



Korea's Representative Local Character IP

PONG DANG FAMILY
PONG DANG FAMILY



‘Pongdang Family’

As the representative characters of the Jeju-based enterprise ,
this captures a heartwarming yet cheerful story of them
becoming a true family in each other's daily lives!

It follows a special encounter between the high-spirited Boo Rabong,
the sweet yet fierce Yang Pongdang, the warm-hearted Go Lebang,
as well as Nyang Nyangi, Hokko, and Gu Aegu.



PongDang Family

Core Lore

'BOORABONG, the Family Collector?'

Peculiar characters start gathering one by one at the house of 'GOLEBANG', a Jeju Dolhareubang (stone grandfather statue). It all begins with 'BOORABONG', an amnesiac troublemaker who unexpectedly arrived inside an ordered box of Hallabong!

GOLEBANG takes in BOORABONG, who has nowhere else to go. BOORABONG adapts to the house in no time and even starts bringing in friends who are in similar situations! Starting with 'YANGPONGDANG', a job seeker rescued from the sea; followed by 'HOKKO', a wounded baby white deer found on the street; 'NYANGNYANGI', a stray cat that "chose" BOORABONG on the road; and even 'GUAEGU', a farm-guarding puppy BOORABONG ran into while stealing tangerines! With personalities and backstories as diverse as can be, these friends gather under one roof, creating a bustling and lively daily life...

Though different, they fill each other's gaps and become a true family.



PongDang Family

Character Introduction



**YANG
PONGDANG**



**NYANG
NYANGI**



**BOO
RABONG**



HOKKO



**GO
LEBANG**

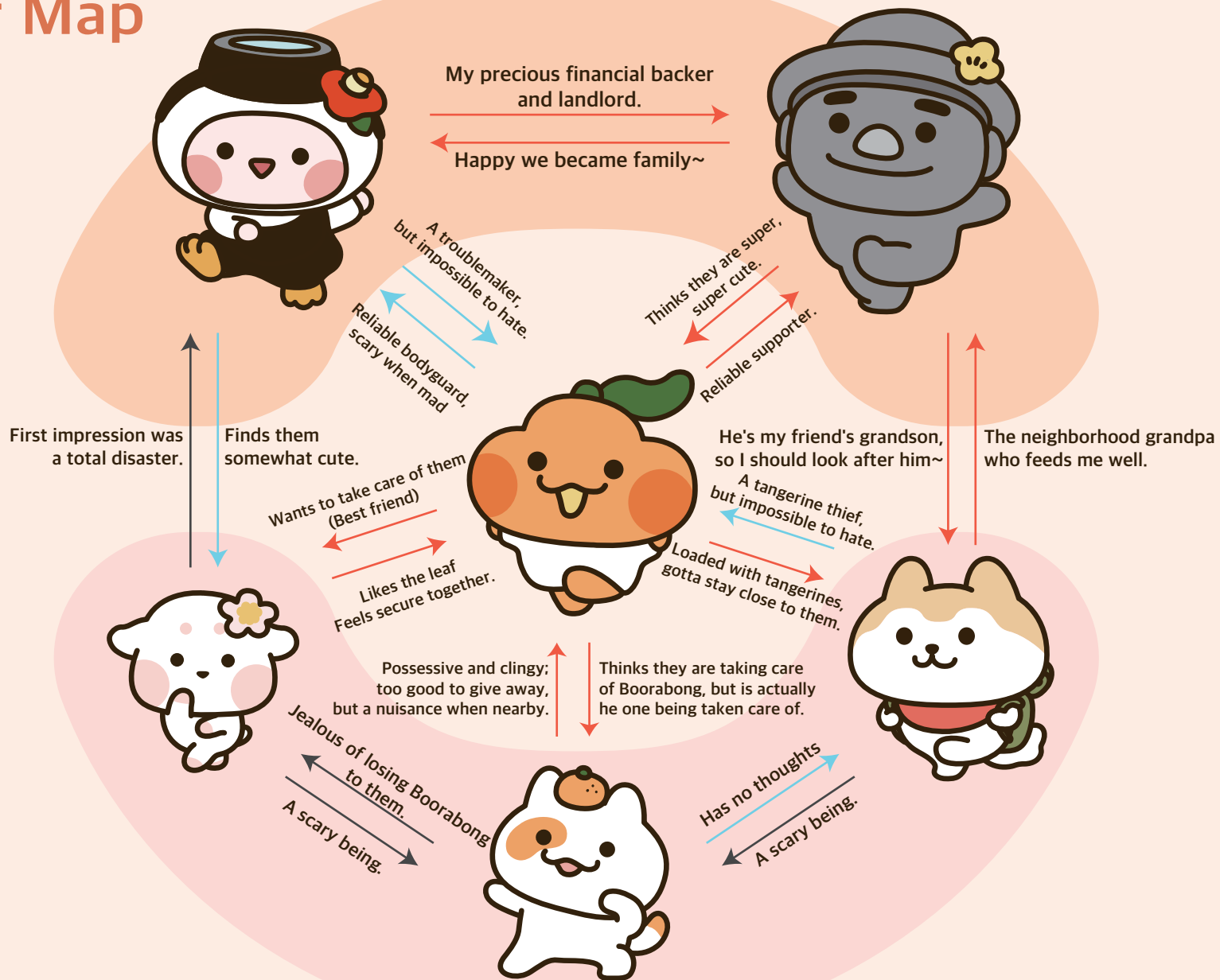


**GU
AEGU**

PongDang Family Character Map

They seem to be of different ages,
but they act like friends.

Positive →
Neutral →
Negative →



Pet Roles

PongDang Family

Character Description



부라봉_BOO RABONG

A quirky and innocent Hallabong character with the best scent, taste, and curiosity in the universe! He is a pure-hearted troublemaker who often causes mischief with his wild imagination.



구애구_GU AEGU

A former stray puppy who was his grandma's absolute favorite. Since she passed away, he reliably guards the tangerine farm. He is mature, fiercely loyal, and loves to help out.



양풍당_YANG PONGDANG

Always smiling, but can sometimes be chillingly scary. Still, once she's on your side, this rabbit is the ultimate ally. She is an extremely realistic character who constantly drops brutal truths and facts.



냥냥이_NYANG NYANGI

A stray cat who "chose" Boo Rabong for his cuteness, but somehow ended up becoming the butler to the troublemaker. He might secretly be a back-alley boss! He is shy and very cautious around strangers.



고르방_GO LEBANG

Soft and emotional on the inside, despite his hard stone exterior. He is a kind yet old-fashioned, stubborn Dolhareubang(stone statue) whose age, occupation, and everything else are a complete mystery.



호꼬_HOKKO

Thought to be a puppy, but actually a baby white deer left behind from the herd due to his short legs. He loves rolling around and forms a perfect, matching duo with Rabong.

PongDang Family

Main Characters



BOO
RABONG

GO
LEBANG

YANG
PONGDANG

NYANG
NYANGI

HOKKO

GU
EAGU

<Height Chart>



BOO RABONG _ 부라봉

BOORABONG, with a mental age of 1, is armed with quirky charm and pure innocence! He is a cheerful, innocent character who lives every day as if it's his birthday. Just looking at this cutie gives you a burst of vitamin-like energy~ Rabong's ultimate dream is to become the finest, most premium fruit in the universe!

"Ever seen a Hallabong this awesome?
I'll be the best fruit in the universe!
Just watch me~"

-Personality Type(MBTI) : Campaigner (ENFP-A)

-Likes: Tangerines, Sweets, Friends, Winter

-Dislikes: Crows/Magpies, Summer

-Strengths: Positive, high-energy, cold-resistant

-Weaknesses: Reckless, moody, easily gets hot

-Hobbies: Music, dancing, Recreating memes, Eating food, being nosy

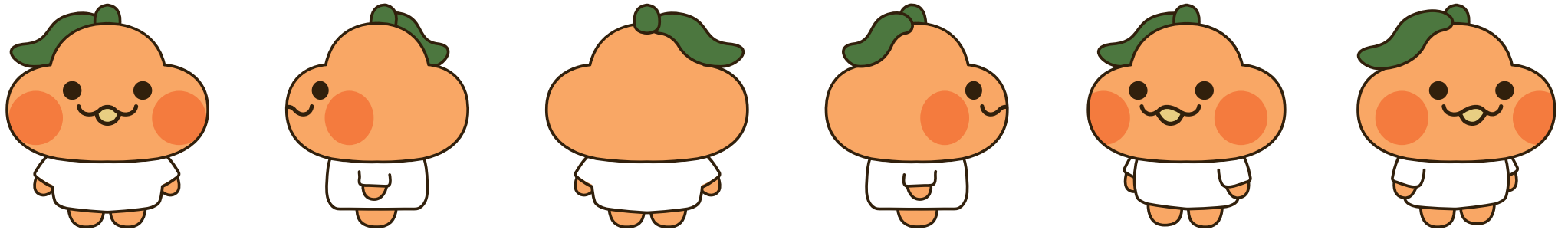
-Special Skill: Mascot part-timer (No suit needed!)

-Traits: Shoots juice when mad / Uses "-bong" (Hometown dialect)



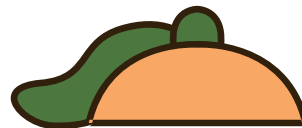
CHARACTER.TURN AROUND

BOO RABONG

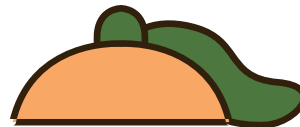


BOORABONG

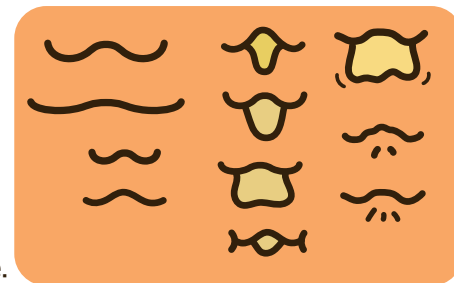
- default eyes are perfect circles. (Do not resize)
- Half-closed eyes should look like this.
- Vertical eyes are not allowed.
- Sparkly eyes are slightly larger than the default eyes.
- Tired eyes.
- Teary eyes are even larger.
- Scared eyes are the default size but with wrinkles added.
- Fully closed eyes are slightly wider horizontally than open eyes.
- happy eyes.
- Hollow eyes are the exact same size as the default eyes. (They must not get any larger.)



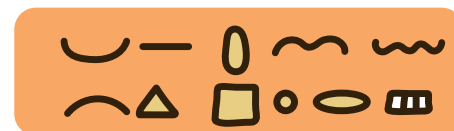
The leaf can be placed on either the left or right side.



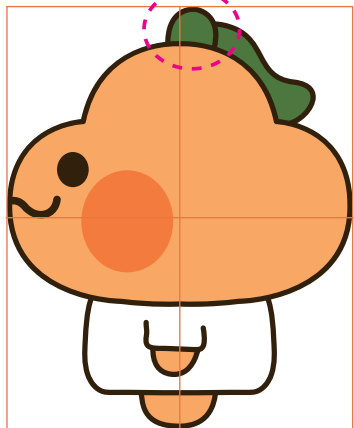
The upper lip can only be modified while maintaining the wavy, inverted '3' shape.



Exception)
The center must not be pointed.



From the side view, the stem tilts slightly backward from the center.



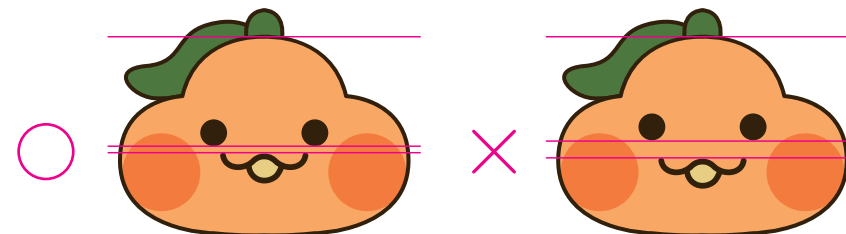
The proportions are close to 1.5 heads tall.



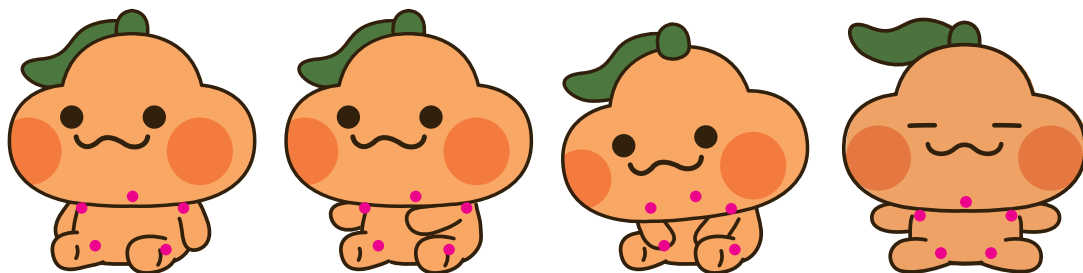
The head and body are horizontally wider in the front view than the side view.



※ Do not place the eyes and mouth too far apart vertically.



● Bone (?) Pivot Points



Smiling eyes



Closed eyes



GO LEBANG _고르방

Despite his hard exterior,
his heart is as soft as pudding,
and his gentle smile is his best charm.
Thanks to his long life, he is full of wisdom and wealth.
He is also a huge chatterbox...

“Hello! Please show lots of love for our Pongdang Family!
Our Rabong is so cute and lovely...(Omitted)
Our Pongdang is so brave, and the haenyeo... (Omitted)
Oh! And as for me... (Omitted due to length)”

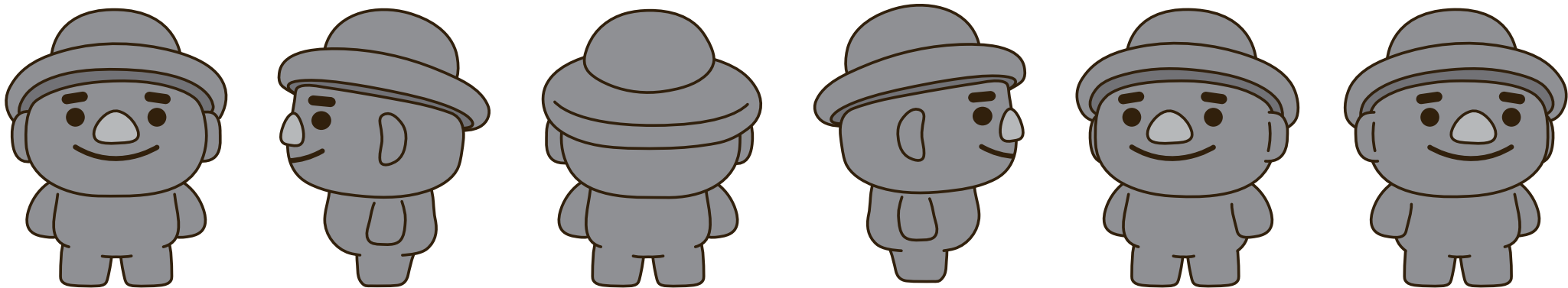
-Personality Type(MBTI) : Protagonist (ENFJ-A)

- Likes: BOORABONG, Hallabong, Canola flowers, Chitchat
- Dislikes: Messy things, Rude behavior
- Strengths: Reliable & generous, feels no impact pain
- Weaknesses: Chatty, dad jokes, sensitive, old-fashioned
- Hobbies: Fanboying over BOORABONG, Reading, Cleaning
- Special Skills: Cooking, Making money, Spending money (on friends)
- Traits: Rock-hard exterior, emotional softie interior (Hard shell, soft heart)

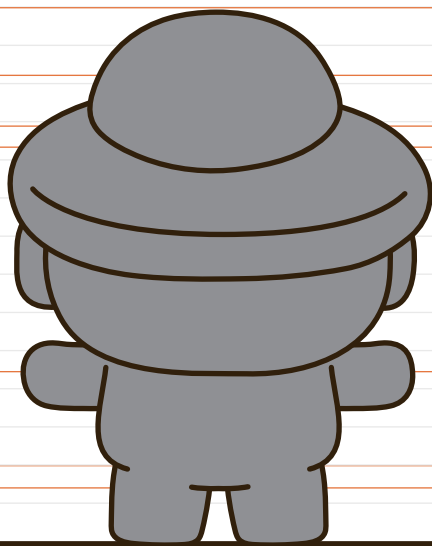
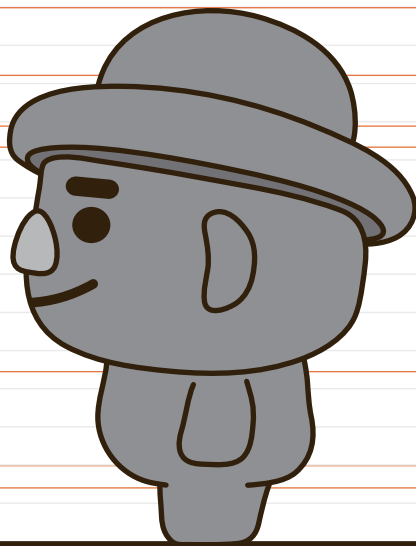


CHARACTER.TURN AROUND

GO LEBANG



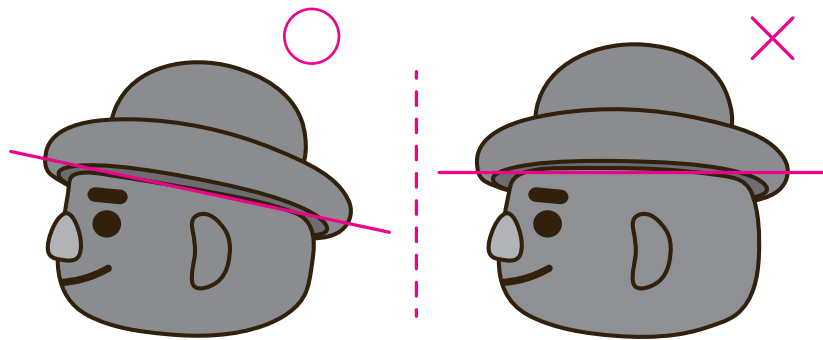
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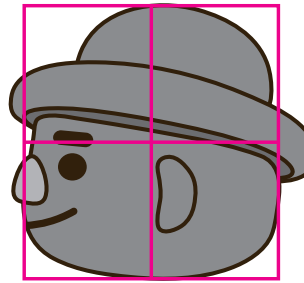
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GO LEBANG

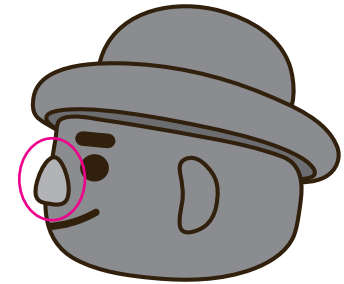
고르방



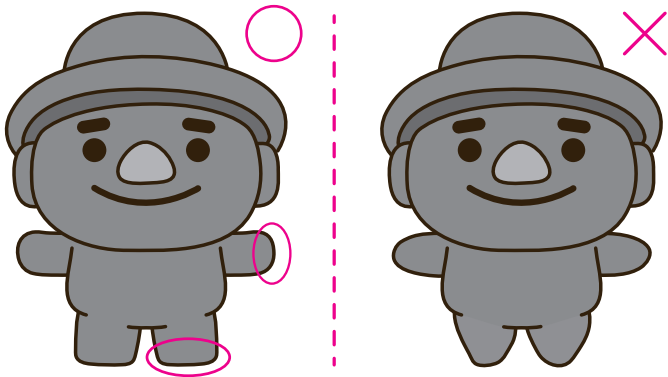
From the side view, the hat tilts backward.



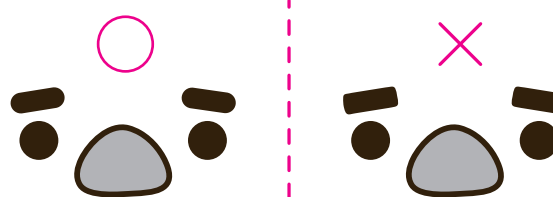
The ear is located slightly behind the center.



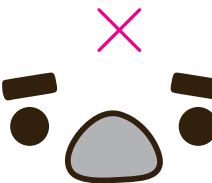
The nose has a bit of volume.



Fingertips and toes are blunt. Do not make them pointed.



Round the ends of the eyebrows.



Avoid sharp angles.



Wears glasses when working
(maybe due to farsightedness..?).

YANG PONGDANG -양풍당

A very spunky Jeju girl and a job-seeker of N years, Yang Pongdang always wears a haenyeo (traditional female diver) suit out of her deep respect for them. Pongdang is an extremely realistic character who frequently drops brutally honest straight talk and truth bombs.

"Ugh, stop asking!
The suit is just fashion!! I've never even gone diving.
I'm stressed enough about job hunting,
so stop bugging me!"

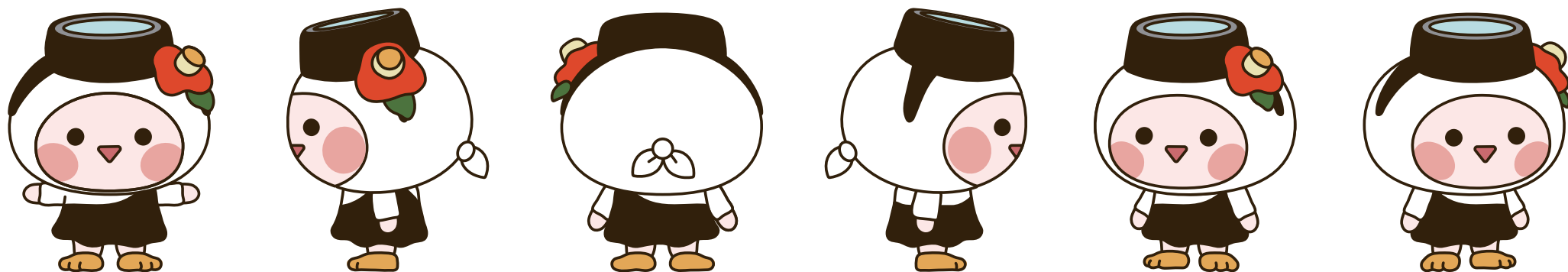
-Personality Type(MBTI) : Architect (INTJ-T)

- Likes: Haenyeo, Camellias, The sea, Animals
- Dislikes: Injustice, Unfairness, Being falsely accused, Bugs, Hiking
- Strengths: Confident, refreshingly direct, and resilient.
- Weaknesses: Hot-tempered (Anger issues), cannot swim
- Hobbies: Gaming, Finding budget-friendly eats
- Special Skills: Crafting, Martial arts
- Traits: Heavy head makes her sink. Wears only haenyeo suits.

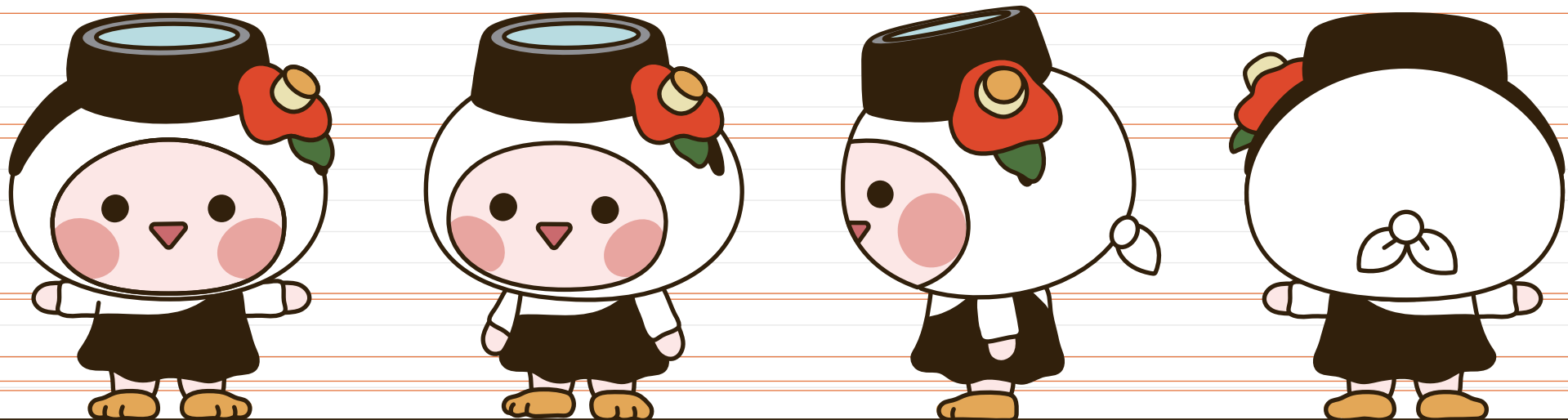


CHARACTER.TURN AROUND

YANG PONGDANG



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YANG PONGDANG

양퐁당



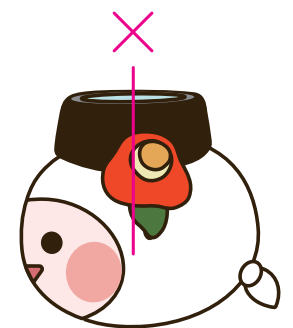
The camellia is always positioned on the right.



Do not flip horizontally.



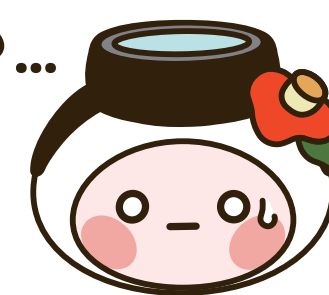
The goggles tilt forward.



They should not be placed in the center

※The default mouth shape is an inverted triangle.

Variations are allowed, but be careful not to make the mouth too large.



NYANG NYANGI - 냥냥이

Once a shy and wary stray cat,
he opened his heart to BOORABONG's innocence
and joined the Pongdang Family.
NYANGNYANGI technically "chose" BOORABONG,
but for some reason, it feels like he became his butler...
Is it just a feeling?

"I'm a free spirit~
I hate being bothered, meow!
But having a family isn't too bad, meow~"

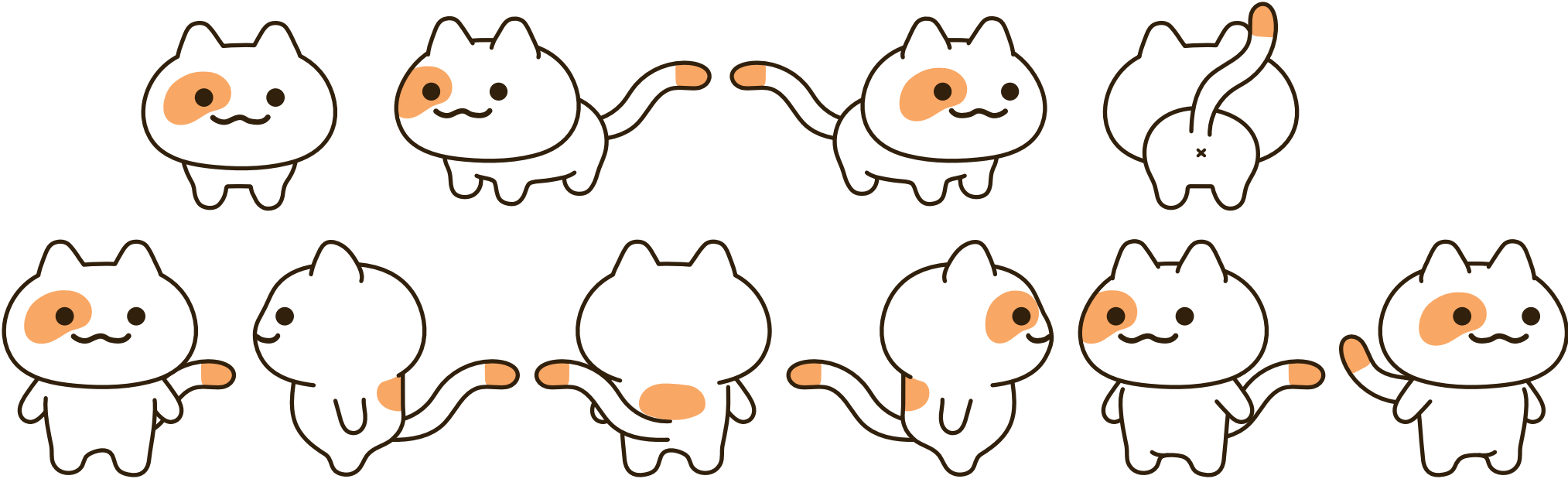
-Personality Type(MBTI) : Virtuoso (ISTP)

- Likes: Naptime, Raw fish, Sushi
- Dislikes: Being disturbed
- Strengths: Highly adaptable (Quick-witted)
- Weaknesses: Hot-tempered (Anger issues), cannot swim
- Hobbies: Watching fights, Fishing
- Specialties: Cat Punch (slashes with claws while calling it a punch)
- Traits: Can liquefy his body when needed.



CHARACTER.TURN AROUND

NYANG NYANGI



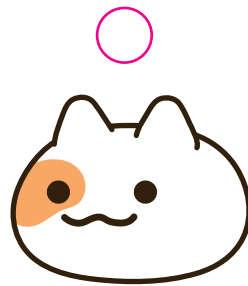
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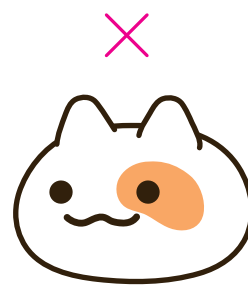
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NYANG NYANGI

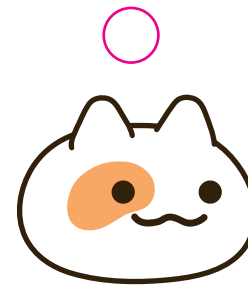
냥냥이



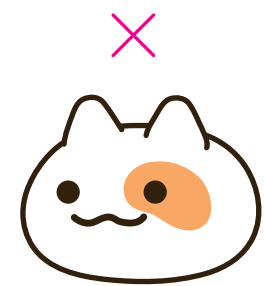
Left eye pattern



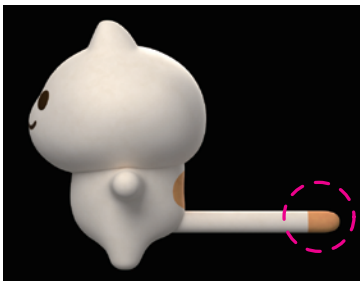
Do not flip horizontally.



Left eye pattern



Do not flip horizontally.



*The tail pattern is about 1/5 of the total length.

HOKKO _ 호꼬

Left behind by the herd due to his short legs, this baby white deer fortunately found a new family after meeting BOORABONG. However, he hates the name 'Hokko'* given by RABONG.
(*From 'Hokkolakhada,' the Jeju dialect for 'small')
He constantly stalks RABONG because his leaf looks so delicious.

"One day, I will eat that delicious leaf...!!"

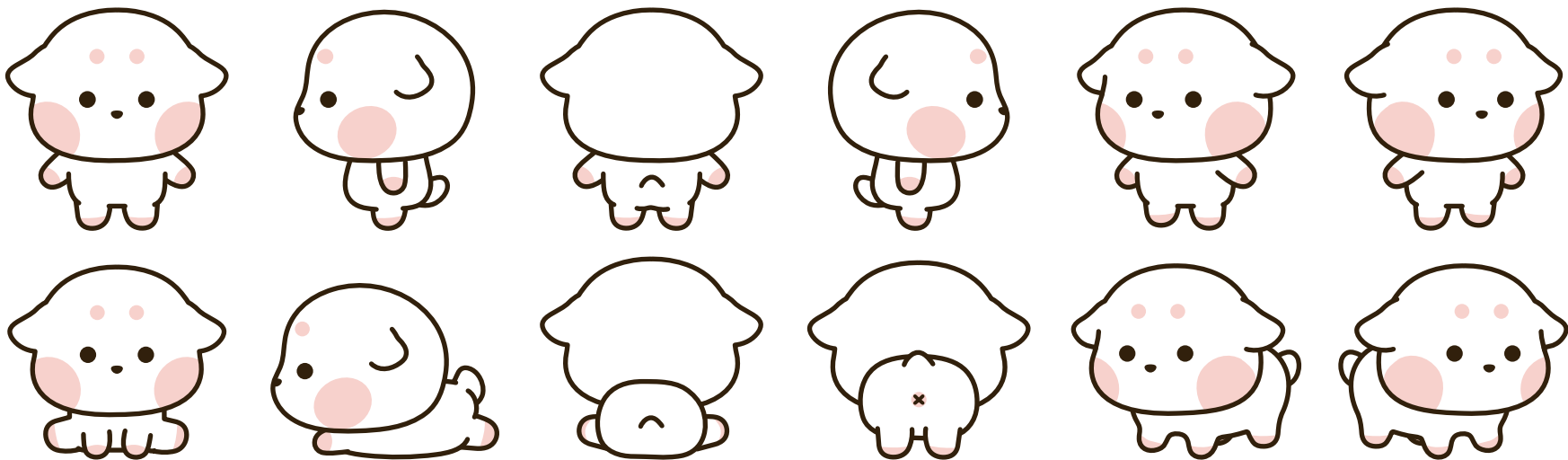
-Personality Type(MBTI) : Adventurer (ISFP-T)

- Likes: BOORABONG's tempting leaf
- Dislikes: Talk about height
- Strengths: Cute, persistent
- Weaknesses: Short limbs, cannot speak
- Hobbies: Following BOORABONG
- Specialties: Jumping
- Traits: Vegetarian. Walks naturally on two legs. (first steps?)

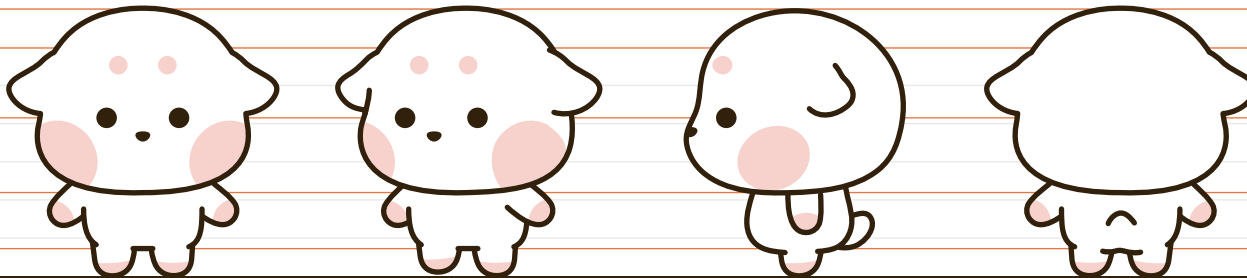


CHARACTER.TURN AROUND

HOKKO



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HOKKO

호꼬

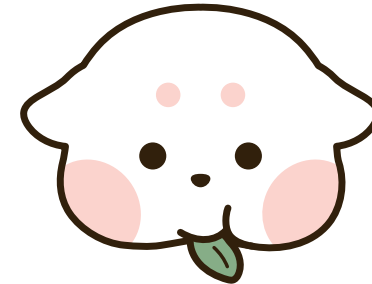
*Since it is still young, it can only stand upright for a short moment.



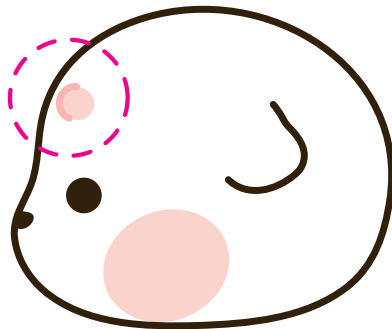
*It mainly sits or stands on all fours.



*The mouth is not visible, but it appears only when eating.



*There is a slight volume here since it's where the horns grow.



GU AEGU _ 구애구

The guardian angel of the tangerine orchard, looking like a mix of a Corgi, Shiba, Jindo, and a lovable mutt.

As a former stray, he thought his name was "Aegu" because the grandma who raised him always groaned "Aegu-gu (Oh my...)" due to her aching joints. His last name "Gu" comes from Grandma. A good boy who diligently helped with her farming, he now guards the empty house and orchard alone after her passing.

"This is Grandma's tangerine orchard!!"

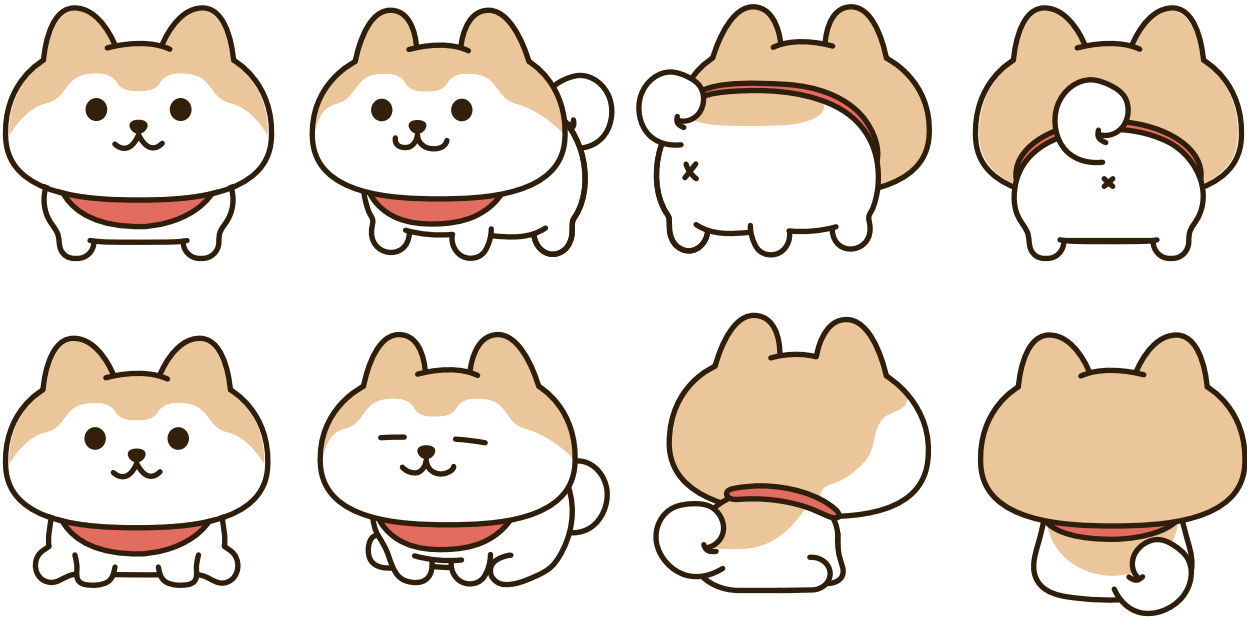
-Personality Type(MBTI) : Mediator (INFP-T)

- Likes: Grandma, Tangerine orchard
- Dislikes: Complicated or stressful tasks
- Strengths: Kind and gentle-natured
- Weaknesses: Stubborn, simple-minded
- Hobbies: Drawing, Making things, Camping
- Specialties: Good with his hands, great at physical work
- Traits: Highly loyal, loves helping others (volunteering)

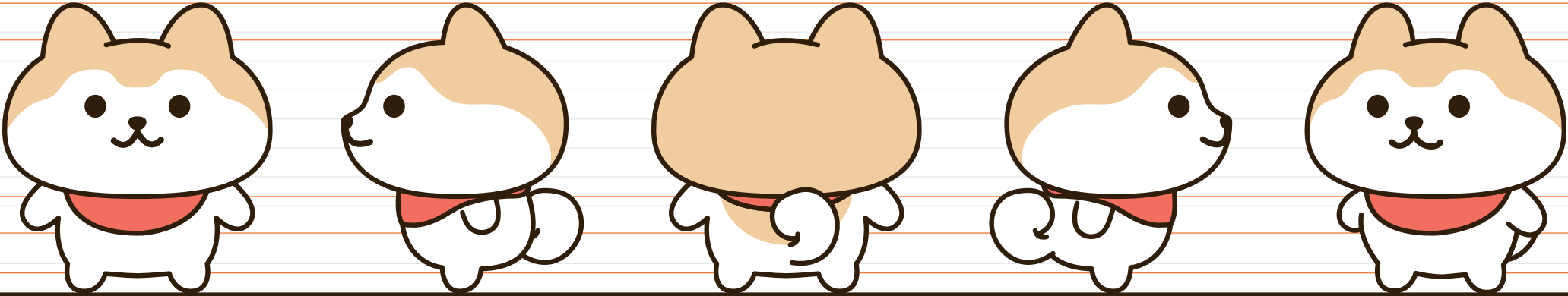


CHARACTER.TURN AROUND

GU AEGU



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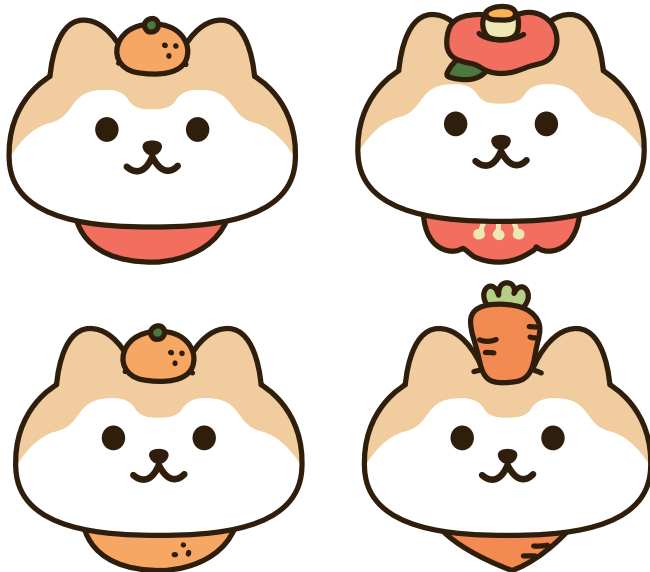
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GU AEGU

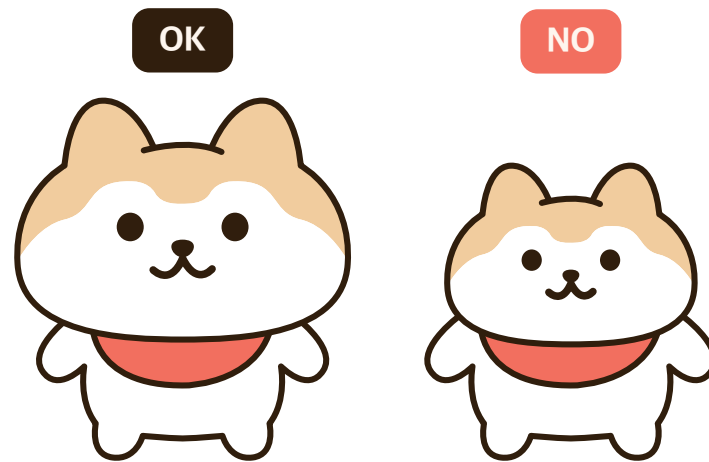
애구

- ▶ The front view is horizontally wider than the side view.
- ▶ The tail is curled. Its shape can change slightly depending on emotions.
- ▶ The limbs are short but can stretch slightly as needed.
- ▶ The perky ears can change angles depending on emotions.
- ▶ The yellow pattern on the head can also function as the eyebrow lines.
- ▶ Be careful not to omit the pattern that extends from the head to the back.

▶ Accessories and costumes
can be modified for merchandising purposes.



▶ Do not change facial and body proportions.





감사합니다!

-Thank you-

