

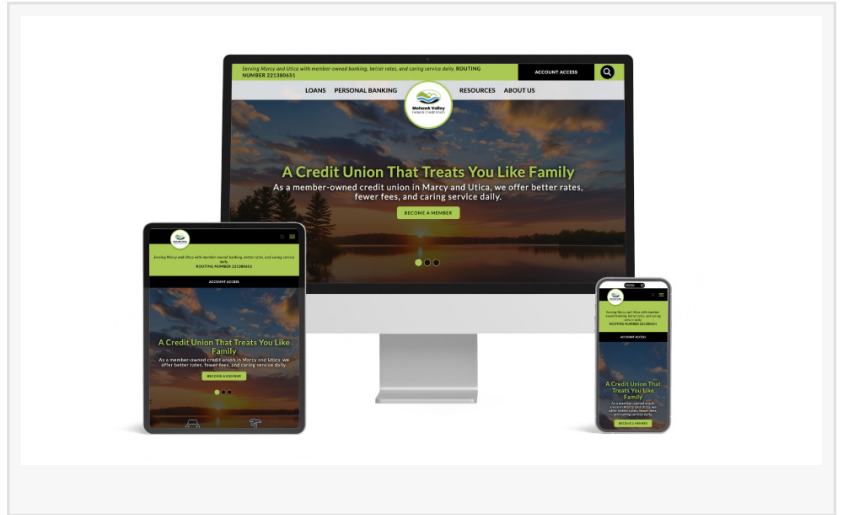
OMNICOMMANDER Launches New Website and Brand Identity for Mohawk Valley Federal Credit Union

New logo and digital experience bring a modern look to more than 50 years of member-first service in Central New York

SANTA ROSA BEACH, FL, UNITED STATES, September 2, 2026

/EINPresswire.com/ --

[OMNICOMMANDER](#), the leading website and digital marketing provider for financial institutions, has launched a new website for [Mohawk Valley Federal Credit Union](#), marking the next chapter in a partnership that also included the development of a new logo and refreshed visual identity for the credit union.



Founded in 1971, Mohawk Valley Federal Credit Union has spent more than five decades serving members throughout Central New York with a focus on personal relationships, local decision-

making, and financial services designed around the needs of its members. As the credit union continues to grow and evolve, its leadership saw an opportunity to modernize both its brand and digital presence while remaining true to the organization members have trusted for generations.

“

Our new logo gives us a fresh identity that still feels true to who we are, and our new website makes it easier for members to connect with us and find the financial resources they need.

”

*Jaime McCloskey, CEO of
Mohawk Valley Federal Credit
Union*

OMNICOMMANDER worked with Mohawk Valley FCU to create a new logo that gives the credit union a fresh, modern identity while providing a strong foundation for its future marketing and communications. That updated brand is now brought to life throughout the newly launched website, creating a consistent experience across the credit union's digital presence.

"Getting to work on both the brand and the website gave

our team an opportunity to think about the entire member experience," said [Eric Isham](#), Founder and CEO of OMNICOMMANDER. "Mohawk Valley FCU has more than 50 years of history and an incredibly strong commitment to its members and community. We wanted to modernize how that story is presented without losing what makes them who they are. The new logo and website accomplish that, and I am extremely proud of what our teams created together."

The new website features a streamlined navigation structure designed to help members quickly connect with the products, services, and information they need. Visitors can easily explore auto, home equity, mortgage, and personal lending options, access checking and savings information, review current rates, connect to online banking, and find important member resources.

The site also expands access to financial education and self-service resources, including financial calculators, security information, membership resources, ATM access, and digital banking information. A mobile-responsive design provides a consistent experience across smartphones, tablets, and desktop devices, giving members convenient access wherever they choose to connect with the credit union.

Throughout the website, Mohawk Valley FCU's member-first personality remains front and center. The site's message, "A Credit Union That Treats You Like Family," reinforces the personal approach that has distinguished the credit union, while the updated design introduces the organization to a new generation of members.

"As Mohawk Valley Federal Credit Union continues to grow, we want every part of our organization to reflect the level of service our members deserve," said Jaime McCloskey, CEO of Mohawk Valley Federal Credit Union. "Our new logo gives us a fresh identity that still feels true to who we are, and our new website makes it easier for members to connect with us and find the financial resources they need. We are excited about what this represents for the future of our credit union while continuing to provide the personal service our members have always known."

The website and brand refresh come during a period of continued investment and growth for Mohawk Valley FCU as the organization enhances the ways it serves members both digitally and throughout its local communities.

"Financial institutions should not have to choose between preserving their history and building for the future," Isham added. "The strongest brands are able to do both. Mohawk Valley FCU now has a digital presence and visual identity that reflects where they have been, who they are today, and where they are going next."

The new Mohawk Valley Federal Credit Union website is now live at mohawkvalleyfcu.org.

About Mohawk Valley Federal Credit Union

Established in 1971, Mohawk Valley Federal Credit Union is a member-owned financial cooperative serving members throughout Central New York. With locations in Marcy and Utica, New York, the credit union provides personal banking, lending, digital banking, and financial services while remaining committed to local decision-making, personal relationships, and putting members first.

About OMNICOOMMANDER

OMNICOOMMANDER is the #1 digital marketing agency for credit unions and banks, delivering the first fully integrated digital ecosystem built exclusively for financial institutions. As a veteran-owned company, OMNICOOMMANDER's mission is to empower financial institutions to have control over their digital presence. Every OMNICOOMMANDER solution is powered by a world-class team of financial institution experts. Specializing in fully customized, ADA-accessible websites and end-to-end marketing solutions, OMNICOOMMANDER helps financial institutions strengthen their brands, improve digital engagement, and achieve measurable growth. For more information, visit [OMNICOOMMANDER.com](https://www.omnicommander.com).

Christi Sims

OMNICOOMMANDER

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/939117389>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.