



TITANKER



SOCIAL Brand Book

THIS BOOK IS OUR TRAIL

The winding curves of city streets. The long shadows of trees falling on the sidewalk. The warm wind wrapping around you as your tyres smoothly take you to an undiscovered corner of the city. The sun ticks away in the sky, offering a single streak of light that turns this city corner into a scene straight out of movie. That single streak was crafted just for you to see the city in a new light. You ride, and that new light follows, unlocking the innate beauty of the city streets.

Imagine if you could capture all those emotions, those feelings, that journey, all in one place.

Welcome to the world of Titanker.

THE ORIGIN OF TITANKER

PART ONE

The light landed on us in 2015.

We loved the great outdoors. We still do. We still take our bikes, ride out of the city, and spend the night staring into the stars or exploring the endless trails.

Our whole lives, we'd been told that there was a war between Nature and The City. One was pure, goodness, and truth. The other was sin, evil, and falsity.

But as we rode back into The City from our endless trails, we saw the light. We saw what the world refuses to recognise: that The City contains a hidden, yet undeniable, natural beauty. Every street was lined with adventure, every corner was a discovery, and every breath contained the essence of urban exploration.

THE ORIGIN OF TITANKER

PART TWO

No one sees this side of The City.

As we discovered hidden gems and concrete creations, we also saw the disconnected people. These people drift unconsciously past every sight, every person, and every opportunity to explore. They take the same path each day. City life is a routine for them.

It gave them the feeling of comfort. But it was an illusion. They seek a sense of belonging and connection with their city. But they were scared of being woken up, of having to interact with the bustle and the people in that bustle. Life was a fear of connecting. Of looking around. Of seeing The City as more than a way to survive.

THE ORIGIN OF TITANKER

PART THREE

We want to bring life and light back to The City.

We want to be the spokes between people, to show them that City life is safe place to open yourself up to. To learn, to love, and to find joy within. To embrace urban exploration at every opportunity. Seeing the beauty in the bustle.

That's how our first products came to life. We had to replace that psychological illusion of safety that kept them trapped, with a real, tangible symbol of support: bike locks.

A world without theft may be the dream, but to create that world, we must build a City-wide feeling that lives in every heart, starting with a symbol, a lock that does not discourage theft, but promotes trust, peace, and harmony.

TITANKER'S PHILOSOPHY OF NATURE

To us, the city is a vast canvas where the brushstrokes of nature are painted in the most unexpected ways. You can see it in the sprouting greenery between pavements, hear it in the bird songs echoing amidst the bustle, and feel it in the tranquility of a small park nestled between towering buildings.

Every lock we create, every city street we traverse, every cyclist we serve, we carry a dream - a dream of an urban oasis that mirrors the serenity, beauty, and safety of the great outdoors.

At Titanker, we bring you closer to nature, right here in the city you call home.

BEFORE WE BEGIN OUR JOURNEY...

As we journey together, it's crucial to understand what makes us stand out, what makes Titanker not just another brand, but a movement, a philosophy, a way of life.

Unlike our competitors, we don't see the city as a threat to be safeguarded against, but as a canvas ripe for exploration, a space humming with hidden wonders. We see every locked bike not as a secured possession but as an invitation to unlock new experiences, to connect, to explore, to feel at home.

With Titanker, security is not a solitary act but a shared journey. A journey into creating a cityscape where trust prevails, where beauty is discovered, and where the excitement of the outdoors is felt right here in the heart of the city.



BRAND STORY

Imagine a young cyclist, new to the city, standing at the threshold of an urban labyrinth, bike in hand, and anticipation in their heart.

Under the inviting city sunshine and amidst the vibrant urban palette, they kick-start their journey. Their trust in Titanker, a symbol of reliability and safety, fuels their desire to explore, to peel back the layers of the city, to seek the hidden pockets of natural beauty tucked within urban expanses.

The journey has just begun, but with each ride, the city becomes a little less daunting, a little more familiar, gradually transforming into a place they can call home.

THE TITANKER NAME

As our urban explorer soaks in the city's warmth, basking in the golden urban sunlight that weaves through the city skyline, their steadfast companion, Titanker, remains by their side.

This name, combining the immense power of a 'titan' with the grounding assurance of 'anker' (anchor in Dutch), Titanker brings the warmth, strength, and vibrance of the outdoors into the city life.

As the name Titanker echoes through the city's avenues, it casts a light, ensuring every urban exploration is a journey back to the heart of nature.

UN SDGs

Navigating the city streets, we're aware of the grand journey we're part of - towards a world where health, prosperity, and sustainable living are everyone's rights.

We've set our compass to align with key UN Sustainable Development Goals:

- Good Health and Well-being (Goal 3),
- Decent Work and Economic Growth (Goal 8),
- and Sustainable Cities and Communities (Goal 11).

Currently, we're in the phase of preparing our blueprints - our brand plan - to ensure a well-coordinated approach towards these goals. We might not have kick-started our SDG initiatives yet, but rest assured, our commitment is unwavering. We're getting ready to ride steadfastly towards a sustainable future.