

Nuveen Enhances Brand Identity with a Focus on Long-Term, Generational Investing

New Brand Platform “Invest Like the Future is Watching” Reflects the Firm’s Purpose

NEW YORK, March 24, 2025 – Celebrating a decade of client-centric success and global growth through the unification of 11 different brands and investment capabilities, Nuveen, the investment manager of TIAA, is introducing a new brand platform that articulates the firm’s core purpose: investing for future generations to thrive.

The new brand platform underscores our experience in adapting to the changing needs of investors through 125 years of market cycles¹. Additionally, it highlights our evolved suite of leading investment solutions and the firm’s uniquely diversified expertise in fixed income, equities, real estate, real assets and private capital.

“This campaign captures how Nuveen’s longstanding experience informs our accelerated evolution and perspective on the future. It is authentic to the core of our culture and our drive for excellence that’s rooted in optimism, confidence and a forward-thinking vision.” **said Tara Giuliano, Chief Marketing Officer, Nuveen.** “Reimagining the iconic Nuveen ‘N’ as a window illustrates the firm’s attributes of transparency, access and foresight while reinforcing the vision of our new tagline [‘Invest like the future is watching.’](#)”

A Global Presence in Public, Private Markets

Today, Nuveen manages an array of public and private assets for clients around the world and on behalf of parent company TIAA, one of the world’s largest institutional investors, a purpose-driven highly rated insurance company² and a retirement provider. As a \$1.3 trillion global asset manager, the firm has approximately 1,300 institutional clients in 32 countries³ and serves seven of the world’s 10 largest pension funds⁴.

“In the last decade, we have established a truly unique platform of public and private investment capabilities across asset classes, partnered with clients to meet their investment objectives, and launched a global institutional client channel, all while maintaining competitive investment performance,” **said Giuliano.** “We are now in an exceptional position to extend our global business as a leading asset manager with world-class investment capabilities, distribution and product expertise.”

Investing involves risk. Principal loss is possible.

¹ Nuveen traces its history to 1898 when the company began underwriting municipal bonds.

² For its stability, claims-paying ability and overall financial strength, Teachers Insurance and Annuity Association of America (TIAA) is a member of one of only three insurance groups in the United States to currently hold the highest rating available to U.S. insurers from three of the four leading insurance company rating agencies: A.M. Best (A++ as of 7/24), Fitch (AAA as of 8/24) and Standard & Poor’s (AA+ as of 5/24), and the second-highest possible rating from Moody’s Investors Service (Aa1 as of 10/24). There is no guarantee that current ratings will be maintained. The financial strength ratings represent a company’s ability to meet policyholders’ obligations and do not apply to variable annuities or any other product or service not fully backed by TIAA’s claims-paying ability. The ratings also do not apply to the safety or the performance of the variable accounts, which will fluctuate in value.

³ As of 31 Dec 2024.

⁴ Based on study from Willis Towers Watson, Thinking Ahead Institute | Pensions & Investments 300, September 2024, rankings based on U.S. funds’ data as of 30 Sep 2024 and Non-U.S. funds’ data as of 31 Dec 2023, certain exceptions; updated annually.

The Nuveen brand platform was developed in collaboration with global advertising agency Forsman & Bodenfors (F&B), a solutions-driven, creative collective that is part of the global marketing network, Stagwell.

To ensure that the new creative platform and visual identity would be meaningful with intended audiences, Nuveen and its agency conducted in-depth qualitative research across key markets, interviewing several hundred institutional investors, advisors and consultants in the U.S., the U.K., Japan and Germany.

“In our collaborative research, it became apparent that ‘Invest like the future is watching’ struck the right chord with Nuveen’s global client base,” **said Julien Bissuel, F&B’s Chief Solutions Officer/Managing Director North America.** “It was truly a pleasure to partner with the Nuveen team to reimagine the way their storied brand will reach audiences in a new way as they rise to the opportunities and challenges of the years ahead.”

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About Nuveen

Nuveen, the investment manager of TIAA, offers a comprehensive range of outcome-focused investment solutions designed to secure the long-term financial goals of institutional and individual investors. Nuveen has \$1.3 trillion in assets under management as of 31 December 2024 and operations in 32 countries. Its investment specialists offer deep expertise across a comprehensive range of traditional and alternative investments through a wide array of vehicles and customized strategies. For more information, please visit [Nuveen.com](https://www.nuveen.com).

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