



**Media Contact:**

Andy Merritt

(781) 924-6996

[amerritt@hencove.com](mailto:amerritt@hencove.com)

## **Washington-based Panagiotu Pension Advisors (PPA) Unveils New Corporate Brand Identity**

*Retirement Plan Administration Services Firm Serving Thousands of Plans in Pacific Northwest Introduces Modernized Identity and New Website*

**UNIVERSITY PLACE, Wash. — June 10, 2019** — Panagiotu Pension Advisors (PPA), one of the largest retirement plan administration services firms on the West Coast, today unveiled its newly redesigned brand identity. The launch of the firm’s new visual identity includes a refreshed corporate brand and color scheme, reflected in its communications, correspondence, and social media. It also marks the unveiling of its newly redesigned website, which can be found at [www.ppatpa.com](http://www.ppatpa.com).

The new brand is the latest chapter in the company’s evolution into a forward-thinking, trusted resource for thousands of retirement plan clients. It includes an update to the primary logo to highlight the widely used “PPA” moniker, by which many clients and partners already refer to the firm. The overall visual identity is enhanced by a modernized font treatment, with a singular color scheme that stands out among the firm’s peers.

“We couldn’t be more excited about our new look,” said PPA President Tony Panagiotu. “We have established ourselves as a leader in the retirement plan services industry over a history that spans more than 50 years, and this new brand identity gives us the kind of bold, meaningful visual presence that will be memorable to us and our clients. It reflects our past, but also our continued commitment to being an innovative, versatile firm that puts the needs of our clients first.”

Additionally, the firm’s website has received a full overhaul. The redesigned home of PPA on the web is designed to highlight the firm’s commitment to client service, with individual areas dedicated to plan advisors and plan sponsors. It also has a robust resources section that features news, thought leadership, key information, and video content aimed at enhancing clients’ understanding of the vast universe of retirement plan options.

Many areas of the site feature images of the iconic scenery in and around Puget Sound, including majestic Mount Rainier, reflecting the firm’s longstanding presence in the greater Tacoma area.

“This has been our home since our founding, and it was important to us to celebrate the beauty of our surroundings,” Panagiotu said.

The new brand and website also highlights PPA’s relationship with Boston-based Group RHI, a national organization of retirement plan services firms that serves thousands of plans across the country. PPA is joined by RHI in Houston, Texas; America’s 401(k) in Dallas, Texas; The Pension Studio in West Palm Beach, Fla.; and Billings & Co. in Sioux City, Iowa.



To learn more about PPA, please visit [www.ppatpa.com](http://www.ppatpa.com).

### **About PPA (Panagiotu Pension Advisors)**

PPA (Panagiotu Pension Advisors) is a 401(k) and Retirement Plan Administration firm serving thousands of retirement plans for clients throughout the Pacific Northwest. The firm manages legal, accounting and compliance functions for Qualified Retirement Plans, and the firm's assets, personnel and resources are dedicated exclusively to the retirement plan administration and plan document field. The firm took root over 50 years ago as a CPA practice, and after creating its Retirement Plan Division in 1989, it moved to work exclusively in 401(k) and retirement plan administration in 2007. PPA is located in the Tacoma suburb of University Place, Wash. For more information, visit [www.ppatpa.com](http://www.ppatpa.com).