



JUCHEGANG

BRAND IDENTITY GUIDE

Subjective River | Navigate the Current

February 2026 | Version 2.0
JucheGang.ca | Juche.org
iPurpose Consulting | Victoria, BC, Canada

1. BRAND PHILOSOPHY

THE ORIGIN STORY

JucheGang was born as a movement — a crew of independent thinkers building bridges across cultures, challenging Western narratives through factual analysis and radical transparency. When Google Translate rendered “JucheGang” into Korean as ■■■■ — “Subjective River” — it didn’t break the brand. It revealed its soul.

THE DUAL-LANGUAGE IDENTITY

In English, **JucheGang** is the crew — the movement, the people navigating together. In Korean, ■■■■ (**Subjective River**) is the philosophy underneath — life as a personal current you align with rather than fight. Two languages, one truth.

THE PHILOSOPHY

Life is a subjective river — a personal current you cannot fight. You can struggle against it and fail, or turn around, read the flow, and let the current carry you forward.

Self-reliance isn’t brute force against reality. It’s understanding your own agency within forces bigger than you. The river is different for everyone. Your current isn’t my current.

That’s radical subjectivity. That’s ■■ at its core.

THE "GANG" REFRAME

“Gang” in English carries baggage. But in Korean, our name translates to ■■■■ — “Subjective River.” It’s not about crews on corners. It’s about navigating life’s current together. The English name carries the boldness. The Korean meaning carries the wisdom. Both are intentional.

TAGLINES






Primary: *Navigate the Current*

Secondary: *Your River. Your Path.*

Korean: ■■■■ ■■■■ ■■■■ (*Follow the Flow of Juche*)

2. THE RIVER PALETTE

Deep blues that move like water. Korean red for passion and cultural identity. Sovereign gold for wisdom and authority. Every color tells part of the story.

	Name	Hex	RGB	Usage
	River Depths	#0D1B2A	13, 27, 42	Primary backgrounds, headers, brand authority
	Current Blue	#1B4965	27, 73, 101	Supporting elements, cards, gradients
	Deep Water	#142638	20, 38, 56	Surface cards, elevated elements
	Korean Red	#C73032	199, 48, 50	CTAs, emphasis, Korean cultural identity
	Sovereign Gold	#D4A74A	212, 167, 74	Highlights, premium, wisdom indicators
	River Mist	#E8DFD0	232, 223, 208	Light backgrounds, text on dark

GRADIENTS

River Flow: #0D1B2A → #1B4965 → #2A6F8E at 135° – Hero sections, flowing current

Korean Dawn: #0D1B2A → #1B4965 → #C73032 at 180° – Where river meets sunrise

Sovereign: #D4A74A → #8B6914 at 135° – Premium, authority moments

3. TYPOGRAPHY

A type system that bridges cultures. Editorial authority in English, authentic beauty in Korean, precision for data.

HEADINGS — PLAYFAIR DISPLAY / GEORGIA

Navigate the Current. ■■■.

Use: Headlines, brand moments, section titles. Weight: 700, 900.

KOREAN — NOTO SERIF KR

■■■ — ■■■■ ■. ■■■ ■■■■ ■■■■.

Subjective River — Life is your own flow. Use for bilingual moments.

BODY — SOURCE SANS 3 / CALIBRI

Life is a subjective river — a personal current you navigate, not fight. Self-reliance isn't about brute-forcing against reality. It's understanding your own agency within the flow of forces bigger than you.

Use: All body copy, descriptions, professional content. Weight: 400, 600.

DATA & TECHNICAL — JETBRAINS MONO / CONSOLAS

PLATFORM: LinkedIn | FOLLOWERS: 17,000+ | IMPRESSIONS: 600K-800K/week

Use: Statistics, labels, metadata, code snippets.

4. BRAND PERSONALITY & VOICE

CORE TRAITS

Philosophical — The river, the Dao, Eastern wisdom. The deep current underneath.

Bold — Unapologetic, radical transparency. Says what others won't.

Professional — Credible, data-driven, serious when the moment demands it.

Bridge-BUILDER — Connects cultures, challenges narratives, questions the status quo.

TONE BY CONTEXT

Context	Tone
Default	Confident and grounded, like someone who's been through storms and found their current.
Social Media	Bold, provocative but factual, conversation-starting. Zero apology energy.
Professional	Data-driven, credible, measured but unafraid to challenge prevailing narratives.
Philosophical	Flowing, poetic, Eastern-influenced wisdom. The river speaks.

5. BRAND NARRATIVES

FOR KOREAN AUDIENCES

주체강 — 주관적 강. 문화 교류, 사실적 대화, 그리고 한반도 통일을 위한 다리를 건설하는 곳입니다.

Subjective River. Life is your own flow. We connect cultures, engage in factual dialogue, and build bridges toward Korean reunification.

PROFESSIONAL / ELEVATOR PITCH

JucheGang.ca is an independent platform dedicated to factual analysis and cross-cultural bridge-building, with a focus on Korean reunification and challenging Western narratives through data-driven discourse. In Korean, our name means “Subjective River” — a philosophical anchor for the work we do.

EDITORIAL VOICE

JucheGang’s analytical content — such as “The Korean Trap: How the West’s 70-Year War Blueprint Is Being Rebuilt in Ukraine” — demonstrates the brand’s commitment to deep structural analysis, historical pattern recognition, and challenging dominant geopolitical narratives through rigorous, data-backed argumentation.

6. VISUAL IDENTITY CONCEPTS

Three logo concept directions rooted in the dual-language identity, to be refined with AI image tools or a designer.

CONCEPT A: THE FLOWING MARK

Korean characters **■** on a river-blue gradient circle with gold border. Subtle water ripple effect. Primary digital mark across all platforms.

CONCEPT B: THE RIVER SEAL

Single character **■** (River) centered in Korean Red circle with gold border. Bold cultural stamp. Secondary mark, favicon, avatar for limited space.

CONCEPT C: THE MONOGRAM

Gold “JG” initials on deep navy circle. Professional contexts — LinkedIn, business cards, email signatures.

RECURRING VISUAL ELEMENTS

Water/river flow patterns • Korean calligraphy accents • Gold line work and borders • Bridge imagery • Korean peninsula silhouette • Mountain and river (■) tradition • Navigation motifs

7. ASSET SPECIFICATIONS

SOCIAL MEDIA

Platform	Profile	Banner/Cover
LinkedIn	400 x 400	1584 x 396
Facebook	170 x 170	820 x 312
X / Twitter	400 x 400	1500 x 500
Instagram	320 x 320	—
Telegram	512 x 512	—
VK	400 x 400	1590 x 400
WeChat	300 x 300	—

OG / SOCIAL SHARING

Asset	Dimensions	Filename
OG Image	1200 x 630	og-image.png
Twitter Card	1200 x 628	twitter-card.png
LinkedIn Share	1200 x 627	linkedin-share.png

PWA & FAVICON

Asset	Dimensions	Filename
PWA Primary	512 x 512	icon-512x512.png
PWA Android	192 x 192	icon-192x192.png
Apple Touch	180 x 180	apple-touch-icon.png
Favicon	32 x 32	favicon-32x32.png
Favicon Small	16 x 16	favicon-16x16.png

8. PLATFORM STRATEGY

PRIMARY PLATFORMS

LinkedIn (17,000+ followers) — Professional analysis, network building, bridge-building.

Facebook (hundreds of accounts) — Multi-account reach. Geopolitical content, community.

VK — Russian-speaking audience. Cross-cultural analysis, reunification advocacy.

WeChat — Chinese audience. Korean cultural content, economic analysis.

SECONDARY PLATFORMS

X/Twitter — Real-time commentary, defense/aerospace/nuclear professional engagement.

Instagram — Visual content, cultural imagery, brand aesthetic.

Telegram — Community messaging, direct engagement.

WEBSITES

JucheGang.ca — Primary content hub. Long-form analysis, brand home.

Juche.org — Educational resource. Korean reunification, historical analysis.

CONTENT METRICS

Weekly Impressions: 600,000 – 800,000

Active Accounts: Hundreds across multiple platforms

Domains: 22

The logo for JUCHEGANG features the word "JUCHEGANG" in a bold, black, sans-serif font. Above the letters "U", "C", and "H" are three solid gold squares of equal size, arranged horizontally and slightly overlapping.

Navigate the Current

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