We’re Evolving Our Brand, Reflecting How We’ve Changed to Serve You Better

We’re now TIAA. Our shorter name is one way we are changing to serve you better. But that’s just a piece of how we are making it even easier for you to do business with us. Our evolving brand is all part of helping you pursue your financial well-being—to and through retirement.

Q: Why is your name changing?
A: Based on our research, current and prospective customers told us that the name TIAA conveys a simpler and more performance-driven image, which reflects who we are. From millennials just starting out to boomers who are near retirement—many people don’t know who we are or all the ways we can help them. Our brand evolution, including our shortened name, as well as our national marketing campaign and enhanced tiaa.org website, will allow us to reach more people and tell our story in a bolder, simpler and more comprehensive way.

Q: Why did you choose the name “TIAA”?
A: We chose the name TIAA after extensive research with clients, participants and prospective customers, which was aimed at gaining a deeper understanding of their financial needs and perceptions. This research showed us that removing “CREF” from our name (but not our product lineup) conveys a contemporary and performance-driven image, which reflects who we have become as an organization. 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. Further, in the digital age, “TIAA” is much easier to type on any device, easier to say and to remember.

Q: As a customer, how will I see or feel a difference in the new brand?
A: A number of enhancements to simplify the customer experience have been added recently, including an easier online account registration process; mobile app access; a redesigned web experience; and more self-service options. We have a number of additional enhancements for our customer experience from across our organization that are scheduled for introduction in 2016 and beyond.
Q: Are you changing what you offer and does this change anything about your CREF offerings?
A: No. This change does not alter our offerings in any way. CREF remains our premier variable annuity investment product, which has served thousands of institutions and millions of participants well in their retirement planning over the years. It’s worth noting that in the 1950s when CREF was added to our organization name, it was one of just two products we offered, along with TIAA Traditional Annuity. Now that we offer a full range of diversified financial services, a name built around two products seems out of step with who we are and where we’re going. Be assured that CREF is still a big part of who we are—it’s just no longer part of our name.

Q: What is the meaning/story behind the TIAA logo?
A: 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.

Q: How did your website (tiaa.org) change?
A: Our website reflects 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.

Q: Has anything changed about my holdings as a result of this brand change? And what happens to any certifications I hold that bear the TIAA-CREF or CREF name?
A: Your holdings all remain as they are, with all account agreements fully in force as before. With regard to certificates and the like, many of our products will still have “TIAA-CREF” or “CREF” as part of their full name. Be assured that any account documents you have that bear the name “TIAA-CREF” or “CREF” will remain fully valid.

Q: You talk about services for individuals that go beyond retirement offerings; what more can you tell me about that?
A: We remain true to our core mission of serving those who serve others, helping them build lifetime income to get to and through retirement. As part of that, today we offer a wide range of financial solutions – from insurance and investment products, to retirement plans, trusts and brokerage and dedicated investment professionals for customers with more complex needs. We also offer banking through TIAA Direct.¹

Q: Will this affect how I interact with your organization?
A: No, not at all. For example, all web addresses will automatically get redirected to tiaa.org (as opposed to tiaa-cref.org). So any “bookmarks” or “favorites” for pages on tiaa-cref.org will remain accessible through those same bookmarks and favorites. All contact phone numbers will remain the same as well, as will our product names.

¹ Deposit and lending services and products are provided by TIAA Direct®, a division of TIAA-CREF Trust Company, FSB. Member FDIC. Equal Housing Lender.

You should consider the investment objectives, risks, charges and expenses carefully before investing. Please call 877-518-9161 or log on to tiaa.org for current product and fund prospectuses that contain this and other information. Please read the prospectuses carefully before investing.

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