



A taste of home.

MEMORY HARBIN



A familiar signature.



The maple, ribbon, stars and bilingual name come from the original Memory Harbin packaging artwork.

All 25 paths in the badge are preserved.

The original name remains in traditional Chinese.

Warmth, with character.

WARM PAPER

#F5EBD5

CINNABAR

#B72322

DARK INK

#241E1B

TOASTED GOLD

#C39C63

A taste of home.

Warm paper and red give the product room to breathe.

The original maple and star shapes extend the system.

Type and colour are newly composed for this edition.

A place at the table.



MEMORY HARBIN

哈尔滨 红肠

**HARBIN-STYLE
SAUSAGE**

Saucisse façon Harbin



MEMORY HARBIN

哈尔滨 红肠

**HARBIN-STYLE
SAUSAGE**

Saucisse façon Harbin

One product.

Two colour studies.

Front artwork only.

A design concept.

Made to be remembered.



A taste of home.

一口，想起家。



A carrier, patterned paper and a circular seal extend the identity beyond the front of the package.

The maple and star shapes connect these applications.

From archive to edition.

THE ORIGINAL FILES / 2022 & 2025

The archive contains sausage promotion and packaging.

The 2025 packaging file identifies Memory Harbin.

The original badge provides the identity for this edition.

THE VISUAL EDITION / 2026

New typography, colour studies and packaging concepts.

Historic prices, origin and ingredient claims are not repeated.

The front artwork is not a complete retail label.

Client adoption and physical production are unconfirmed.