Brand Guidelines
Optometric Vision Development & Rehabilitation Association

December 2023
Who is OVDRA?

OVDRA, founded as the College of Optometrists in Vision Development (COVD), is a non-profit, international membership association of eye care professionals including optometrists, optometry students, and vision therapists. Established in 1970 as COVD but operating as OVDRA, the organization provides board certification for optometrists and vision therapists who are prepared to offer state-of-the-art services in:

- Behavioral and developmental vision care
- Vision therapy
- Neuro-optometric rehabilitation

These specialized vision care services develop and enhance visual abilities and correct many vision problems in infants, children, and adults. Vision care provided by all members is based on the principle that vision can be developed and changed.
Mission

Improving lives by advancing excellence in developmental and rehabilitative neuro-optometric vision care through education and board certification.

Core Values

• Quality
• Integrity
• Forward Thinking
• Inclusive Community

Vision

OVDRA is a leading authority in education and recognized world-wide as the primary provider of fellowship in optometric vision care and rehabilitation.
Fellow (FOVDR)

What is Optometric Vision Development & Rehabilitation Association (OVDRA)?

OVDRA is a non-profit, international membership association of eyecare professionals. Established in 1970. OVDRA’s mission is to improve lives by advancing excellence in optometric vision therapy and rehabilitation through education and board certification.

What do the letters FOVDR after your Doctors’ name mean?

Fellow of Optometric Vision Development & Rehabilitation Association

What is a OVDRA Fellow?

A Fellow has demonstrated advanced competency and is board certified the areas of vision development, vision therapy and vision rehabilitation. A fellow has met all eligibility requirements of experience and education set forth by the International Examination and Certification Board of OVDRA and has successfully completed a rigorous peer reviewed process including open book questions, case reports, a multiple-choice examination and oral interview evaluation. The process culminates in the identification of those professionals with demonstrated knowledge and clinical skills in vision care as related to development and behavior, Fellows of OVDRA.

What does an active Fellowship tell you about your doctor?

Your doctor is dedicated to professional development as a leader in the field of vision therapy and has met all requirements set forth by the International Examination and Credentialing Board of OVDRA to earn and maintain their Fellowship.

Your doctor is dedicated to drive progress through clinical excellence and research in developmental vision care, optometric vision therapy and rehabilitation.
Certified Optometric Vision Therapist (COVT)

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What do the letters COVT after your therapists’ name mean?

Certified Optometric Vision Therapist

What is a OVDRA Certified Optometric Vision Therapist?

Certified Optometric Vision therapists are under the direct supervision of a Board-Certified Fellow. COVT’s have completed the eligibility requirements and a peer reviewed process as set forth by the International Examination and Credentialing Board in vision development, vision therapy, and vision rehabilitation. COVT’s have successfully completed a series of peer reviewed open book questions, a multiple-choice examination, and an oral interview evaluation culminating in the identification of being a professional with demonstrated knowledge and clinical skills in vision care as it relates to development and behavior, a COVT.

What does an active COVT tell you about your therapist?

Your therapist is dedicated to professional development as a leader in the field of vision therapy and has met all requirements set forth by the International Examination and Credentialing Board of OVDRA to earn and maintain their COVT including continuous supervision from a behavioral Optometrist.

Your therapist is dedicated to drive progress through clinical excellence and research in developmental vision care, optometric vision therapy and rehabilitation.
Alternative Logos

Acronym

Condensed Acronym

Optometric Vision Development & Rehabilitation Association

Condensed Wordmark
Alternative Logos

Acronym Greyscale

Condensed Acronym Greyscale

Primary White

Optometric Vision Development & Rehabilitation Association
Proud Member Logos

PROUD MEMBER OF

OVDRA

Optometric Vision Development & Rehabilitation Association
Logo Misuse

Please be advised that the use of the current OVDRA logo and name (inclusive of any additional OVDRA authorized trade names), or use of other organizational symbols as a promotional tool on websites, in literature, in advertising on certificates or for specific services and products is not permitted in a way to indicate support, ownership, sponsorship or accreditation if not specifically approved by the organization. The use of the logo is only allowed by endorsed partners and in cases where there are direct agreements, produced and procured by the Board of Directors or the International Office.

To help navigate questions as it relates to the use of logos, we’ve prepared a frequently asked question page in the website resource center. If you have any questions related to logo usage, please refer to the documents page in the resource center. You can access the resource center by logging into your OVDRA account. Once you are logged in, navigate to the top of your screen and hover your mouse over Members and then Member Resources. You will then click on Documents.

Should you have a request to use a logo please submit directly to info@covd.org and we will follow up with the next steps. Please be advised, should your request be education certificates or endorsement of courses you may be asked to submit an outline.
Logo Misuse

Do not change the colors of the logo.
Do not tilt the logo or present it at an angle.
Do not convert the logo to outlines.
Do not stretch or distort the logo.
Do not stack the logo and icon.
Do not change the position of the icon or type.
Do not change the logo font.

When using the logo, it is important to ensure clear space between the logo and other assets or text to maximize visibility.
Typography

Roboto

Roboto allows for a natural reading rhythm and is the primary typeface used in the OVDRA logo.

https://fonts.google.com/specimen/Roboto

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Condensed

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</tbody>
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75%  | 50%  | 25%