

## Press contacts

Mike Tetuan or  
Chad Peterson  
888-200-4062  
[media@tiaa.org](mailto:media@tiaa.org)



Like us on Facebook



Follow us on Twitter



Connect on LinkedIn

# Frequently Asked Questions

## Why is TIAA changing its brand?

Over the past several years, our business has transformed into a simpler, more customer-centric organization that focuses on the journeys through life our customers are taking, and how they define success along the way. Our brand, name and customer experience change shows that it's not about us as a financial services organization defining success for our customers – it's about us meeting them where they are and helping them achieve their goals on their own terms.

## Is updating of the brand all about the shorter name, or is there more to it?

The shorter name signals that we are easier to do business with. But the name is just one outcome of a multi-year journey that places simplicity, clarity and engagement at the center of the TIAA customer experience. It is emblematic of the firm we have become and epitomizes how we deliver an experience that meets people where they are. We are working harder than ever to actively engage our customers in achieving their financial goals by tailoring a range of solutions and services to their specific needs – at every stage of their lives. Our CREF offerings are still a big part of who we are, and remain important products for us and our customers. CREF is just no longer part of our name.

## Why was “TIAA” chosen?

The name TIAA is simple, yet broad enough to encompass the global financial services provider we are today – and will grow to become in the future. Removing “CREF” from the name – but not from our product line-up – strengthens brand clarity and focus, and helps to ensure that the name will resonate with customers. We're evolving but still maintaining our heritage.

## What remains the same about the organization amid these changes?

Though our name, look and customer experience are changing, our unique mission of serving those who serve others stays the same. The key attributes about our organization that have always been important to our clients will remain, including:

- We remain focused on the nonprofit market. We exist to serve the lifelong financial needs of those in the academic, medical, cultural, governmental and research fields.
- We are an award-winning global asset manager focused on delivering strong investment performance and results that span a lifetime.
- We live by our corporate values, the first of which is “put the customer first.”

## How would one describe the TIAA brand?

TIAA isn't merely about financial services; it's about who we are, who we serve, what we do and why we're different – all those things that make us a unique financial services partner. We know that each and every one of our customers defines success on their own terms, and that their definition changes over time. Our brand today is about meeting our customers wherever they are on their journey to success, helping them navigate their financial lives in a simple, clear way. Just straight talk – no jargon or legalese.

### **What is the meaning behind the TIAA logo?**

Our updated logo is designed to convey a bold, contemporary, forward-looking message, while remaining true to our heritage and mission. The logo's design is rooted in our current blue box, but is more modern and vibrant. The lower dark blue bracket is a visual representation of our heritage and that we are Created to Serve. The light blue arrow represents our vibrant, future-focused energy and that we are Built to Perform. When service and performance come together, they create a "window" into the outcomes we can deliver for our customers. The window gives us a focused and distinctive view into the lives of our customers – their perspectives, challenges and hopes and dreams – which are represented by vibrant illustrations.

### **How is the website ([TIAA.org](https://www.tiaa.org)) changing?**

As of Feb. 22, our website will reflect a new way of engaging current and prospective customers, including a more vibrant and more modern design and simpler, more relevant messaging that's easier for people to understand. It's more intuitive, features participant stories and uses plain language alongside clear, illustrative images. Content and tools geared toward different life stages are front and center, so visitors are quickly directed to the information they need the most and encouraged to learn more as they explore the website.

### **How did TIAA go about redesigning the website?**

Through extensive research, we found that our site engagement could be stronger, simpler and more reflective of what today's digitally savvy customer experiences elsewhere online. We redesigned the site to make it easier to use, with faster access to information and plain language that's simple and direct. We also worked closely with web experts to find a design, tone and navigation that will better connect with people and help us build a long-lasting relationship. We have been serving people who serve others for almost 100 years, and our updated web presence marks a commitment to excellence and exemplary service digitally.

**TIAA products may be subject to market and other risk factors. See the applicable product literature, or visit [TIAA.org](https://www.tiaa.org) for details.**

TIAA-CREF Individual & Institutional Services, LLC, Teachers Personal Investors Services, Inc., and Nuveen Securities, LLC, Members FINRA and SIPC, distribute securities products.

C29727