



## ПРЕДЛОЖЕНИЕ ПО БРЕНДИНГУ

Варианты названия включают в себя  
Нового бренда керамогранита на территории РФ  
ассоциации:

Связанные с пространством

**KOHOOM**

**KEROOM**

CeraHome

the room

**HOME** ceramics

Связанные с ощущениями

Paradise

**KERAURA**

**KARMA**

*line*

**HARMONY**

Home&Co

**Rehome**

re:home

**DOM KERAMIKA**

Done!

**COMFORT**

com.fort

**KERAQUA**

Креативные

**LINE** ceramics

**KERAMIX**

**LAB KERAMIKA**

Kerama Rossy

**KEROOM**

keramica



# paradise

Вдохновение.  
Совершенство

**KERAURA**



**LINE**

ceramics



**KOHOOM**



**KERAMIX**



**KARMA**

A horizontal band with a marbled, stone-like texture in shades of light gray and white, serving as a background for the text.

**HARMONY**



# LAB KERAMIKA

**HARMONY** *line*

Kerama Rossy

The background is a dark, navy blue color with several elegant, flowing golden lines that curve across the frame, creating a sense of movement and luxury. The lines are thin and have a slight metallic sheen.

Home&Co

прикоснись к  
прекрасному



rehome

The background features a light beige color with several large, overlapping, curved bands of a slightly darker shade. In the corners, there are halftone patterns of small dots, with the density of the dots increasing towards the corners.

re:home

**DOM KERAMIKA**

Done!

Вы  
дома



**KEROOM**

A modern, multi-story house with a mix of light and dark grey exterior panels, large windows, and balconies with metal railings. The house is illuminated from within and by small exterior lights. A dark SUV is parked in the driveway in the foreground. The sky is a deep blue with some clouds, and trees with autumn foliage are visible on the right.

CeraHome

прикоснись к  
прекрасному

COMFORT

# the room

комфорт это  
реально



**HOME** ceramics



A modern bathroom featuring terrazzo walls with colorful speckles. The vanity is a light pink color with a matching rectangular sink. Above the vanity are two circular mirrors of different sizes, one larger than the other, both with gold-colored frames. A small white spherical light fixture is mounted on the wall to the right of the mirrors. A pink upholstered stool sits on the floor next to the vanity. In the background, a shower area is visible with a gold-colored showerhead and a handheld shower wand. A white toilet is partially visible in the lower left corner.

com.fort

самое лучшее для  
себя самому

**KERAQUA**

# keramica

прикоснись к  
дом в котором уютно в  
прекрасному  
нем





A high-angle, grayscale photograph of a modern bathroom vanity. The vanity is a light-colored, minimalist design. On the left, a white rectangular sink is set into the countertop with a sleek, curved chrome faucet. Above the sink, a large, round, frameless mirror is mounted on the wall. To the right of the sink, a chrome towel ring holds a white ceramic plate. On the countertop to the right of the sink, there are several items: a small white tube, a glass bottle with reed diffusers, and a white ceramic toothbrush holder containing a toothbrush. The background wall is covered in a patterned wallpaper with large, irregular, light-colored shapes on a darker background. A portion of a light-colored chair is visible in the bottom left corner.

**Keramika®**