connection—between experts and audiences, investors and ideas," added Schoenberger. "Our new visual identity is more than a redesign—it's a reflection of the professionalism, trust, and impact we bring to every conversation."

The refreshed Biz Talk Today TV logo and brand package will begin rolling out immediately across all digital platforms, programming, and promotional materials.

## **About Biz Talk Today TV (BTT)**


**Biz Talk Today TV (BTT)** is a premier streaming network dedicated to business, finance, and thought leadership programming. Part of CrossCheck Media, BTT delivers original shows, expert interviews, and in-depth market analysis to a global audience via AppleTV, Roku, Hulu, Tubi, YouTube, and major podcast platforms. With its growing slate of shows—including *Buy Hold Sell*, *The Money Path*, and *WealthWise*—BTT continues to redefine how audiences engage with financial media.

## **About CrossCheck Media**

**CrossCheck Media** is an innovative American media and publishing company operating at the intersection of digital news, entertainment, and finance. The firm produces content across three verticals—video, audio, and print—offering audiences a dynamic mix of information, insight, and impact.

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