



# NIVO

Nivo is a startup that seeks to revolutionize the equestrian sports world by using state-of-the-art sensor technology to optimize training, prevent injuries and track performance. Nivo gives riders, trainers and vets a whole new level of insight into the performance and well-being of horses.

We helped them with brand story, naming, visual identity, digital platform and product design. The name and overall brand identity is all about niveau (hence: Nivo) — elevating performance through movement, rhythm, precision and balance. In particular, the logotype was inspired by the galloping horse and we wanted to use simple slants and counter slants to create balance, tension and release in the type treatment.

#### INSIGHT

It wasn't before the first galloping horse was photographed by Eadweard Muybridge in 1872 that it was proved that horses actually become airborne when galloping. The Nivo identity was heavily inspired by this series of historical photographs, and the idea of capturing movement using state-of-art technology — it's as relevant now, as it was then.









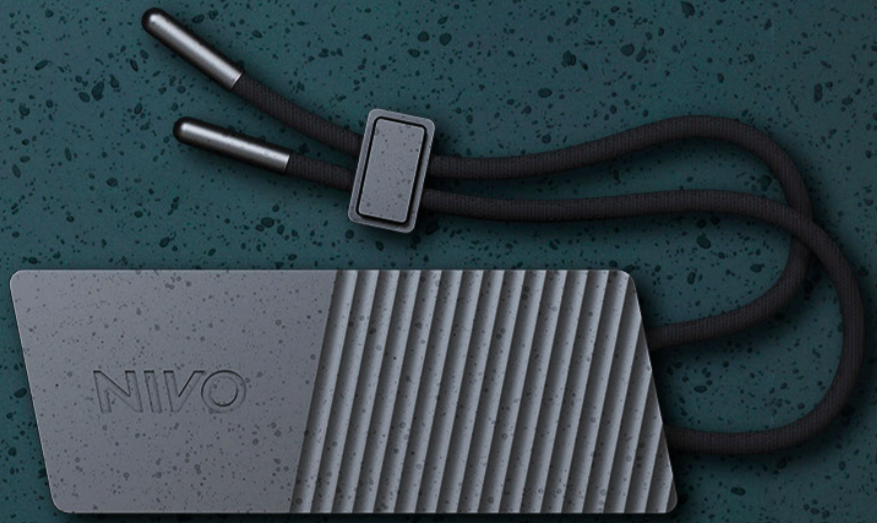


**NIVVO**









**NIVO**

Nivo Performance  
Henrik Flintegaard Ehlert  
Erik Husfeldts Vej 7  
2630 Taastrup  
Denmark

Monday 25  
March 2019

**HELLO JOHAN**

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Med venlig hilsen,

Henrik Flintegaard Ehlert

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**NIVO**

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**TRAIN &  
PERFORM**

**NIVO**



PEGAS

03:49

**HIGH**  
CURRENT INTENSITY

STOP

PEGAS

05:37

**LOW**  
CURRENT INTENSITY

STOP

PEGAS

INTENSITY

Date	Intensity
24 Jan 19	High
12 Jan 19	Medium
3 Jan 19	Low
26 Dec 19	High
18 Dec 19	Low
16 Dec 19	Medium
12 Dec 19	Low
28 Nov 18	Medium
22 Nov 18	High
16 Nov 18	Medium

December 26  
**Afternoon canter with Pegas**

Duration	Intensity
24:30	High

SYMMETRY INDEX

NEW SESSION

PEGAS

12:49

**MEDIUM**  
CURRENT INTENSITY

STOP

PEGAS

24:51

**MODERATE**  
CURRENT INTENSITY

STOP