



Ricoh MP C4502 Brochure

This brochure was among the first to be designed using Ricoh's new worldwide branding standards established early in 2012. The new approach was implemented by the company's Japan headquarters, then adapted for the U.S. market by Page2 under the direction of Ricoh's Marketing Communications team. Its modular structure allows for a high degree of flexibility in presenting different bodies of content for different product lines.