



We are GoWest Credit Union Association, and we champion credit unions of the West.

We are solutions-oriented and passionate about creating new, innovative opportunities to accelerate credit unions so they can become the preferred choice for consumers.



We are...
ADVOCATES



We deliver...
EXCELLENCE



We foster...
COMMUNITY



We are...
CREDIBLE



We are...
DYNAMIC

We embrace our inventive focus and use our **steadfast voice to give elevated influence** to our association of collaborative allies.

As an organization, **we promise to create an environment where credit unions can provide the most relevant products and services to their members today and in the future.**

This drives us closer to our strategic purpose **to ignite and cultivate progress that empowers credit unions to best serve their members and communities.**

OUR NAME

GoWest reflects the bold, pioneering spirit, future-focused, and hyper-local mindset of our member credit unions.

GoWest conveys our...
Innovative nature

GoWest articulates our...
Passion & fortitude

GoWest showcases our...
Collaboration

GoWest pronounces our...
Commitment

OUR MARK

Our logo mark connects us to our western heritage by forming an abstract mountain and sun. The clean, fluid lines indicate a path, which speaks to the journey our member credit unions take with us.



Our Foundation and Solutions brands have consistent and unique elements to differentiate the entities and highlight their specific values and goals.



Our tagline is very powerful, clean, and simple.

GO FORWARD. GO TOGETHER.