

[liquifiedcreative.com](http://liquifiedcreative.com)





# our many arms.

Liquified Creative is founded on a client-first mentality that fuels us to remain innovative and never settle for ordinary. Our collaborative workflow fuels breakthrough creative + strategy that achieves successful results.

All creative design, production, and development of projects and strategy are performed in-house at our Annapolis-based office. With over 80 years of combined experience within the marketing + advertising industry, our teams passions align at the desire to create, communicate, and inspire. Our services cater to and nurture the full life-cycle of a brand from the initial exploration stages to the final development of a truly distinctive result.

Our agency and individual members of our digital team are all Google Certified Partners, Hootsuite Professional Certified, Facebook Blueprint Certified, and Mailchimp Partners.

Learn more at: [liquifiedcreative.com/culture](https://liquifiedcreative.com/culture)



# being creative is second nature.

For well over a decade our team has developed hundreds of partnerships with our clients and their industries throughout Annapolis, Maryland, Washington DC, Virginia, and across the United States. We have created and evolved countless brands through our relationships, creative talent, and the strategic master-minding behind our marketing and advertising team. Loving what we do makes things a bit easier too.

**Our Mantra:** Brands are living and breathing entities that need to be constantly energized with messages that are both consistent and memorable. But just being pretty, flashy, or creative won't cut it. What you say—and, more importantly—how you say it needs to resonate with the market you are trying to reach.

## SECTORS SERVED

Architecture  
Arts/Entertainment  
Construction  
Energy/Utilities  
Events & Entertainment  
Financial  
Government  
Health Care  
Higher Education  
Hospitality  
Legal  
Manufacturing  
Maritime  
Non-Profit  
Politics & Advocacy  
Property Management  
Real Estate/Homebuilders  
Sports  
Technology

mission +  
philosophy

# strategy

**Great design and tactics need to be supported by superior strategy.**

That's why we make sure to truly understand our clients. Successful strategy and implementation are pivotal center-points to all of the creative services we offer. It defines creative direction, sets expectations, and surpasses goals.

CONTENT MARKETING + STRATEGY  
DIGITAL + TRADITIONAL ADVERTISING  
MEDIA PLANNING + BUYING  
PUBLIC RELATIONS + INFLUENCER MARKETING  
VIDEO DIRECTION + PRODUCTION  
PUBLIC RELATIONS

**Brand strategy is at the core of every message, visual, and experience of a successful service and product.**

Successful branding will engage and draw your audience for a closer look. Our goal is not only to identify your brand's challenges, but also to elevate and protect your brand from outside predators—all while telling your customers a story that they won't forget.

# branding

BRAND AUDIT & RESEARCH  
BRAND IDENTITY + BRAND SYSTEM  
VISUAL + VERBAL IDENTITY  
BRAND ACTIVATION + POSITIONING  
CREATIVE SERVICES

**The digital ecosystem is ever-evolving, and so are we.** With an integrated approach to all

things digital, our focus remains on delivering ROI while remaining true to your brand.

Our style surpasses the typical "results-driven" approach. We know that a combination of strategy, creative, and multi-platform campaign execution doesn't just achieve results, it leverages your maximum potential.

# digital

INTERACTIVE DESIGN + DEVELOPMENT  
SEO + ANALYTICS  
DIGITAL MARKETING  
VIDEO PRODUCTION  
WEBSITE MANAGEMENT + COMPLIANCE

# award-winning creative.

**Our awards and partnerships are just the icing on the cake when it comes to doing what we love most – building brands, developing outstanding creative, and achieving incredible results for our clients.**

Our strategic alliances, certifications and professional honors allow us to provide our clients with expertise, insight, and strategy that puts them a step ahead of the competition. We love thinking and creating on the cutting-edge, and the following list of awards demonstrates just that.

## DIGITAL AWARDS

2021 Hermes Award – Gold – NPSOA – Website Overall, Electronic Media/Interactive  
2021 Hermes Award – Gold – LH Anne Arundel Medical Center Foundation – Website Overall, Non-Profit  
2021 dotCOMM Award – Gold – American Breast Cancer Foundation – Non-Profit Website  
2020 dotCOMM Award – Platinum – Aronson Capital Partners – Website Overall, Business to Business  
2020 Hermes Award – Platinum – Aronson Capital Partners – Website Overall, Business to Business  
2019 Hermes Award – Gold – Wye River – Website Overall, Business to Business  
2019 Hermes Award – Gold – New Energy Equity – Website Overall, Small Business  
2019 Hermes Award – Gold – HyperToys – Website Overall, Small Business  
2019 Hermes Award – Gold – Furniture Link, Website Overall, Product  
2018 Hermes Award – Platinum – Potter Burnett Law Website Overall  
2018 Hermes Award – Gold – Anne Arundel Medical Center Foundation, Denim and Diamonds Website  
2018 Hermes Award – Gold – Hyper Bicycles Website, Product  
2017 Web Award – Gold – Potter Burnett Law, Legal Website

## BROADCAST AND TELEVISION

2021 Davey Award– Silver – The Arc Central Chesapeake Region, Admissions Video General-Charitable/Non-Profit  
2021 Communicator Award – Annapolis Plastic Surgery “Culture Video”  
2021 Communicator Award – American Breast Cancer Foundation + AutoNation Paid Social Campaign  
2021 Communicator Award – Potter Burnett Law Website Design  
2020 Communicator Award – The Arc Central Chesapeake Region “Beyond a Job”,  
2020 Hermes Award – Gold – The Arc Central Chesapeake Region “Beyond a Job”, Video  
2019 Telly Award – Bronze – Giant National Capital BBQ Battle, Local TV General-Events  
2019 Telly Award – Bronze – Giant National Capital BBQ Battle, Local TV General-Entertainment  
2019 Marcom Award – Platinum – “We Are Liquefied Creative”, Brand Video  
2019 Marcom Award – Gold – Leadership Anne Arundel “Igniting Leadership”, Non-Profit  
2019 Marcom Award – Gold – Giant National Capital BBQ Battle, Television (Broadcast & Cable)

## PRINT AWARDS

2021 Davey Award – Silver – AeroVanti Vision Book – Corporate Identity – Design & Print Collateral  
2020 Muse Award – Silver – Kona Pink Packaging, American Breast Cancer Foundation  
2019 Hermes Award – Gold – Anne Arundel Chamber of Commerce – Legislative Program, Guide  
2019 Hermes Award – Gold – Smiths Detection, Infographic  
2018 Hermes Award – Platinum – Potter Burnett Law Ad Campaign  
2018 Hermes Award – Platinum – Maryland Quality Initiative “25 Years of Building Quality”  
2018 Hermes Award – Gold – Chesapeake BaySavers Legislative Summit

case  
studies





## BRANDING WITH A MISSION

Kona Gold's Hemp Energy Drink, Kona Pink, was designed by Liquified Creative in collaboration with Kona Gold Solutions and the American Breast Cancer Foundation. The overall design aimed to reflect both the unique Pink Grapefruit flavor of energy drink as well as the messaging and purpose of the initiative. Kona Gold timed the launch of Kona Pink to coincide with Breast Cancer Awareness month in October in order to have the most impact on raising awareness about breast cancer. A portion of all proceeds from each Pink Grapefruit case sold will go to the American Breast Cancer Foundation to help provide financial assistance for breast cancer screenings, education, and support services to individuals who are uninsured and underserved.

### PROJECT AWARDS

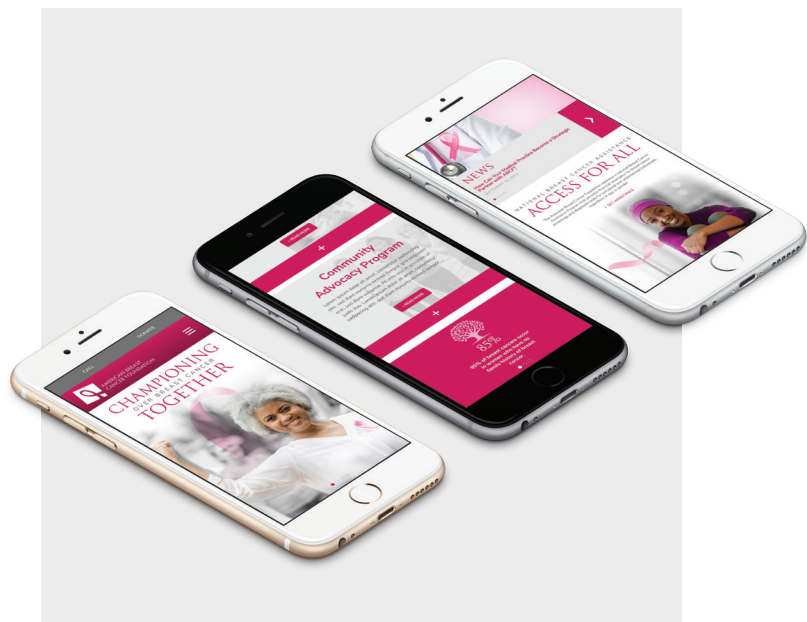
2020 Muse Award | Silver – Kona Pink Packaging, American Breast Cancer Foundation



### INSPIRED FASHION

For this project, the challenge was to integrate the ABCF brand into a co-branding opportunity with the Carly fashion brand. Our approach consisted of in-depth brand and market research, review of the associated fashion line, and a focus on empowering design that complemented the label while accurately conveying the objective of the collaboration.







## BRANDING WITH A MISSION

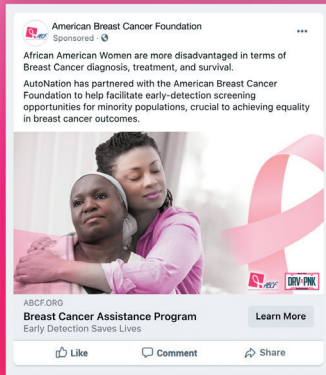
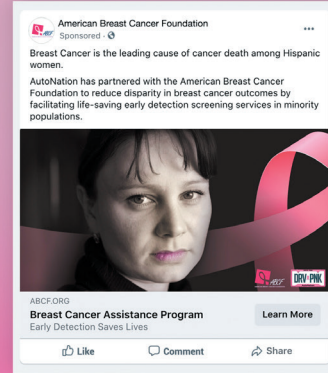
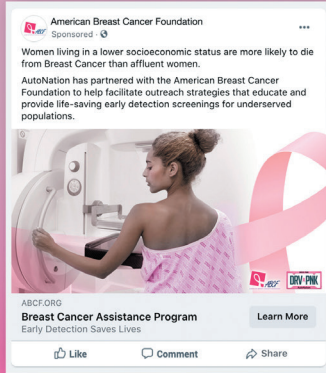
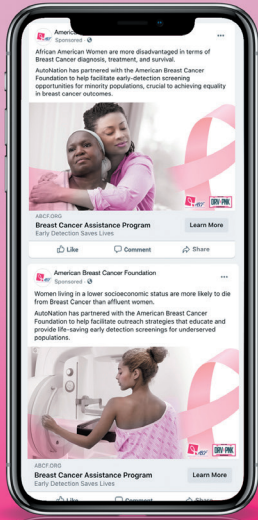
The American Breast Cancer Foundation is a charitable organization focused dedicated to providing educational resources, access and financial assistance to aid in the early detection, treatment, and survival of breast cancer for underserved and uninsured individuals, regardless of age or gender. IN support of their continued mission, AutoNation, America's largest and most recognized automotive retailer, partnered with ABCF to raise awareness and to educate communities about cancer care and treatment. Liquified Creative supported these efforts through creative design and targeted social media advertising.

### CHALLENGE

To develop online engagement and traffic while elevating a joint brand objective.

### APPROACH

Upon project initiation, Liquified used ABCF brand guidelines, along with AutoNation's Drive Pink Mission logo lockup, to develop materials to support social advertising efforts, organic social media posts, and reporting efforts. Demonstrated in the following mockups are targeted social media ads, social posts, and a final infographic showing campaign performance and exposure.



## AUTONATION GRANT DISBURSEMENT IN ACTION



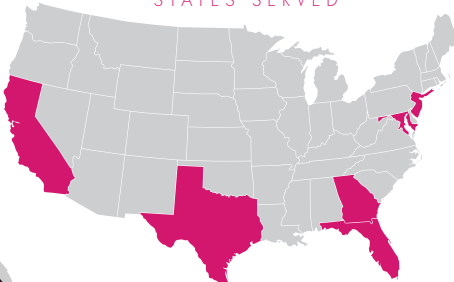
### SERVICES PROVIDED



### DEMOGRAPHIC



### STATES SERVED



### RACIAL AND ETHNIC IDENTITY



### SOCIAL MEDIA CAMPAIGN METRICS

	Individual Woman	Mammogram	Mother and Daughter	TOTALS
CLICKS	572	490	277	1,339
REACH	40,408	29,840	15,508	72,288
IMPRESSIONS	56,025	40,505	21,423	117,953
POST SHARES	59	63	32	154
POST SAVES	7	10	10	27
POST COMMENTS	17	12	2	31
POST REACTIONS	255	171	104	530





## REVEALING THE HIDDEN BEAUTY WITHIN EVERY BODY

Annapolis Plastic Surgery provides expert care and comprehensive options for plastic surgery, facial rejuvenation, and body contouring. Their top priority is to provide patients with the most natural looking results in a comfortable, spa-like environment.

### CHALLENGE

To develop online engagement and traffic while elevating a local plastic surgery brand.

### APPROACH

The Liquified Creative crew executed a full digital audit in order to assess and develop a focused audience persona, designed an integrated digital campaign on both search and social channels, and performed on-going web content curation.

Put Your Best Face Forward in the New Year.

Restore your Youthful Glow with Laser Skin Rejuvenation

They take a half an hour what was only painful and painful glowing skin. With our comprehensive and safe laser and laser intelligent treatment options, the professionals at Annapolis Plastic Surgery can dramatically reduce your fine lines and wrinkles.

Contact our office today to learn more about how our Halo™ Fractional Laser, Photofacial, and laser skin resurfacing treatments can be tailored to fit your skin's unique needs.



**halo**

annapolis PLASTIC SURGERY

Plastic Center: Facial Rejuvenation and Body Contouring in a Spa-Like Environment

Schedule an appointment today:  
**(410) 777-5321**  
2002 Medical Parkway, Suite 215, Annapolis, MD  
www.annapolisplasticsurgery.com

DR. JAMES SHAPPELL  
Board Certified Plastic Surgeon

DR. DEBRYN JAFFRO  
Board Certified Plastic Surgeon

Accredited by ASAPS, ISAPS, and the American Society of Aesthetic Plastic Surgeons

Revealing the Hidden Beauty Within Every Body.

Discover the Beauty of a Mommy Makeover.

Plus, you'll have more energy, confidence, and a more youthful glow. You'll feel like you've discovered a hidden treasure. You'll feel like you've discovered a hidden treasure. You'll feel like you've discovered a hidden treasure.

Turn to our surgeons, who have an extraordinary, personal passion for you and your body. We'll work with you to create an individualized plan that's unique to you and your goals. Our board and fellowship certified professionals are committed to your "Mommy Makeover."

Contact our office today to learn more about our Mommy Makeover procedure and how we can help you achieve your goals.



**coolsculpting halo**

annapolis PLASTIC SURGERY

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Thank you.

During this unprecedented time of COVID-19, we at Annapolis Plastic Surgery would like to offer our sincerest gratitude to our local health care workers, frontline personnel and first responders. Their dedication to public health and safety is an inspiration to us all.

As challenging conditions remain to please, your health and safety remains our top priority. Our office doors will continue to be open but we ask that you call or email the office for the most up-to-date information regarding our status.

Telemedicine consultations are also available by appointment.



annapolis PLASTIC SURGERY

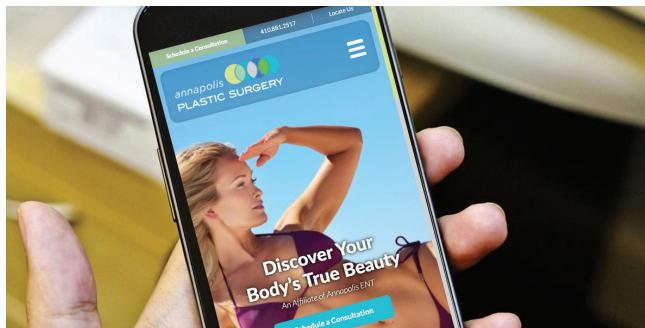
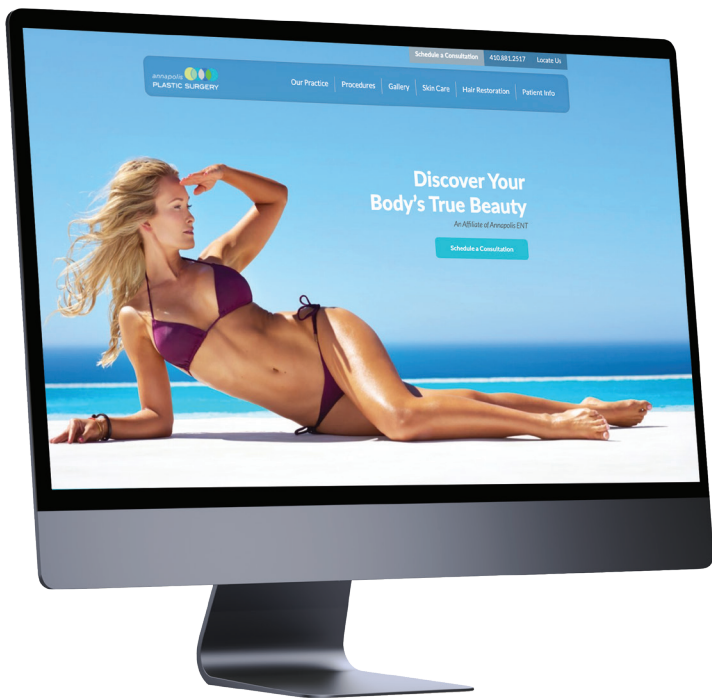
Wear Your Mask, Get the Vaccine, and Stay Safe!

Schedule an appointment today:  
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2002 Medical Parkway, Suite 215, Annapolis, MD  
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## SOARING TO NEW HEIGHTS

Aronson Capital Partners' commitment to serving the needs of the government sector allows them to position the companies they work with for success. By focusing their expertise on this growing market, they have developed strong, lasting relationships with the industry's key strategic and financial participants. Their senior-level, hands-on involvement throughout the M&A process is distinctive in their unwavering dedication and passion to their market segment.

### CHALLENGE

To redesign the Aronson website in a way that captures the professionalism, experience, and ingenuity of their existing brand and history as a government contractor. Aronson communicates a great deal of information to those interested in working alongside them, and what better place to do so than on their digital doorstep—a redesigned, modern version of their website. The challenge Liquified Creative was met with was displaying this information in a captivating and easily digestible format that would keep visitors engaged.

### APPROACH

From the moment you land on the homepage, attention-grabbing animated elements and dynamic imagery capture your eye. Such captivating features are carried throughout the website and overall user experience in order to ensure engagement from site visitors, a challenge posed during the initial stages. High-quality imagery and branded iconography are also utilized throughout the website to effectively portray the branding and messaging of Aerospace, Defense, and Government services at every turn.







## GIVING A VOICE IN ANNAPOLIS

Evans & Associates offers over 60 years of personal and professional experience. They faithfully and fiercely serve their clients in a vast array of projects and issues. From securing the location and funding of a new Washington Football Team stadium to being at the forefront of gaming issues, they've fought and won for their clients year after year.

### CHALLENGE

The client wanted a new logo that portrayed a more youthful and energetic feel while also paying tribute to the long-standing history and reputation the firm has built.

### APPROACH

We met with the client to outline their goals and establish a timeline. Next, we worked through the design phase which began with a font study, multiple design studies, and finally a color exploration. The options were then narrowed down as we decided on a more modern, sleek, and simple approach that maintained a traditional representation of a renewed brand focus. Our design team provided the client with a logo that effectively achieved their goals. Along with their new logo, we were able to provide them new business card directions, letterhead, and concepts for using their new logo on branded collateral.







## REDEFINING HEALTHCARE LEADERSHIP

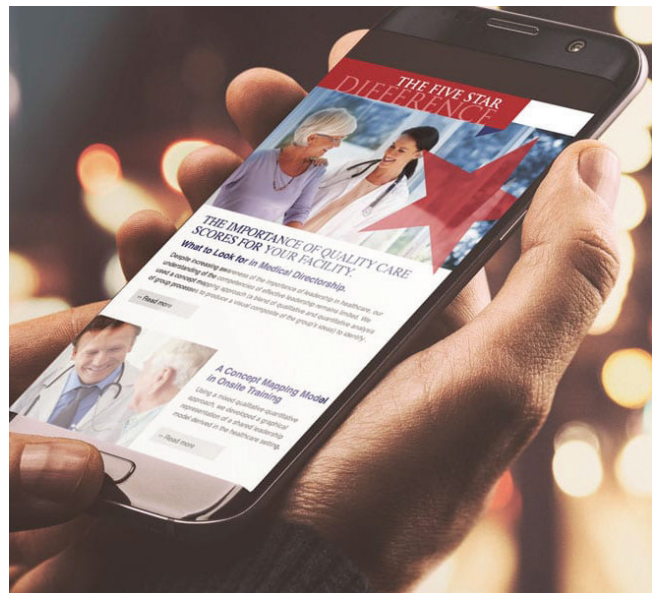
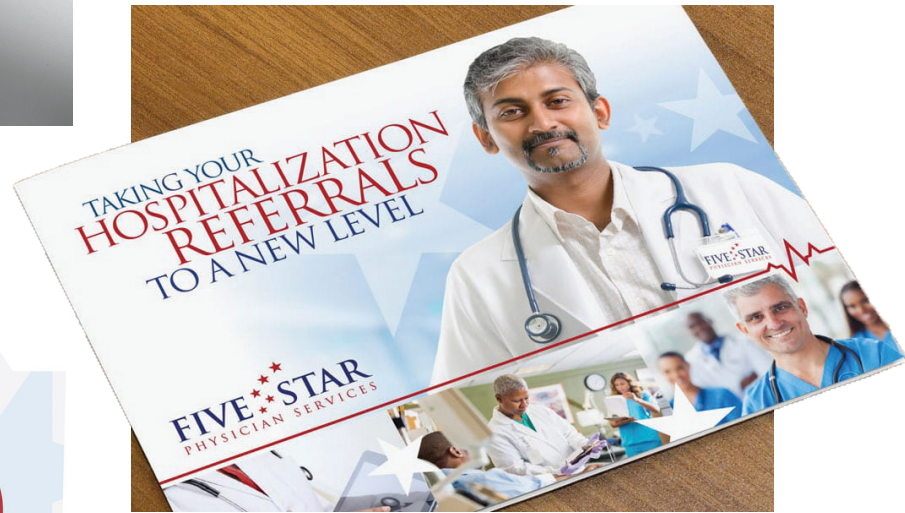
Five Star Physician Services is a clinical care practice exclusively serving Post-Acute/Long-Term Care communities, providing Medical Directorships, Clinical Specialists, Attending Physicians, and Nurse Practitioners throughout Virginia, Maryland, and Delaware. Liquified Creative was pivotal in shaping the website design and is consistently working with the board to produce direct-mail campaigns and trade show collateral.

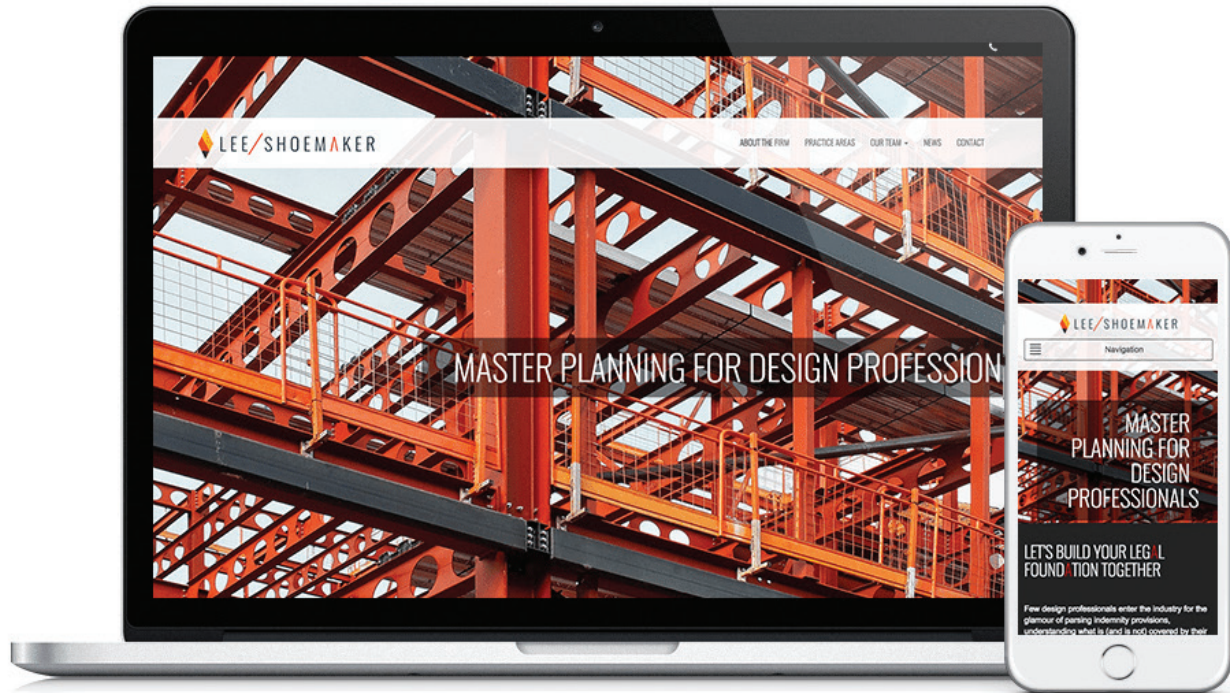
### CHALLENGE

To rebrand a medical placement company while maintaining focus on the needs of employee acquisition and senior healthcare facilities who were challenged with improving their medical care ratings.

### APPROACH

Our crew initiated a full brand audit, which included a full set of brand discovery sessions and evaluation of Five Star's current and future marketing strategy. Once defined, we designed and developed an integrated web solution for both their market and internal staff. This was followed by ongoing collateral and marketing consulting efforts.





## MASTERPLANNING FOR DESIGN PROFESSIONALS

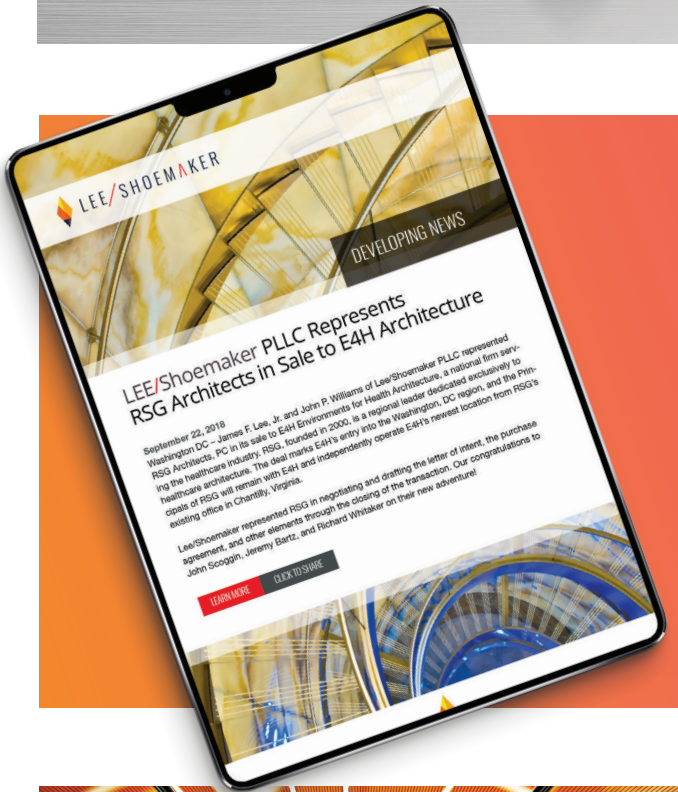
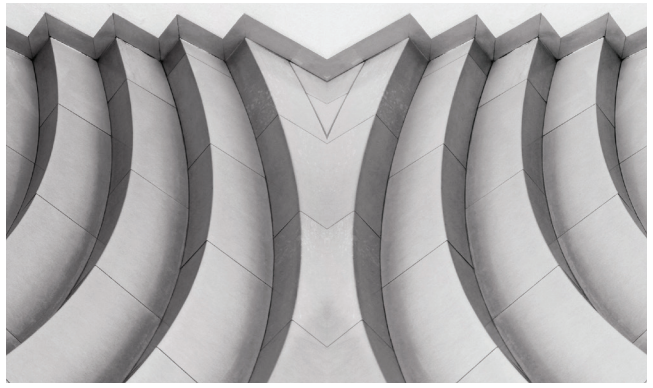
Lee/Shoemaker provides legal services to architecture/engineer firms that seek counsel and guidance on managing risks, resolving disputes, and maximizing the value of their practice. During the initial formation of their firm, they set forth the goal of presenting their firm as master planners in developing the legal infrastructure of their client's businesses and to serve the industry as a cornerstone in the building community.

### CHALLENGE

To devise a structured brand and identity system that would introduce and elevate Lee/Shoemaker in the architecture and construction industry in Washington D.C., Maryland, and Virginia. Branding systems included messaging, logo/logotype, collateral, and digital presence.

### APPROACH

Liquified Creative focused on the concept of master builders and overall imagery that is reflected in modern architecture as the inspiration and driving force behind the Lee/Shoemaker brand. From digital to traditional materials, our goal was to devise a clean, structured approach to encompass the interest of their clients which included architects, engineers, developers, and construction companies. Their initial goals and accelerated timeline included custom website design, development, collateral, e-communications, signage, and branded materials.





## FULL SERVICE EXPERTS IN COMMODITIES

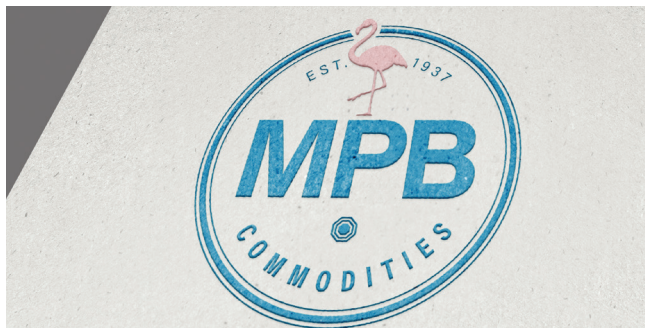
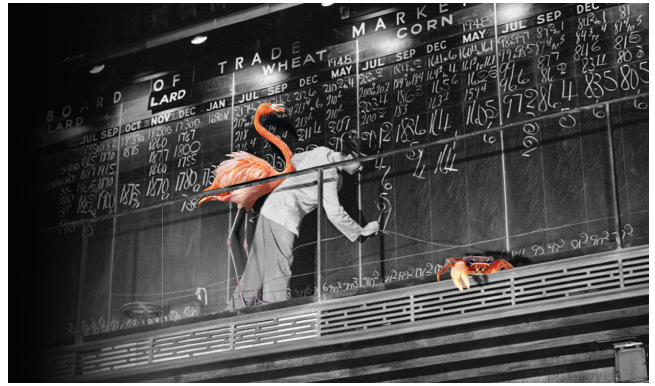
MPB Commodities Brokerage (MPB) is a full-service cash oil brokerage with roots dating back to 1937 on the floor of the Chicago Board of Trade. Over the past 81 years, MPB's portfolio of operations has evolved. However, the expertise, knowledge, and capabilities of the organization have grown over three generations of business firmly rooted within tropical, soft oil commodity and value-added oil products.

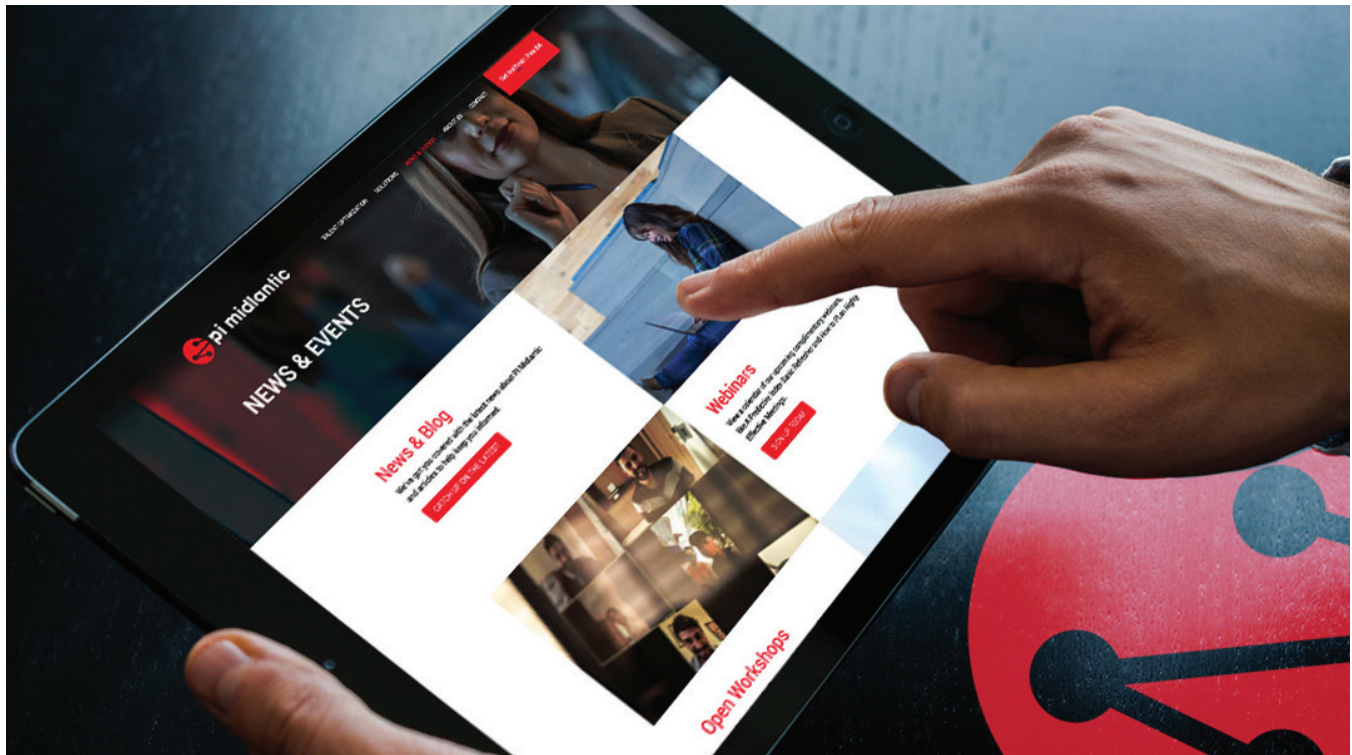
### CHALLENGE

MPB approached Liquefied Creative with a multi-pronged approach to a rebranding initiative. This journey started by discussing a modern take on their brand identity, including a refresh of their logo in a way that maintained their ties to both their tropical oil roots and the Chicago Board of Trade.

### APPROACH

Following their initial rebranding initiative, MPB decided to take the leap into a brand-new website that would reflect their new modern look and feel. Liquefied Creative was able to design and bring to life a modern, updated, and functional website while keeping the integrity of their past alive by showing MPB's dedication to staying ahead of the curve in their industry. Their website continues to showcase their state-of-the-art technology solutions in the commodities trading industry through their custom cloud-based commodities software suite, Ceres.





## TALENT IS EVERYTHING

PI Midlantic breaks the cycle of disengagement in the workplace and helps to drive businesses to success. Starting by providing knowledge and tips to clients in regard to hiring the right people for the right jobs, PI Midlantic is able to ignite enthusiasm and unleash productivity as part of an all-encompassing approach to talent optimization.

Clients are matched with a seasoned professional consultant who holds years of experience in executive leadership. Consultants team up with clients to create a winning plan using various tools that the Predictive Index has to offer. PI Midlantic then helps the client to implement these tools and strategies throughout their organization while also educating their workforce.

### CHALLENGE

The client's previous website communicated the information they wanted to present, but not necessarily in the most effective and updated manner. After PI Midlantic approached Liquified Creative, we determined that they needed a fresh look that would make them stand out by comparison to their competitors.

### APPROACH

Our team met with the client to outline their goals and establish a timeline. Next, we worked through the design phase which began with a font study, multiple design studies, and finally a color exploration. The options were then narrowed down, finally moving forward with a more modern, sleek, yet simple approach that maintained a traditional representation of a renewed brand focus. Our design team also provided the client with a logo modification that effectively achieved their goals. Along with their new logo, we were able to provide their team with new, freshly designed business cards, letterhead, and additional concepts for using their new logo.







**POTTER · BURNETT**  
ATTORNEYS AT LAW



## LET OUR PRIDE, PROTECT YOURS.

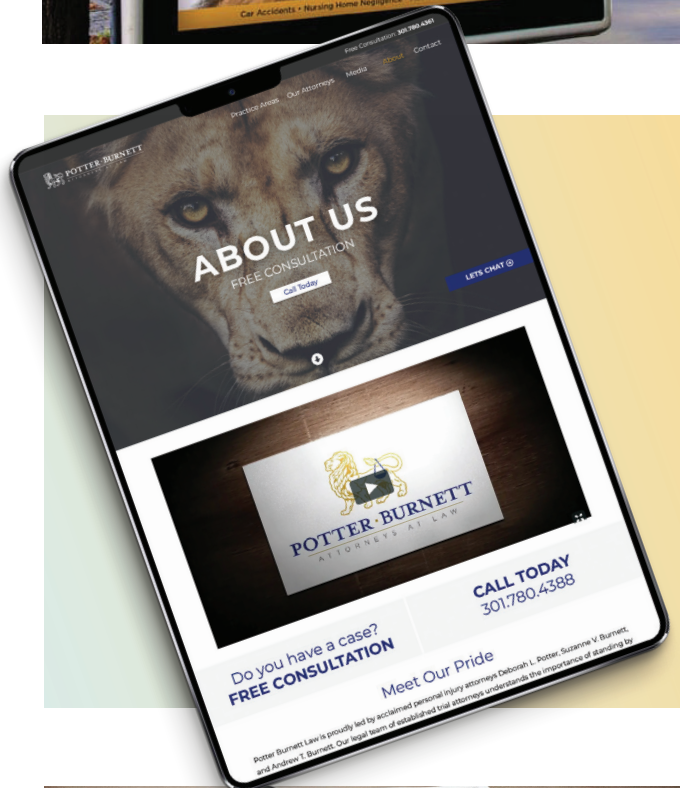
Proudly led by nationally acclaimed personal injury attorneys Deborah Potter, Suzanne Burnett, and Andrew Burnett, Potter Burnett Law formed a law firm representing injured individuals throughout the state of Maryland and Washington, D.C. Liquefied Creative spearheaded the complete branding, website design, marketing and advertising efforts to ensure the new firm hit the ground running.

### CHALLENGE

To develop a brand for a law firm that evokes confidence, dependability, and personal attention for clients who were victims of personal injury, medical malpractice, a vehicle collision, or nursing home neglect.

### APPROACH

Through the initial stages of developing the Potter Burnett Law brand, our crew wanted to take a creative and powerful stance in the introduction of their client to the legal industry. In doing so, we embraced a pride of lions as the client's spirit animal. This brand direction was carried through both their collateral, digital, website, marketing, and firm's culture.





## ACTIONABLE RESULTS

Real Time Medical Systems is the industry-leading Interventional Analytics solution that turns data into actionable insights. Serving healthcare organizations nationwide, Real Time improves clinical performance by reducing avoidable hospital readmissions, managing care coordination efforts, and detecting early warning signs of infectious disease.

### CHALLENGE

Real Time Medical Systems was looking to update their website as their existing site provided limited flexibility in layouts and design. As Real Time was growing, evolving, and adapting their brand to a more modern look and feel, they needed their online presence to match, starting with their website. As Liquified began the website design and development process, our team found that the existing user experience and intentional user journey was a challenge that needed to be addressed throughout this project as well.

### APPROACH

To address the challenges presented, Liquified Creative started by refreshing the branding and visual appearance of the website during the design phase of the project. Simultaneously, an improved site map and structure served to address the UX/UI challenges that existed on the old site. Our team then added additional features such as an events module. Overall, the strategies implemented during this project addressed presented challenges and goals, while going an additional step to address marketing tools such as landing pages, which resulted in improved user engagement. Liquified Creative was successfully able to create an up-to-date and branded platform aimed at providing industry-related content and statistical information.

**RTMS Clinical**  
 Real Time Clinical is the only solution that provides your complete real-time clinical data to your central and extended care facilities, ensuring you stay up to date. Real Time Clinical is designed to help you improve your patient care and reduce your operational costs. It provides you with a comprehensive view of your patient care, from the moment they enter your facility to the moment they leave. This allows you to identify areas for improvement and take action to improve your patient care and reduce your operational costs.

**RTMS Financial**  
 RTMS Financial provides you with a comprehensive view of your financial data, from the moment you bill your patients to the moment you receive your payment. This allows you to identify areas for improvement and take action to improve your financial performance and reduce your operational costs.

**ProACTHS**  
 Real Time Clinical Monitoring of Your Post-Acute Patients

**PDPM**  
 Complete, Real-Time Assessments You Can Rely On.

**Your PDPM Success Starts Here.**

Real Time Medical Systems Has the Expertise, the Tools, and the Plan.

**Get Paid for All the Care Your Staff Provides**

We help you ensure your staff is coding accurately and completely.

30-40% of Medicare A reimbursement is comprised of documentation that is very often incomplete or inaccurate. Medical importance changes in real-time conditions could mean your facility is missing out on your facility's rightful and on-reimbursement.

Real Time customers see an average increase in Medicare A reimbursement of \$14.50 PPD.

Real Time's digital coding tool empowers your staff to ensure accurate coding and allows you to debate the data that need it most.

Real Time Medical Systems | 888-546-9786 | RealTimeMed.com

**PUTTING YOUR EHR DATA TO WORK FOR YOUR STAFF AND PATIENTS**

Powered by Your EHR. Decisions Driven by RTMS.

Simple integration, bringing together data from multiple EHRs in order to give your team and facility a competitive edge when delivering quality care and financial insights.

**3,100** Healthcare Facilities Served

**1.5 M** Lives Monitored

**\$40.1 M** Average Dollars Saved

**Hospitals Drop Readmission Rates by 60%**

University of Maryland Medical Center and UMMC Hospitals

**CASE STUDY**

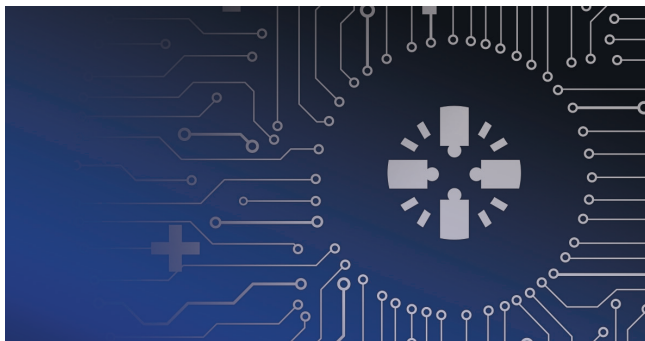
Average Readmission Rate from HIE prior to Real Time Implementation: 28%

Average Readmission Rate 6 months after Real Time Implementation: 17%

848 Number of Discharges

32,265 Discharges per year

Percent Readmission Rate 6 months prior to and after Real Time Implementation for Maryland Two-Hospital Network





## CONSTRUCTING A NEW BRAND

Team Cam is a commercial construction company specializing in asphalt paving, concrete, and commercial construction maintenance. Serving the Baltimore–D.C. Metro area, this fast-growing company offers a comprehensive list of services. For years, they have worked diligently to build a reputation as a dependable commercial construction company based on the following five core principles: trust, reliability, safety, experience, and infrastructure.

### CHALLENGE

To redefine their existing brand in a way that visually displays professionalism, reliability, safety, infrastructure, and experience. Once the rebrand was complete, a complete redesign of the website would be necessary to ensure that the company's front-facing presence online was adequately reflecting their new branding.

### APPROACH

Construction has long been respected and admired throughout history. There may be no better example than the pyramids. Strength, reliability, and design that lasts the test of time. In the color scheme, objects synonymous with the industry were used as guidance – for example, construction cones and safety vests were represented with a vibrant orange. In order to soften the design, a gradient of light to dark grey was utilized to relate to the concrete and asphalt work Team Cam prides itself on. The website was redesigned with the goal of orienting Team Cam's three main profit areas front and center to increase the focus on new traffic arriving on the homepage. Immediate contact options are available both in the utility navigation as well as above the footer for vendors to either submit contractor applications or estimate requests. The new website allowed for simple, customizable landing pages for new digital and traditional advertising campaigns to focus on seasonal deliverables, ultimately bearing very successful results.





Handwriting practice area consisting of 18 horizontal dotted lines.



CREATIVE MUSINGS







Lined writing area with horizontal dotted lines.

CREATIVE MUSINGS





A series of horizontal dotted lines for writing, spanning the width of the page. The lines are evenly spaced and extend from the left margin to the right margin.



## CREATIVE MUSINGS





Lined writing area with horizontal dotted lines.

CREATIVE MUSINGS





Handwriting practice area consisting of 18 horizontal dotted lines.



CREATIVE MUSINGS



# contact us



liquifiedcreative

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